

GOALS & OBJECTIVES

As adopted by the CPB Board on June 14, 2022

I. CONTENT AND SERVICES

GOAL: Promote an educated, informed and diverse civil society by supporting high-quality engaging content and services created, developed, executed by diverse talent at all levels and capacities, and delivered across multiple platforms.

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

- A. Support the collaborative 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 and the public generally.
- B. Strengthen stations' role as essential local and regional institutions and content providers. Support initiatives that enable stations to respond to and reflect the diversity of their communities through their content, personnel and boards.
- C. 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 editorial integrity by all involved. Support efforts to ensure diversity and inclusion in public media newsrooms. Make such newsrooms accessible to the public on a reasonable basis.
- D. Provide parents, caregivers, teachers and students with diverse high-quality educational content and services that advance learning in all settings. Support efforts to build education partnerships at local and state levels.
- E. Facilitate the development of content created for and delivered across multimedia platforms by new and diverse talent.

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 use multimedia platforms to serve and engage audiences diverse in age, gender, race, and ethnicity wherever, whenever and however they use, share and create media.
- B. Support public media efforts to develop strategies and seek to develop strategies to anticipate and respond to the rapidly changing ways in which people are using media.
- C. Advance public media's role in providing emergency alerts by strengthening local and national partnerships and in seeking improved methods of delivering such information.

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 includes 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, regional and national issues contributing to the national dialogue.
- E. Support efforts to strengthen community engagement with diverse organizations and institutions.