

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.**
- **Fully fund public media interconnection (\$55 million)**

THE VALUE FOR AMERICANS

- Public broadcasting, which is accessible to all Americans, reaches more than half of all Americans every month, and the audience is growing. Over the course of a year, 79% of all U.S. television households - and nearly 200 million people - watch PBS. Each week, 36.6 million people listen to public radio.
- 170 million Americans connect through 350 public television stations, almost 1300 public radio stations, thousands of online services, and in-person community events.
- 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.
- Local public stations air music and arts programming that is not available on commercial radio and television, preserving and advancing America's unique cultural heritage.
- Notably, public radio features diverse genres and traditions that are less commonly found on commercial stations, including classical, folk, bluegrass, jazz, and blues.
- Public radio stations are also often the first to air emerging, independent artists in the earliest stages of their careers.
- Local public stations also have long standing 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.
- 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. For smaller stations serving rural, minority and other underserved communities, CPB's investment can represent as much as 40 percent of their budget. 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. The federal investment in public broadcasting is a tiny portion of the federal budget—only one hundredth of one percent (.01 percent).
- If federal funding were to disappear, stations would have to raise approximately 200 percent more in private donations to replace the federal investment. This is because CPB, in addition to direct payment to stations, pays for the system's technical backbone, copyright and other fees, and major investments in national content from which all stations benefit.
- 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.

FUNDING FOR AMERICA'S PUBLIC BROADCASTING (CONTINUED)

- 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.

WHY INTERCONNECTION IS ESSENTIAL:

- Using satellite and digital technologies, public media interconnection allows stations to send & receive programming, and also to receive and distribute Presidential-level information from FEMA's Emergency Alert System.
- In 1988, Congress authorized public media interconnection system as a separate budget item. Since then, Congress has appropriated funding to maintain or replace this system in 10-year cycles, ensuring that the system is cost-effective, efficient, and reliable in the event of emergencies.