



Corporation  
for Public  
Broadcasting

# Overview Fact Sheet

The Corporation for Public Broadcasting (CPB) is the steward of the federal government's investment in public media and the largest single source of funding for public radio, television, and related online and mobile services. CPB provides critical operational support for more than 1,500 locally owned and operated public television and radio stations that reach virtually every household in the country.

Congress conceived CPB over 50 years ago with the passage of the [Public Broadcasting Act of 1967](#), which declared the wisdom of supporting public media with federal funds and defined public media's public policy value and function. This legislation continues to direct the work of CPB today.

## CPB by the Numbers

- **\$445 million** FY 2020 General Federal Appropriation
- More than **70%** of federal funding goes directly to local public media stations
- Less than **5%** of federal funding is spent on CPB operations; CPB has approx. 100 staff
- **99%** of Americans get public television
- More than **19,650** people are employed by public media stations across the country
- **1,523** public media stations, locally owned and operated by **566** CPB grantees
  - 406 grantees, representing **1,168** public radio stations
  - 160 grantees, representing **355** public TV stations
  - **248** of the total **566** radio and TV grantees are considered **rural**
- CPB also awards grants to stations and independent producers to create diverse programs and services, from documentaries and digital media learning tools to journalism collaborations.

## Mission

CPB's mission is to ensure universal access to non-commercial, high-quality content and telecommunications services that are commercial free and free of charge. This is achieved through supporting local public television and radio stations in rural, small town and urban communities across the country.

The purpose of public media is to provide programs and services that inform, educate, enlighten, and enrich the public and help inform civil discourse essential to American society. It is CPB's particular responsibility to encourage the development of content that involves creative risk and that addresses the needs of unserved and underserved audiences, especially children and minorities. CPB acts as a guardian of the mission and purposes for which public broadcasting was established.

## Goals

CPB awards grants in support of content and services that are educational, innovative, locally relevant, and reflective of America's common values and cultural diversity. Under a framework referred to as the Three Ds — Digital, Diversity, and Dialogue — CPB's grants support innovation on digital platforms; content that is for, by and about the diverse communities we seek to serve; and content and services that foster dialogue and engagement among members of the audience and the broader community. These goals and objectives set CPB's strategic direction:

- **Content and Services:** Promote an educated and informed civil society by supporting high-quality, engaging content and services delivered across multiple platforms.
- **Innovation:** Strengthen the quality of public media's content and services, and deepen the engagement with audiences and users, by supporting innovative projects.

- **Support for Public Media:** Strengthen the quality of public media’s content and services by supporting strong public media entities that are vital to and reflective of the people they serve.

## **Public Media Initiatives**

Public media is constantly innovating and blends traditional and new media with the latest technology and trends to provide programs and services that are accessible to all Americans.

**Journalism**: Public media has an enduring reputation as a trusted source of high-quality journalism. CPB supports local and national news organizations and flagship programs including *PBS NewsHour* and *Frontline*. Through journalism collaborations in 42 states, CPB has fostered expanded coverage of local, regional and national issues by promoting collaboration and digital innovations among producing stations and national programs.

**Ready To Learn** is a public media initiative supported by the U.S. Department of Education that improves the math, science and literacy skills of children ages 2-8, especially those in low-income households. The program brings together local public television stations, community organizations and national producers to help parents, caregivers, and educators use television and digital media to promote early learning and school readiness. More than 80 studies completed since 2005 have concluded that public media’s literacy, math, and science content engages children and enhances their early learning skills. An **independent analysis** found Ready To Learn content improved children’s literacy skills equal to about one and a half months of learning beyond typical growth, and **major research** conducted by Education Development Center (EDC) and SRI International using PBS KIDS’ “The Cat in the Hat Knows a Lot About That!” media found that digital media can support early science learning.

**American Graduate** is public media’s long-term commitment, made possible by CPB, to help young people succeed in school, career and life. Public media, as a trusted resource and important partner in local communities, highlights pathways to help advance education and career readiness in their communities.

**Coming Home: Connecting to Community** is a public media initiative supported by CPB that celebrates the people, culture, and experiences of rural America through authentic local voices and talent. Local public media stations have a unique opportunity—through public media’s national and local network of community partners, storytellers, producers and distributors—to preserve and share community stories about the diversity, traditions and richness of small towns and rural life. *Coming Home* elevates these stories to a national audience, highlighting the shared values that connect us all as Americans.

**Military and Veterans Projects** supported by CPB provide compelling, multiplatform content and community engagement on military and veterans’ issues. With CPB support, public media stations organize town hall meetings and produce content to engage citizens and community partners on issues of concern to veterans and their families, and to raise awareness of opportunities and resources for veterans. And public media producers create content funded by CPB for a national audience on PBS and World Channel.

## **The Board of Directors**

A nine-member Board of Directors governs CPB, sets policy and determines strategic direction. Board members are appointed by the President of the United States and confirmed by the Senate for six-year terms. The Board appoints the CPB president and chief executive officer, who selects the other corporate officers.

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