

Public Broadcasting in the US

Irene Wu
Director of Research, SAND-MNIA
International Bureau
US Federal Communications Commission (FCC)
Tel: 1-202-418-1623
Email: Irene.Wu@fcc.gov

**OECD Convergence Roundtable
June 2 and 3, 2005
London**

1

Telecommunications Act of 1996, Sections 396-399B

- Public radio and television broadcasting for instructional, educational and cultural purposes is in the public interest
- Corporation for Public Broadcasting (CPB) established as a non-government entity to facilitate development of public broadcasting

2

Public Radio Stations

	Stations	Receive grants from CPB	FCC Licensees
Non-profit community organizations	262	147	136
University	417	200	188
Local govt	36	26	26
State govt	69	11	8
Total	784	384	358

3

Public Television Stations

	Stations	Receive CPB grants	FCC Licensees
Nonprofit Community Organizations	138	89	89
University	85	59	59
Local government	7	7	7
State government	126	21	21
Total	356	176	176

4

Operations

Radio: most public radio stations are run by universities. Usually, they offer distinct program schedules and often are not linked into statewide or multi-station networks

Television: Most public television stations are run by nonprofit community organizations. State government stations are often linked into multi-station networks that air a common program schedule statewide.

5

Programs: Development and Production

- Stations
- Minority Consortia
- Independent producers
- National Public Radio, private organization that operations national satellite program distribution system
- PBS, private, nonprofit program distribution company owned and operated by America's public television stations

6

Program Distribution

- American Public Television
- Independent Television Services
- National Educational Telecommunications Association
- NPR
- PBS
- Public Radio International

7

Funding for Education, Programming and Station Operations

Includes:

- State and local government
- Corporation for Public Broadcasting
- Public Broadcasting Service
- National Public Radio
- Non-profits
- Membership drives
- Foundations

8

Advertising vs. Underwriting

- Telecommunications Act of 1996 prohibits public broadcast stations from advertising
- Advertisement means “any message or other programming material which is broadcast or otherwise transmitted in exchange for remuneration, and which is intended to promote any service, facility or product...”

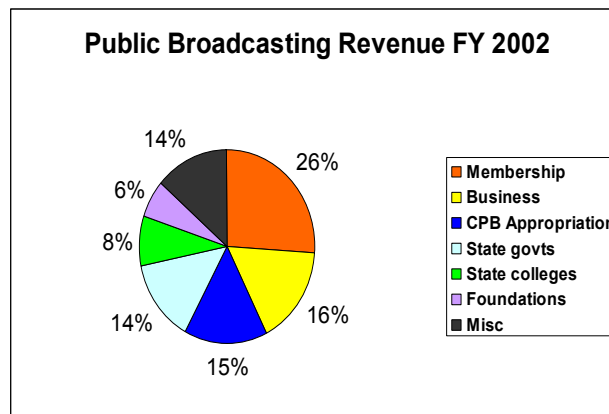
9

Underwriting

- Telecommunications Act of 1996 permits underwriting
- Public broadcaster may show “business or institutional logogram, which means any aural or visual letters or words, or any symbol or sign, which is used for the exclusive purpose of identifying any corporation, company, or other organization, and which is not used for the purpose of promoting the products, services, or facilities of such corporation, company or other organization.”

10

Public Broadcasting Revenue FY 2002



11

Source

Telecommunications Act of 1996
FAQ about Public Broadcasting.
<http://www.cpb.org/>

12

