



# **NRK 2015-2020**

New understanding and shared experiences

# NRK bringing people together

NRK shall

- Present great experiences that bring people together.
- Give the people access to all NRK content regardless of platforms.
- Engage in an ongoing dialogue with its audience.
- Be a strong brand.

# NRK is independent

NRK shall

- Have editorial freedom and protect its integrity, impartiality and credibility.
- Be financed directly by the audience through a licence fee.
- Be able to cooperate with external partners with regard to content, providing that it does not interfere with its editorial independence.
- Be able to take part in strategic cooperation and ownership, subject to the board's approval.
- Make its independence clear by letting NRK Aktivum manage any financial cooperation or ownership interests.
- Aim that 70 percent of all age groups believe they are getting value for money from the license fee.

# NRK offers people a unique range of content

NRK shall

- Provide new understanding and shared experiences for all target groups.
- Be the best provider of news and investigative journalism for both local and national audiences.
- Provide both broad insight into and news about international relations.
- Promote public involvement and provide understanding through debate and discourse.
- To popularize what's important and emphasize what's popular.

# NRK strengthens and contributes to developing Norwegian and Sami language and culture

NRK shall

- Distinguish itself through good use of language. The language shall be clear, understandable and correct.
- Create and present content that provides shared experiences and strengthens sami and Norwegian culture and identity.
- Aim to strengthen and develop Norwegian sign language.

# NRK tells, promotes and preserves our common history

NRK shall

- Tell our history and engage in journalism that describes the Norwegian reality in the past, present and future.
- Share content with the people and make our archive easily accessible for the audience.

# NRK is a transparent and available organization

NRK shall

- Be transparent about press ethics and editorial activity
- Be transparent about financial dispositions
- Strengthen the external and internal openness
- Be available and in dialog with the audience.



**NRK shall be as important in the future as we are today**

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