

CPB Management's Framework of Priorities to Ensure Universal Service

CPB will focus the efforts and resources for supporting public media stations in financial distress on the following three priorities:

1. **Maintain free universal service.** To the extent possible, everyone that currently receives radio and television over-the-air service today will continue to receive radio and television over-the-air service.
2. **Support operational efficiencies.** CPB will seek to maintain universal service or aid stations by supporting approaches that make the most efficient and effective use of overall resources.
3. **Preserve options for diversity of both services and audiences.** Broadcast spectrum is a scarce and valuable resource that, particularly with digital technology, offers opportunities to provide diversity of service. Where feasible, CPB will seek to keep spectrum under public broadcasting control.

While CPB does not have sufficient discretionary funds to keep all financially distressed stations solvent, CPB remains committed to ensuring universal service throughout the current public broadcasting service area.

The situation in each community and at each station will be unique and solutions will be developed on a case-by-case basis.

CPB's goal is to preserve service for communities by fostering the development of a system of local stations that are financially stable and sustainable, able to provide essential media services to a diverse American public.