***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]**.

We are particularly proud of our work 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.

As some of the last locally owned and operated media outlets in this country, public television stations like **[INSERT STATION NAME]** are essential community partners that work to address the needs of our communities on-air, online and on-the-ground.

These missions take us far beyond the television screen, and federal funding ensures that our services are available to everyone, everywhere, every day.

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.

Until last year, federal funding for public broadcasting had been flat for more than a decade, reducing stations’ purchasing power by nearly $100 million and increasingly constraining our potential to address some of our community’s most pressing needs. Without additional increases, going forward the public broadcasting system would still be nearly $80 million, in inflation-adjusted dollars, behind where the system was ten years ago. This loss has put tremendous constraints on our ability to address the needs in our community.

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

An appropriation of $515 million in the FY 2021 appropriations cycle for CPB’s advance-funded fiscal year 2023 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, protect more and foster more well-informed citizens.

Turn the page for 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 / FAMILES / STUDENTS / TEACHERS REACHED.**

**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. EXAMPLES OF PUBLIC SAFETY WORK INCLUDE:**

* **DATACASTING,**
* **DIGITAL EMERGENCY ALERT SYSTEM (DEAS)/WARN,**
* **COMMITMENT TO FIRSTNET,**
* **LOCAL ALERT AND WARNING,**
* **AMBER ALERTS,**
* **HOSTING OF LOCAL/STATE EMERGENCY NETWORKS,**
* **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.**

**EXAMPLES OF CIVIC LEADERSHIP INCLUDE:**

* **EXTENSIVE PUBLIC AFFAIRS PROGRAMMING,**
* **COVERAGE OF LOCAL NEWS AND EVENTS**
* **COMMUNITY ENGAGEMENT/DIALOG**
* **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]**