

Goals and Objectives

As adopted by the CPB Board on June 6, 2024

PREAMBLE

The mission of the Corporation for Public Broadcasting is to steward the federal appropriation and to ensure universal access to content and services that educate, inform, foster curiosity, and promote civil discourse essential to American society. CPB encourages the development of content that involves creative risk and addresses the needs of children as well as unserved and underserved audiences.

I. CONTENT AND SERVICES

GOAL: Promote an educated, informed, and inclusive civil society through the development of content and services delivered efficiently and effectively across multiple platforms.

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

- A. Support the collaborative development and distribution of trusted noncommercial content and services with particular attention to the needs and interests of children, as well as those of unserved and underserved communities and audiences.
- B. Increase support for the development, production and efficient distribution of local, regional, national and international fact-based news and information that adheres to the highest standards of editorial integrity. Promote efforts that ensure fact-based journalism which includes a symphony of ideological viewpoints, and encourage transparency and inclusiveness in local, regional, and national public media newsrooms.
- C. Support the development, production, and efficient distribution of educational content and services that promote learning in all settings. Advance the development of civic education content, and encourage efforts to build educational partnerships.
- D. Foster the development of new national and local content, initiatives, and projects by new talent that helps to attract new audiences and content creators to public media.

II. INNOVATION

GOAL: Support public media's ability to navigate a constantly changing media landscape through innovative projects and technologies that strengthen the quality of content and services, as well as the efficiency of content distribution and the daily operation of local public media organizations.

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

- A. Support strategies that reflect the convergence of broadcast and internet media, as well as the evolving ways in which content is consumed and delivered.

- B. Streamline the methods and course of content distribution, increasing efficiency, and ultimately, reducing costs for national and local public media organizations.
- C. Continue to support public media organizations' shift to a digital-first focus and their use of multimedia platforms to serve and engage audiences wherever, whenever, and however they use, share, and create media.
- D. Encourage local public media organizations to modernize and use data to gain audience insights and make decisions that drive operational efficiency and success.

III. SUPPORT FOR PUBLIC MEDIA

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

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

- A. Help local public media stations expand their role as essential institutions in their communities through their personnel, content, and services.
- B. Promote and support collaboration, consolidation, and mergers by local public media stations and national organizations that result in more efficient operations, including the production and distribution of content, and delivery of essential services.
- C. Support efforts to strengthen community engagement resulting in increased awareness of the vital role that public media plays in helping communities address important issues contributing to the national dialogue and fostering civil discourse.
- D. Promote an inclusive public media workforce that reflects the backgrounds, experiences, and ideological points of view of the American people.
- E. Advance public media's role in providing emergency alerts by encouraging collaboration with federal, state, and local governments and public safety entities.