

LOCAL PUBLIC TELEVISION STATIONS

Public Safety, Education, Community Connections

America's 356 local public television stations are all **locally controlled, community responsive public service organizations.**

Public television plays a critical role **in public safety, education and connecting communities - for everyone, everywhere, every day for free.** We regularly innovate and strengthen our work to respond to community needs and priorities.

LIFESAVING PUBLIC SAFETY SERVICES

- Public television infrastructure provides **for the delivery of geo-targeted wireless emergency alerts** to cell phones.
- The **only nationwide situational awareness tool used** for public safety officials to track and monitor the effectiveness of those alerts.
- **Cutting-edge technology allows public safety officials to communicate with each other over our broadcast spectrum** through encrypted communications that are not bandwidth constrained or reliant on cell service.



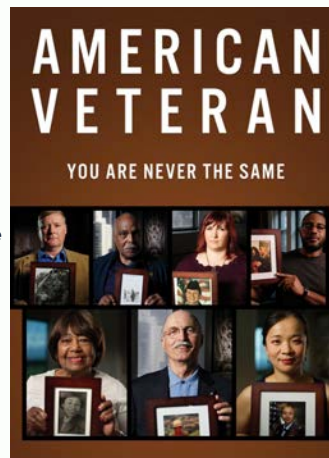
AMERICA'S LARGEST CLASSROOM

- **Supporting families to prepare their kids for success in school and life** with free, universally accessible, proven educational content, including for the over 50 percent of U.S. kids that don't attend formal preschool.
- **Providing teachers, parents and students with free access to digital learning tools aligned to state standards** to help enhance the education of millions of K-12 students in classrooms and homeschools.



LOCAL COMMUNITY STORIES, PRIORITIES, HISTORY AND CULTURE

- From **servicing as the "C-SPAN" of many state governments** to local public affairs programming, **we connect Americans with their elected representatives at all levels.**
- **Celebrating American hometowns and their everyday heroes** from high school sports coverage to local history and local culture that is not available anywhere else.
- **Honoring our local veterans and members of the military community.** We tell their stories, preserving local history and providing a platform for any issues service members and their families face.



FY 2025/2026 Funding Requests

- **\$595 million for CPB in FY 2027/2028**
- **\$60 million for Interconnection**
- **\$31 million for Ready To Learn**
- **\$40 million for Public Safety Infrastructure**

"It is a marvel, with extraordinary talent and vision. Our ETV team showcases, protects, educates and inspires our people."

-- Governor Henry McMaster (R-SC) speaking about SCETV

FUNDING REQUEST

CORPORATION FOR PUBLIC BROADCASTING

FY 2024 Funded: \$535 Million for FY 2026
FY 2025 Request: \$595 Million for FY 2027
FY 2026 Request: \$595 Million for FY 2028

For decades, Americans have overwhelmingly identified funding for public television as one of the best investments the federal government makes.

That support is rooted in the deep ties that local stations have in their communities.

Each local public television station is **independently licensed** to serve its community with locally produced programming and essential local services.

Federal funding is the critical seed money that makes this work possible.

Two-year advance funding for CPB was established by President Ford, and is essential to the successful public-private partnership -- ensuring local stations have the necessary lead time to raise additional funding and create long form local content and extensive educational resources.

Over 70% of the annual appropriation for the Corporation for Public Broadcasting (CPB) goes directly to local stations as prescribed in the Public Broadcasting Act.

In **rural areas** where public media stations are often the only local media available, federal funding can represent **OVER 50% of the stations' budgets.**

Cutting federal funding would leave many Americans, especially those in rural communities and states, without the critical services local public television stations provide from proven education resources to essential local connections. **Cuts would significantly jeopardize public safety across the country.**



**NO SUBSTITUTE FOR
FEDERAL FUNDING**



The Government Accountability Office has found there is

no substitute for federal funding to ensure continued local public television service for all Americans.

FUNDING REQUEST

INTERCONNECTION

FY 2024 Funded: \$60 Million
FY 2025 Request: \$60 Million
FY 2026 Request: \$60 Million

The public television interconnection system connects local stations in all 50 states and U.S. territories to PBS, state and regional public television networks and other producers.

The interconnection system is essential for the distribution of national alert and warning communications, television programming and related educational materials.

This funding also supports essential systemwide digital infrastructure, including cybersecurity, content delivery networks and data management, among others. Level funding of \$60 million in FY 2025 and FY 2026 is needed to efficiently address growing needs in these areas.



READY TO LEARN

FY 2024 Funded: \$31 Million
FY 2025 Request: \$31 Million
FY 2026 Request: \$31 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.

Ready To Learn leverages a national-local partnership among CPB, PBS and local public television stations that helps families and teachers make the most of these media resources locally -- including online, mobile apps, on television, and in schools, preschools, homeschools, Head Start and other daycare centers, libraries, mobile learning labs, Boys and Girls Clubs, and community centers.

Funding of \$31 million is needed in FY 2025 and FY 2026 to enhance the impact of Ready To Learn created content and local station outreach.



PUBLIC SAFETY INFRASTRUCTURE

FY 2024 Funded: \$40 Million
FY 2025 Request: \$40 Million
FY 2026 Request: \$40 Million

Public broadcasting requests \$40 million for the Next Generation Warning System within the U.S. Department of Homeland Security's FEMA. This competitive grant program enhances public broadcasting stations' ability to provide alert and warning and interoperable public safety communications, and to incorporate emerging technology in those lifesaving 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 supports.



PUBLIC SAFETY

Public broadcasters are dedicated public safety partners at the local, state and federal level. Stations have committed a portion of their broadcast spectrum and infrastructure to assist in the nation's alert and warning, public safety communications and homeland security.



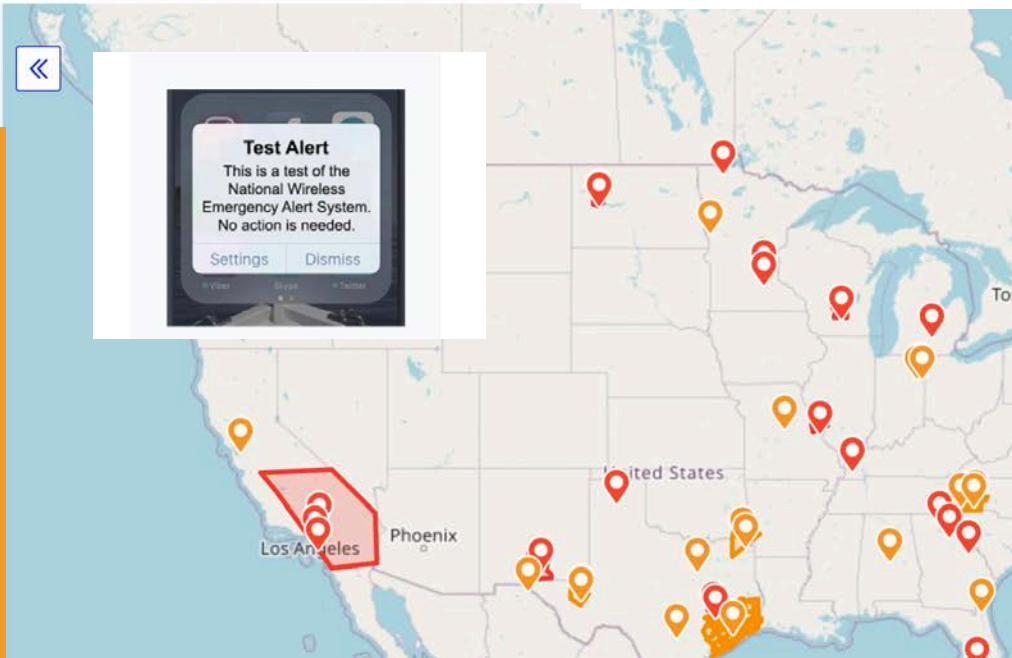
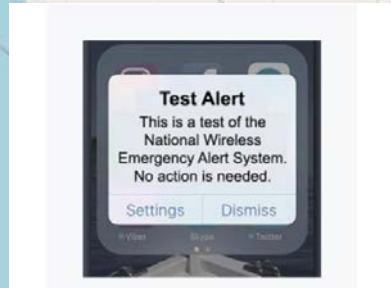
warn.pbs.org

Alert List



Public television, through **PBS WARN**, partners with federal agencies to provide a critical pathway for the delivery of geo-targeted wireless emergency alerts (WEAs) to mobile phones.

PBS WARN also provides the **only nationwide situational awareness tool used by** public safety officials to track and monitor the effectiveness of those alerts.



DATACASTING

- America's Public Television Stations have partnered with the U.S. Department of Homeland Security and local stations to offer **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 capacity constraints** common in traditional mobile or broadband delivery, and without the need for cell service.
- The **Department of Homeland Security's Science and Technology Directorate has conducted pilots throughout the country** that demonstrate the effectiveness of public television datacasting in a range of use cases including:
 - Flood Warning and Response**
 - Over Water Communications**
 - Faster Earthquake Warnings**
 - Rural Search and Rescue**
 - Interoperability**
 - Large Event Crowd Control**
 - School Safety**
 - Advanced 911 Responsiveness**



"Today's demonstration showed that datacasting does in fact provide the quality and quantity that first responders need for faster response resulting in saving more lives in critical incidents."

Shane L. Rekeweg, Sheriff, Adams County

Describing DHS exercise in rural Indiana with PBS 39 that demonstrated the benefits of datacasting to respond to active shooter incidents in rural schools.



EDUCATION

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



54%

of 3-4 year olds DID NOT attend preschool in 2022

but nearly

97%

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

EARLY EDUCATION: THE HALLMARK OF PUBLIC TELEVISION

For over 50 years, educational programming for young children has **supported families with proven educational tools that have helped parents be their kids' first teachers** and prepared multiple generations to be ready to learn in school and succeed in life.

No other media organization that engages children has **local touchpoints in every community - rural and urban** - in the form of local public television stations that bring content to families, kids and neighbors in thoughtful, relevant ways.

For the past 20+ years, much of this content has been developed through the **Ready To Learn Program**.

Decades of research prove that **learning gains from Ready To Learn-funded PBS KIDS content are comparable to high-quality Pre-K**.

Over the life of the latest Ready To Learn grant, online users have:

- Streamed more than **3.5 billion Ready To Learn videos and podcasts**.
- Played over **900 million games** on PBS KIDS platforms.

UNPARALLELED ONLINE RESOURCES

PBS LearningMedia provides free access to **tens of thousands of state standards-aligned digital learning objects** -- including videos, interactive lesson plans and more -- for use in K-12 classrooms and at home.

- **PBS LearningMedia is used by approximately 1.5 million educators, students and homeschoolers a month.**
- **Students score 10% higher on achievement scores** than the average student when PBS LearningMedia resources were integrated into existing curriculums.

"I use PBS Digital Learning and KET in my lessons every day... We can break the chains of poverty, and I think KET is the first step in doing that."

Ashley Judd, Educator
Jackson County, Kentucky

LEADERS IN JOB TRAINING

Public television **operates the largest nonprofit GED program in the country.**

Additionally, 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 for the jobs available in their markets.

The American Graduate Initiative, a collaboration between CPB and local stations, is **helping to address the skills gap** between the skills employers are looking for and the training and experience workers have.



COMMUNITY CONNECTIONS

As **community-centered and responsive organizations**, local public television stations serve as **some of the last locally controlled media in the country**.

Local stations shine a light on the people, places, history and stories that are the fabric of their communities and connect communities to address their most pressing local issues.

“C-SPAN” OF THE STATES

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.**



MORE LOCAL COVERAGE

More than any other service in the media universe, public television provides:

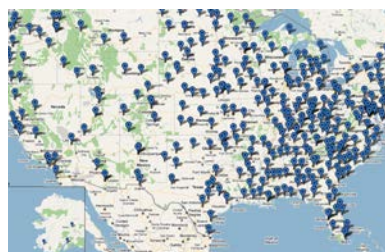
- **Community public affairs programming.**
- **Local history and culture.**
- **Candidate debates at every level** of the ballot.
- **Specialized agricultural news.**
- **Community partnerships** to deal with issues of concern like veterans’ affairs and the opioid crisis.
- **Civic information of all kinds.**



CELEBRATING AMERICA'S HEARTLAND

The **local focus** of public television stations and the **universal service made possible by federal funding** ensure that the **stories of America’s heartland are told, celebrated and preserved.**

No one besides public television is broadcasting high school sports championships and news about agriculture, producing original programming about local history and culture, and bringing partners together to address community issues.



#1



IN PUBLIC TRUST

For the 22nd year in a row, public television is America's most trusted institution

76%



of Americans agree PBS stations provide an excellent value to communities

\$1.60



Approximate annual cost of public media per person