

PUBLIC MEDIA: FROM BROADCAST TO BROADBAND

A stylized map of the United States is shown against a dark blue background. The map is composed of a dense network of glowing yellow and white points and lines, representing a complex network or data flow. The points are more concentrated in the eastern and central parts of the country, with lines connecting them across the landmass. The overall effect is that of a digital or communication network overlaid on the geographical outline of the United States.

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What is Public Media's Purpose given:

technological convergence



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graph TD; A[technological convergence] --> B[information abundance]; B --> C[new publics]; C --> D[participatory capabilities];
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information abundance

new publics

participatory capabilities

Context

Broadband plan

- \$7 billion stimulus, policy blueprint, net neutrality

Journalism “crisis”

- Proposals to increase support for newsgathering

Media ownership

- limits/other regulatory innovations to increase diversity



Context

Copyright debates

- Scope of rights, fair use, privatization of libraries

Broadcast footprint

- \$100 billion TV spectrum (20% is noncommercial), unlicensed white space use



Public Media Mission

Outreach to underserved communities

Access to information and networks

**Engage publics with
information, tools, meaningful media**



Public Broadcasting Act of 1967

Access:

foster growth and development of public radio and television broadcasting and nonbroadcast telecommunications **technologies for the delivery of public telecommunications services;**






Public Broadcasting Act of 1967

Outreach:

that constitute a source of **alternative services** for all, and that serve as **valuable local community resources** through outreach;






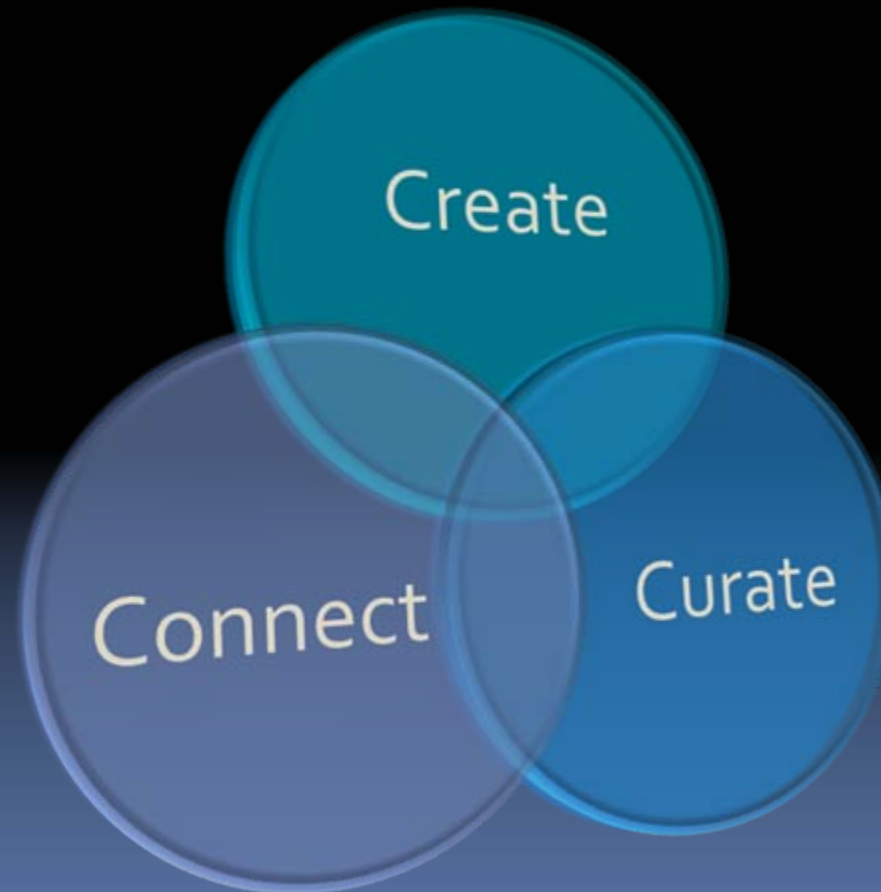
Public Broadcasting Act of 1967

Engagement:

that are responsive to local and general interests, expressing **diversity and excellence**, involving creative risks, and addressing the needs of **unserved and underserved audiences**, particularly children and minorities.



A New Role for Public Media




Case for Public Media

Market failures: commercial media fails to serve some consumer and citizen needs.




Non-market objectives: the market does not deliver noncommercial, democracy-promoting functions (e.g., journalism, diversity, discourse, identity).




Institutional function: service providers can be hubs, facilitators, curators, conveners for important narratives and information

Case *against* Public Media

Out of touch: serves narrowing audience: educated, affluent, white, old.



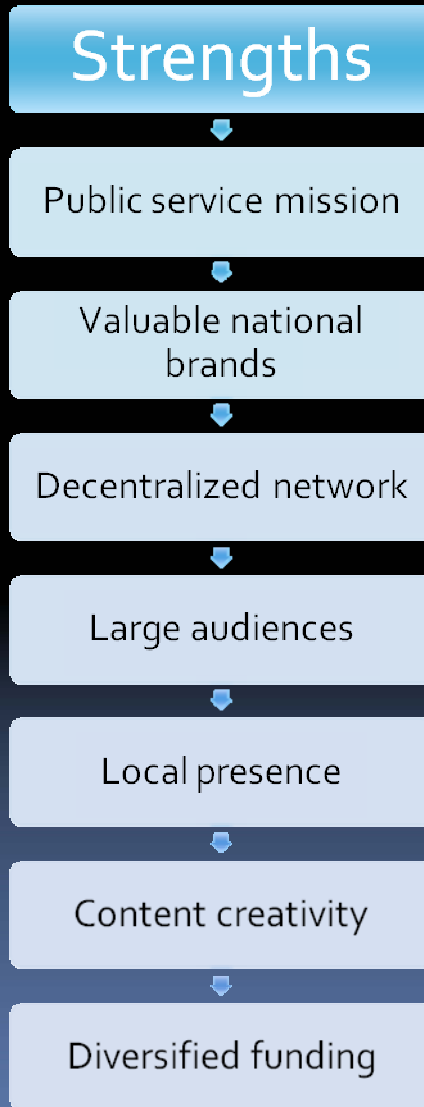
Irrelevant: outpaced by other proliferating media, innovation happening elsewhere.



Stuck: Legacy institutions and leaders, costly and cumbersome broadcast infrastructure, political gridlock.

Public Media

Strengths



Weaknesses



Some Aspirations

Train
community-
based
creators in
multimedia
production
and tech
leadership

Invigorate
local
journalism

Create
community
hubs to
convene
and
organize
citizens
around
pressing
local issues

Aggregate
archived
content for
easy access
and re-use
by public

Produce
high quality
digital
media and
applications
with public
service
mission

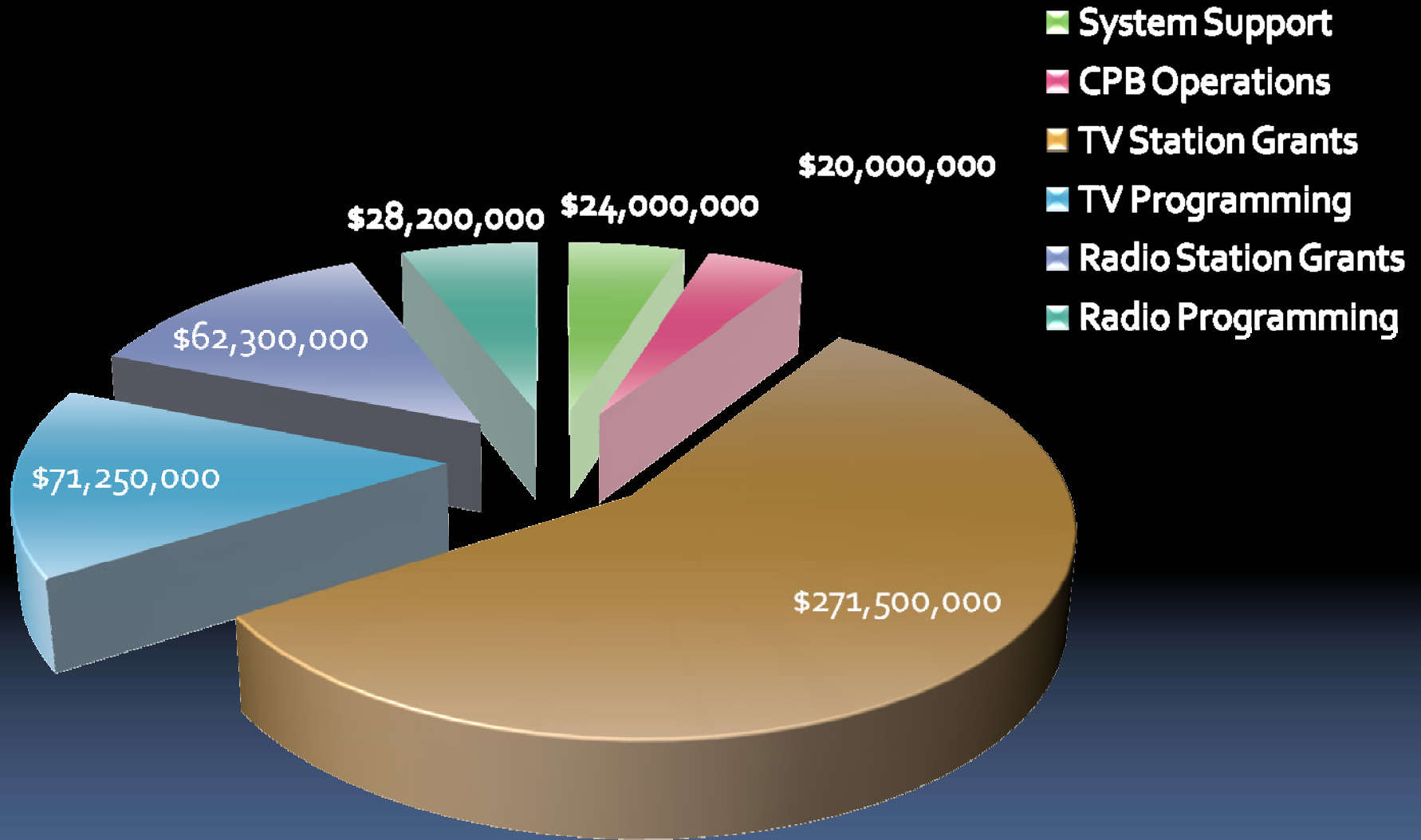
Federal Support

Appropriations
\$500M year

Reserved
Spectrum

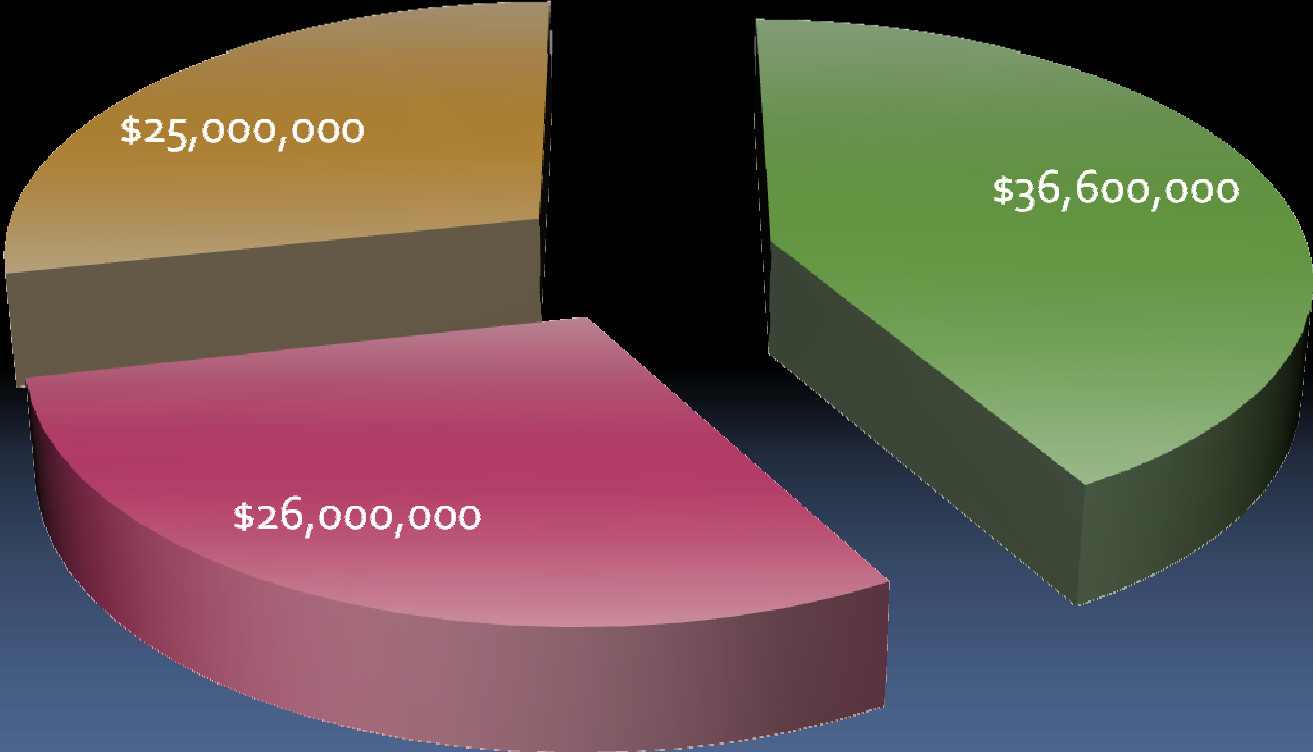
Copyright
benefits

CPB 2009 Budget \$406,000,000

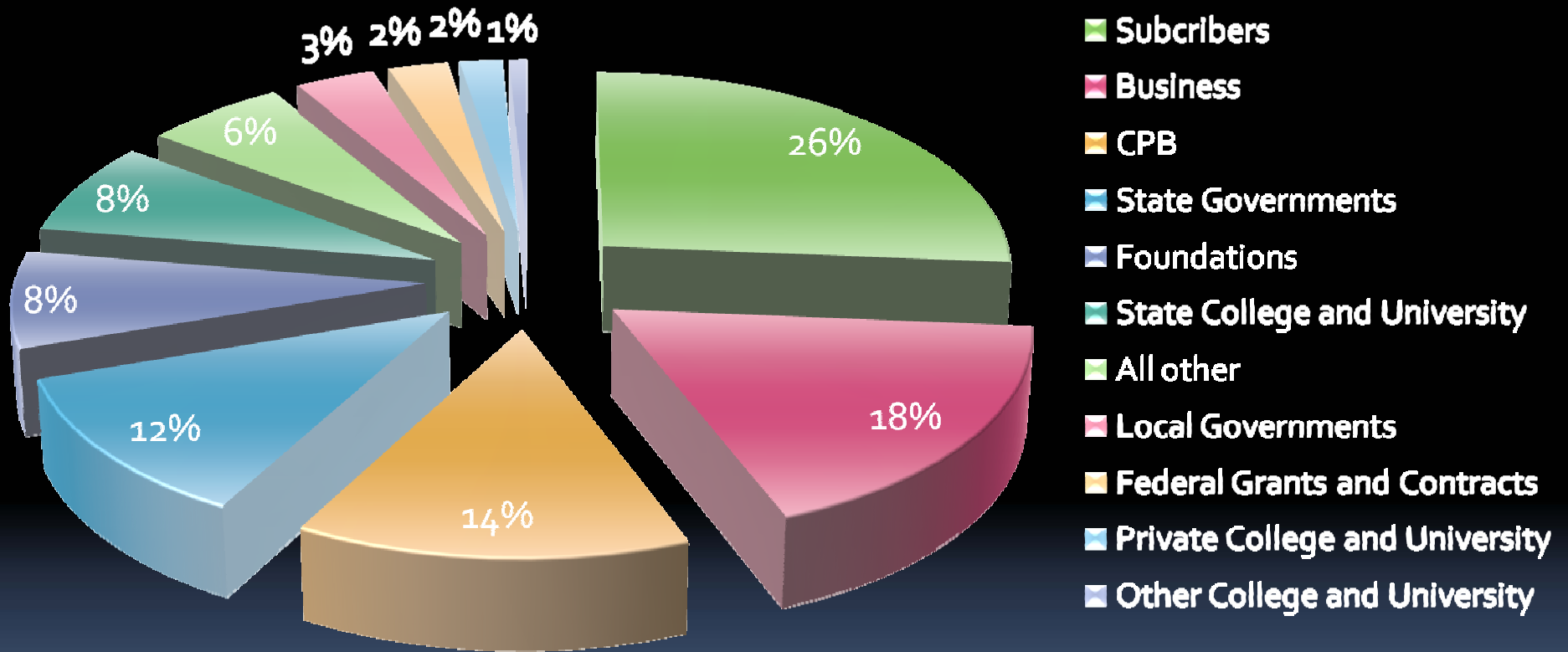


CPB Additional Appropriations 2009

- Digital Conversion
- Radio Interconnect
- Ready to Learn



Total Public Broadcasting Revenue \$2.85 Billion



Structural Reforms

(1) redefine entities that are entitled to public media funding and make money flow more transparent

(2) decouple funding eligibility from broadcast platform

(3) restructure appropriation to a trust fund or other sustained funding source

(4) revamp copyright benefits so public media entities have access to content on reasonable terms, can distribute public media content across all platforms, and have duty to make content as widely available as possible

Next Steps

1) Identify persistent market failures – content categories, functions, domains of innovation

2) Use strategic levers (e.g., government, foundations) to drive public media entities to be networked, open, collaborative, diverse, and invested in market failure categories

3) Unbundle spectrum from public media entitlement; consolidate and reallocate; revenue possibilities

4) Revise Public Broadcasting Act; reorient CPB/other institutions

5) Revise copyright provisions to (a) apply to new media distribution; (b) apply to all public media grantees; (c) conditioned on access requirements for other users

discussion





FY 2009 Operating Budget

Revenues	
Federal Appropriation	\$400,000,000
Interest Estimate	<u>6,000,000</u>
	\$406,000,000

System Support
\$24,000,000
≥ 6%

CPB Operations
\$20,000,000
≤ 5%

Station and Programming Grants	
\$356,000,000	89%
<u>6,000,000</u>	Interest
\$362,000,000	Total

Allocated to Public Television	
\$267,000,000	75%
<u>4,500,000</u>	Interest
\$271,500,000	Total

Allocated to Public Radio	
\$89,000,000	25%
<u>1,500,000</u>	Interest
\$90,500,000	Total


Direct TV Grants
\$200,250,000 75% (no interest)

Direct Radio Grants
\$62,300,000 70% (no interest)


TV Programming	
\$66,750,000	25%
<u>4,500,000</u>	Interest
\$71,250,000	Total


Natl. Program Prod. & Acq. Grants	
\$20,470,000	23%
<u>750,000</u>	50% of Interest
\$21,220,000	Total

Radio Program Fund	
\$6,230,000	7%
<u>750,000</u>	50% of Interest
\$6,980,000	Total




The Congress hereby finds
and declares that:

1. it is in the public interest to encourage the growth and development of public radio and television broadcasting, including the use of such media for instructional, educational, and cultural purposes;
- 




The Congress hereby finds
and declares that:

2. it is in the public interest to encourage the growth and development of nonbroadcast telecommunications technologies for the delivery of public telecommunications services;
- 





The Congress hereby finds
and declares that:

3. expansion and development of public telecommunications and of diversity of its programming depend on freedom, imagination, and initiative on both local and national levels;





The Congress hereby finds
and declares that:

- 
4. the encouragement and support of public telecommunications, while matters of importance for private and local development, are also of appropriate and important concern to the Federal Government;





The Congress hereby finds and declares that:

- 
5. it furthers the general welfare to encourage public telecommunications services which will be responsive to the interests of people both in particular localities and throughout the United States, which will constitute an expression of diversity and excellence, and which will constitute a source of alternative telecommunications services for all the citizens of the Nation;





The Congress hereby finds
and declares that:

- 
6. it is in the public interest 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 Congress hereby finds
and declares that:

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7. it is necessary and appropriate for the Federal Government to complement, assist, and support a national policy that will most effectively make public telecommunications services available to all citizens of the United States;





The Congress hereby finds
and declares that:

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8. public television and radio stations and public telecommunications services constitute valuable local community resources for utilizing electronic media to address national concerns and solve local problems through community programs and outreach programs;




The Congress hereby finds
and declares that:

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9. it is in the public interest for the Federal Government to ensure that all citizens of the United States have access to public telecommunications services through all appropriate available telecommunications distribution technologies; and



The Congress hereby finds
and declares that:

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10. a private corporation should be created to facilitate the development of public telecommunications and to afford maximum protection from extraneous interference and control.