

# 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	1252 <sup>1</sup>
News Division Staff	440 <sup>1</sup>
Stations Broadcasting NPR Programming and Newscasts	1,068 <sup>2</sup>
NPR Member Stations and Associate Stations	1,022 <sup>6</sup>
Non-Member Stations Airing NPR Programming	87 <sup>6</sup>
Weekly Listeners for all NPR Stations	33.1M <sup>3</sup>
Weekly Listeners for NPR Programming and Newscasts	26M <sup>3</sup>
Weekly NPR.org Unique Visitors	16.3M <sup>4</sup>
Weekly Visits to NPR Digital Properties	32.7M <sup>5</sup>
Weekly Unique Users of NPR Podcasts	11.6M <sup>7</sup>
Weekly audience across platforms	53M <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	London, UK
Beirut, Lebanon	Manila, Philippines
Berlin, Germany	Mexico City, Mexico
Cairo, Egypt	Moscow, Russia
Cape Town, South Africa	Mumbai, India
Dakar, Senegal	Rio de Janeiro, Brazil
Islamabad, Pakistan	Seoul, South Korea
Istanbul, Turkey	Shanghai, China
Jerusalem, Israel	

## 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 October, 2021.

<sup>2</sup> NPR Carriage Report Center, Spring 2021.

<sup>3</sup> ACT 1 based on Nielsen Audio Nationwide, Spring 2021, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight. © 2021 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 06/27/21 – 09/19/21.

<sup>5</sup> Google Analytics, weekly average number of visits, weeks beginning 06/27/21 – 09/19/21. Note: NPR Digital Properties includes NPR.org and NPR apps.

<sup>6</sup> NPR Authorized Representatives and Station List, April 9, 2021.

<sup>7</sup> Splunk, NPR Podcast Logs, weeks beginning 06/27/21 – 09/19/21.

<sup>8</sup> Broadcast (Nielsen Nationwide, Spring 2021), NPR.org and NPR app (Google Analytics average 04/01/21 – 06/23/21), podcasts (Splunk average 04/01/21 – 06/23/21) and YouTube (04/01/21 – 06/23/21). Overlaps calculated based on comScore data and survey data.