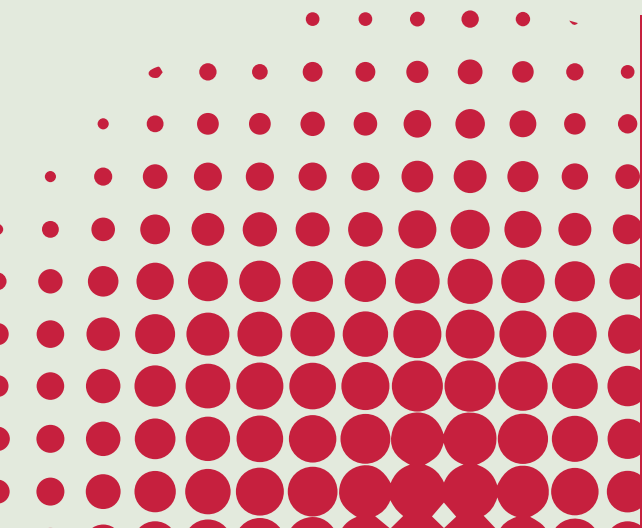
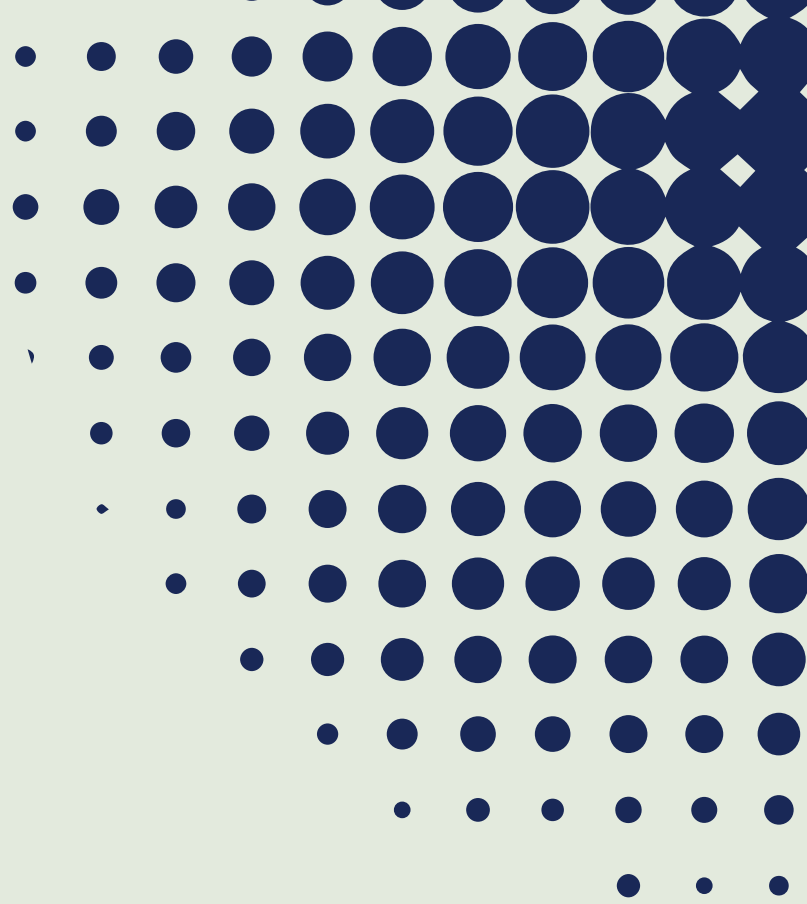


PUBLIC SERVICE MEDIA



**EDUCATION
PUBLIC SAFETY
CIVIC LEADERSHIP**

THE FUTURE OF PUBLIC SERVICE MEDIA

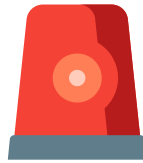


Public television is poised for a **future of public service more focused, comprehensive and versatile** than ever before in its 50-year history.

America's 354 public television stations — **all nonprofit, locally licensed and controlled** — have embraced three common public service missions:



EDUCATION



PUBLIC SAFETY



CIVIC LEADERSHIP

With the voluntary **adoption of a new ATSC 3 “NextGen”** broadcast standard over the next few years, public television stations will pursue these missions with **unprecedented mobility, interactivity, addressability, signal strength and spectrum efficiency.**

This common mission focus and these technological advances will make it possible for us to:

- **Educate more children and train more adults**, more creatively and effectively, expanding learning platforms well beyond the television set.
- **Protect more lives and property in more communities**, everywhere, through enhanced use of our licensed spectrum to provide reliable emergency communications.
- **Provide essential civic leadership** with initiatives ranging from combating the opioid crisis with community partners, to serving as the “C-SPAN” of State governments, to telling the stories of hometown America as no one else can.

This exciting vision of service and progress for public television depends importantly on a growing federal investment in our work and our infrastructure.

Such an investment in our missions and modern technology **will pay extraordinary dividends to the American people**, in the form of a better educated society, safer communities and a more secure country, and a citizenry well prepared to lead the world's most important democracy.

FUNDING REQUESTS

CORPORATION FOR PUBLIC BROADCASTING

FY 2020 APPROPRIATED: \$465 MILLION FOR FY 2022
FY 2021 REQUEST: \$515 MILLION FOR FY 2023

The annual federal investment in public media through the Corporation for Public Broadcasting (CPB) is the foundation for an extraordinary array of local community services that enhance the lives of millions of Americans. With this support, local public television stations:

- **Provide the only preschool education for more than half of America's children.**
- **Enhance the education of millions of K-12 students with curriculum-aligned, teacher-ready, interactive digital learning tools and more.**
- **Provide life-saving public safety communications capabilities for missions ranging from early earthquake warning to school shooting scenarios.**
- **Equip the citizens of the world's most important democracy with the tools they need to make well-informed decisions.**

Public television is one of three news media outlets trusted more than distrusted by Republicans and Democrats alike. (*PEW Research Center, 2019, "U.S. Media Polarization and the 2020 Election: A Nation Divided."*)

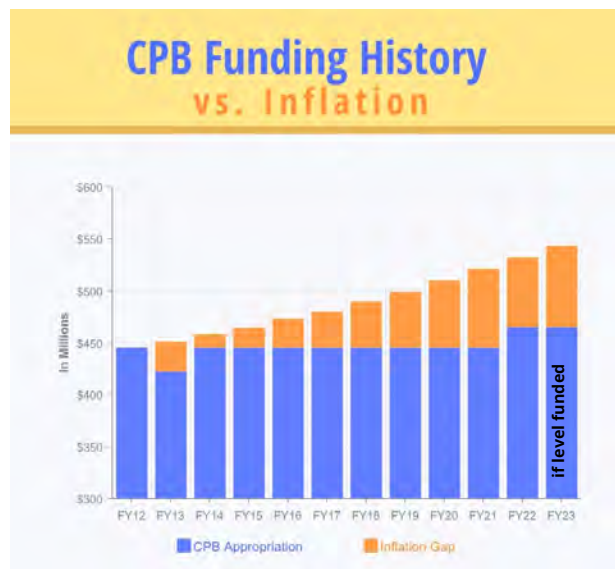
CPB was level funded in appropriations bills from FY 2010-2019. Even in an era of low inflation, 10 years of level funding eroded the purchasing power of the federal investment by nearly \$100 million.

Recognizing this loss, last year Congress increased the forward funded FY 2022 appropriation for CPB by \$20 million. Public television greatly appreciates that much-needed increase.

Without additional increases, going forward the public broadcasting system would still be nearly \$80 million, in inflation-adjusted dollars, behind where the system was 10 years ago. Public broadcasting respectfully requests that Congress take another substantial step toward securing our current and future public service goals in the FY 2021 appropriations process.

The \$515 million that public broadcasting is requesting in FY 2021 for FY 2023 will help continue to restore lost purchasing power and enable local stations to leverage advancements in technology and make investments in the future that will educate more children and adults, further enhance public safety and expand the civic leadership work of local stations.

Given the success of public media, and its potential to do so much more for so many, it is sound public policy to increase federal funding for this valuable service that provides an exceptional return on investment.



FUNDING REQUESTS

INTERCONNECTION

FY 2020 APPROPRIATED: \$20 MILLION
FY 2021 REQUEST: \$20 MILLION



The public television interconnection system connects the 159 public television licensees to PBS, other national public television distributors, State and regional public television networks, and individual producers to distribute television programming and related materials.

The interconnection system covers all 50 States, the District of Columbia and U.S. territories, making it essential to public television's work supporting national alert and warning communications.

READY TO LEARN

FY 2020 APPROPRIATED: \$29 MILLION
FY 2021 REQUEST: \$30 MILLION

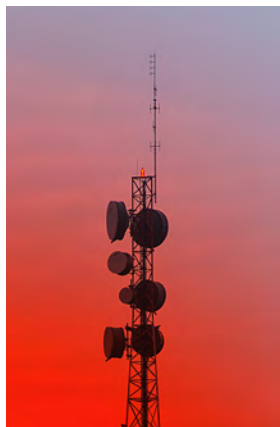
Ready To Learn uses the power of public television's on-air, online, mobile and on-the-ground educational content and engagement to build science, math and literacy skills of children ages two to eight, especially those from low-income families.

A funding level of \$30 million is requested to further enhance the impact of Ready To Learn created content and the quantity and scope of local station outreach to the kids, families, teachers and schools that need it the most.



INFRASTRUCTURE

FY 2021 REQUEST: \$20 MILLION



Public broadcasting requests funding for the Next Generation Resilient Warning System within the U.S. Department of Homeland Security's FEMA Federal Assistance grants.

This new competitive grant program will enhance public broadcasting stations' ability to provide alert, warning and interoperable communications and incorporate emerging technology in those life-saving activities.

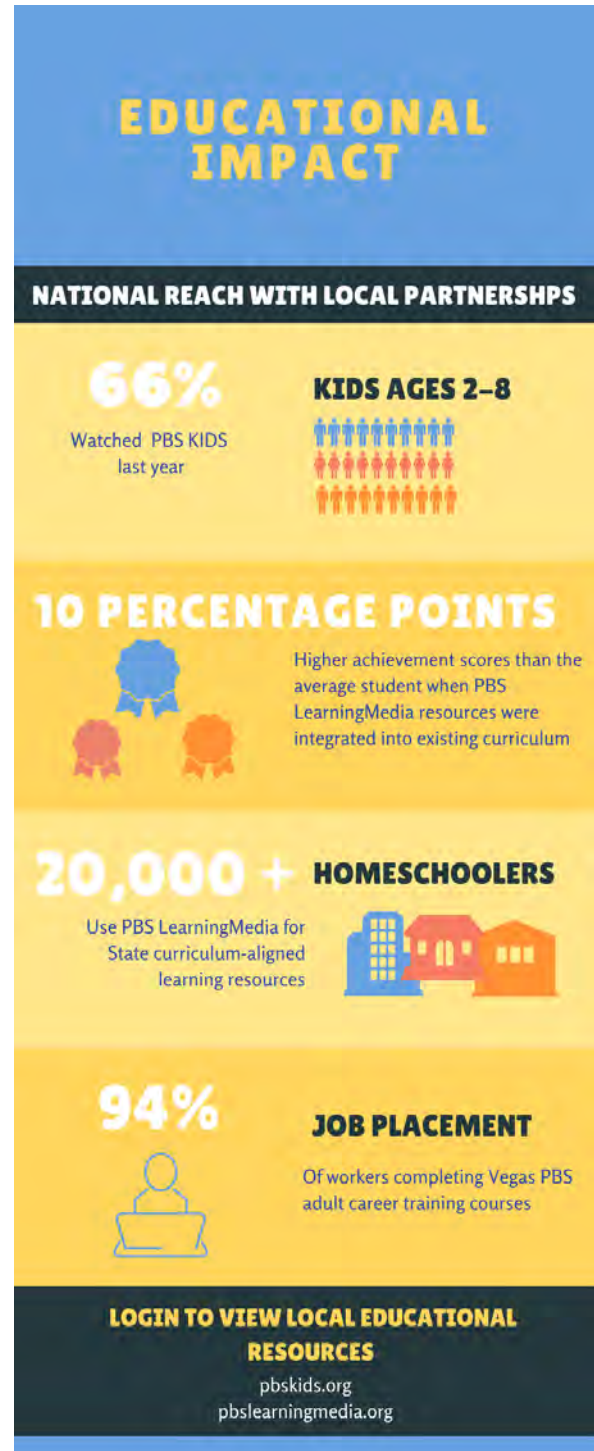
Public broadcasting has long been a committed partner with the public safety community. That work depends on reliable and resilient public broadcasting infrastructure, which this program will support.

EDUCATION

Public television stations are educational institutions committed to lifelong learning for all.

This work goes beyond the television, tablet or phone screen. It begins with the most successful early childhood education ever devised, and continues with unique classroom services and teacher professional development resources, high school equivalency preparation, workforce training and adult enrichment.

- For over 50 years, educational programming for young children, the hallmark of public television, has **helped multiple generations get ready to learn in school and succeed in life.** This free, universally available content has been proven to close the opportunity gap between children from low-income families and their more affluent peers.
- PBS LearningMedia provides **free access to tens of thousands of State curriculum-aligned digital learning objects** – including videos, interactives, lesson plans and more – for use in K-12 classrooms and at home.
- Local public television stations across the country partnered with PBS to bring a **first-of-its kind, free PBS KIDS 24/7 channel** to their communities. As a result, time spent viewing PBS improved by 86% among low-income families, 58% in broadcast homes and 62% in rural homes.
- Through CPB's American Graduate initiative, public television stations have **helped reduce the high school dropout rate to a historic low and are now addressing the skills gap.**
- Public television operates the **largest nonprofit GED program in the country.**
- Public television stations are **leaders in workforce development**, creating hundreds of online instructor-led certification courses to train and retrain hundreds of thousands of adults.



PUBLIC SAFETY

Public broadcasters commit a portion of their broadcast spectrum and infrastructure to public safety communications through datacasting partnerships with federal, State and local public safety, law enforcement and first responder organizations — connecting these agencies with one another and the public, saving lives and property.

All of these services depend on reliable public television infrastructure, and that infrastructure depends on federal funding.

DATACASTING

- America's Public Television Stations have partnered with the U.S. Department of Homeland Security to offer local first responders datacasting services that use the broadcast spectrum to help first responders send critical information and video to each other during times of crisis.
- Through these datacasting partnerships, public television stations use their infrastructure and broadcast spectrum to securely transmit essential encrypted information to responders in the field in real-time without the capacity constraints of traditional mobile or broadband delivery.
- The Department of Homeland Security's Science and Technology Directorate has conducted several successful pilots throughout the country that, in addition to other local initiatives, demonstrate the effectiveness of public television datacasting in a range of use cases, including:



Flood Warning and Response



Interoperability



Enhanced 911 Responsiveness



Rural Search and Rescue



Over Water Communications



Large Event Crowd Control



Faster Earthquake Warnings



School Safety

EMERGENCY ALERTS

- Public television has partnered with the Federal Emergency Management Agency (FEMA) to provide the Wireless Emergency Alert (WEA) system that enables cell subscribers to receive geo-targeted text messages in the event of an emergency — reaching them wherever they are in times of crisis.
- This same digital infrastructure provides the backbone for emergency alert, public safety, first responder, and homeland security services in many States and communities, including many local stations that serve as their States' primary Emergency Alert Service (EAS) hub for severe weather and AMBER alerts.

CIVIC LEADERSHIP

Public television regards its viewers as citizens rather than consumers.

As some of the last locally controlled and operated media, public television stations are deeply committed to localism and programming that reflects the rich diversity of the communities we serve. We help citizens and communities understand the issues they face locally and regionally — enabling them to develop solutions based on reliable information and rooted in community partnerships.

- Local public television stations **serve as the "C-SPAN" of many State governments**, providing access to the State legislative process, Governors' messages, court proceedings and more.
- Public television provides more community public affairs programming, **more local history and culture, more candidate debates** at every level of the election ballot, more specialized agricultural news, **more community partnerships to deal with issues of concern like veterans' affairs and the opioid crisis**, and more civic information of all kinds than any other service in the media universe.
- Through such programming as *American Experience*, *American Masters*, *PBS NewsHour*, *Frontline* and the works of Ken Burns, **public television tells the story of America more thoroughly and authoritatively than any other service in the media universe.**



Nearly **97%**
of Americans are served by a
local public television station

\$1.40 

Approximate annual cost of
public media per American



#1
IN PUBLIC TRUST

For the 17th year in a row, public
television is the most trusted
American institution

2ND
BEST USE OF 
TAXPAYER FUNDS

Public television ranked behind only
military defense

READY TO LEARN



Ready To Learn uses the power of public television's on-air, online, mobile and on-the-ground educational content and engagement to build science, math and literacy skills of children between the ages of two and eight, especially those from low-income families.

- First authorized in 1992, and most recently reauthorized in 2015 as part of the Every Student Succeeds Act, Ready To Learn is a competitive grant program administered by the U.S. Department of Education.
- Ready To Learn investments have supported the production and academic rigor of PBS KIDS series: *Molly of Denali*, *Peg+Cat*, *SuperWHY!*, *Odd Squad* and other iconic kids' programming.
- Ready To Learn **leverages a national-local partnership among CPB, PBS and local public television stations that helps teachers and caregivers make the most of these media resources locally** — including online and mobile apps as well as television — in schools, preschools, homeschools, Head Start and other daycare centers, libraries, mobile learning labs, Boys and Girls Clubs, and community centers.
- Ready To Learn has **proven to be particularly helpful to preschool age children from low-income communities** who have access to Ready To Learn's innovative learning tools and targeted on-the-ground outreach.
- Ready To Learn's science, math and literacy **content is rigorously tested and evaluated** to assess its impact on children's learning.
- Since 2005, **more than 100 research and evaluation studies** have shown that Ready To Learn literacy and math content engages children, enhances their early learning skills and allows them to make significant academic gains, helping bridge the opportunity gap.



Ready To Learn content improves early math and literacy skills

- 14% increase in knowledge of numbers, operations and algebraic thinking
- 25% increase in skip counting
- 21% increase in naming letters
- 37% increase in letter sounds

52%

of 3-4 year olds **DO NOT** attend preschool

but nearly

97%

of Americans have access to Ready To Learn content through public television

14 million +

children viewed Ready To Learn content over-the-air last year



Ready To Learn programs average

753,000 +

users a month on PBS.org

63 million +

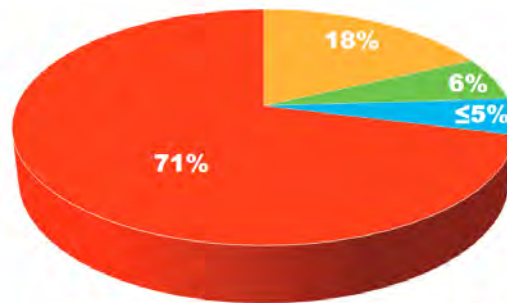
streams across PBS KIDS digital platforms

CPB FUNDING SUPPORTS LOCAL STATIONS

As directed by the Public Broadcasting Act, **the vast majority of the federal appropriations to CPB goes directly to local stations to support their local public service work.** These Community Service Grants (CSGs) support local stations' work in education, public safety and civic leadership.

Local public television stations are able to attract an average of \$6 in non-federal funds for every federal dollar they receive. The relatively modest federal investment ensures that stations can reach all citizens regardless of their location or ability to pay for media services.

Public Broadcasting Statutory Funding Formula



Grants to Local Stations

71%: Grants to local stations in the form of Community Service Grants (CSGs) for the creation of local programming and service initiatives.

Grants for Programming

18%: Grants to producers and national distributors for the creation of programming with an emphasis on educational programming and serving underserved audiences.

System Support

6%: System Support including research and national initiatives and copyright fees.

CPB Operations

Not more than 5%: For CPB operations and administration.

The Government Accountability Office has found there is no substitute for federal funding to ensure universal service for public television



PUBLIC SERVICE MEDIA

EDUCATION



Raising the Graduation Rate

The American Graduate initiative has worked to raise the graduation rate to an all-time high

Nation's Largest Classroom

For over 50 years stations have been preparing children and adult learners for success in school and life

Classroom Resources

PBS LearningMedia provides students and teachers with State curriculum-aligned digital learning resources

Workforce Skills and Training

Local station efforts and the American Graduate initiative are helping to retrain the American workforce and raise awareness about pathways to career success

PUBLIC SAFETY

Backbone of the Wireless Emergency Alert System

Public television's interconnection system serves as a backbone to WEA, allowing cell subscribers to receive geo-targeted emergency alert messages

Local Alert and Warning

Local stations often serve as their State's primary Emergency Alert Service hub for severe weather and AMBER Alerts



Partnership with DHS

Local public television stations have partnered with DHS to demonstrate enhanced communications capabilities for first responders using public television spectrum and infrastructure to send encrypted messages

CIVIC LEADERSHIP



Preserver of the Nation's Memory

Local stations preserve local history and culture, and ensure that the rich diversity of their communities is reflected in their programming

Unparalleled Public Affairs

Local stations often serve as the "C-SPAN" of State legislatures and provide more coverage of State and local elections and debates than any other media entity

Addressing Critical Local and National Needs

Local stations are community conveners bringing together local experts and resources to address pressing needs like the opioid crisis and veterans' issues



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