# Public Media, Democratic Engagement, and Broadband

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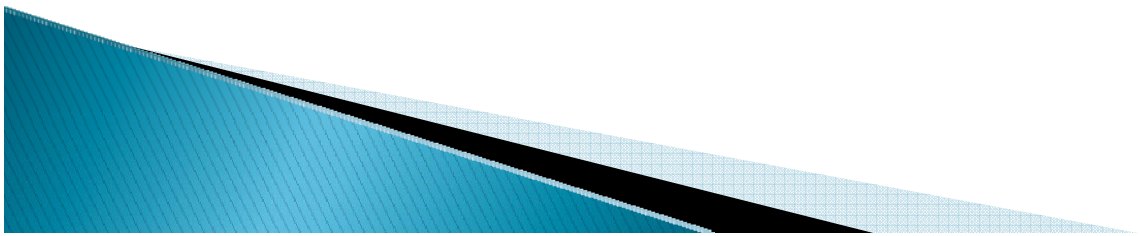
# Public Media Mission

- Public broadcasting was original broadband provider – universal service, citizen engagement through information
- Mission has always been:
  - OUTREACH to underserved communities
  - Provide ACCESS to information and networks
  - ENGAGE publics with information, technology tools, meaningful media
- Where 20th c technology fell short, 21st c technology can deliver

CREATE
CURATE
CONNECT



# Create

- Trusted, enterprise journalism
- High quality documentaries, science, civics programming – collaborative and interactive
- Educational applications & information

• **Local enterprise journalism** – NPR's Argo Initiative to strengthen local reporting, web-first public news networks
•**Documentary film** – *Not in Our Town* suite of films and community nodes of activism
•**Curriculum** – PBS Education *Access, Analyze, Act :Blueprint for 21st C. Civic Engagement*

# Curate

- Drive traffic to quality professional and amateur content & information that is new and relevant to community interests
- Incubate and open access to public audio/video content

•**KQED, Northern Cal.** – hosting curriculum bank, science blogs, community – generated content
•**Public Radio Exchange** – feeding public radio stations new content and aggregating public radio programming for listeners

# Connect

- Connect technology, expression, action
- Connect citizens to each other, to services, to information
- Connect reporting of local and global issues

•**New Media Institute** – training independent, minority, public media makers to create, provide tech. leadership, spur demand
•**KECT, St. Louis** – connecting community to mortgage crisis solutions
•**New America Media** – reporting to connect ethnic minorities to communities of origin abroad

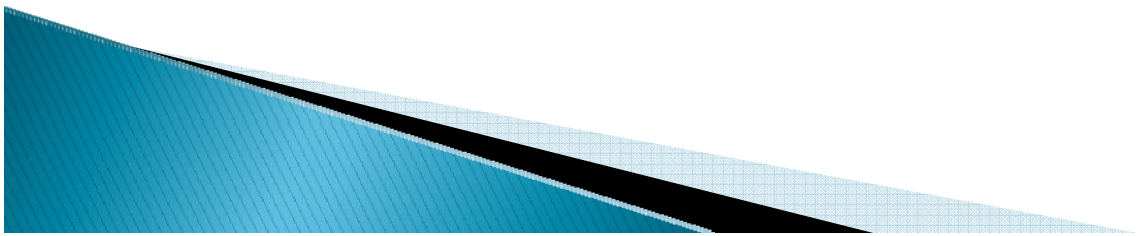
# Some Aspirations

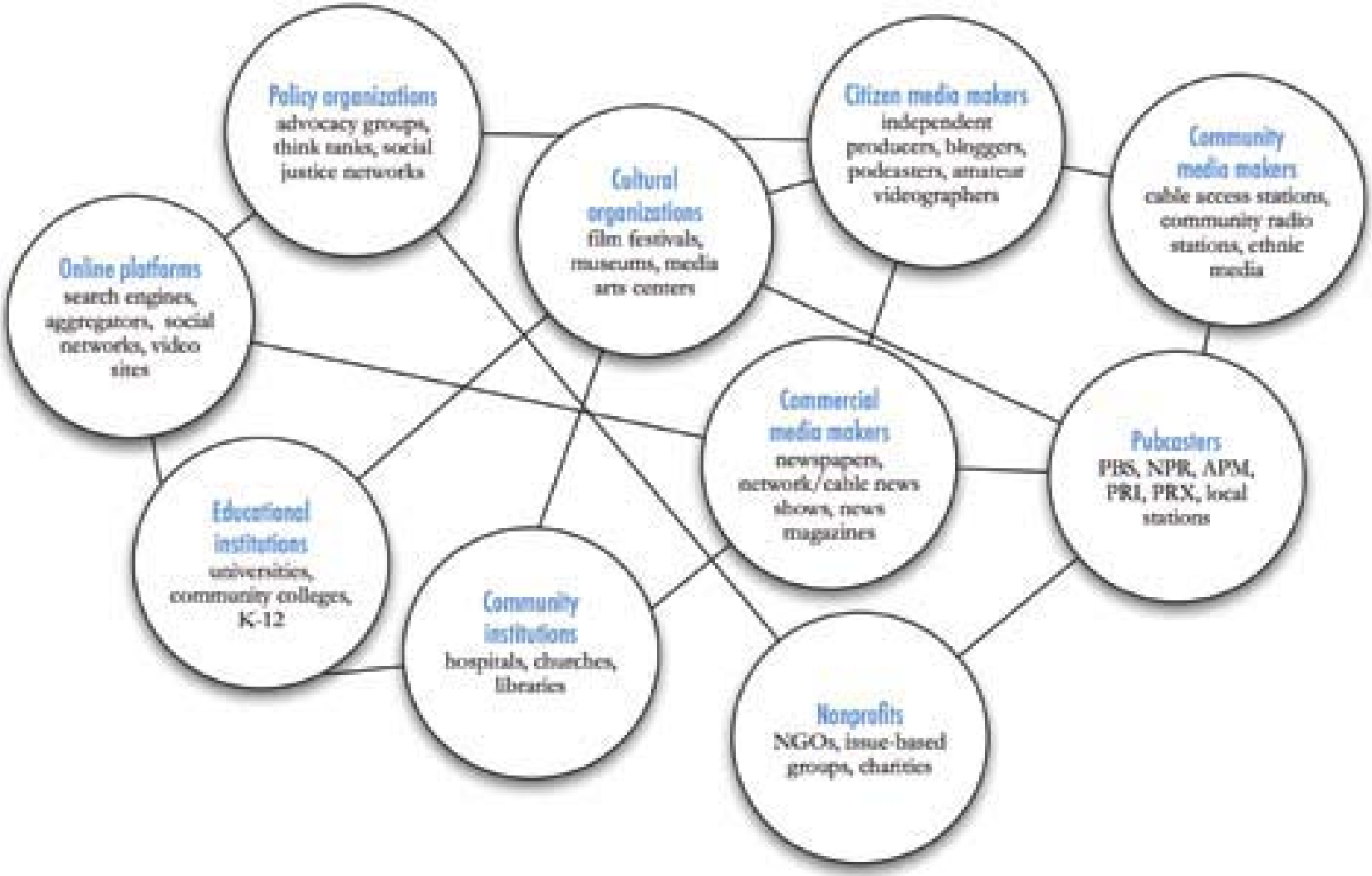
- **Train** community-based creators in multimedia production and tech. leadership
- Invigorate local **journalism**
- Create **community hubs** to convene and organize citizens around pressing local issues
- **Aggregate** archived and scattered content for easy access and re-use by public
- **Produce** high quality digital media and applications with public service mission

# What's Needed (besides more $)

- Better broadband

- Improved content management, search, coordination
- "Cloud" services (storage, processing power, bandwidth) for public media
- More partnerships with community institutions, government, and business
- Governance and structural shifts






http://www.centerforsocialmedia.org/documents/whitepaper.pdf