

NPR FACT SHEET

NPR is a nationally acclaimed, non-profit multimedia organization and the leading provider of non-commercial news, information and entertainment programming to the American public. Launched in 1970 as a radio network by a group of public radio stations, today NPR is among the most successful news organizations in America and a growing presence in digital media including podcasting, mobile applications and social media.

FAST FACTS

President and CEO	Jarl Mohn
Number of Employees	864 ¹
NPR, Inc. Operating Budget, FY 2018	\$221M
News Division Staff	379 ¹
Stations Broadcasting NPR Programming and Newscasts	1,074 ²
NPR Member Stations and Associate Stations	999 ⁶
Non-Member Stations Airing NPR Programming	121 ²
Weekly Listeners for all NPR Stations	36.6 million ³
Weekly Listeners for NPR Programming and Newscasts	28.9 million ³
Monthly NPR.org Unique Visitors	38.6 million ⁴
Monthly Visits to NPR Digital Properties	122.2 million ⁴
Weekly Unique downloaders of NPR Podcasts	8.1 million ⁵
Date of NPR, Inc. incorporation	Feb. 26, 1970
First show broadcast (<i>All Things Considered</i>)	May 3, 1971

INTERNATIONAL BUREAUS (17)

Beijing, China
Beirut, Lebanon
Berlin, Germany
Cairo, Egypt
Dakar, Senegal
Islamabad, Pakistan
Istanbul, Turkey
Jerusalem, Israel
London, United Kingdom
Manila, Philippines
Mexico City, Mexico
Moscow, Russia
Nairobi, Kenya
Mumbai, India
Rio de Janeiro, Brazil
Seoul, South Korea
Shanghai, China

DOMESTIC BUREAUS (17)

Austin, TX
Birmingham, AL
Boston, MA
Chicago, IL
Cleveland, OH
Dallas, TX
LA Bureau/NPR West
Miami, FL
New Gloucester, ME
NPR New York
Orange Beach, AL
Philadelphia, PA
Portland, OR
Salt Lake City, UT
San Francisco, CA
Seattle, WA
Virginia Beach, VA

AWARD HIGHLIGHTS

Since 1971, NPR and its journalists and programming have won hundreds of awards including 37 Alfred I. duPont-Columbia University Awards, 63 George Foster Peabody Awards, 85 awards from the White House News Photographers Association, 24 Webby Awards (which includes ten Webby “Peoples’ Voice” awards) and 25 awards from the Overseas Press Club of America.

¹ As of March 2018.

² NPR Carriage Report Center, Spring 2018.

³ ACT 1 based on Nielsen Audio Nationwide, Spring 2018, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight. © 2018 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen.

⁴ Google Analytics, 3-month average, October 2018 – December 2018. Note: NPR Digital Properties includes NPR.org and NPR apps.

⁵ Splunk, 13-week average, 09/30/2018 - 12/23/2018.

⁶ NPR Authorized Representatives & Station List, December 18, 2018.