

CORPORATION FOR PUBLIC BROADCASTING

SUPPORTING PUBLIC BROADCASTING AS PART OF OUR NATIONAL ARTS INFRASTRUCTURE

ACTION NEEDED

We urge Congress to:

- Maintain current funding levels of \$445 million for the Corporation for Public Broadcasting.

THE VALUE FOR AMERICANS

- Public broadcasting, which is accessible to all Americans, reaches more than half of all Americans every month.
- 170 million Americans connect through 368 public television stations, 934 public radio stations, hundreds of online services, and in-person events.
- These local stations, services, and events are America's "largest stages" for the arts.
- Local public stations air music and arts programming that is not available on commercial radio and television.
- Notably, public radio broadcasts numerous music genres that are less commonly found on commercial stations, including classical, folk, jazz, and blues.
- Public radio stations are also often the first to air emerging, independent artists before they rise to fame.
- Local public stations also have longstanding partnerships with local music venues and performing arts societies, helping to extend the reach of artists in communities throughout the country. Local public television and radio stations are an integral part of the "cultural infrastructure" that supports the music economy in America today.
- Public broadcasting is local. Stations are locally licensed and governed, locally programmed, and locally staffed. In many rural areas, public broadcasting is the only source of free, locally managed news, arts, and cultural programming.
- If CPB funding is reduced, hundreds of America's rural communities would lose their best (and sometimes only) source for arts and culture programming, many of whom might never have the opportunity to experience arts and culture programming otherwise.
- At a time when funding for music and arts in our schools is being cut, public broadcasting helps keep the arts alive for generations of children—today and for years to come.

FUNDING FOR AMERICA'S PUBLIC BROADCASTING

- The federal portion of the average public station's revenue is approximately 10–15 percent. Stations leverage this seed money to attract investments from state and local governments, universities, businesses, and their local viewers and listeners. For every federal dollar invested through CPB, stations raise more than \$6.00 on their own. (For many stations, the ratio is much larger.)
- The federal investment in public broadcasting is a tiny portion of the federal budget—only one hundredth of one percent (.01 percent).
- If funding is cut, Americans would pay a major price—losing enriching, thought-provoking content that broadens people's horizons, introducing citizens to new artists, cultural programming, and ideas.
- The vast majority of funding through CPB goes directly to local public broadcast stations in the form of Community Service Grants.
- In FY 2012, public broadcasting funding was cut by a total of \$56 million. Public broadcasting absorbed further cuts of approximately 5 percent, or \$22 million, as part of the 2013 sequestration. These cuts have a direct impact on communities across the nation.