

**Broadcasting Board of Governors  
Strategic and Operational Goals  
2002-2007**

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**Strategic Goal – Achieve an increasingly effective international broadcasting system that reaches significant audiences where most needed in support of U.S. strategic interests**

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*Effectiveness (Results) Measures:*

- Reach (weekly reach, time spent listening/ watching, Internet measures under development)
- Share
- Awareness
- Credibility
- Programming Quality
- Delivery (signal strength, counts of 24/7 FM transmitters, counts of high impact affiliates, satellite effectiveness)

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**Operational Goals**

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**I. Design a broadcasting architecture for the future**

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- Create a worldwide U.S. international broadcasting system
  - Realign the BBG organizational structure
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**II. Expand the U.S. international broadcasting system through regional networks and single-country priority initiatives**

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- Launch the Middle East Radio Network and make it a success
  - Harmonize Radio Free Afghanistan and VOA into the Afghanistan Radio Network
  - Pioneer anti-terrorism broadcasting
  - Reach the two continental giants: Russia and China
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**III. Employ modern communication techniques and technologies.**

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- Accelerate multimedia development and infuse more television and Internet into the mix
  - Adopt modern radio principles and practices such as matching program formats to target audiences
  - Control the distribution channels that audiences use
  - Go local in content and presence
  - Tailor content to the audience
  - Drive innovation and performance with research
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**IV. Preserve our most precious commodity – credibility – and ensure overall programming excellence.**

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- Maintain the firewall
  - Update and enforce journalism standards
  - Perform periodic program reviews of all language services
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**V. Revitalize “Telling America’s Story” to the world**

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- Be a model of a free press and democracy in action
  - Concentrate on those aspects of America that research indicates are of interest to target audiences
  - Present targeted editorials that are relevant to local and regional concerns
  - Use formats, presentation techniques, and on-air presence that will appeal to audiences
  - Maximize interactive use of the Internet as a ready reference source for presidential speeches and other vital documents.
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**VI. Shore up surge capacity**

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- Upgrade existing shortwave transmitter and support systems to ensure backbone of U.S. surge capacity
  - Develop a rapid-response capability – low power, portable AM and FM
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**VII. Ensure broad federal support**

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