

# 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 <sup>1</sup>
NPR, Inc. Operating Budget, FY 2018	\$221M
News Division Staff	379 <sup>1</sup>
Stations Broadcasting NPR Programming and Newscasts	1,074 <sup>2</sup>
NPR Member Stations and Associate Stations	1001 <sup>6</sup>
Non-Member Stations Airing NPR Programming	122 <sup>2</sup>
Weekly Listeners for all NPR Stations	36.1 million <sup>3</sup>
Weekly Listeners for NPR Programming and Newscasts	28.5 million <sup>3</sup>
Monthly NPR.org Unique Visitors	39.6 million <sup>4</sup>
Monthly Visits to NPR Digital Properties	121.0 million <sup>4</sup>
Weekly Unique downloaders of NPR Podcasts	8.6 million <sup>5</sup>
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.

<sup>1</sup> As of March 2018.

<sup>2</sup> NPR Carriage Report Center, Fall 2018.

<sup>3</sup> ACT 1 based on Nielsen Audio Nationwide, Fall 2018, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight.

© 2019 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen.

<sup>4</sup> Google Analytics, 3-month average, December 2018 – February 2019. Note: NPR Digital Properties includes NPR.org and NPR apps.

<sup>5</sup> Splunk, 13-week average, 12/16/2018 - 03/10/2019.

<sup>6</sup> NPR Authorized Representatives & Station List, March 18, 2019.