

DIGITAL FUNDING PRIORITIES (AS AMENDED)

CPB management reviewed and discussed the purposes and uses of digital funds with panels of representatives of public broadcasting stations and member organizations on March 30 and May 9, 2011. Following a discussion of these recommendations with the CPB Board of Directors on June 21, 2011, CPB management recommends the following for the use of CPB digital funds:

- A. Support the investment principles and priorities outlined by the panel, which are preferences for projects that foster:
 - Significant public service impact for audiences and communities.
 - Enduring value through the projects themselves and as models for others.
 - Wide benefit for many stations across the system.
 - Project sustainability after initial CPB funding.
 - Capacity to generate net revenue for stations and the system.
 - Efficient operations through collaborations and technical innovation.
 - Infrastructure solutions that support multiple producers, networks, and platforms.
- B. Support investment in digital metrics and analytics that will create opportunities for stations and producers to improve their service and increase revenue.
- C. Support expanding local public radio and television service on mobile digital platforms for public service.
- D. Support content investments that foster collaboration and innovation among stations and other organizations to expand content-creation capacity, encourage innovation, and enhance programming.
- E. Support equipment investments that drive large-scale efficiencies.
- F. Support the creation of shared infrastructure that provides wide benefit for many stations and enables digital content from multiple sources to move easily through and across the system and beyond (such as the American Archive).
- G. Allocate the \$3 million previously recommended for HD Radio to support large scale infrastructure projects that directly (but not necessarily exclusively) benefit public radio stations, such as the Public Media Platform.
- H. Allocate \$1.5 million to support acquisition of equipment and other infrastructure investments to help economically challenged rural stations provide digital services.
- I. Allocate \$1 million to projects that promote public communications and public safety in times of emergency. These projects would take advantage of stations' capacity to use their digital transmission and other wireless platforms to help public safety authorities reach local populations and communicate with each other.