

Funding History of the Corporation for Public Broadcasting
(in millions of current dollars)

Authorizing Legislation	Federal Fiscal Year	Authorization (Appropriation Ceiling)	Actual Appropriations	Industry Income From Other Sources ¹
Public Broadcasting Act of 1967 (PL 90-129)	1968	9.0	----	66.7
Public Broadcasting Financing Act of 1970 (PL 91-437)	1969	9.0	5.0	84.9
	1970	20.0	15.0	103.6
	1971	35.0	23.0	140.8
	1972	35.0	35.0	174.5
CPB Appropriation Authorization (PL 92-411)	1973	45.0	35.0	211.0
CPB Appropriation Authorization (PL 93-84)	1974	55.0	47.8	231.0
	1975	65.0	62.0	277.5
Public Broadcasting Financing Act of 1975 (PL 94-192)	1976	88.0	78.5	303.3
	Transition Quarter	22.0	17.5	
	1977	103.0	103.0	346.8
	1978	121.0	119.2	391.6
	1979	140.0	120.2	440.2
	1980	160.0	152.0	512.3
Public Telecommunications Financing Act of 1978 (PL 95-567)	1981	180.0	162.0	575.2
	1982	200.0	172.0	647.6
	1983	220.0	137.0	735.5
Omnibus Reconciliation Act of 1981 (PL 97-35) and FCC Authorization Act of 1983 (PL 98-214)	1984	145.0	137.5	807.3
	1985	153.0	150.5	917.0
	1986	162.0	159.5	948.3
Consolidated Omnibus Budget Reconciliation Act of 1985 (PL 99-272)	1987	200.0	200.0	1,051.5
	1988	214.0	214.0	1,120.2
	1989	238.0	228.0	1,284.7
	1990	254.0	229.4	1,314.1
Public Telecommunications Act of 1988 (PL 100-626)	1991	245.0	242.06	1,363.6
	1992	265.0	251.03	+56.8
	1993	285.0	253.31	+76.2
			+65.3	
Public Telecommunications Act of 1991	1994	310.0 ³	275.0 ⁴	
	1995	375.0 ³		
	1996	425.0 ³		

¹ Source: Corporation for Public Broadcasting

² Satellite replacement funds were authorized for a three year period, and appropriated over those three years.

³ Separate authorizing legislation has been passed by the Senate and the House; reconciled legislation has not yet passed both houses.

⁴ In an unusual circumstance, the appropriation has been passed, but final authorizing legislation has not been passed.

Public Telecommunications Facilities Program **Operated by the National Telecommunications & Information** **Administration (NTIA), U.S. Department of Commerce**

Preserving public telecommunications service

The Public Telecommunications Facilities Program (PTFP) is a competitive matching grant program for the financial support of public television and radio facilities (excluding land and buildings). The program matches federal dollars with local support for the construction, repair and replacement of facilities. In this way, the program helps extend public television and radio services to unserved areas, and helps upgrade and preserve services offered by existing stations. The program also makes funding available for satellite networks and local television networks to distribute instructional programming.

The total replacement value of the public television industry's broadcast facilities and equipment (excluding building, land and furniture or fixtures) is currently over \$1.79 billion. Over the past twenty-five years, the federal government has contributed approximately 25 percent of the cost of this equipment. While individual PTFP grants may finance up to 75 percent of equipment costs, federal funds typically constitute 50 percent of the cost for eligible equipment items on successful applications.

Making public telecommunications available to all Americans

Since 1967, Congress has appropriated \$397 million to the PTFP program. With the help of this program, public television now reaches 94 percent of the population with an over-the-air broadcast signal; public radio reaches an estimated 86 percent.

PTFP is still very important for the preservation and improvement of existing facilities; many of these facilities are outmoded and well past their "useful life." Partial federal support for capital costs remains crucial to the encouragement of private capital contributions for completing and sustaining a nationwide public broadcasting service.

For FY 1993, public television and radio stations are requesting appropriations of \$42 million to allow them to continue to broadcast a high quality signal and to meet the challenges and opportunities offered by changing technologies.

**Funding History of
Public Telecommunications Facilities Program (PTFP)**
(in millions of dollars)

Federal Fiscal Year	Authorization	Appropriation	Applications received	
			Funds requested	Number of requests
1963-1967		\$32.0	\$61.0	235
1968	1	—	—	—
1969	\$12.5	3.2	8.0	51
1970	15.0	5.4	5.0	21
1971	15.0	11.0	19.7	96
1972	15.0	13.0	11.0	76
1973	15.0	13.0	17.2	84
1974	25.0	15.7	26.2	121
1975	30.0	12.0	18.1	79
1976	30.0	12.9	18.1	121
1977	30.0	14.0	40.1	213
1978	30.0	18.0	55.3	254
1979	40.0	18.0	84.6	454
1980	40.0	23.7	79.9	462
1981	40.0	21.7 ²	103.9	558
1982	20.0	18.0	89.1	256
1983	15.0	15.0	66.2	327
1984	12.0	11.9	71.9	324
1985	—	24.0	124.0	424
1986	24.0	22.9 ³	91.3	328
1987	28.0	20.5	88.7	337
1988	32.0	19.6	68.0	304
1989	36.0	19.8	58.0	283
1990	39.0	20.0	72.3	297
1991	42.0	20.8	63.5	277
1992	42.0 ⁴	19.9 ⁵		

1 No reauthorizing legislation.

2 Originally appropriated at \$25.7 million, but a \$4 million rescission was approved.

3 Originally appropriated at \$24.0 million, but reduced under sequestration.

4 Separate authorizing legislation has been passed by the Senate and the House; reconciled legislation has not yet passed both houses.

5 Originally appropriated at \$22.9 million, but a \$3 million rescission was approved.

Making Television's Best Available to All Americans

Public television brings top-quality programs to a huge and diverse combination of audiences that mirrors the U.S. population.

In a week, more than half of America's households watch public television. More precisely, 54 percent of households watched public television during an average week in the year ending October 1990 to September 1991.

In a month, four-fifths of households watch. During the four weeks of March 1992, 80 percent of TV households tuned to public television.

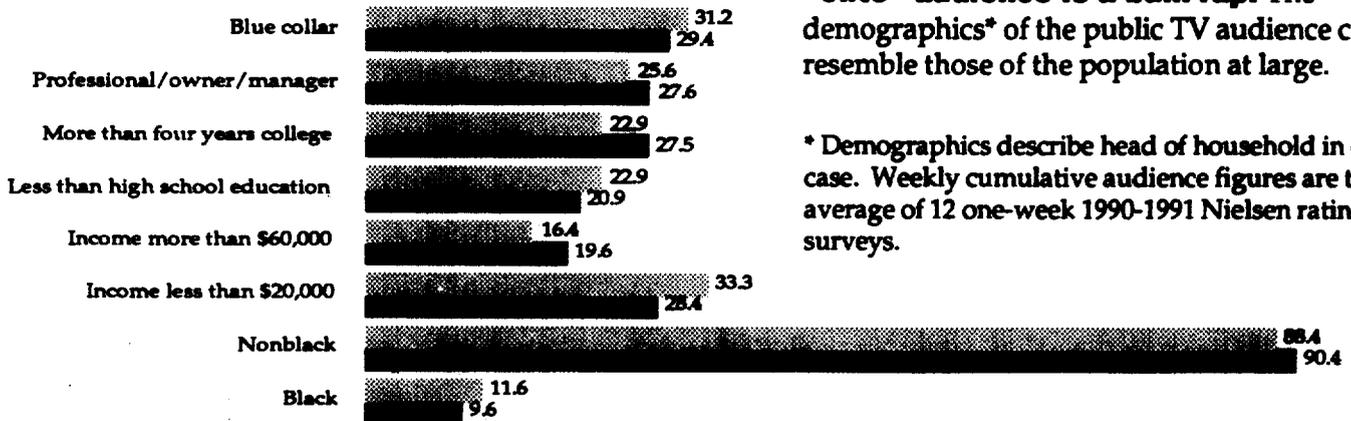


Percentage of U.S. households watching public television.

The weekly audience amounts to approximately 87 million people in 50.3 million households. That's more Americans than rode bikes or swam a stroke in a whole year. It's more households than kept a lawn or a flower garden. In a week, public TV's young viewers, ages 6 through 17, are double the number of all the Boy Scouts and Girl Scouts in the country.

Public TV stations build their large cumulative audience by adding together many slices of the population. By design, the slices are smaller than network TV audiences. And the viewers are more different from one program to the next—preschoolers, auto repairers, science buffs. The point is to satisfy viewers' specialized interests and needs that network TV doesn't.

The real meaning of "elite" in public television today is top-quality programming. Public TV is proud to be associated with the classics of drama and the performing arts, but its program schedule is far more diverse. Cultural



The old saw that public TV serves an "elite" audience is a bum rap. The demographics* of the public TV audience closely resemble those of the population at large.

* Demographics describe head of household in each case. Weekly cumulative audience figures are the average of 12 one-week 1990-1991 Nielsen ratings surveys.

■ Percentage within public TV audience ▨ Percentage among all households with TV sets

programs occupy about 19 percent of public TV's airtime—with the rest going to news and public affairs, educational, "how-to" and children's programs.

Arts programming on public TV today is increasingly eclectic. The *Great Performances* series, for instance, includes programs of spiritual music, Harry Connick Jr.'s big band, Linda Ronstadt's Mexican folk songs, the Jewish contribution to humor, artists Wynton Marsalis and Kathleen Battle performing baroque music together, and provocative dance troupes such as Bill T. Jones/Arnie Zane and Company, Momix, and the Lar Lubovitch Dance Company.

And public TV's *Austin City Limits* has been bringing audiences the best in country music for 15 years.

Performances like these may be tops in cultural achievement, but it doesn't follow that the audience must be high in education or income. Households with an annual income of less than \$20,000, for example, made up a full 30 percent of *Live from Lincoln Center* viewers in 1990-91—virtually the same as those households' proportion (33 percent) among all households that have TV sets.

In effect, public TV is anti-elitist. It popularizes high-quality performance and serious journalism. Ken Burns' 11-hour documentary series *The Civil War* not only became the most-watched series in PBS history, it also spurred tremendous interest in books about the war. Many volumes long out of print enjoyed a new life due to interest in the series, and tours of historic battlefields attracted thousands of visitors.

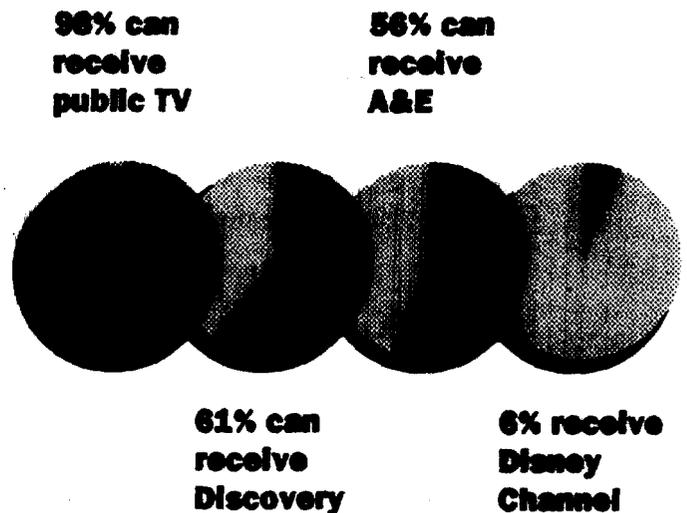
A new generation of viewers enjoyed the beloved classic *Anne of Green Gables*, which reached new heights of popularity through public television.

A woman who saw Bill Moyers' *A World of Ideas*, wrote from Cove, Oregon: "Here we are, a couple in our 70s . . . living quietly in a valley in rural eastern Oregon—yet having the privilege of meeting some of the outstanding thinkers of our times."

Among the 12 million Americans who watched the operas of the Ring Cycle on PBS in June 1990 was Sandy Lee of Fort Lupton, Colorado. She originally intended to ignore Wagner's "powerful yelling," she wrote. "But I looked and got hooked. Those subtitles made all the difference. . . . Thank you, thank you, thank you."

And public TV reaches 98 percent of U.S. households, no matter where they are or how much money they have. Only the three major commercial TV networks are equally accessible. Cable networks like the Discovery Channel, the Arts & Entertainment Network and the Disney Channel are far behind.

Percentages of TV households that can receive selected program services:





CORPORATION
FOR PUBLIC
BROADCASTING

Public Broadcasting Income Fiscal Year 1991

Data Collection and Analysis

**PUBLIC BROADCASTING INCOME
FISCAL YEAR 1991**

**Corporation for Public Broadcasting
November 1992**

PUBLIC BROADCASTING INCOME, FISCAL YEAR 1991

Highlights of the Income Analysis

Public broadcasting income amounted to \$1.7 billion in Fiscal Year 1991, up 8.8 percent over the previous year in current dollars (Tables 1 and 2), according to final data from CPB's Annual Financial Report survey of stations and other public broadcasting entities. This record-high income for the industry represents an increase of 4.6 percent in real purchasing power from the previous year.¹

In constant dollars, income from nonfederal sources increased slightly (a 1.5 percent increase), while income from all federal sources increased 19.9 percent over the previous fiscal period. The rate of income growth for nonfederal sources (a 5.6 percent increase) was less than the rate for federal sources (a 24.7 percent increase) in current dollars.

Nonfederal income, \$1.4 billion, was responsible for more than 80 percent of total public broadcasting income in FY 1991. Private sources were the dominant income sources for the seventh year in a row, although their share dropped from 53.1 percent in 1990 to 51.4 percent of total income in 1991.

The appropriation for the Corporation for Public Broadcasting increased by \$12.7 million -- a 5.5 percent increase over the previous year in current dollars -- while other federal grants and contracts rose \$53.4 million, or more than 140 percent. This substantial increase in income from other federal grants and contracts was attributed to the new federal funding program for satellite replacement, which amounted to \$56.8 million. The remaining other federal grants and contracts (\$34.5 million) decreased by 10 percent from the previous year.

Of the 12 income sources identified in this report, all but three provided increased amounts over the previous year in current dollars. In constant dollars, however, five sources showed a decrease in income. Private colleges and universities, foundations, auction, local governments, and all other sources are the income sources which showed a decrease in real dollars during the reporting period. Other public colleges and universities and business were the only nonfederal income sources which increased substantially over the previous year in purchasing power, showing a 10 percent increase and 6.5 percent increase, respectively.

¹ All references in this report to adjustment for inflation denote conversion to constant dollars by use of the *Consumer Price Index for Urban Wage Earners*, as reported by the Bureau of Labor Statistics. All references to "purchasing power," "constant dollars," or "real dollars" denote adjustments for inflation. Amounts not adjusted for inflation are referred to as "current dollars."

Contributions from subscribers (individual contributions), which have been the largest single income source among 12 identified sources during the last nine years, increased 2.4 percent over the previous year in constant dollars. This source accounted for 21.1 percent of total income, down slightly from 21.6 percent in FY 1990.

Income from business was up 10.8 percent in current dollars or 6.5 percent in real purchasing power. It became the second largest income source (16.9 percent) for public broadcasting for the first time in public broadcasting history, edging ahead of state governments.

Income from state governments, now the third largest source, increased 2.3 percent from the previous year in constant dollars and accounted for 16.2 percent of total income in FY 1991.

Income from private colleges drastically decreased by 21.3 percent in purchasing power. This sudden decrease was largely attributed to changes in funding for the Annenberg/CPB Project and its financial accounting practices. The Project reports its revenue as it executes specific programs, and the dollar amounts for program executions vary from year to year.

Sources that led this year's growth in income were (in current dollars): (1) federal grants and contracts (up \$53.4 million over FY 1990); (2) business (up \$28.3 million); and (3) subscribers (up \$22.2 million). On the other hand, income sources that decreased were: (1) private colleges and universities (down \$5.7 million); (2) auction (down \$1.4 million); and (3) foundations (\$1.4 million).

The term "public broadcasting income" in this report includes cash, indirect and in-kind support. Indirect income is the value of facilities and administrative support provided to a station by a parent institution, such as a university or local school district, that holds the station license. Of total nonfederal income in FY 1991, cash income accounted for 84 percent; indirect and in-kind income accounted for the remaining 16 percent.

The overall enterprise that shared the income -- public broadcasting stations and related organizations -- changed during FY 1991. The number of grantees qualified to receive CPB financial support rose to 368 for public radio stations and grew to 197 for public television stations.

In terms of audience, the monthly cumulative radio audience of persons 12 years or older rose about 13.6 percent, from 22 million in 1990 to 25 million in 1991, according to Arbitron Ratings data. The estimated number of households watching public television at least once during March increased slightly, from 71.1 million to 72.3 million, up 1.7 percent, based on A.C. Nielsen data.

Table 1
PUBLIC BROADCASTING INCOME BY SOURCE
FISCAL YEARS 1980 - 1991

(In Thousands of Current Dollars)

Income Source	FY 1980	FY 1981	FY 1982	FY 1983	FY 1984	FY 1985	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991
Corp. for Public Broadcasting	\$152,000	\$162,000	\$172,000	\$137,000	\$137,500	\$150,500	\$159,500	\$200,000	\$214,000	\$228,000	\$229,391	\$242,060
(Percent of total)	21.6%	21.1%	20.3%	15.2%	14.1%	13.7%	14.1%	15.4%	15.6%	14.7%	14.5%	14.1%
Federal grants & contracts	\$40,540	\$31,669	\$25,625	\$26,722	\$29,465	\$28,747	\$26,194	\$43,003	\$33,487	\$36,000	\$37,978	\$91,350
(Percent of total)	5.8%	4.1%	3.0%	3.0%	3.0%	2.6%	2.3%	3.3%	2.4%	2.3%	2.4%	5.3%
State & local tax-based*	\$271,595	\$277,492	\$301,038	\$318,312	\$334,506	\$358,402	\$378,828	\$389,220	\$415,853	\$454,016	\$473,837	\$503,446
(Percent of total)	38.5%	36.1%	35.6%	35.4%	34.3%	32.7%	33.4%	30.1%	30.4%	29.3%	30.0%	29.3%
Private	\$240,722	\$297,734	\$346,551	\$417,145	\$472,772	\$558,679	\$569,487	\$662,310	\$704,411	\$830,706	\$840,241	\$884,029
(Percent of total)	34.2%	38.7%	41.0%	46.4%	48.5%	51.0%	50.2%	51.2%	51.5%	53.6%	53.1%	51.4%
Total nonfederal income	\$512,317	\$575,226	\$647,589	\$735,457	\$807,278	\$917,081	\$948,315	\$1,051,530	\$1,120,264	\$1,284,722	\$1,314,078	\$1,387,475
(Percent of total)	72.7%	74.8%	76.6%	81.8%	82.9%	83.7%	83.6%	81.2%	81.9%	83.0%	83.1%	80.6%
Total income	\$704,857	\$768,895	\$845,214	\$899,179	\$974,243	\$1,096,328	\$1,134,009	\$1,294,533	\$1,367,752	\$1,548,723	\$1,581,447	\$1,720,885
(Percent)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*State and local tax-based sources include income received from the state and other tax-supported colleges and universities.

Source: Corporation for Public Broadcasting, Policy Development and Planning, October 1992

Table 2
PUBLIC BROADCASTING INCOME BY PUBLIC TELEVISION AND RADIO SYSTEM
AND BY SOURCE OF INCOME, FISCAL YEARS 1990-1991
(In Thousands of Current Dollars)

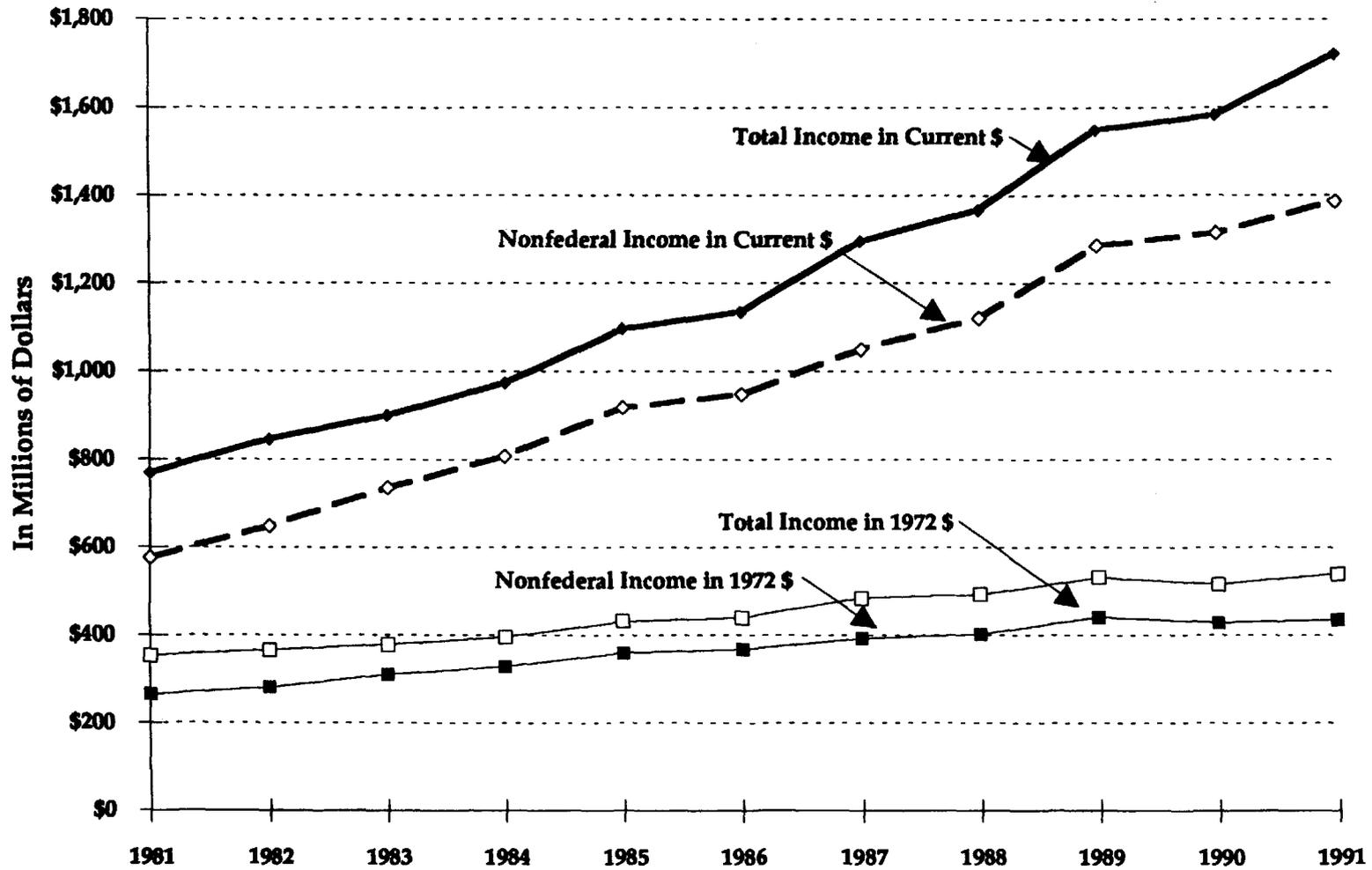
Source of Income	System	FY 1990	Percent of total	FY 1991	Percent of total	\$ change 1990-91	% change 1990-91
Corporation for Public Broadcasting	PB	\$229,391	14.5%	\$242,060	14.1%	\$12,669	5.5%
	PT	\$168,602	13.5%	\$177,914	13.2%	\$9,312	5.5%
	PR	\$60,789	18.2%	\$64,146	17.0%	\$3,357	5.5%
Federal grants and contracts	PB	\$37,978	2.4%	\$91,350	5.3%	\$53,372	140.5%
	PT	\$33,767	2.7%	\$72,684	5.4%	\$38,918	115.3%
	PR	\$4,211	1.3%	\$18,666	4.9%	\$14,455	343.2%
Local governments	PB	\$59,810	3.8%	\$61,691	3.6%	\$1,881	3.1%
	PT	\$46,072	3.7%	\$50,305	3.7%	\$4,233	9.2%
	PR	\$13,738	4.1%	\$11,386	3.0%	(\$2,352)	-17.1%
State governments	PB	\$262,219	16.6%	\$278,972	16.2%	\$16,752	6.4%
	PT	\$241,077	19.3%	\$255,182	19.0%	\$14,105	5.9%
	PR	\$21,142	6.3%	\$23,789	6.3%	\$2,647	12.5%
State colleges and universities	PB	\$135,737	8.6%	\$144,393	8.4%	\$8,656	6.4%
	PT	\$81,815	6.6%	\$86,632	6.4%	\$4,817	5.9%
	PR	\$53,922	16.2%	\$57,761	15.3%	\$3,839	7.1%
Other public colleges and universities	PB	\$16,071	1.0%	\$18,390	1.1%	\$2,319	14.4%
	PT	\$9,868	0.8%	\$12,258	0.9%	\$2,390	24.2%
	PR	\$6,203	1.9%	\$6,132	1.6%	(\$71)	-1.1%
Private colleges and universities	PB	\$31,204	2.0%	\$25,539	1.5%	(\$5,665)	-18.2%
	PT	\$19,536	1.6%	\$14,790	1.1%	(\$4,746)	-24.3%
	PR	\$11,668	3.5%	\$10,749	2.8%	(\$918)	-7.9%
Foundations	PB	\$71,070	4.5%	\$69,688	4.0%	(\$1,382)	-1.9%
	PT	\$57,692	4.6%	\$56,206	4.2%	(\$1,486)	-2.6%
	PR	\$13,377	4.0%	\$13,481	3.6%	\$104	0.8%
Business	PB	\$262,448	16.6%	\$290,767	16.9%	\$28,319	10.8%
	PT	\$209,808	16.8%	\$229,967	17.1%	\$20,159	9.6%
	PR	\$52,639	15.8%	\$60,800	16.1%	\$8,160	15.5%
Subscribers	PB	\$340,944	21.6%	\$363,139	21.1%	\$22,194	6.5%
	PT	\$273,297	21.9%	\$285,852	21.3%	\$12,555	4.6%
	PR	\$67,647	20.3%	\$77,286	20.5%	\$9,639	14.2%
Auction	PB	\$22,760	1.4%	\$21,325	1.2%	(\$1,435)	-6.3%
	PT	\$21,527	1.7%	\$20,083	1.5%	(\$1,444)	-6.7%
	PR	\$1,233	0.4%	\$1,242	0.3%	\$9	0.7%
All others	PB	\$111,815	7.1%	\$113,572	6.6%	\$1,757	1.6%
	PT	\$84,967	6.8%	\$81,768	6.1%	(\$3,199)	-3.8%
	PR	\$26,847	8.1%	\$31,804	8.4%	\$4,956	18.5%
Total nonfederal income	PB	\$1,314,078	83.1%	\$1,387,475	80.6%	\$73,397	5.6%
	PT	\$1,045,661	83.8%	\$1,093,044	81.3%	\$47,383	4.5%
	PR	\$268,417	80.5%	\$294,431	78.0%	\$26,014	9.7%
Total income	PB	\$1,581,447	100.0%	\$1,720,885	100.0%	\$139,438	8.8%
	PT	\$1,248,030	100.0%	\$1,343,643	100.0%	\$95,613	7.7%
	PR	\$333,417	100.0%	\$377,243	100.0%	\$43,826	13.1%

Note: Totals may not add exactly due to rounding.

Legend: PB = public broadcasting; PT = public television; PR = public radio

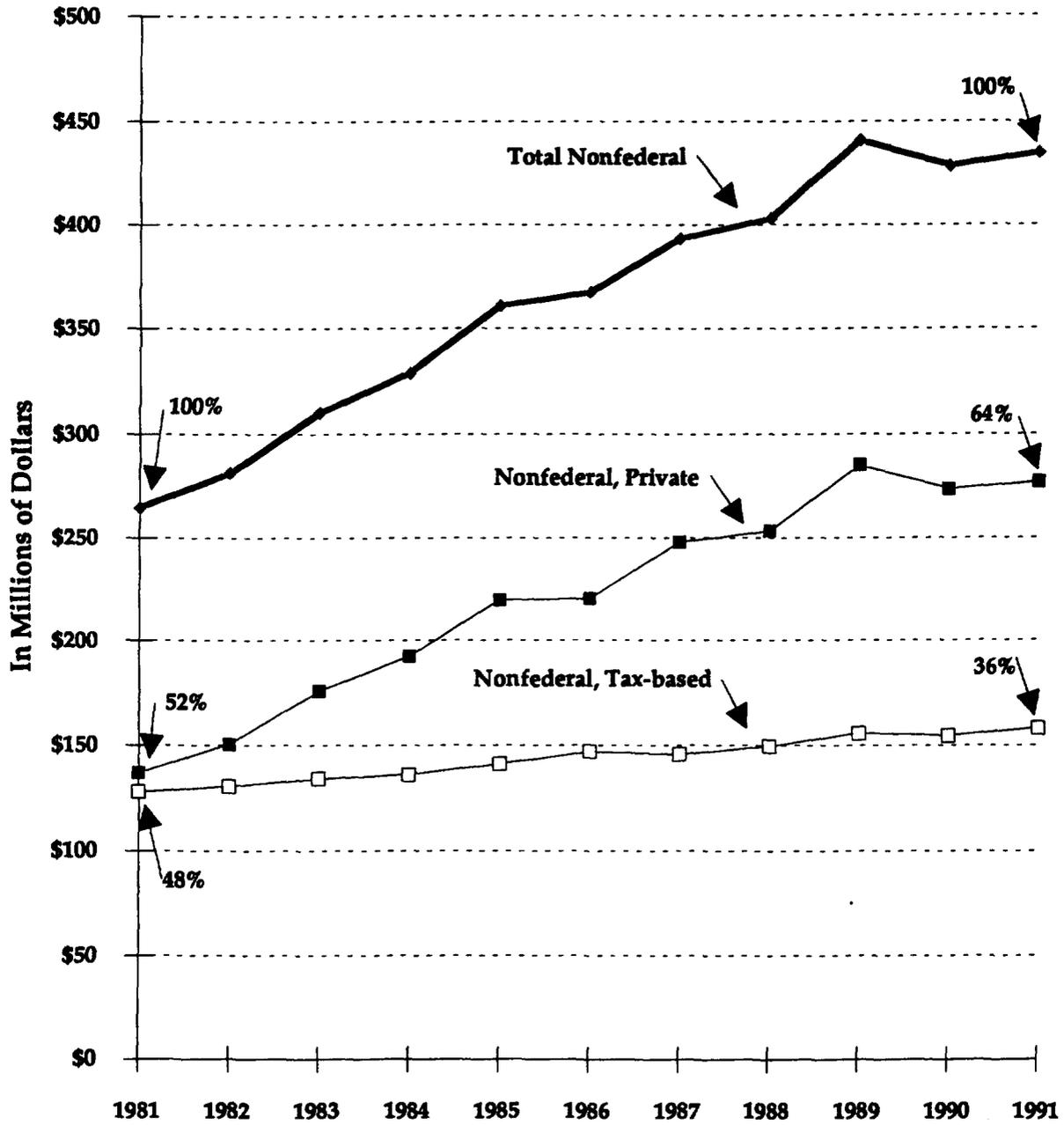
Source: CPB, Policy Development and Planning, October 1992

Figure 1
Total and Nonfederal Income in Current and 1972 Constant Dollars
Fiscal Years 1981-1991



Source: Corporation for Public Broadcasting, November 1992

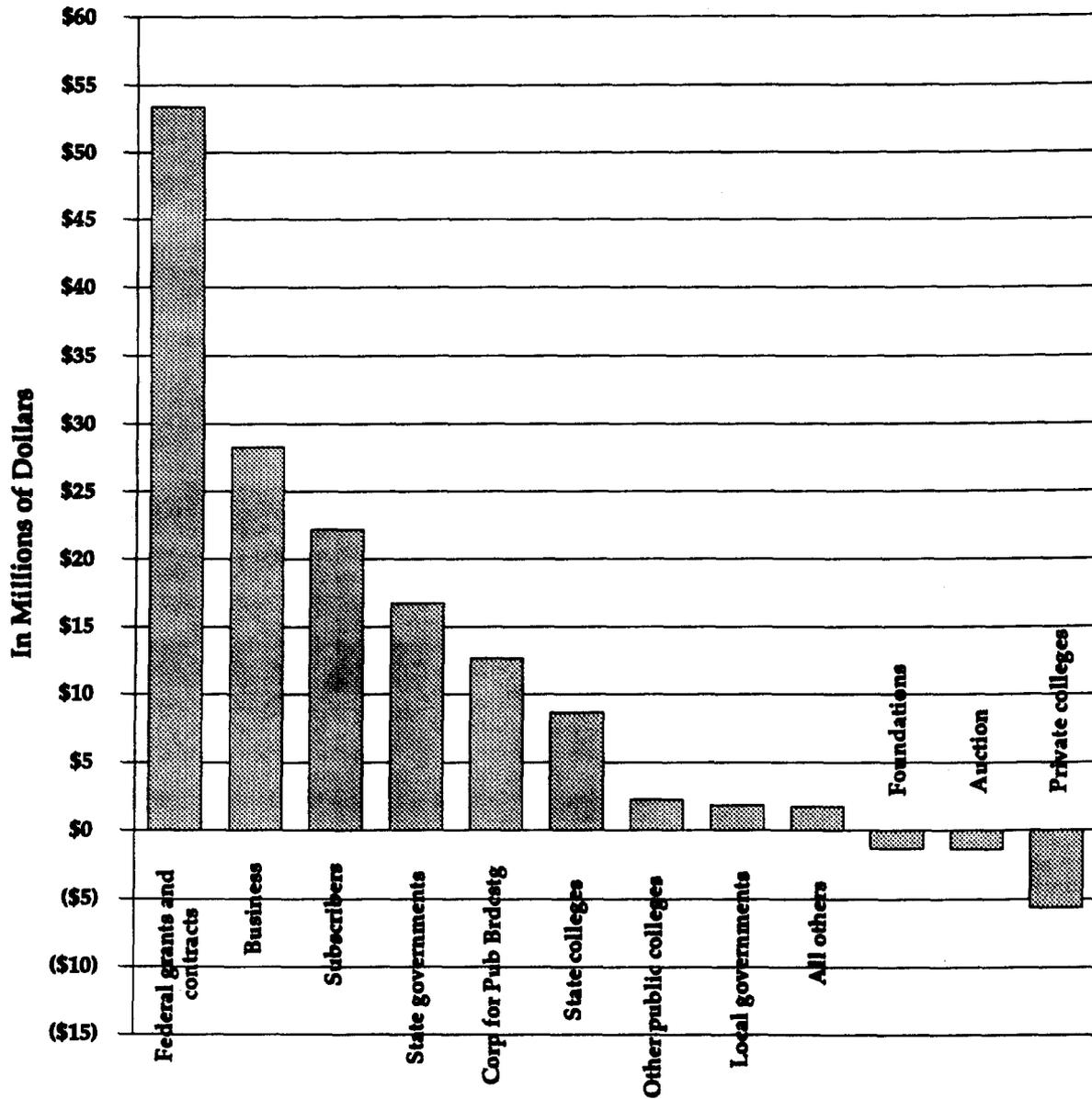
Figure 2
Nonfederal Financial Support for Public Broadcasting
Fiscal Years 1981-1991 in 1972 Constant Dollars



Source: Corporation for Public Broadcasting, November 1992

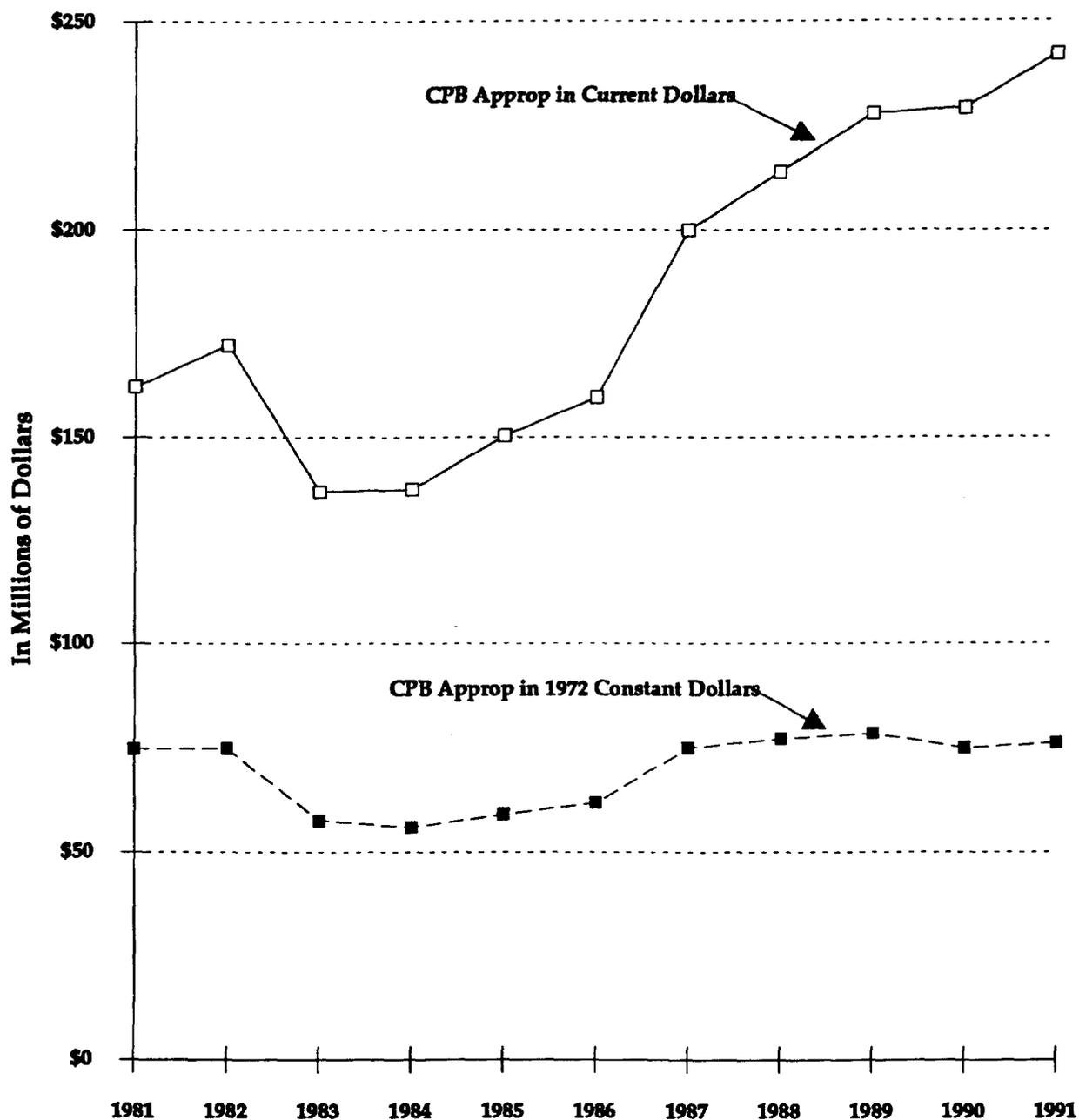
Figure 3
Changes in Public Broadcasting Income, Fiscal Years 1990-1991

Net Increase in Current Dollars: \$139 Million



Source: Corporation for Public Broadcasting, November 1992

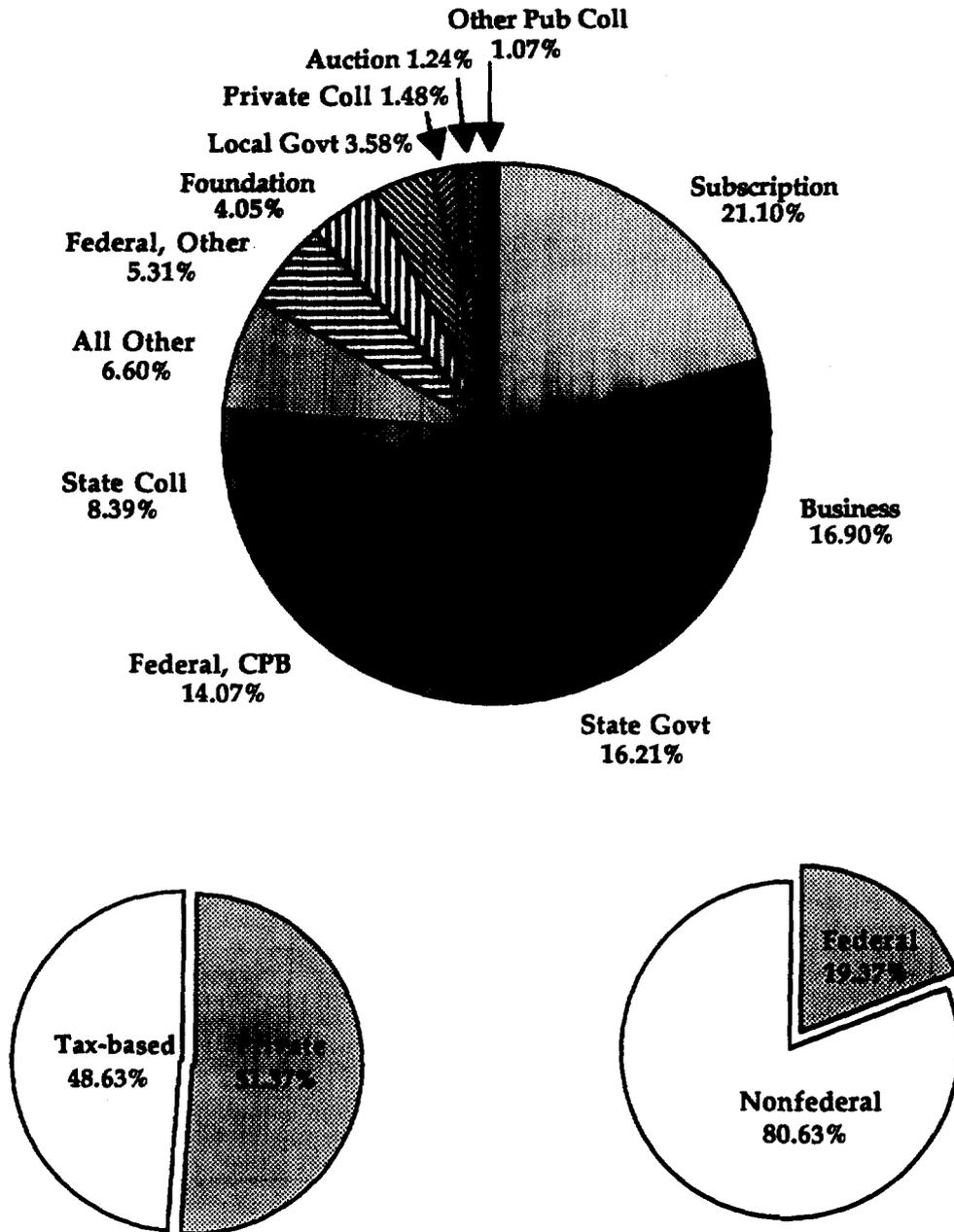
Figure 4
Corporation for Public Broadcasting Appropriations
Fiscal Years 1981-1991 in Current and 1972 Dollars



Source: Corporation for Public Broadcasting, November 1992

Figure 5
Income of Public Broadcasting by Source, Fiscal Year 1991

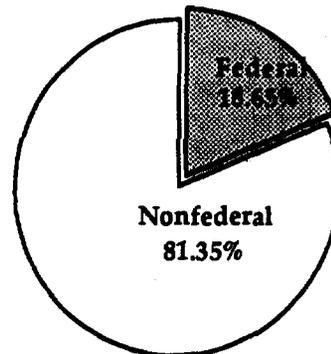
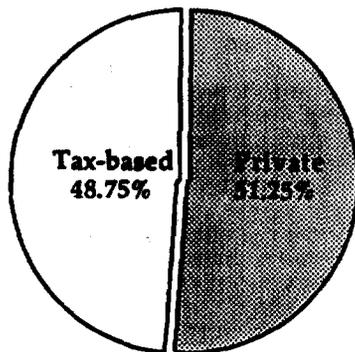
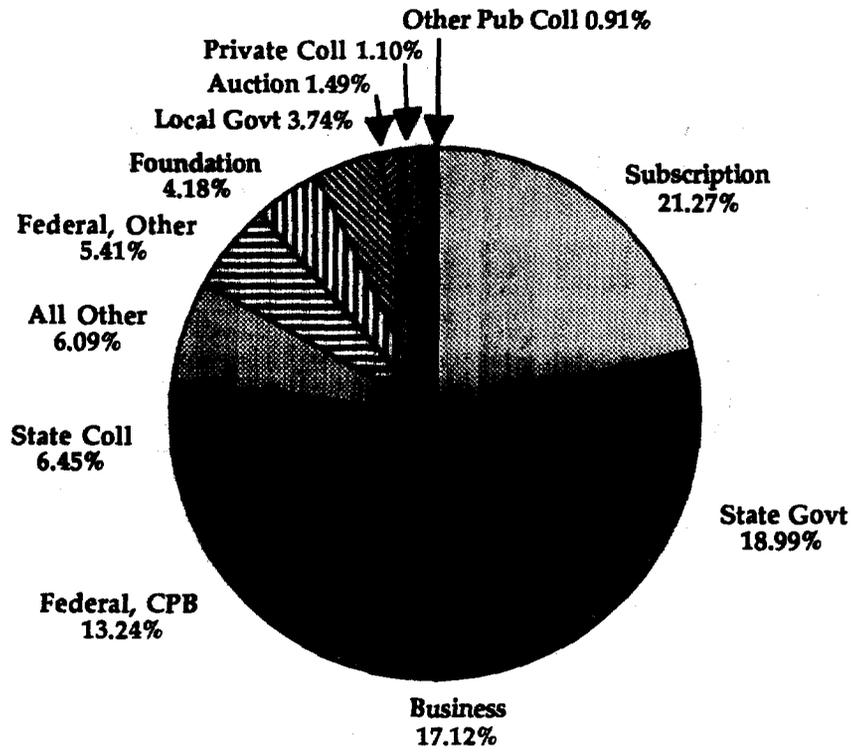
Total Public Broadcasting Income: \$1.7 Billion



Source: Corporation for Public Broadcasting, November 1992

Figure 6
Income of Public Television by Source, Fiscal Year 1991

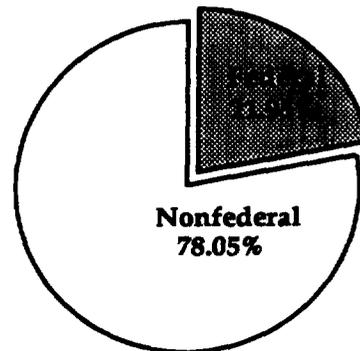
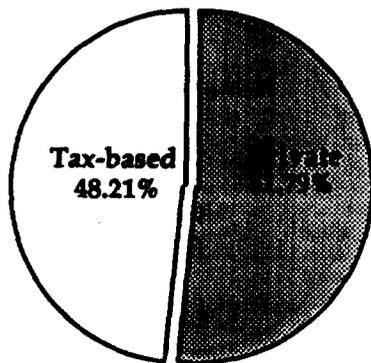
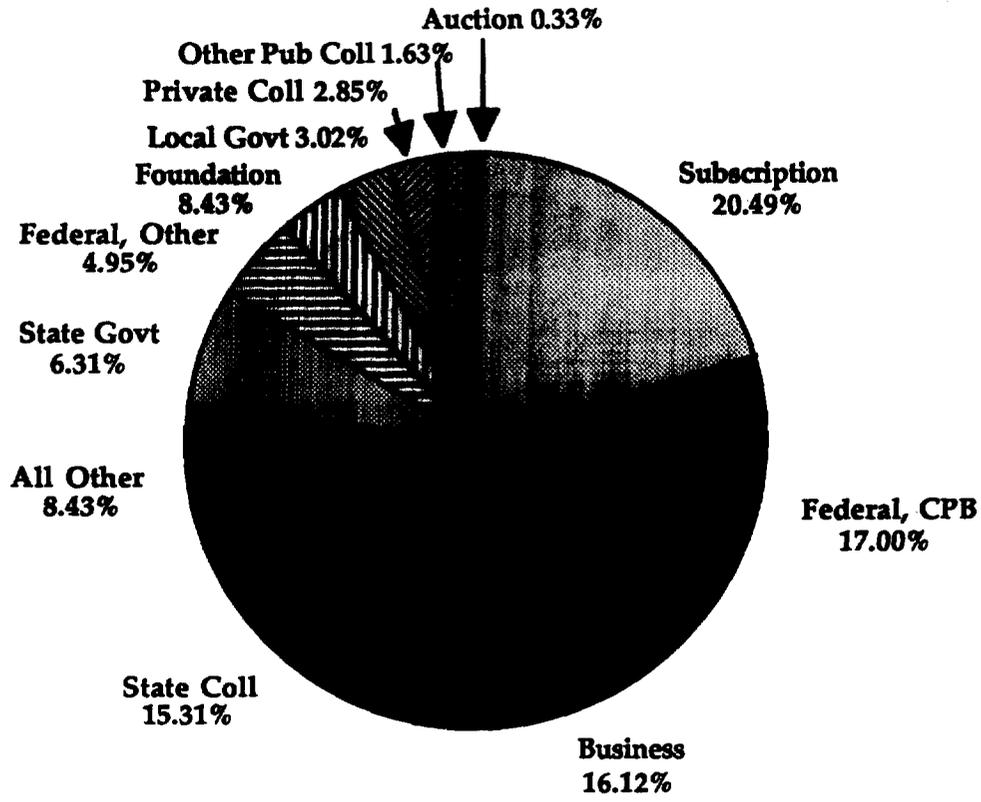
Total Public Television Income: \$1.3 Billion



Source: Corporation for Public Broadcasting, November 1992

Figure 7
Income of Public Radio by Source, Fiscal Year 1991

Total Public Radio Income: \$377 million



Source: Corporation for Public Broadcasting, November 1992

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