



## RESOLUTION

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### RESOLUTION ESTABLISHING A SPECIAL COMMITTEE ON VOICE OF AMERICA IN THE 21<sup>ST</sup> CENTURY

OCTOBER 30, 2014

WHEREAS, the Voice of America (VOA) has 45 language services and a weekly global audience of 165 million people, the largest of any Broadcasting Board of Governors (BBG)-funded entity;

WHEREAS, the United States International Broadcasting Act of 1994 (“the Act”) incorporates the VOA Charter which provides for VOA to (i) serve as a consistently reliable and authoritative source of news; (ii) present U.S. policy and a responsible discussion thereof; and (iii) represent America to the world;

WHEREAS, the roles of VOA and the other U.S. international media (USIM) in supporting United States foreign policy are becoming increasingly important in globalized media markets and markets that are increasingly censored;

WHEREAS, VOA and the other U.S. international media in supporting United States foreign policy broadcast to some of the same markets, and that overlap is a source of ongoing inquiry within and outside of BBG;

WHEREAS, the rapid growth of both public and private sector international and local media, as well as the growth of digital media, have dramatically changed the competitive environment in which the VOA operates; and

WHEREAS, the Board desires to undertake a comprehensive review on the future roles for Voice of America.

NOW, THEREFORE, BE IT RESOLVED as follows:

1. The Broadcasting Board of Governors hereby establishes a Special Committee on the Future of Voice of America (the “VOA Committee”). The VOA Committee members shall be Governor Armstrong (who shall also serve as Committee Chair), Governor Jeff Shell, Governor Ken Weinstein, and Governor Meehan. The Committee shall meet at such times and with such frequency as proposed by the Committee Chair and agreed by the Committee members.
2. The VOA Committee shall undertake a comprehensive review of VOA as an element of USIM by considering the following:
  - a. The role and purpose of VOA as defined in law and regulation and by stakeholders within and outside of the BBG;

- b. VOA as an element of U.S. foreign policy and public diplomacy;
  - c. The consequences of increased competition and a crowded media landscape to reach and engage audiences in strategic media markets, as well as with global audiences;
  - d. The preparedness and agility of VOA to utilize existing and emerging media platforms and channels in rapidly evolving media environments;
  - e. The opportunities and risks afforded by VOA's affiliate distribution model, as well as its role and collaboration vis a vis USIM media and other commercial and state international organizations; and
  - f. VOA's structure, organization and the disposition and adequacy of VOA resources.
3. Based on the foregoing, the VOA Committee shall develop recommendations for consideration by the plenary Board on the future of VOA, including recommendations regarding VOA's role within USIM, how the VOA Charter should be understood and implemented, and how VOA can become more effective in the 21<sup>st</sup> century.