

2026 Impact Report

August 2026



Prepared by

Native Public Media Staff



The Event

In July 2025, Congress rescinded funding for the Corporation for Public Broadcasting (CPB), leading to CPB's permanent closure. Tribal radio stations faced an unprecedented funding crisis—and the very real threat of going dark. Eleven million dollars for Tribal stations evaporated overnight.

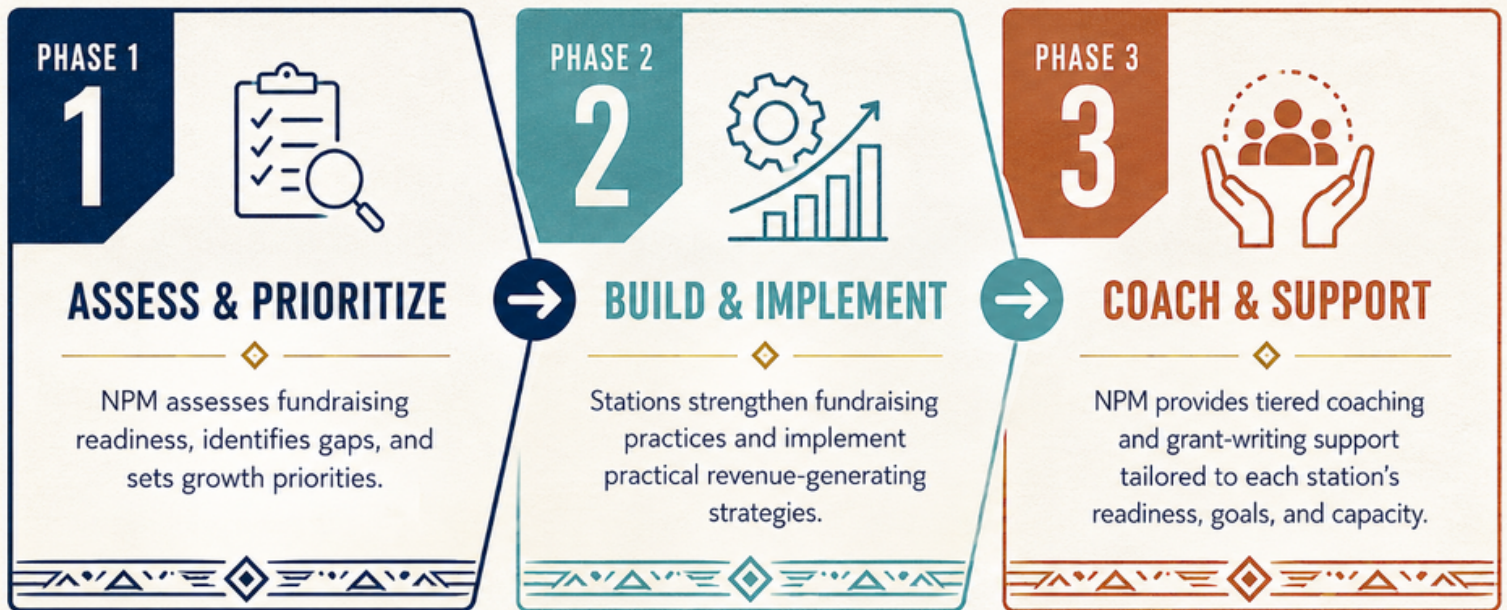


How NPM is Addressing the Crisis

Native Public Media (NPM) responded immediately, working to protect the stations that Tribal communities rely on for trusted news, emergency alerts, Native languages, cultural programming, and local voices.

NPM launched a comprehensive strategy rooted in each station's community to help Tribal broadcasters withstand today's crisis and build a sustainable future.

- Launching the Fundraising Readiness Program
- Establishing the Tribal Station Fund – NPM's emergency rapid response fund
- Establishing the Tribal Media Endowment Fund – NPM's perpetual fund for Tribal stations
- Working with partners to secure additional funding for stations
- Educating Congress and the public about the devastating effects of CPB's closure on Tribal communities, leading to 2026 and 2027 Federal funding for Tribal stations
- Conducting a station engineering assessment
- Advancing other initiatives



The Fundraising Readiness Program

Using the Tribal Station Fund, NPM is helping Tribal stations build the skills, systems, and confidence needed to increase revenue and strengthen their financial futures. Through the Fundraising Readiness Program, stations join cohorts and follow a structured, data-driven path tailored to their individual needs.

Cohort 1 brings together twelve Tribal stations, each receiving a Fundraising Bundle valued at \$5,056 each. The program guides stations through three progressive phases. During Phase 1, NPM assesses each station's fundraising readiness, identifies gaps, and sets growth priorities. In Phase 2, stations strengthen their fundraising practices and implement practical revenue-generating strategies. In Phase 3, NPM provides tiered coaching and grant-writing support tailored to each station's readiness, goals, and capacity.

By moving from assessment to strategy and sustained support, NPM provides each station with a practical roadmap for long-term growth. This work helps Tribal broadcasters diversify revenue, reduce financial vulnerability, and continue delivering trusted news, emergency information, Native-language programming, and cultural content to the communities they serve.

Assessment Highlights



The Assessment measured each station across four core areas: internal capacity, content and case for support, outreach and community engagement, and resource development. Using a scorecard, NPM established a baseline for each station and identified its strengths, gaps, and opportunities for growth. These findings now provide a roadmap for the individualized coaching and technical assistance each station will receive during Phases 2 and 3.

The first cohort of twelve stations completed their Assessment. The fundraising readiness of the Tribal radio stations confirmed a shared, urgent challenge: every station faces significant financial pressure after losing CPB funding. Although each station brings a strong mission and deep community trust to this work, most lack the fundraising systems, staffing, and infrastructure needed to replace that lost revenue.

The Assessments revealed that stations and their licensees need a better understanding of the intersection between fundraising and governance. For Phase 2, NPM added a “governance curriculum” to the training lineup to address this need. This will help stations strengthen revenue-generating strategies and deepen their governance knowledge. In Phase 3, NPM will provide coaching tailored to each station’s readiness, capacity, and goals. Through this progression, stations will turn community trust into fundraising strength, diversify their revenue, and build a more sustainable future.

Station	State	Capacity	Content	Outreach	Resource Dev.	Total /20
KBFT	MN	2	3	3	2	10
KDKO	SD	2	2	2	1	7
KEYA	ND	2	3	3	2	10
KIYE	ID	2	2	2	1	7
KIYU	AK	2	4	3	2	11
KKWE	MN	2	3	2	3	10
KNNB	AZ	2	3	2	1	8
KOYA	SD	1	3	3	1	8
KSDP	AK	2	3	3	1	9
KUCB	AK	3	4	4	3	14
KUYI	AZ	4	4	4	3	15
KWSO	OR	3	4	4	3	14



Cohort 1 Strengths

Tribal stations hold a trusted and respected role within Tribal communities. They:

- Produce culturally relevant local programming
- Preserve and promote Indigenous languages
- Deliver essential emergency information and public safety services
- Maintain strong relationships with community members
- Engage audiences actively through social media like Facebook
- Build established partnerships with Tribal organizations

Cohort 1 Common Barriers to Fundraising Success

Stations need organization-wide capacity building for fundraising.

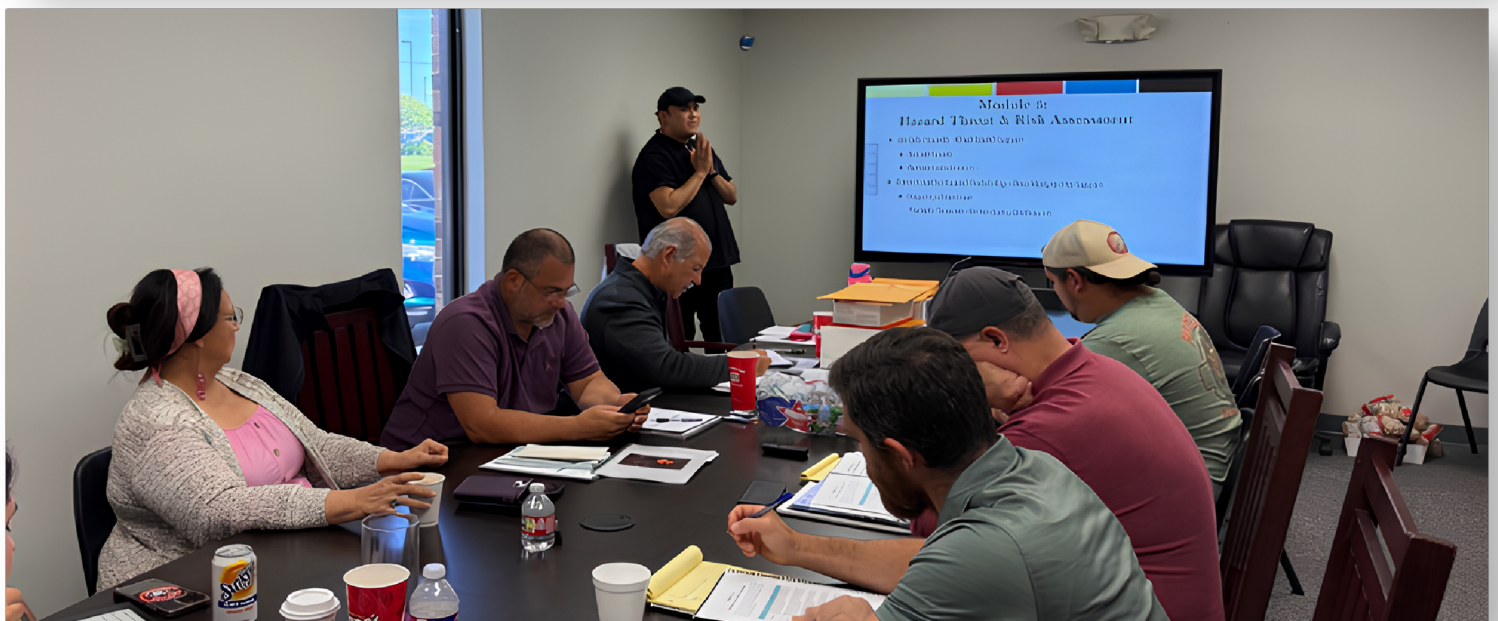
- No station has a dedicated development officer.
- Most stations lack donor-management systems.
- Stations have limited or no online giving tools.
- Most stations lack formal fundraising plans.
- Stations lack consistent donor-stewardship practices.
- Governance requirements can restrict or delay fundraising activities.
- Grant-approval processes often slow funding efforts.
- Compliance requirements create additional fundraising challenges.



Phase 2 Core Training Curriculum

Phase 2 responds directly to the needs identified during the assessments. Cohort 1 is midway through the fundraising training.

1. **Building a Fundraising Culture** — Fosters shared responsibility for fundraising.
2. **Membership and Individual Giving** — Develops donor and recurring-giving programs.
3. **Governance** — Strengthens board oversight and fundraising expertise.
4. **On-Air Fundraising** — Creates effective, authentic on-air appeals.
5. **Underwriting and Sponsorships** — Builds revenue through business partnerships.
6. **Grant Development** — Strengthens grant research, writing, and compliance.
7. **Digital Fundraising** — Uses online platforms, email, and social media.
8. **Community Events** — Generates revenue through events and local partnerships.
9. **Direct Mail and Email** — Creates targeted donor solicitation campaigns.



Phase 3 Readiness Coaching

Through September 2026, NPM will work directly with each station to translate its fundraising knowledge into action. NPM will group stations into three readiness tiers and tailor coaching to each station's capacity, goals, and challenges. Leadership coaching will guide each cohort, while individualized technical assistance will help stations overcome barriers and implement practical fundraising improvements.

Through this hands-on approach, coaches will meet stations where they are. They will help advanced stations strengthen and expand their fundraising programs while guiding developing stations as they build essential systems and infrastructure. By combining accountability, problem-solving, and personalized support, NPM will help each station achieve measurable progress toward long-term financial sustainability.



Cohort 2

Nine Tribal stations are completing the Assessment process.



Grantmaking Assistance

Tribal stations are preparing to put their new fundraising skills into action—and funders should be ready. Through the Assessment, NPM identified national, regional, and state-specific funding opportunities that align with Tribal radio priorities. NPM will connect stations with new partners and introduce more funders to the essential work of Tribal broadcasters.

Each station may receive up to 200 hours of grantmaking assistance. NPM will help stations research funding opportunities, develop stronger applications, improve proposal quality, and build lasting relationships with funders. Stations are seeking funding partners focused on Indigenous language preservation, journalism, community development, Tribal media, and general operations.

NPM's goal extends beyond securing individual grants. By bringing funders and Tribal stations together, NPM will expand awareness of Tribal radio's community impact and open new pathways to long-term financial support.



Everything About Us, Not Without Us

Financial recovery requires more than raising funds for the Tribal Station Fund, Tribal Media Endowment Fund, and NPM General Operations. It means protecting the civic health of our communities, caring for our neighbors, and ensuring that every person has access to trusted information to make informed decisions. It calls for inclusion, reciprocity, shared responsibility, and a willingness not only to give but also to receive.

When Native people say, “all our relations,” we affirm the relationships that connect us and the values that sustain them: respect, honesty, integrity, and care for one another. These principles guide NPM as we work alongside Tribal stations and our partners to build a stronger and more sustainable future.

NPM thanks every partner who has joined us on this journey. We know the road ahead may be rough, winding, and, in some places, not yet built. With your generosity, patience, guidance, and trust, we will build that road together, ensuring that Tribal communities shape the decisions, solutions, and stories that affect their futures.

Loris Taylor, President and CEO
Native Public Media

Fundraising Goals

TRIBAL STATION FUND
GOAL



TRIBAL ENDOWMENT FUND
4 YEAR GOAL



NATIVE PUBLIC MEDIA
ANNUAL GOAL



Contact Us



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want an individual
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Reach out to our
team!

Stay tuned for
our next report!