

YES,

I am a concerned citizen dedicated to the ideals of noncommercial, independent public broadcasting. Send me more information on CIPB.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Here is my contribution toward putting the public back into public broadcasting

\$25 \$45 \$60 Other: _____

Please make checks payable to CSSE/CIPB. Contributions are tax deductible. Net proceeds from membership contributions fund local chapter activities.

Mail, fax, or email
this information to:

Citizens for Independent Public Broadcasting

1029 Vermont Ave., NW, Suite 800 • Washington, DC 20005

PHONE: 202-638-6880 FAX: 202-638-6885 EMAIL: cipb@cais.com

For your contribution, you will receive the following resources from CIPB*

- \$25** The CIPB training manual, *How to Make Public Broadcasting Accountable to Your Community: A Manual for Activists*
- \$45** Training manual plus brand new book from Beacon Press, *Air Wars: The Fight to Reclaim Public Broadcasting*, by Jerold M. Starr (\$26 value)
- \$60** Training manual, book, plus VHS video, *Put the Public Back Into Public Broadcasting: If We Don't Do It, Who Will?*

To become a local CIPB chapter, you need only ten members and a local sponsoring organization. **Chapters receive complimentary copies of the training manual and video.**

* Net proceeds from membership contributions go into a fund to support local chapter activities.

CITIZENS FOR INDEPENDENT PUBLIC BROADCASTING is a project of the Center for Social Studies Education.

Check out our web site and sign up for more information www.cipbonline.org

Who We Are

Citizens for Independent Public Broadcasting (CIPB) is a national membership organization dedicated to putting the public back into public broadcasting so that we all can join in the debate about our nation's future. At the national level, CIPB is promoting an independently funded and publicly accountable Public Broadcasting Trust. At the community level, CIPB supports chapter initiatives to democratize programming on local public broadcasting

stations. Toward these goals CIPB offers a training manual, video, web site, and a national clearinghouse for organizing.



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CIPB

**CITIZENS FOR INDEPENDENT
PUBLIC BROADCASTING**

The Problem

Our democracy requires some space for communication that serves people as citizens not just consumers. This would be space where programs are not driven by selling audiences to advertisers, controversial issues can be explored without censorship, and minority voices can be heard without concern for ratings.

This was the mandate for public broadcasting: to be "a forum for controversy and debate" and "a voice for groups in the community that may otherwise be unheard" so that we can "see America whole, in all its diversity."

Public broadcasting in other modern democracies typically enjoys independent and substantially higher sources of revenue. In contrast, U.S. public broadcasting's fragmented and problematic funding structure brings with it pervasive pressures to restrict grant support and airtime to programs that meet the approval of those who control the purse strings.

U.S. public broadcasting stations typically feature nightly and weekly programs about Wall Street and business news, but no regular programs that examine the economy from the perspective of workers, consumers or environmentalists. NPR and PBS news programs duplicate the same reliance on establishment voices as commercial network news.

Even the noncommercial basis of the service is under assault. There are more co-production deals with commercial partners looking for lucrative back-ends. There are e-commerce services and partnerships with retail outlets. Five-second underwriting acknowledgements have expanded into 30-second commercials, including enticements on children's programs for junk food and theme parks.

The Solution

Citizens for Independent Public Broadcasting is building a national coalition to support a Public Broadcasting Trust (PBT) that is independently funded and publicly accountable. Such a trust would generate \$1 billion a year to underwrite local and national programs that educate and engage viewers as citizens.

Who would pay for it? Strange, but true, despite billions in profits, commercial broadcasters pay no fee for their use of the public's airwaves. A small tax on spectrum use, spectrum transfers and/or broadcast advertising would provide all that is needed for the PBT. A 1998 national poll found four out of five Americans favoring such a proposal.

The PBT would take public broadcasting off the federal dole, remove corporate underwriting and free the service to pursue its mission with editorial integrity. Stations still could solicit operational support from

traditional sources. CIPB's proposal also includes measures to ensure that local boards are truly diverse, have a clear sense of mission and recruit and reward station managers for measurable public service.

Better Public Broadcasting Now!

You don't have to wait for the Public Broadcasting Trust to enjoy better public broadcasting in your community. PBS and NPR are membership organizations, not affiliated networks. For example, stations are not required to carry more than seven hours a week of the PBS national program service.

All program decisions are made locally. In fact, one-third of the average station's schedule consists of outside acquisitions purchased with its Corporation for Public Broadcasting Community Service Grant. We can show you how to introduce alternative programs into your local station's schedule.