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NATIONAL FEDERATION OF COMMUNITY BROADCASTERS RECEIVES GRANT TO PROVIDE SERVICES TO AFRICAN AMERICAN RADIO STATIONS

Oakland, California - The Corporation for Public Broadcasting (CPB) has chosen the National Federation of Community Broadcasters (NFCB) as service provider for African American public radio stations (AAPRS), providing services in the areas of training, community engagement, local programming, licensee relations, development, and Community Service Grant assistance. In addition to hiring a full-time project manager, NFCB will offer AAPRS unique strategic partnerships with industry consultants and organizations including, but not exclusive to, the Development Exchange Inc. (DEI) and the National Center for Media Engagement (NCME). AAPRS will gain access to the benefits of NFCB membership in addition to the establishment of an AAPRS Advisory Committee in an effort to build stronger public media organizations better serving their communities.

This new service effectively positions NFCB as a central convener to organizations and stations primarily serving audiences of color. NFCB currently serves as fiscal sponsor for the Latino Public Radio Consortium and is incubating the Native Public Media project – collectively impacting over 90 nonprofit community and university licensed stations serving African American, Native, and Latino audiences. NFCB President/CEO Maxie C Jackson III said, "NFCB is in a position to significantly impact the future of public media by contributing to the forward progress of media organizations most directly aligned with the growth opportunity for our industry – people of color."

According to Bruce Theriault, CPB Senior Vice President of Radio, "The NFCB proposal had the best plan for addressing station needs, and the organization also has the capacity to provide the services. We are confident that NFCB has the proven track record to make a difference for these stations."

NFCB Vice President and Director of Federation Services, Ginny Z. Berson, expects to hire a project manager, in consultation with the station advisory committee, in the month of August. She plans to begin rolling out services to the approximately 28 stations located from Texas to New York by September 2010.

NFCB is an alliance of stations, producers, and others committed to community radio. NFCB advocates for national public policy, funding, recognition, and resources on behalf of its membership, while providing services to empower and strengthen community broadcasters through the core values of localism, diversity and public service.

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