

CORPORATION FOR PUBLIC BROADCASTING

Supporting Public Broadcasting as Part of Our National Arts Infrastructure

Adult and youth orchestras greatly broaden their reach and provide access to viewers and listeners in partnership with the Corporation for Public Broadcasting. While tours and residencies enable orchestras to bring the in-person experience of music to audiences, public broadcasting provides the largest stage, and in many rural areas, public broadcasting is the only provider of free, locally managed news, arts, and cultural programming.

ACTION NEEDED

Fund the Corporation for Public Broadcasting at no less than \$445 million.

TALKING POINTS

- **Public broadcasting is accessible to all.** Over the course of a year, 80% of all U.S. television households - and nearly 200 million people - watch the Public Broadcasting Service. 42 million people listen weekly to public radio. The Corporation for Public Broadcasting (CPB) supports more than 1,500 locally owned public stations including 359 public television stations, 1162 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 longstanding partnerships with music venues and performing arts organizations,** helping to extend the reach of artists in communities throughout the country. Local public television and radio stations are an integral part of the music economy in America today. Stations are locally licensed and governed, locally programmed, and locally staffed.
- **If CPB funding is reduced, hundreds of America's rural communities would lose their best (and sometimes only) source for arts and culture programming.** With huge disparities in access to music and arts in our schools, public broadcasting helps keep the arts alive for generations of children—today and for years to come.
- **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 directly paying stations, pays for the system's technical backbone, copyright and other fees, and major investments in national content from which all stations benefit.
- **The vast majority of funding through CPB goes directly to local public broadcast stations in the form of Community Service Grants.**
- **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 (0.01 percent).