

# Public Service Media

Education | Public Safety | Civic Leadership

February 2018

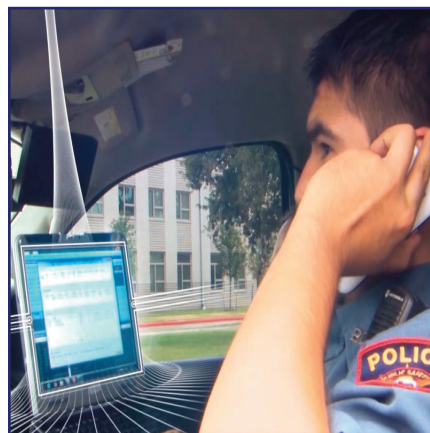
America's public television stations are committed to three essential public service missions: education, public safety and civic leadership.

As the last locally-controlled media in America, reaching nearly 97 percent of the American people, public television stations are uniquely positioned to provide these services — not only on television but in the classroom, online, as part of the emergency response network and in the community.

The federal investment in public television is essential to making these public services available to everyone, everywhere, every day, for free. And the American people are appreciative: majorities of Republicans, Democrats and independents support federal funding for public television and consider it the best use of taxpayer resources after national defense.

## The Power of Public Media

- ◆ Educating people of all ages.
- ◆ Protecting the public from danger.
- ◆ Strengthening our democracy.
- ◆ Earning the support of Americans across the political spectrum.



# Funding Requests

## Corporation for Public Broadcasting

- FY 2018 Appropriated: \$445 million for FY 2020
- *FY 2019 APTS Request: At least \$455 million for FY 2021*

## Interconnection Funding

- FY 2018 Appropriated: \$20 million
- *FY 2019 APTS Request: \$20 million*

## Ready To Learn

- FY 2018 Appropriated: \$27.7 million
- *FY 2019 APTS Request: \$30 million*

# Education

Public television stations are educational institutions committed to lifelong learning for the American people. This work goes beyond the television, tablet or phone screen and 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.

- Early childhood educational television programming, the hallmark of public television, has helped 90 million kids get ready to learn in school and succeed in life. This free, universally available content has been proven to close the achievement gap between children from low-income families and their more affluent peers.
- Almost two million teachers and users serving an estimated 40 million students (including homeschoolers) have registered access to more than 100,000 digital resources available through PBS LearningMedia. This partnership between PBS and local stations adapts public television programming — plus content from the Library of Congress, National Archives, NASA and more — to provide State curriculum-aligned, interactive digital learning objects for K-12 classrooms.
- Local public television stations throughout the country have partnered with PBS recently to bring a first-of-its kind, free PBS KIDS 24/7 channel to their communities — providing kids throughout the country with the highest level of educational programming, available through local stations any time, day or night, over-the-air and streaming.
- Public television brings world-class teachers of specialty subjects to some of the most remote schools in the country through “virtual high schools” operated by stations across the United States.
- Through the Corporation for Public Broadcasting’s (CPB) American Graduate initiative, public television stations have helped reduce the high school dropout rate to a historic low of 15.9 percent.
- Public television operates the largest nonprofit GED program in the country, helping tens of thousands of second-chance learners get their high school equivalency diplomas.
- Public television stations are leaders in workforce development, including the retraining of American veterans by providing digital learning opportunities for training, licensing, continuing education credits and more.
- Public television enriches the lives of everyone, everywhere, every day, for free, with the best history, science, cultural and public affairs programming on the air.

## Educational Impact by the Numbers

- 64% of all kids ages 2-8 watched PBS KIDS last year.
- The American Academy of Pediatrics points to PBS KIDS as a leading resource for educational programming.
- When PBS LearningMedia resources were integrated into existing curriculum, on average, students outperformed national assessment norms by 10 percentage points.
- More than 33,000 homeschoolers use PBS LearningMedia.
- PBS stations reach more kids ages 2-8, more moms with young children and more children from low-income families than any other kids TV network.

# Public Safety

Public broadcasters have embraced their public safety mission and are focused on maximizing the broadcast spectrum for the public good. Public television stations are partnering with federal, State and local public safety, law enforcement and first responder organizations — connecting these agencies with one another, with the public and with lifesaving datacasting services.

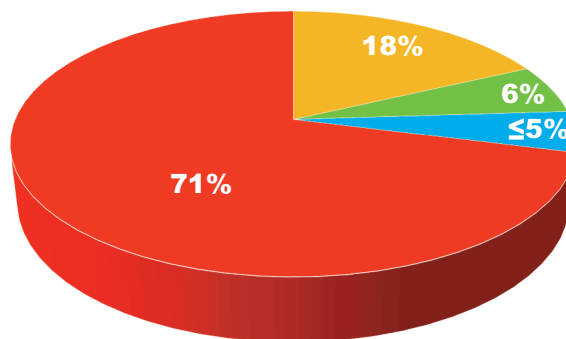
## Datacasting

- America's Public Television Stations have partnered with the 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 are able to customize 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 Office of Science and Technology conducted successful pilots throughout the country utilizing public television's technology and spectrum to deliver encrypted video and data to a multitude of public safety end users. These pilots and other use cases during a presidential primary debate, Hurricane Harvey and high profile sporting events, prove that public television can provide solutions for the communications challenges of the public safety community.
- Public television can be a valuable partner for the FirstNet initiative by providing high-quality, one-to-many communications services. To provide critical nationwide support to first responders, public television stations have committed 1 Megabit per second of spectrum to support the First Responder Network Authority (FirstNet).

## 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.

# Statutory Funding Formula for CPB



### 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.



# Civic Leadership



Public television regards its viewers as citizens rather than consumers.

Public television is committed to thorough and thoughtful historical and public affairs programming that provides all Americans with a better understanding of our country and its place in the world. Public television stations, all locally-controlled and locally-operated, are also helping citizens and communities understand the issues they face locally and regionally — enabling them to develop solutions based on facts 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.
- As virtually the only locally-controlled media remaining in America, public television provides more community public affairs programming, more local history and culture, more candidate debates, more specialized agricultural news, more community partnerships to deal with issues of concern like veterans’ affairs and more civic information of all kinds than anyone else 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 anyone else in the media world.
- President Ronald Reagan hailed Ken Burns as “the preserver of the national memory,” and Mr. Burns has often said he could not do his work anywhere but in public television.

## Did You Know?

- Nearly 99% of Americans are served by a local public broadcasting station.
- The cost of public broadcasting is about \$1.35 per American, per year.
- Public television has been ranked the most trusted public institution for 15 consecutive years.
- Public television has been ranked the second best use of taxpayer dollars (behind only military defense) for the 15th year in a row.
- The Government Accountability Office has found that there is no substitute for federal funding to ensure universal service for public television.

# 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, *Peg+Cat*, *SuperWHY!*, *Martha Speaks*, *Odd Squad* and other iconic programming for children.

But this investment in programming is only the beginning. 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 students from low-income communities who have access to Ready To Learn's innovative learning tools and targeted on-the-ground outreach.

## READY TO LEARN ACCOUNTABILITY

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 achievement gap.

## READY TO LEARN HAS WIDESPREAD SUPPORT

The success and value of Ready To Learn has been broadly recognized. This bipartisan support was especially visible during the program's reauthorization in the Every Student Succeeds Act of 2015. Ready To Learn is a federal grant program that has worked — and worked very well — exactly as it was intended to, with well-documented results that prove its enormous value to all American children.

## Ready To Learn Quick Facts

- 54% of 3-4 year olds in the U.S. do NOT attend preschool, but nearly 97% of Americans have access to Ready To Learn television content through public television.
- 15.5 million kids ages 2-11 viewed Ready To Learn television content last year.
- 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

# CPB Advance Funding

The Corporation for Public Broadcasting's (CPB) annual two-year advance appropriation is an essential part of public television's success in pursuing its public service missions of education, public safety and civic leadership.

President Gerald Ford first proposed an advanced-funding mechanism for CPB in 1976 to insulate programming decisions from political influence. Congress reduced President Ford's request from a five-year advance to a two-year advance and has maintained this advanced-funding regime for 40 years, with excellent results.

At the national programming level, producers such as Ken Burns work with very long lead times to develop the educational programming that the American people value so highly. Between now and 2020, public television will broadcast Ken Burns' specials and series on the history of country music and epic biographies on Ernest Hemingway and Muhammad Ali.

It would be impossible to produce such programs, and create the standards-based, curriculum-aligned educational components that accompany them, without the assurance of advance funding, which also helps stations create local programs and services to tie into these national productions.

At the local level, CPB advance funding is essential to stations' ability to leverage the federal investment to attract six times as many resources from State, local and private contributors to support our education, public safety and civic leadership missions.

## Interconnection Funding

For more than 20 years Congress has provided separate, multi-year funding for public broadcasting's interconnection systems — the backbone of public broadcasting.

The needed updates of the public television and public radio interconnection systems are underway. We greatly appreciate that once again Congress has supported this work and provided much needed funding to begin this project. These funds help ensure continued public television service is available for free to nearly all Americans, particularly those in the most rural and remote regions.

The public television interconnection system is used by PBS, other national public television distributors, State and regional public television networks, individual stations and individual producers to distribute television programming and related materials to the 170 noncommercial, educational licensees in all 50 States, the District of Columbia and U.S. territories.

In addition, public television's work supporting national alert and warning communications depends on a well-functioning interconnection system that takes advantage of technological innovation.

The upgrade to the interconnection system will allow for greater collaborations among stations — enhancing partnership opportunities for programming, education and public safety initiatives.

In FY 2019, APTS supports moving to an annual interconnection appropriation to support the continued update of the interconnection system and to allow for incremental upgrades as advances in technology are realized.

