Affinity Group
Affinity Groups are groups of similar types of stations. In 2018 there were 7 affinity groups, including: the Independent Public Television Station Association (small stations in markets with larger stations), the Joint Licensee Group (stations holding both television are radio licenses), the Major Market Group (stations in the 40 largest Nielsen DMAs), the National Educational Telecommunications Association (members of NETA), the Organization of State Broadcasting Executives (OSBE – stations owned by state agencies), the Small Station Association (SSA – stations with annual revenue smaller than a certain amount), and the University Licensee Association (ULA – stations owned by universities and colleges).

AGC (*)
The Chair and Vice Chair of each affinity group comprise the Affinity Group Coalition. Originally established by CPB for purposes of system planning in 2005, the AGC has solidified into a cohesive body with and through which PBS consults on a regular basis.

APT (*)
American Public Television acquires, sells, and distributes programming—much of it "how-to," travel and cooking programs and British comedies (Britcoms)—to public television stations nationwide. APT introduced the Three Tenors to national acclaim, distributes Rick Steves’ Europe and Globe Trekker, among other programs, and is active in the international TV program marketplace. In 2006 APT launched the national Create TV channel featuring public television lifestyle programming.

APTS (*)
America’s Public Television Stations is a national public television membership organization that lobbies and undertakes planning/research projects in the interests of its member stations and noncommercial TV in general. APTS’ mission is to support the continued growth and development of a strong and financially sound noncommercial television service for the American public. Until APTS was established in the 1980s, the function was performed exclusively by PBS.

ATSC
The Advanced Television Systems Committee is a broadcasters’/manufacturers’ industry association that encouraged the development of the ATSC Standard which was adopted by the FCC as the technical standard for digital television in the United States. The ATSC continues to develop voluntary industry standards for many aspects of DTV operation and recently complete the next-generation broadcast standard called ATSC 3.0.

BBC
British Broadcasting Corporation, first chartered in 1926 as a public broadcasting service to educate, inform and entertain, free from political interference and commercial pressure.

1 Items with a (*) relate to the Interconnection Committee in some way.
The BBC is known in the U.S. as a supplier of quality public TV and radio programs and annually turns out more than 5,200 hours of TV and radio programming. In recent years, the BBC has also launched several cable channels.

**BENTO**
Bento is a turn-key tool for creating station web sites, managing online content, and using templates, layout tools, and plug-ins provided by PBS.

**CBC**
Canadian Broadcasting Corporation, created as a Crown Corporation in 1936 by an Act of Parliament following a Royal Commission. CBC (which is branded CBC/Radio-Canada) is a publicly funded (but not strictly noncommercial) broadcaster, which operates radio (noncommercial) and television (limited commercial) networks in both English and French (SRC, Societe Radio Canada), as well as cable networks and Canada’s overseas broadcast voice, Radio Canada International. Today CBC is Canada's largest cultural institution.

**CDP**
The Contributor Development Partnership is a station-centric effort supported by Public Television’s Major Market Group and the Corporation for Public Broadcasting. CDP’s mission is to help stations create stronger fundraising practices and increase the number of prospects and contributors. A key strategy includes the development of the first-ever, system-wide contributor data reference file, which will provide unprecedented insight and analysis into the best practices in public television fundraising.

**CTA**
The Consumer Technology Association (formerly CEA – Consumer Electronics Association) serves more than 2000 corporate members involved in the design, development, manufacturing and distribution of audio, video, mobile electronics, wireless and landline communications, information technology, multimedia and accessory products that are sold through consumer channels.

**CPB (*)**
The Corporation for Public Broadcasting is the nonprofit corporation authorized by the federal government in 1967 to develop noncommercial television and radio and to insulate public broadcasters from government interference, as well as uphold the public interest as seen by Congress. CPB funds public television and radio stations directly with Community Service Grants, supports productivity and revenue-development initiatives through its Future Fund, and also funds program production and training through its Radio and Television Program Funds.

**CSG**
The Community Service Grant is the basic operating support that stations receive from CPB. Derived from CPB’s federal appropriation, it is one of the few station funding sources that is not earmarked for certain uses. It includes a flat base grant plus a variable "incentive grant" component based on the size of nonfederal money raised by the station (NFFS). The base
grant assures that small stations receive a substantial amount, and the incentive grant encourages stations to work on local fundraising.

**DBS**
Direct Broadcast Satellite was introduced in the early 1980s and has since become a dominant video service with 30 million subscribers. The two providers, DirecTV and Dish, use small satellite dishes to receive programming via a signal from high-powered satellites. Similar audio-only services are offered by commercial operators such as Sirius.

**DTV**
Digital Television is the general term for television that is transformed into a digital representation of the broadcast stream (audio, video, and other data). DTV may mean standard definition or high definition. In the United States, a few stations began DTV broadcasting in 1998. The transition of the United States to all digital broadcasting was completed on June 12, 2009.

**DVI**
Descriptive Video Information is a free service carried by public television stations on the SAP (Secondary Audio Program) channel to make television accessible to people who are visually impaired by providing narrated descriptions of key visual elements without interfering with dialogue. DVS was developed by PBS member station WGBH, Boston, and launched as a permanent national service over PBS in January 1990.

**EEN (historical)**
The Eastern Educational Television Network, the early interconnection of major public TV stations in the eastern U.S., remains under a new name a significant program distributor in public television. In the 1990s it was renamed APS and then APT. For years the organization served as one of the four major regional public television networks (see “CEN” listing) that provided regional representation and program acquisition and distribution services to their member stations. EEN was established in 1959 by Hartford Gunn, then president of WGBH-TV/FM, Boston, to provide interconnection and programs for northeastern stations. In 1995, it contracted out the operation of its regional association. EEN has since collaborated with CEN on a number of member services. (See also “APT.”)

**ETAC (*)**
The Engineering & Technology Advisory Committee (ETAC) is a twelve-member advisory committee made up of station technology leaders who advise PBS on technology and technology management issues relevant to PBS and its member stations. The ETAC also provides valuable feedback to PBS from member stations. ETAC members are selected by the ETAC membership and by PBS; each may serve up to two consecutive three-year terms.

**FCC**
The Federal Communications Commission was established by the Communications Act of 1934 (the Act) as an independent United States government agency directly responsible to Congress. The Act, which has been amended over the years, charges the Commission with
establishing policies to govern interstate and international communications by television, radio, wire, satellite and cable. In February 1996, the Telecommunications Act of 1996 was signed into law, representing the first major overhaul of our nation’s telecommunications policies in over 60 years. The National Association of Educational Broadcasters persuaded the FCC to reserve five radio channels for educational broadcasting in 1938, paving the way in 1952 for the reservation of 242 television channels for noncommercial broadcasters.

**GRP**
Gross Rating Points is a measure of the raw "tonnage" (of audience response to a program) in an audience. In television, it includes the effects of both the number of households that tune in (the "cume") and how often they tune in. It is calculated based on the average quarter-hour (or sometimes average half-hour) ratings accumulated within a period and the ratings (percentages of audience) a program has received over a given number of days, weeks or months.

**The Hub**
The Hub is a central repository for public televisions stations with links to all PBS tools, services and best practices, as well as important updates, station data, editorial standards and much more. The goal of The Hub is to help station staff find what they need, when they need it.

**ITFS**
The Instructional Television Fixed Service (ITFS) is a block of thirty-two (32) low power television channels, originally created in the 1960s, available to be licensed by the FCC to local credit-granting educational institutions. The channels may be used solely to deliver instruction or in partnership with companies that deliver a subscriber-based video service that competes with land-based cable television systems to deliver entertainment programming. Many universities, schools and other ITFS operators help support their service by leasing out some of their channels to commercial “wireless cable” operators, known to the FCC as MMDS (Multichannel MultiPoint Distribution Service) operators.

**ITVS**
The Independent Television Service (ITVS) is a production-funding and distribution mechanism that supports the work of independent film and video makers on public television. Created in 1988 in response to a congressional directive to CPB and funded by CPB, ITVS is committed to increasing diversity, innovation and programming for underserved audiences. ITVS initially was headquartered in the Twin Cities (Minneapolis-St. Paul) and moved to San Francisco in 1997.

**Joint Master Control (JMC) (*)**
A service providing Master Control services for multiple stations. With a high-degree of automation and common technologies and processes, JMCs were created as a cost-saving measure for both commercial and non-commercial stations.
LPB
Latino Public Broadcasting (LPB) was selected in a 1999 competition to serve as the CPB-funded minority consortium representing Latino producers and audiences and is one of five minority production groups currently funded by CPB. It supports production and distribution of public television programs about Hispanic Americans. The project succeeds the National Latino Communications Center (NLCC), which lost CPB aid in 1998 after financial problems surfaced.

Master Control (*)
The function at a television station (or TV network) which controls the technical tools and processes that place the proper content and data on the air and ensure quality of the service. Historically, a room with a great deal of custom equipment, banks of displays for monitoring the many different functions, and a 24-hour staff. Since the mid-2000’s, increasingly a service provided remotely through centralcasting or joint master control functions. See Joint Master Control.

Media Manager
Media Manager is an administration console that allows stations to manage the delivery of content across digital platforms.

Minority Consortia
CPB’s Minority Consortia consists of five minority production groups funded by CPB: Latino Public Broadcasting; the National Asian American Telecommunications Association; Native American Public Telecommunications, Inc.; the National Black Programming Consortium; and Pacific Islanders in Communications.

MMG
Public Television Major Market Group. Formerly the CSRG (Community Station Resource Group), the MMG is an informal "affinity group" of community-licensee (freestanding nonprofit) public television stations in the nation’s largest markets that joined together in the mid 1990s, following the model of public radio's Station Resource Group. 38 public television licensees make up the MMG.

MSO
Multiple System Operator. MSO generally refers to the largest cable television companies that operate many systems. They are the result of massive growth and industry consolidation of numerous smaller systems.

Passport
Passport is PBS’s station-branded digital benefits service for members.

NAB
The National Association of Broadcasters is the television and radio industries’ primary lobbying and trade organization. It predominantly represents the interests of commercial broadcasting, although 400 of its 6,000 members are public broadcasting organizations.
**NDI (historical)**
NATIONAL DATACAST, INC., was a subsidiary of PBS, that provided for-profit nationwide wireless data broadcasting services. Through partnership with a majority of PBS's 350 member stations, the NDI network reached all 50 states as well as parts of Canada and Mexico. Profits generated by NDI were shared by PBS and stations participating in the NDI network. In 2015, NDI was merged with PBS Enterprises, Inc. (see PBSE below).

**NATPE**
The National Association of Television Program Executives, a 1,700-member group of programmers mostly in commercial TV, was formed in 1962. It organizes an annual program conference, the largest marketplace for syndicated TV programming.

**NBPC**
The National Black Programming Consortium supports the development, production and distribution of educationally and culturally specific television and film programs by and about Africans/African Americans. NBPC presents the Prized Pieces Awards and provides technical assistance to independent producers by serving as a fiscal agent and identifying funding sources. It is one of five minority consortia funded by CPB. NBPC, which has relocated to Harlem, also has an office in Pittsburgh.

**NETA (*)**
The National Educational Telecommunications Association was organized in July 1997, by merging association activities of the Southern Educational Communications Association (SECA) and the Pacific Mountain Network (PMN). NETA provides representation, program acquisition and distribution, and professional development services to member stations and educational institutions across the country. NETA operates the NETA Educational Resources (formerly EPS) and the National ITV Satellite Schedule (NISS) and holds fiduciary and secretariat responsibilities for the Organization of State Broadcasting Executives (OSBE) and the Public Broadcasting Management Association (PBMA). It also works closely with the Satellite Educational Resources Consortium (SERC). The predecessor organization, SECA, was once the largest of the four major regional public TV associations.

**NGIS (historical) (*)**
Next Generation Interconnection System was program name for the generation of technology and services for distributing television programming across public television between 2006 and 2016. NGIS added non-linear distribution of content, HD content, and multiple live-linear content sources intended for stations to use as as multicast channels. NGIS utilized satellite transport and transitioned from MPEG-2 to MPEG-4 video encoding. The follow-on program to NGIS is *six* (see below).

**NPR**
National Public Radio, incorporated in 1970, is the principal producer and distributor of national public radio news programming in the U.S. In addition, NPR distributes
independently produced programming, operates public radio's satellite interconnection system, and is public radio's primary lobbyist in Washington, D.C.

**NPS (*)**
The National Program Service is the primary national programming service that PBS offers to its member stations. Providing approximately 2,700 hours of original programming annually, the NPS is led by a chief programming executive, who is supported by a senior team. More than 3,000 proposals/programs, in three content areas – factual, fiction/performance, and children’s programming – are evaluated each year. The NPS selects and schedules the programming for distribution to its member stations, which use the National Program Service as the centerpiece of their local schedules. *Masterpiece, Frontline, PBS NewsHour, Great Performances, Daniel Tiger’s Neighborhood, Super Why* and *Curious George*, are among the primetime and children’s series supported and scheduled by the NPS, along with a wide range of high-profile mini-series and specials such as Ken Burns' *Dust Bowl, Prohibition, and The National Parks: America’s Best Idea*. The NPS also provides programming specifically produced and/or acquired for fundraising purposes to support member stations' development activities.

**NTIA**
An agency of the Department of Commerce, the National Telecommunications and Information Administration advises the president on communications and information policy.

**OSBE**
The Organization of State Broadcasting Executives is an interstate collaborative composed of the chief executive officers of state public broadcasting networks and directors of commissions and authorities with statewide public broadcasting responsibilities. OSBE includes representatives from 27 states, which operate two-thirds of the public broadcasting stations in the United States. NETA acts as secretariat for OSBE.

**Packaged Feed (*)**
A content feed consisting of a linear channel with all interstitials included. A packaged feed can be taken directly to broadcast air. This is by contrast with a *soft feed*.

**PBS (*)**
The Public Broadcasting Service was formed in 1969 to distribute public television programming nationally. PBS, which has approximately 350 Member Stations, operates the public TV satellite interconnection system and manages the stations’ national programming service.

**PBSE**
PBS Enterprises, LLC (formerly PBS Enterprises, Inc.) is a wholly-owned subsidiary of PBS, which created and maintained to hold PBS’s interests in any future for-profit activities. PBSE, Inc. formerly held PBS’s interests in NDI, before that business wound down in 2015.
**PBS PLUS**
PBS Plus is a “soft” programming feed provided to stations to supplement the National Program Service.

**PDP**
The Program Differentiation Plan is a PBS programming plan that governs the use of a reduced amount of NPS programs by certain qualified stations. PDP stations are primarily in markets with more than one PBS member stations. All PDP applications are reviewed and approved by the PBS Board of Directors.

**PFP**
PBS Fundraising Programming (Formerly SIP - The Station Independence Program) is a PBS-administered station cooperative established in 1974 to provide special programs, advertising and promotional material, market research and premium information to help stations get the most from on-air fund raising drives.

**PIC**
Pacific Islanders in Communications was established to increase public broadcasting programming by and about indigenous Pacific Islanders. It provides program grants, training, outreach and talent assistance programs and media services and holds an annual Pacific Images Film Festival in Hawaii. It is one of five minority consortia funded by CPB.

**PMBA**
The Public Media Business Association is the professional association of financial, human resources, legal, information systems and administrative managers of public television and radio stations. When it was founded in 1979 as the Public Telecommunications Financial Management Association (its members were largely financial managers) and was most recently known as PBMA – the Public Broadcasting Management Association.

**PMN (historical)**
Pacific Mountain Network, once one of four regional public TV networks (see ATG listing), ceased operation as a stations’ association in 1997 but still exists as a corporation. NETA (formerly SECA) and CEN welcomed PMN's former member stations. PMN was formed in 1978 and sponsored FirstView, a yearly screening of new instructional TV programs. It helped form the Television Ratings Analysis Consortium, now an independent audience data analysis company (see TRAC Media Services).

**PRI**
Public Radio International, formerly American Public Radio, was created in 1982 when Minnesota Public Radio (MPR) President William Kling and four public radio stations (WNYC-AM/FM, New York; WGUC-FM, Cincinnati; KQED-FM, San Francisco; and KUSC-FM, Los Angeles) established a network to distribute cultural programs produced by stations. The network distributes an extensive line-up of music and public affairs programming to hundreds of affiliate stations, mostly overlapping with NPR's membership. Notable
programs include *A Prairie Home Companion*, *Whad’Ya Know?* and *Marketplace*. PRI is the major force behind the international news program *The World*.

**PSIP**
The Program and System Information Protocol is a required component of DTV. It is the data transmitted along with video and audio content that provides basic channel identification, time, program guide and other such information and aids DTV receivers to tune to a desired program.

**RTL**
Ready To Learn is a joint service of PBS and CPB comprised of PBS children's programs, educational video and print curricula and an outreach effort to promote the programs to parents and child-care providers. The concept was introduced by the late Ernest Boyer, a former federal education official, and supported in part by an annual congressional appropriation through the Department of Education.

**SESAME WORKSHOP**
Formerly Children’s Television Workshop (“CTW”) - a nonprofit television program production house. CTW revolutionized children’s television when it brought *Sesame Street* to the airwaves in 1969. Sesame Workshop also produced *The Electric Company*.

**sIX (Service Interconnection) (*)**
The generation of interconnection technology and services which was rolled out to the public television system in 2018 is referred to as “sIX” because it is the 6th generation of interconnection. sIX is the first interconnection system where, instead of designing a unique product for public television and then PBS building it from 3rd party hardware and software, PBS procuring a commercially available service and having the provider tailor it to public television needs. In addition, sIX is delivered over a terrestrial, broadband network rather than satellite.

**Soft Feed (*)**
A soft feed consists of individual programs designed to be recorded and then packaged and distributed by the local station at a later date and time. This is by contrast with a **packaged feed**, which can be taken directly to air.

**SSA**
The Small Station Association exists to assist small stations in meeting their individual missions and goals as non-commercial, educational licensees by sharing ideas, voice, and cooperation and speaks to the special needs and interests of the small stations during times of national planning and decision-making that affect the entire public television system. Generally, members of the Small Station Association are those who self-select their stations as serving smaller markets or areas and/or consider their budgets to be in the smaller (around $3 million or less) category.
TAC
The mission of the Traffic Advisory Committee (TAC) is to provide a liaison between PBS, National Distributors, and Traffic and Operations departments for all public television stations, for the purpose of defining and disseminating information common to the needs of traffic and operations personnel. The TAC assists in planning, development and execution of key initiatives that affect the PBS traffic and operations discipline. TAC membership consists of fourteen individuals from stations, program distributors, and PBS representing the traffic or operations area of their respective organizations.

TRAC MEDIA SERVICES
In 1979, the Television Rating Analysis Consortium was organized by the PMN to regularly analyze Nielsen audience and market data for public television programs. TRAC "crunches the numbers" for public broadcasters and has become increasingly involved in research and development to improve the effectiveness of on-air pledging. The company also serves as secretariat for the Public Television Programmers Association (PTPA), and holds several annual events for station programmers. TRAC is now a private company, independent of PMN.

WARN (*)
Warning, Alert and Response Network. The Federal Emergency Management Agency (FEMA) established the Integrated Public Alert and Warning System (IPAWS) to facilitate the transmission of emergency alert messages over a variety of paths to the public. One path goes from FEMA over the Internet to wireless carriers. In May 2010, the NTIA awarded PBS a $26.8 million grant which funded Phase One of the project, designing and installing a system that would enable PBS and PTV stations to receive, encode, and transmit these messages – acting as a redundant path to the Internet-based path. In June 2011, NTIA awarded PBS a further $28.2 million in order to fund Phase Two of the project, providing stations with the hardening equipment they will need to comply with the WARN requirements.