

The Evolution of Public Broadcasting to Public Media



NFCB Conference

April 2nd, 2009

CPB UPDATE

- **Uncharted Territory – Impact of Recession**
- **Revenue Under Stress & Potential Impact**
- **Framework for Ensuring Service**
- **Public Service Outcomes**
- **Recent Funding Opportunities**
- **Economic Response Initiative**
- **Sources of Funds – CPB Money Tree**
 - Digital Funds
- **Radio Initiatives Examples**

Uncharted Territory



Ships of Christopher Columbus at sea.

N.C. Wyeth, 1927.

[Source: Library of Congress]

Public Radio Revenue Under Stress

- Radio not immune to economic downturn
- Underwriting down
 - National level
 - Local level
- Membership support (mixed)
- State & University licensees support down
- Endowment & investment revenue down

Potential Impact

- Service reduction
- Budget tightening
 - staff reductions &/or hiring freezes
 - cut/reduce local programs
 - cut some national programs
- Regional station networks under stress
 - fuel/fixed costs (transmitter/tower leases, utilities, interconnection & maintenance)
- A few small to mid-sized institutional licensees decide to stop station subsidy
 - sell or outsource station (LMA; merger)
- National organizations
- Associations

Framework for Ensuring Service

Guiding Principles

- Preserve universal (free) service
- Support operational efficiencies
- Preserve public service spectrum
- Promote diverse services in multi-station markets

Public Service Outcomes

- Preserve universal service
 - Less overhead & infrastructure where possible
- Support operational efficiencies
 - Promote greater efficiency thru combined operations
 - Combine backend, engineering, membership, on-line
- Preserve public service spectrum
 - Seek alternative operators where existing licensee goes dark
- Promote diverse services in multi-station markets
 - Promote a higher level of use, greater diversity of service

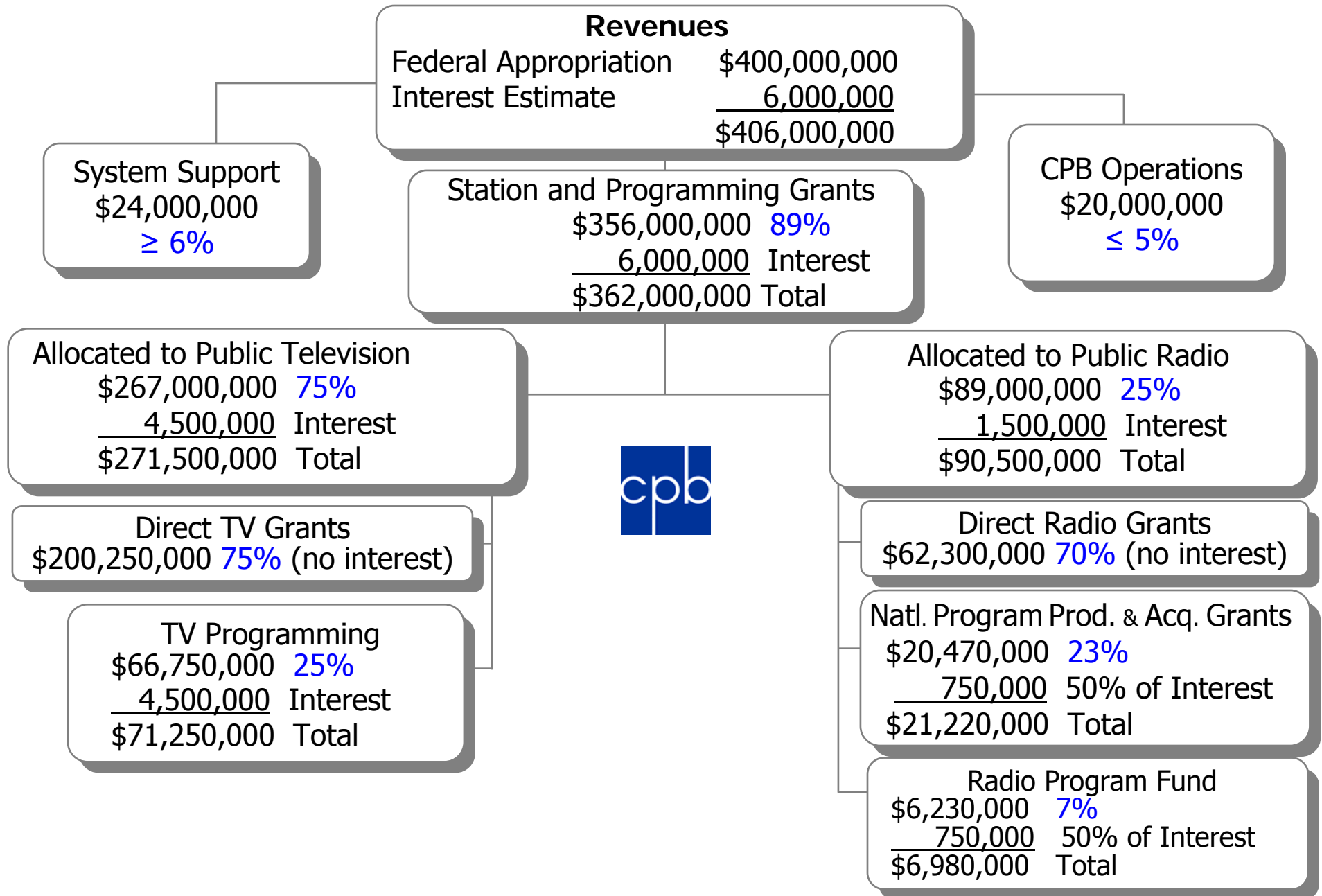
Recent Funding News

- Economic Stimulus Request
 - \$550 million
- Supplemental Funding Request
 - \$307 million (\$96 million radio)
 - System Consultation
- Public Service Media Economic Response Initiative
 - >\$12 million

Public Service Media Economic Response Initiative

- Digital Collaboration on the Economic Crisis
- Enhancing Core National Programming Coverage on the Economy
- Sesame Street: Coping with Economic Insecurity
- Public Media Innovation Fund (Rounds 4 & 5)
- Facing the Mortgage Crisis Grants
- Economy Response Grant Program
- Engaging Communities on the Economy Grants
 - National Center for Media Engagement
<http://www.mediaengage.org/>

FY 2009 Operating Budget



Digital “Re-telling” Project

- KQED & Youth Radio
- Combines core principles of public media + the unique perspectives of digital natives
- Digital natives take existing KQED content & “re-tell” on different platforms & web 2.0
- Joint planning but different storytelling and different access points for resulting work
 - YouTube, Facebook, Youth Media website, etc

Digital “Re-telling” Project

Outcomes

- Innovative web 2.0 content created
- Content pushed out to new audiences
- Knowledge, perspective shared between KQED and Youth Radio
- Model for other collaborations

Digital “Re-telling” Genesis

- Born Digital: Understanding the First Generation of Digital Natives
- Interpretation or retelling book in web 2.0
- Distributed creation by digital natives for digital natives
- Pirates chapter
- <http://www.youtube.com/digitalnatives>
- <http://www.youtube.com/watch?v=EibGrhY8VSk>

