

INDIANA PUBLIC BROADCASTING STATIONS

Bringing Hoosiers Together

A PUBLIC SERVICE PARTNER

The State of Indiana, through the Department of Education, provides funding to Indiana's public broadcasting stations. This funding is one of the foundational elements of IPBS's **extraordinary community service in education, public safety, and civic leadership.**

The State has been our partner in this work for over 50 years. It has been a public-private partnership that's flourished. For every \$1 invested by the State, IPBS returns \$11+ in value. Government funding provides the seed investment needed for IPBS member stations to attract private participation through corporate underwriting, individual donations, and grant writing.

With the State's support, Indiana's 17 locally controlled public television and radio stations **serve approximately 95 percent of Hoosier households. Our stations enhance the lives of Hoosiers every day, far beyond the exceptional broadcast programming they air, by:**

- Providing **preschool education for more than half of Indiana's children.**
- Enhancing the education of tens of thousands of K-12 students with **curriculum-aligned, teacher-ready, interactive digital learning tools, and more.**
- Providing **lifesaving public safety communications** capabilities for missions ranging from early tornado warning to school shooting scenarios.
- Equipping the citizens of the world's most important democracy with the **reliable facts, diverse perspectives, and trusted information** they need to make well-informed decisions.

"I WILL REMAIN A SUPPORTER OF PUBLIC BROADCASTING FOR YEARS AND YEARS TO COME. THAT WILL NEVER STOP...THIS YEAR HAS KEPT US FURTHER APART THAN ANYONE WOULD LIKE, AND PUBLIC BROADCASTING HAS HELPED MAKE SURE WE ALL STAY TOGETHER."

-- Governor Eric Holcomb

Locally Controlled and Operated





EDUCATION

EDUCATION FOR ALL HOOSIERS

Public television stations are educational institutions committed to lifelong learning for all. This work goes beyond the television, tablet or phone screen. It begins with the most successful early childhood education ever devised and continues with unique classroom services and teacher professional development resources, high school equivalency preparation, workforce training, and adult enrichment.

The COVID-19 pandemic exacerbated the opportunity gap, especially among those without broadband access. Results from a Pew Center survey¹ among high schoolers indicate that Hispanic and Black teens from low-income households are the hardest hit by the lack of reliable internet access. **Indiana public television, in partnership with school corporations in the state, has successfully overcome this challenge through datacasting.** Datacasting delivers teacher content (e.g., homework assignments, lessons, video recordings, and tests) to student computer devices over television airwaves.

24/7 SERVICES

For over 50 years, educational programming for young children, the hallmark of public television, has **helped multiple generations prepare to learn in school and succeed in life.** This free, universally available content has been **proven to close the opportunity gap** between children from low-income families and their more affluent peers. Public television's **Ready to Learn** content has been shown to improve literacy among 2-8-year-olds, especially vocabulary and the earliest stages of reading.²

Indiana public television stations across the state have partnered with PBS to bring a first-of-its-kind, free PBS KIDS 24/7 channel to their communities. The channel reaches 95% of Hoosier households.

This service played an especially important role during the pandemic with many stations dedicating large portions of their broadcast hours across their channels to grade specific, curriculum-aligned programming.

UNPARALLELED ONLINE RESOURCES

PBS LearningMedia provides **access to free state standards-aligned digital learning objects**--including videos, interactive lesson plans and more--for use in K-12 classrooms and at home. **This service was widely used during the pandemic and continues today by students and teachers alike with a record number of users visiting pbslearningmedia.org during the 2020-21 school year.**

LEADERS IN JOB TRAINING

Public television **operates the largest nonprofit GED program in the country.** Additionally, public television stations are **leaders in workforce development**, creating hundreds of online instructor-led certification courses to train and retrain hundreds of thousands of adults and the American Graduate Initiative is helping to address the skills gap.



¹ Anderson, M., Faverio, M., and McClain, C. (2022), How Teens Navigate School During COVID-19, Pew Research Center survey.

² Hurwitz, L.B. (2019), Getting a Read on Ready To Learn Media: A Meta-analytic Review of Effects on Literacy, Child Development, 90(5), 1754-1771.



PUBLIC SAFETY

Public broadcasters commit a portion of their broadcast spectrum and infrastructure to public safety communications through datacasting partnerships with federal, state and local public safety, law enforcement and first responder organizations. They connect these agencies with one another and the public, saving lives and property.

All of these services depend on reliable public television infrastructure, and that infrastructure depends on continued public investment.

Datacasting

- Public television stations in Indiana have partnered with the Integrated Public Safety Commission and Indiana Department of Homeland Security to provide datacasting services that use secure broadcast spectrum to send critical information and video to one another during times of crisis. One of the greatest advantages of datacasting is that it's not subject to congestion in times of crisis like cellular or wireless Internet.
- Through their datacasting partnerships, Indiana public television stations use their infrastructure and broadcast spectrum to securely transmit essential encrypted information to responders in the field in real-time without the capacity constraints of traditional mobile or broadband delivery.
- The Department of Homeland Security's Science and Technology Directorate has conducted successful pilots throughout the country that, in addition to other local initiatives, demonstrate the effectiveness of public television datacasting in a range of use cases, including:



Flood Warning and Response



Interoperability



Enhanced 911 Responsiveness



Rural Search and Rescue



Over Water Communications



Large Event Crowd Control



Faster Tornado Warnings



School Safety

Emergency Alerts

Public television, through PBS WARN, has partnered with the Federal Emergency Management Agency (FEMA) to provide the Wireless Emergency Alert (WEA) system that enables cell subscribers to receive geo-targeted text messages in the event of an emergency -- reaching them wherever they are in times of crisis.

Between March 12, 2020 and August 5, 2021, more than 10,270 WEAs were issued by state and local authorities and transmitted over the PBS WARN system in different parts of the country. Approximately 634 of those alerts were for COVID-19, harnessing for the first time the reach and ubiquity of mobile device communications to address a pandemic.

This same digital infrastructure provides the backbone for emergency alert, public safety, first responder and homeland security services in many states and communities, including many local stations that serve as their states' primary Emergency Alert Service (EAS) hub for severe weather and AMBER alerts.



CIVIC LEADERSHIP

Indiana's public broadcasters regard their viewers and listeners as citizens rather than consumers.

As some of the last locally controlled and operated media, public television and radio stations are deeply committed to local content and programming that reflects the rich diversity of the communities we serve. We help citizens and communities understand the issues they face locally and regionally, enabling them to develop solutions based on reliable information and rooted in community partnerships.

- Indiana's public broadcasting stations are **trusted conveners**, bringing their communities together to discuss issues of local, regional, and national importance.
- Public broadcasting provides more community public affairs programming, **more local history and culture, more candidate debates** at every level of the election ballot, more **specialized agricultural news, more community partnerships to deal with issues of concern like veterans' affairs and the opioid crisis**, and more civic information of all kinds than any other service in the media universe.
- Through such public affairs programming as Indiana Lawmakers and Indiana Week In Review, bi-lingual programming like ¿Que´ Pasa Midwest?, lifestyle programs such as Journey Indiana, plus the works of a broad and diverse group of reporters and storytellers, **public broadcasting tells the story of Indiana more thoroughly and authoritatively than any other media service in the state.**

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IN PUBLIC TRUST

For the 19th year in a row, public television is the most trusted American institution



86%

Of Americans agree PBS stations provide an excellent value to communities



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