



Corporation
for Public
Broadcasting

ABOUT CPB

The Corporation for Public Broadcasting is a private, non-profit corporation that was created by Congress in 1967.

The Corporation is not a government agency. It receives an annual appropriation from the federal government which it uses to promote public telecommunications services (television, radio, and online) for the American people. CPB invests in more than 1,000 local radio and television stations (nearly 700 local public radio stations and more than 350 local public television stations) . . . their services, their programs, and their ideas. These CPB-funded stations reach virtually every household in the country.

By law, 95 percent of CPB's appropriation goes to support local television and radio stations, programming, and improvements to the public broadcasting system.

Public Broadcasting stations acquire programming from a variety of sources. The Corporation for Public Broadcasting does not produce or broadcast programs. CPB awards grants to create programs that air on public broadcasting stations. CPB is the largest single source of funding for public television and radio programming. CPB funds diverse and innovative programming that informs, educates, enlightens and inspires.

Most CPB-funded television programs are distributed through the Public Broadcasting Service (PBS). CPB-funded radio programs are distributed primarily through National Public Radio (NPR), American Public Media, and Public Radio International (PRI). CPB created PBS in 1969 and NPR in 1970.

CPB does more than invest in quality programming. Through Ready to Learn, CPB and public television stations are focused on improving the reading skills of low income children. Moreover, CPB-funded stations offer a variety of educational services to parents, teachers, and students in their communities, including distance learning, technology training for teachers, collaborative Internet projects and curriculum-focused instructional television programming.

CPB funding and research has made public broadcasting a trailblazer for the communications media. Public broadcasting was the first to distribute television and radio programs by satellite, and the first to use closed captioning and descriptive video.

CPB Mission

Adopted July 13, 1999

by the CPB Board of Directors

The Corporation for Public Broadcasting is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America.

The fundamental purpose of public telecommunications is to provide programs and services which inform, enlighten and enrich the public. While these programs and services are provided to enhance the knowledge, and citizenship, and inspire the imagination of all Americans, the Corporation has particular responsibility to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences, particularly children and minorities.

The Corporation is accountable to the public for investing its funds in programs and services which are educational, innovative, locally relevant, and reflective of America's common values and cultural diversity. The Corporation serves as a catalyst for innovation in the public broadcasting industry, and acts as a guardian of the mission and purposes for which public broadcasting was established.

What is the difference between CPB, NPR and PBS?

CPB

- Private corporation created and funded by the federal government.
- Does not produce or distribute programs.

PBS

- Private, non-profit media enterprise owned and operated by member stations.
- Distributes programming to 348 public television stations across the country.
- Funded by CPB and member stations.

NPR

- Private, non-profit media enterprise owned and operated by member stations.
- Produces and distributes programs.
- Funded by member stations.

Funding for Public Broadcasting

The biggest single source of revenue for public broadcasting entities is membership. Membership contributions to local stations and "Friends of..." groups provide critical support for public broadcasting.

CPB submits an annual request for federal funding of public broadcasting stations and programming. This request describes the numerous and varied services that public broadcasters provide to communities across America. The request highlights the construction and installation of digital equipment, the development of digital programming for radio and television, and a continued commitment to educational and instructional programming on traditional and emerging media.

The request is submitted to the Labor, Health and Human Services, Education, and Related Agencies Subcommittee of the House Appropriations Committee and to the Labor, Health and Human Services, Education, and Related Agencies Subcommittee of the Senate Appropriations Committee.

Looking for More Information about CPB?

Please visit www.cpb.org if you would like to learn more about the organization.

Some Current Projects Funded by CPB

CPB funds dozens of projects every year, resulting in hundreds of contracts. Here are a few highlights:

Public Awareness Initiative

The Public Awareness Initiative is a collaborative effort of stations and national organizations to increase awareness by the American people of the impact of public broadcasting on American life. This initiative seeks to affirm the intrinsic value of public broadcasting in a civil society to a diverse set of audiences, namely the individuals who watch, listen, and provide financial support to public television and public radio.

Television Local Services Initiative

Local television stations have been dramatically affected by the proliferation of new media. As cable television has become more widespread and viewers make more extensive use of the Internet, traditional service models of public television stations are being challenged.

CPB's Local Services Grant Fund will support significant local station initiatives that implement new service strategies and increase community awareness and impact. Funds are being awarded on a merit basis, with stations matching these grants dollar-for-dollar.

The Community Engagement Project

The Community Engagement Project will support stations' vital interest in becoming more significant local institutions. The project will assist stations with identifying successful civic engagement practices, adapt them to their stations and community needs, and measure the impact of these activities. Both television and radio stations will participate in the project, which is being led by The Harwood Institute for Public Innovation. The project is aligned with the Public Awareness Initiative.

Emma Bowen Project

The Emma Bowen Foundation has a 16-year track record of introducing minority students to all facets of the media industry, with particular emphasis on developing the skills and contacts necessary to land fulltime employment once the students graduate from college. In the past two years, CPB has collaborated with the Emma Bowen Foundation on a program that places talented high school and college students into public broadcasting stations. The students are exposed to all aspects of public broadcasting through work with stations, producers, producing stations, and independent public broadcast affiliate organizations.

Opportunity Fund

The Opportunity Fund delivers television programming support for research-based investments in primetime programming. Grants from the funds are based on the research findings of CPB's Framework for a Public Television Primetime Strategy, which outlines key strategic programming priorities. This year, funds are going to support a new science series and to conduct exploratory work into a new history program for adult viewers.

Ready To Learn

All funds for Ready To Learn come from the U.S. Department of Education. The program focuses on improving the reading skills of low income children aged 2-8. This grant includes funding for both content and outreach activities.

StoryCorps

StoryCorps is an innovative radio project that invites citizens to record their stories in sound. Excerpts from the interviews are broadcast locally and nationally (on Morning Edition), and copies of the interviews are housed at the Library of Congress to create an oral history of America. Using permanent and mobile recording booths, *StoryCorps* engages with Americans in a new way, and increases the value of public radio to those who record and hear the stories. It has the potential to become the signature public broadcasting project of the next decade.

Who's Who at CPB

A Board of Directors governs CPB, sets policy, and establishes programming priorities. The President of the United States appoints each member, who, after confirmation by the Senate, serves a six year term. The Board, in turn, appoints the president and chief executive officer, who then names the other corporate officers.

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