

# NPR FACT SHEET

## DATE OF NPR, INC. INCORPORATION

February 26, 1970

## FIRST SHOW BROADCAST

*All Things Considered* May 3, 1971

## DC HEADQUARTERS

1111 North Capitol St. NE, Washington, DC 20002

President and CEO	John Lansing
Number of Employees	1029 <sup>1</sup>
News Division Staff	440 <sup>1</sup>
Stations Broadcasting NPR Programming and Newscasts	1,075 <sup>2</sup>
NPR Member Stations and Associate Stations	1,012 <sup>6</sup>
Non-Member Stations Airing NPR Programming	85 <sup>6</sup>
Weekly Listeners for all NPR Stations	29.1M <sup>3</sup>
Weekly Listeners for NPR Programming and Newscasts	23.2M <sup>3</sup>
Weekly NPR.org Unique Visitors	17.8M <sup>4</sup>
Weekly Visits to NPR Digital Properties	46.7M <sup>5</sup>
Weekly Unique Users of NPR Podcasts	14.4M <sup>7</sup>
Weekly audience across platforms	60M <sup>8</sup>

## AWARD HIGHLIGHTS

Since 1971, NPR and its journalists and programming have won hundreds of awards including 34 Alfred I. duPont-Columbia University Awards, 62 George Foster Peabody Awards, 81 awards from the White House News Photographers Association, 23 Webby Awards (which includes nine Webby “Peoples’ Voice” awards) and 20 awards from the Overseas Press Club of America.

## ABOUT NPR

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.

## INTERNATIONAL BUREAUS (17)

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

## DOMESTIC BUREAUS (18)

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

<sup>1</sup> As of April, 2020.

<sup>2</sup> NPR Carriage Report Center, Spring 2020.

<sup>3</sup> ACT 1 based on Nielsen Audio Nationwide, Spring 2020, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight. © 2020 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen.

<sup>4</sup> Google Analytics, weekly average for number of users, weeks beginning 06/07/20 – 08/30/20.

<sup>5</sup> Google Analytics, weekly average number of visits, weeks beginning 06/07/20 – 08/30/20. Note: NPR Digital Properties includes NPR.org and NPR apps.

<sup>6</sup> NPR Authorized Representatives, June 17, 2020.

<sup>7</sup> Splunk, NPR Podcast Logs, weeks beginning 06/07/20 – 08/30/20.

<sup>8</sup> Broadcast (Nielsen Nationwide, Spring 2020), NPR.org (Google Analytics average 06/07/20 – 08/30/20), and podcasts (Splunk average 06/07/20 – 08/30/20). Overlap calculated based on comScore data.