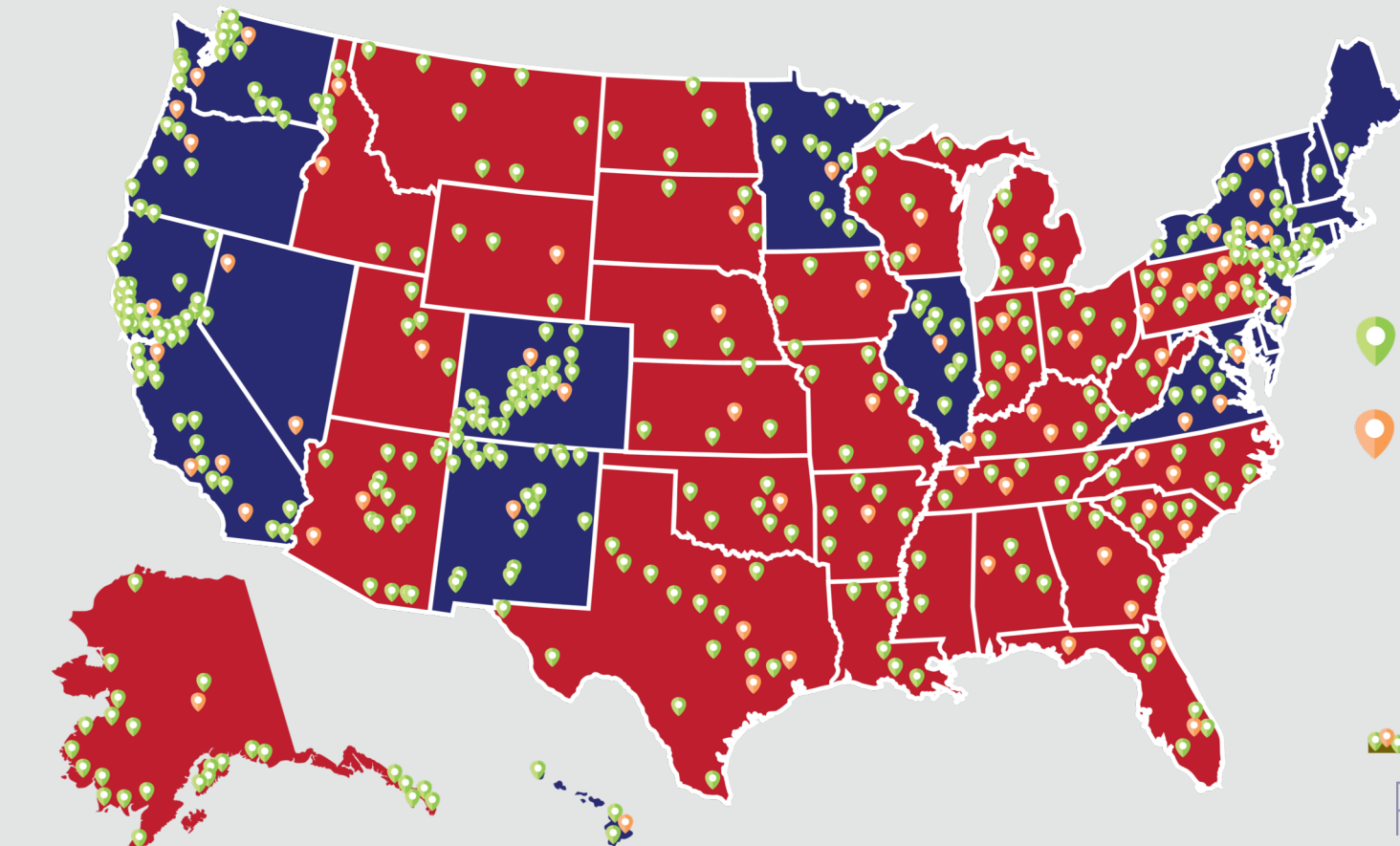




**NFCB**

# **State of Broadcasting Address**

**Trends, Challenges and Public Media's Role in Democracy**



Rural



Urban



# PUBLIC MEDIA ACROSS THE NATION



NFCB



@nfcborg



@NFCB



@CommunityRadio



# POLICY

The state of the FCC, federal funding  
and Americans' support for public media

# WHO WE ARE

## Public Media System 808 non-commercial stations

47 Latino stations  
52 Native  
32 African American



## 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



# NATIONAL MEDIA TRENDS

## Disintermediation

Content Creation, Publishing, Distribution  
Devices, Consumer

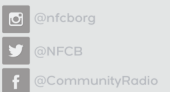
Advancing Technology  
Changing Demographics  
New User Experience



New Content Providers  
New Distribution



*Source: Ted Kritchels, Future Business Strategies*



@nfcborg

@NFCB


@CommunityRadio

# STATION SUCCESSES

## Content

 People mobilized

 Multiplatform

 Arts/culture  
organizations









## Engagement

 Live events

 Emergency  
response


 New producers





## Revenue

 Major donors

 Monthly  
subscribers











# 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

