State of Broadcasting Address
Trends, Challenges and Public Media’s Role in Democracy
POLICY

The state of the FCC, federal funding and Americans’ support for public media
WHO WE ARE

182 NFCB members
- 17 Native broadcasters
- 63% Rural
- 37% Urban
- 7% Minority Run
- 11% NPR
- 43% CPB/CSG

Native media fulfills public media’s promise

Public Media System
808 non-commercial stations
- 47 Latino stations
- 52 Native
- 32 African American

NFCB
STATION SUCCESSES

Content
- People mobilized
- Multiplatform
- Arts/culture organizations

Engagement
- Live events
- Emergency response
- New producers

Revenue
- Major donors
- Monthly subscribers

NFCB
THE CIRCLE OF ENGAGEMENT: A STRATEGY FOR LEADING CHANGE

- Content drives engagement
- Engagement drives development
- Increased revenue expands innovation and creativity in content
THE CLIMATE
THANK YOU