Delivering Essential Local Services in Education, Public Safety and Civic Leadership

The annual federal investment in public media through the Corporation for Public Broadcasting (CPB) is the foundation for an extraordinary array of community services in education, public safety and civic leadership that enhance the lives of millions of Americans, beyond the iconic national public broadcasting programming that viewers love.

[INSERT STATION NAME] relies on this investment to help our station deliver essential public services to the citizens of [INSERT COMMUNITY NAME].

Every day, our station works hard to educate people of all ages, partner with local public safety officials to help save lives, and provide civic leadership resources to strengthen our democracy by giving our citizens the grounding they need in the history, culture and civic affairs of their communities, their states and their country.

The COVID-19 pandemic has put a spotlight on the importance of [INSERT STATION NAME] in our community. Our services are needed now more than ever.

We are especially proud of the new educational resources and services we have been able to provide in the pandemic, including [DESCRIBE ED RESOURCES AND PARTNERSHIPS WITH LOCAL/STATE ED AGENCIES AND COMMUNITY ORGS.]

We have also played an essential role in ensuring that our community has all the latest health information needed to stay safe during the pandemic. [HIGHLIGHT IF YOU AIRED GOVERNOR'S BRIEFINGS, HAD HEALTH FORUMS, PROVIDED INFO ON HEALTH RESOURCES, ETC.]

And as our nation and our communities grappled with issues of racial injustice, civil unrest and challenges to our democracy, our station [HIGHLIGHT STATION SERVICES ADDRESSING THESE ISSUES.]

Federal funding for CPB, of which more than 70% goes to local stations like ours, helps ensure universal access to these vital public services. The Government Accountability Office has concluded that there is no private substitute for this federal investment.

For every dollar of federal funding received by [INSERT STATION NAME], we raise an additional [X] dollars, effectively providing an [XXX%] return on the essential federal investment and creating a highly successful public-private partnership.
For most of the past decade, federal funding for public broadcasting had been flat funded, reducing stations’ purchasing power by nearly $100 million and increasingly constraining our ability to address some of our community’s most pressing needs.

The pandemic has also put a significant financial strain on our station and stations like ours throughout the country. Overall, we estimate that the public broadcasting system will face losses of at least $400 million between FY 2020 and FY 2021. Those losses have been the result of significant declines in local underwriting, state funding and individual support.

Our station alone is looking at losses of approximately [ADD AMOUNT OF EXPECTED FINANCIAL LOSSES]. Yet, even with these significant losses, we still greatly expanded services to meet the community needs during the pandemic.

**Increased Federal Funding: Widely Supported and Delivering Significant Impact**

An appropriation of at least $565 million in the FY 2022 appropriations cycle for CPB’s advance-funded fiscal year 2024 would help address the backlog of needs in our community and produce measurably improved community service by our station and stations throughout the country.

With increased federal funding, [INSERT STATION NAME] will have the ability to teach more children, protect more lives and property, and foster more well-informed citizens.

Here are a few examples of the public services federal funding currently helps us deliver as well as some of the expanded services we could provide with increased funding.

**Education**

[DISCUSS YOUR WORK IN EDUCATION. INCLUDE NUMBERS AND IMPACT DATA WHERE POSSIBLE: SCHOOLS / FAMILIES / STUDENTS / TEACHERS REACHED. BE SURE TO ESPECIALLY HIGHLIGHT ANY PANDEMIC RELATED SERVICES.]

EXAMPLES OF EDUCATION WORK INCLUDE:

- Hours of highly trusted children’s content,
- Ready to learn programming,
- Local PBS LearningMedia activities,
- Hosting Ed camps and other teacher support,
- Virtual high schools,
- Homeschool resources,
- Parent/caregiver resources,
- GED prep,
- Job training and retraining,
- American Graduate activities,
- Life-long learning resources]

**Backlogged Educational Services:**

[LIST ONE OR TWO EDUCATIONAL SERVICES THE STATION WOULD LIKE TO PROVIDE IF THERE WERE MORE RESOURCES]
Public Safety
[DISCUSS YOUR WORK IN PUBLIC SAFETY. BE SURE TO ESPECIALLY HIGHLIGHT ANY PANDEMIC RELATED SERVICES. EXAMPLES OF PUBLIC SAFETY WORK INCLUDE:

- PANDEMIC HEALTH INFORMATION SERVICES,
- DATACASTING,
- DIGITAL EMERGENCY ALERT SYSTEM (DEAS)/WARN,
- LOCAL ALERT AND WARNING,
- AMBER ALERTS,
- HOSTING OF LOCAL/STATE EMERGENCYNETWORKS,
- POST-DISASTER NEWS AND INFORMATION]

Backlogged Public Safety Services:
[List one or two public safety services the station would like to provide if there were more resources]

Civic Leadership
[DISCUSS YOUR WORK IN CIVIC LEADERSHIP. BE SURE TO ESPECIALLY HIGHLIGHT ANY PANDEMIC RELATED SERVICES OR PROGRAMS AND SERVICES MEANT TO ADDRESS SYSTEMIC RACISM, CIVIL UNREST AND COMMUNITY CONVENING AROUND PRESSING ISSUES.

EXAMPLES OF CIVIC LEADERSHIP INCLUDE:
- LOCAL PUBLIC AFFAIRS PROGRAMMING,
- COVERAGE OF LOCAL NEWS AND EVENTS,
- COMMUNITY ENGAGEMENT/DIALOG/CONVENING,
- DEBATE AND CANDIDATE COVERAGE,
- “C-SPAN”-LIKE COVERAGE OF STATE GOVERNMENTS,
- PRESERVATION OF LOCAL HISTORY AND CULTURE]

Backlogged Public Safety Services:
[List one or two public civic leadership services the station would like to provide if there were more resources]