

GOALS & OBJECTIVES

INTRODUCTION

The Corporation for Public Broadcasting is a private, nonprofit corporation created by Congress in 1967. CPB's mission is to ensure universal access, over-the-air and online, to high-quality content and telecommunications services that are commercial free and free of charge. It does this in conjunction with non-commercial educational telecommunications licensees across America.

The purpose of public media is to provide programs and services that inform, educate, enlighten, and enrich the public and help inform civil discourse essential to American society. It is CPB's particular responsibility to encourage the development of content that involves creative risk and that addresses the needs of unserved and underserved audiences, especially children and minorities. CPB acts as a guardian of the mission and purposes for which public broadcasting was established.

The Board of Directors established the Goals and Objectives to set CPB's strategic direction. The Goals and Objectives, which are periodically reviewed and updated by the Board, are set forth on the following page. They outline three broad areas of impact: Content and Services, Innovation, and Support for Public Media.

CPB awards grants in support of content and services that are educational, innovative, locally relevant, and reflective of America's common values and cultural diversity. Under a framework referred to as the “three Ds” — Digital, Diversity, and Dialogue — CPB's grants support innovation on digital platforms; content that is for, by and about the diverse communities we seek to serve; and content and

services that foster dialogue and engagement among members of the audience and the broader community.

I. CONTENT AND SERVICES

GOAL: Promote an educated and informed civil society by supporting high-quality engaging content and services delivered across multiple platforms.

To achieve this Goal, CPB will pursue the following objectives:

- A. Support the development and distribution of high-quality, noncommercial content and services with particular attention to the needs and interests of children, core public media communities, diverse audiences, and unserved and underserved communities.
- B. Facilitate the development and distribution of high-quality content, including news and information, that is accurate, fair, balanced, objective, transparent, and produced in a manner that is consistent with the editorial integrity of producers, distributors and stations.
- C. Enhance stations' role as essential local and regional institutions and content providers. Encourage stations to respond to and reflect the diversity of their communities through their content, personnel and boards.
- D. Provide parents, caregivers, teachers, and students with high-quality educational content that improves learning outcomes.
- E. Facilitate the development of content created for and delivered across multiple platforms.

II. INNOVATION

GOAL: Strengthen the quality of public media's content and services, and deepen the engagement with audiences and users, by supporting innovative projects.

To achieve this Goal, CPB will pursue the following objectives:

A. Support the efforts of public media stations and producers to make innovative use of broadcast, internet and mobile platforms to serve audiences wherever, whenever and however they use, share and create media.

B. Support public media efforts to develop strategies to address the rapidly changing ways in which people are using media.

III. SUPPORT FOR PUBLIC MEDIA

GOAL: Strengthen the quality of public media's content and services by supporting strong public media entities that are vital to and reflective of the people they serve.

To achieve this Goal, CPB will pursue the following objectives:

A. Promote and support collaborations and consolidations to increase capacity to provide essential and diverse service.

B. Foster a public media workforce that incorporates the diverse backgrounds, talents and experiences of the American people.

C. Support initiatives and projects that extend the reach of public media to new and more diverse users and creators of content.

D. Work with public media organizations to increase and measure the impact of the services they provide as well as the awareness of the vital role that public media plays in helping communities address important local issues.