



For Immediate Release

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NFCB and NPR Announce The Station Action for Emergency Readiness Project (SAFER)

Puts Online & Mobile Tools in the Hands of Public Stations Keeping their Communities Informed During Emergencies

Oakland, CA – The National Federation of Community Broadcasters (NFCB), National Public Radio (NPR), and the Corporation for Public Broadcasting (CPB) in collaboration with three public television stations, and the Integrated Media Association announced today the Station Action for Emergency Readiness (SAFER) project, a plan to help public broadcasters serve their communities when disaster strikes.

SAFER will develop customizable plans to help stations stay on-the-air, online and in touch with their audiences through mobile devices during crises. An online manual will guide stations in developing or improving their business continuity plans. A companion crisis communications plan will show stations how to reliably deliver critical life-saving information to listeners in emergency situations. The project will also distribute online tools and widgets that stations can embed into their own websites so the public can get emergency information on their mobile devices as well as online and on-air. Webinars and workshops will be offered featuring experts who can assist stations with implementation of a response program.

“Our Member stations are a vital source of information in their communities and we’re eager to work with NFCB and CPB on equipping them with tools they need to best serve their audience, especially in times of disaster,” said Joyce MacDonald, VP of Member & Program Services for NPR.

“Public and community radio stations are frequently the only local broadcasters serving their communities,” says Ginny Z. Berson, NFCB Vice President and Director of Federation Services. “When a local emergency arises or disaster strikes, these stations are critical to getting life-saving information to listeners. KWMR, a small station with a small budget, was able to serve as a conduit for significant information from and to first responders and residents. Public radio exists to provide service. We can think of no more important ways to do this than to help people out in the face of a disaster.”

SAFER will build on the experiences and lessons learned by public broadcasters in emergency situations such as Hurricane Katrina, floods in the Midwest, and wildfires in California.

About NFCB

The National Federation of Community Broadcasters 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.

About NPR

NPR is an award-winning, multimedia news organization and an influential force in American life. In collaboration with more than 880 independent public radio stations nationwide, NPR strives to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures. NPR produces and/or distributes radio programs that are heard by 27.5 million people each week, and nearly 10 million people that visit NPR's web site – www.npr.org -- each month for extensive, original multimedia content, as well as a free online archive of 15 years of NPR programming. Since its launch in 1970, NPR has become a leader in representation and technology development in the public media community, assuring that the unique mission of nonprofit public media is preserved and grown.

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