

# FOLLOWING THE \$\$\$ TRAIL:

## NATIONAL PUBLIC RADIO, INC.



Incorporated in **1970** as a 501(c)(3) nonprofit

### MISSION STATEMENT

"To work in partnership with Member Stations to create a more informed public — one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures. To accomplish our mission, we produce, acquire, and distribute programming that meets the highest standards of public service in journalism and cultural expression; we represent our members in matters of their mutual interest; and we provide satellite interconnection for the entire public radio system."

THERE ARE CURRENTLY **23** MEMBERS ON THE BOARD OF DIRECTORS

**12** member station managers elected by fellow member stations



**9** public directors ("prominent members of the public selected by the Board and confirmed by NPR Member stations")



INCLUDING THE NPR FOUNDATION CHAIR AND THE NPR PRESIDENT AND CEO

**MEMBER STATIONS** are independent, and locally-owned/operated

**2/3** of member "stations are licensed to, or are affiliated with, colleges or universities"

**1/3** "are governed by community-based boards"

Some operate with **public TV stations** and **partner** with NPR to provide news

Stations apply for NPR membership → NPR distributes some programs produced by member stations

Stations receiving Corporation for Public Broadcasting grants must comply with the **Communications Act of 1934**

**MEMBER STATION REVENUE** isn't included in NPR's financial statement

Many receive grants from the **Corporation for Public Broadcasting**, created by Congress in 1967



Member stations pay **annual dues** and pay to broadcast NPR programs

### CURRENT LEADERS

**Roger LaMay**,  
Chair of NPR Board of Directors  
WXPB General Manager

**Jarl Mohn**,  
NPR President and CEO

**Howard Wollner**,  
Chair of NPR Foundation  
Former Senior Vice President of Starbucks



### ANNUAL SOURCES OF REVENUE

**39%**

#### MEMBERSHIP

- Dues and fees paid by member stations
- Underwriting—announcements made on air about a business—paid by corporate sponsors

**24%**

#### CORPORATE SPONSORSHIP

- Financial support from companies and organizations
- NPR journalists don't select corporate sponsors and are held to NPR's ethical standards
- "NPR makes decisions about national corporate sponsors based on principles established by NPR's Board of Directors"

**15%**

#### OTHER SOURCES

- Distribution division that collects "revenue from stations and producers that use its platform for broadcast distribution"
- Income from facility rentals, "NPR-branded consumer products (such as those sold at the NPR Shop), and license fees"

**14%**

#### GRANTS AND CONTRIBUTIONS

- From institutions and nonprofits
- Funds can support member stations

**8%**

#### NPR FOUNDATION

- "[E]nhances current and long-term financial support for NPR"
- Managed by 60 Board of Trustees members
- Donor Privacy Statement asserts NPR "generally refrains from disclosing information about its donors" though it will disclose "names of its donors above a certain level"

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