

**Submitted by:**

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The Corporation for Public Broadcasting will celebrate the 50th anniversary of public television and radio in November, 2017.

At that time CPB can declare that its mission - to build a noncommercial broadcasting system - has been completed (and then some, with some "overlap" stations being sold and/or offered to the current spectrum auction).

Now, to redirect its mission from a mature public broadcasting system to the urgent and growing public service needs of the next fifty years, CPB should become CPI - the Corporation for Public Inclusion.

CPI's mission would be to fund services for the underserved.

This would include facilities and program services for the poor and working poor, the unemployed and underemployed, children in need and the elderly. Special attention could be focused on rural America and other underserved areas.

Priority areas for public service development could include K-16 education, health care and telemedicine, and public safety and emergency preparedness.

These services would be shared and delivered by traditional technologies – broadcasting, mobile telephones, the Internet – and by new technologies yet to be developed.

To ensure CPI's mission continues to be aligned with these priorities, public input would be institutionalized with regular ascertainment hearings, including open hearings in all parts of the country, to identify services that should be needed.

CPB would conclude its work at the end of 2017 with a celebration of what it has accomplished in 50 years.

CPI would launch in January of 2018 with the first ascertainment hearings, convened by a newly appointed advisory group consisting of and representing underserved America. The hearings ideally should begin in the South and Midwest, which are historically underrepresented in and underserved by public and commercial media production.