

NFCB'S KEYWORD FOR 2008: GROWTH

GROWING RADIO, ADVANCING MISSION



2008 AND BEYOND

The National Federation of Community Broadcasters' keyword for 2008: **growth**. The number of community broadcasters is increasing, and with it, our membership and our activities. To name a few:

- We were instrumental in the Federal Communications Commission's (FCC) opening of a new filing window, in October 2007, for new frequencies in non-commercial educational (NCE) radio and helped many groups apply.
- We added a new staff position (Program Manager) to focus on station services.
- We've expanded service to member stations via a webinar series.

The media revolution is surging and we're at the crest of the wave, a rallying point and catalyst for progressive change.

MESSAGE FROM THE BOARD CHAIR AND THE NFCB PRESIDENT & CEO

Clearly, Community Radio faces huge challenges in today's business environment. Fast-breeding innovative technologies are heightening internal creative, organizational and financial pressures. Simultaneously, a faltering economy threatens to sap crucial external support, from individuals and foundations alike.

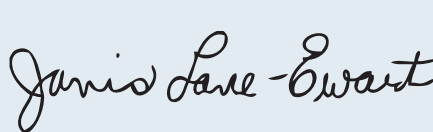
Yet, in this same environment, great opportunities for Community Radio are also appearing:

- Commercial radio is largely abandoning local markets, leaving behind a huge potential audience for Community Radio.
- Media consolidation is leading to homogenization of content and often-distressing editorial limits—fueling demand for media reform and media democracy, in which the roles of Community Radio and of NFCB are integral.
- Community Radio is well positioned to meet the media needs of an increasing Spanish-speaking population and the longstanding demands of Native Americans for improved media access—particularly those of new bilingual and bicultural youth populations.
- Countless new media platforms offer potential for expanded Community Radio content.

To address both the challenges and the opportunities, NFCB's work is well underway on the bold yet realistic goals of our Strategic Plan for 2007-2010:

- Increasing Community Radio's impact and audience while furthering stations' missions.
- Developing the political influence of Community Radio.
- Assisting NFCB members to diversify their leadership and audience.
- Increasing and diversifying NFCB and Community Radio revenue.

We hope you'll agree, as you read this, that the future—both of our business and our organization—is one not of peril, but of great promise.



Janis Lane-Ewart
Board Chair



Carol Pierson
President & CEO

REPRESENTATION

(AIMS AND ACHIEVEMENTS)

We've been busy on behalf of Community Radio! Here's some of what we've been up to recently:

- Collaborating alongside other public broadcasting organizations to increase—not cut—federal funding for public broadcasting.
- Successfully petitioning the FCC to limit the number of applications in the October, 2007, NCE filing window to 10 per applicant, thus nourishing a more democratic and efficient application process and ensuring a greater diversity of voices on the airwaves.
- Working successfully with the Corporation for Public Broadcasting (CPB) to end the freeze on new stations entering the Community Service Grant program—bringing 12 NFCB members into the program, with more to be qualified in 2009.
- Pushing Congress to support expansion of Low Power FM service into more urban areas.
- Testifying before the Senate Commerce Committee Hearing on the Future of Radio.
- Brainstorming with Steve Buckley, President of AMARC, the World Association of Community Radio Broadcasters, to explore expanded involvement of North American stations in the international Community Radio movement.
- Fighting alongside other public radio organizations for radio's fair share of CPB's digital conversion funds and for the needs of Community Radio in particular.
- Joining with other Media Democracy groups to highlight Community Radio's importance at the 2008 National Conference for Media Reform in Minneapolis—where two NFCB board members headlined plenary events, and several Native Public Media staff and board members served on panels.
- Aiding stations or groups applying for grants, and serving on the Public Telecommunications Facilities Program (PTFP) National Panel.
- Protecting Community Radio interests on the Distribution/Interconnection Committee of the National Public Radio (NPR) Board, which oversees the Public Radio Satellite System.

Photo by **NFCB**



KEYWORD:

(GROWTH)

New Initiatives

YOUTH IN RADIO

Partnering with the Radio-Television News Directors Foundation (RTNDF) and the Georgia First Amendment Foundation, our Youth in Radio Journalism Project gathered 18 young radio producers and their mentors for a two-day training workshop in journalism and First Amendment principles. Almost all participants produced a First Amendment-related news story or feature before the 2008 summer break! The 2008 Youth in Radio Project was made possible by funding from the McCormick Foundation.

Where do we find these up-and-coming journalists?

- Radio Arte, Chicago, IL
- Radio Rootz, New York, NY
- Hopi High School Radio Class, Hopi Reservation, AZ
- Asian Voices of Organized Youth for Community Empowerment, Boston MA
- Appalshop, Whitesburg, KY
- Voices of Youth-Moab, UT
- Blunt Youth Radio Project, Portland, ME
- KUNM Youth Radio, Albuquerque, NM
- Friendship News Network, Washington, DC

EMERGENCY PREPAREDNESS

A joint NFCB-NPR survey conducted in 2007 told us that only about 1/3 of public radio stations have any kind of disaster response plan in place. NFCB and NPR are now partnering to help all public radio stations achieve basic readiness to respond to local disasters and provide area emergency information.

We'll be working on:

- Gathering existing resources from consultants, the FCC, the RTNDF, the National Association of Broadcasters (NAB) and the Federal Emergency Management Agency (FEMA);
- Creating customizable disaster-readiness resources for stations;
- Providing emergency planning workshops around the country;
- Developing funding strategies for system-wide emergency technical resources.



The new generation of producers needs training and support to grasp the values of Community Radio and extend its important traditions.

MEASURING COMMUNITY RADIO'S IMPACT IN RURAL COMMUNITIES

Who's listening? To what? Even big-city mega-stations have trouble tracking their listenership. Rural community stations have even less access to meaningful audience research data. We launched a study to survey local community radio listeners and learn more about their specific issues and concerns, so that a typical station, WMMT-FM, in Whitesburg, Kentucky, can produce and broadcast programs that address them.

“We're in far eastern Kentucky, and our signal gets into four states—four different regions with four different audiences!”

How did we figure listenership before the audience study?
We guessed!

NFCB is an extremely important resource for small rural stations—I think for all public radio stations. It's the star in the sky.”



Cheryl Marshal
General Manager
WMMT-FM
Whitesburg, KY

The better we know our audience, the better we'll serve it.



Expanded Services

WEBINAR SERIES

Want to do political broadcasts correctly? Find major donors? Learn more about underwriting for a small station? Create a business plan for your new station? In May, 2008, we introduced a monthly series of webinars to train station staff in a vast array of topics, expanding access to these opportunities beyond the annual NFCB conference. Participation is free for all members.

NCE OUTREACH SERVICES

Since the October, 2007, filing window for non-commercial educational radio stations, NFCB has strengthened its support of community groups going through the application process and beginning to build their stations.

- Building on the success of a day-long training intensive about the basics of building a radio station held last March at the NFCB Conference, we're planning another for the 2009 Conference.
- We launched an adjunct webinar series to train those who can't make these intensives.
- NFCB President, Carol Pierson, who serves on the national panel for PTFP grants, represented NCE applicants in the most recent funding round by the National Telecommunications and Information Administration (NTIA).

Learning should be ongoing; training, a permanent priority.

NEW TECHNOLOGIES, NEW MUSIC (NTNM)

We're hosting a series of one-day training intensives, for stations broadcasting both inside and into New York State, on uses of new digital technology to access and deliver independent music—helping stations retain their own on-air sound, present more local music, and discover more under-played artists. Support for the program comes from The New York State Music Fund, established by the New York State Attorney General at Rockefeller Philanthropy Advisors. After this is completed in New York State, we'll make a recording available, as well as include the full presentation and seminar materials on our website. We're also keeping eyes and ears (and coffers) open for future opportunities to present this curriculum to stations nationwide.

Community Radio has a duty—not shared by commercial radio—to broadcast a full range of independent music.

COMMUNITY RADIO CONFERENCE

Celebrating NFCB's 33rd year, our annual Community Radio Conference continued to provide community broadcasters with an opportunity to network with, train, support and inspire one another. Approximately 48 sessions were held at this year's conference in Atlanta, March 26-29, 2008, with 100 speakers and 300 attendees. The 34th annual Community Radio Conference will be in Portland, Oregon, April 1-4, 2009.

CONSULTING

One perk of NFCB membership is free help with the hundreds of questions that arise about regulatory compliance, best practices, and industry trends. We make sure our stations are on top of filing their biennial ownership reports; completing quarterly issues program lists; keeping Public Files current; remaining FCC- and IRS-compliant in political broadcasts; evaluating programs; and understanding nuances of underwriting and the protocols of CPB reporting forms.

For a small fee, we do other types of consulting—such as working with stations to facilitate Board/Staff planning projects and retreats; training Boards in good governance; and conducting assessments of programming and development.

GROUP BUYS

Got deals? NFCB has put together some group buys to provide services to member stations at discounted rates. Among these:

- Live365 and StreamGuys (for hosting streamed radio content on the internet);
- Barix Instreamer and Exstreamer (hardware for streaming);
- Directors & Officers Insurance (for Board members of community stations);
- GARGoyle (a flagging service to monitor and notify a station of FCC filings);
- ENCO Systems (providers of digital audio delivery systems for broadcast).

THE NFCB MISSION

The National Federation of Community Broadcasters is a national alliance of stations, producers, and others committed to Community Radio. NFCB advocates for national public policy, 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.

NEW PARTNERSHIPS (EXPANDED) ORGANIZING

We've been reaching out, planting seeds and striking sparks in the community radio world. We're proud to be active, often founding, members of these vital young collectives:

NATIVE PUBLIC MEDIA (NPM) **WWW.NATIVEPUBLICMEDIA.ORG**

Native Public Media—the first single organization dedicated to advancing Native American media ownership—aims to empower a vibrant, proud Native voice in the U.S. and to proactively bring Native concerns to the public policy table. In just three years, NPM has already built a powerful history of pushing for expanded Native media access and ownership, and nurturing the Native Radio System as a central voice and resource center.

“NFCB’s dedication and commitment to people of color is exemplified through its partnership with Native Public Media. By giving us a home, NFCB has signaled to the world that Native Americans will be included in every tier possible in determining our own media destiny.”



Loris Ann Taylor
Executive Director
Native Public Media

Photo by KCUW-LP

RECENTLY, NPM:

Led a campaign encouraging Native organizations to apply for public radio licenses through the FCC. Result: 51 applications from 37 Tribes/organizations!

With NFCB and others, persuaded the FCC to adopt a limit for NCE applications in the October 2007 window.

Was the only Native or public broadcasting organization invited by the House Telecommunications and the Internet Subcommittee to take part in hearings on the Digital Future of the United States.

Led the first-ever contingent of Native organizations to the 2007 National Conference for Media Reform (NCFMR), following up at this year's Conference by working with conference organizers to place Native media experts on several conference panels, and holding an NPM Advisory Council meeting.

In formal comments to the FCC, presented the Commission with new, wide-ranging and detailed perspectives on the special technical, geographical and organizational challenges faced by Native broadcasters. By urging the FCC to rethink how its rules impact Native stations—all of which, NPM stated, “are inherently local by nature”—NPM made a historical contribution to leveling the broadcasting playing field for Native Nations.

Again convened and led the Annual Native Radio Summit, bringing together Native radio staffers from across the country to network and share best practices.

Assisted several Native stations in securing PTFP funding for satellite connection, emergency repairs, and digital conversion; and helped two Native stations get into the CPB funding pool.

Contracted with the U.S. Department of Labor Women's Bureau to launch a pilot program using public radio to deliver educational content in tech-challenged areas. New Public Service Announcements feature Native women aiming to strengthen their own and their families' lives by understanding finances, saving and investments.

Assisted stations in renewing licenses, addressing legal issues and educating listeners about digital conversion.

Co-hosted, with the FCC, two Intertribal Telecommunications Initiatives (ITIs), with more to come, bringing together tribal leaders and FCC representatives for roundtable discussions.

Organized the first annual Native Voices conference, assembling tribal leaders, community members, media leaders and journalists to discuss the building of a robust Native media system.

NFCB has always advocated for a mosaic of voices, a broad diversity of cultural perspectives and the opportunity for people of color to participate in all aspects of public radio... NFCB opened its organizational arms to compliment the philosophical embrace they have always had for Latinos in public radio.



Florence
Hernandez-Ramos
Project Director
Latino Public Radio
Consortium

LATINO PUBLIC RADIO CONSORTIUM (LPRC)

Founded by a group the NFCB convened with CPB aid, the Latino Public Radio Consortium issued a Brown Paper, starting a system-wide conversation about service to the country's 44 million Latinos, and calling for a different kind of public media system.

The LPRC Brown Paper defined five precepts for full Latino involvement at every level of public radio:

- In serving Latino audiences, recognize that their interests vary widely; Radio Arte, Puerto Rican Public Radio and Radio Bilingüe provide good blueprints for culturally diverse service.
- Offer diverse programming in both Spanish and English.
- Support distribution of multiple program streams.
- Assist existing Latino-controlled stations to build capacity and develop new funding models.
- Engage Latinos as participants and contributors, not just as listeners.

The paper called on CPB, foundations, corporations and individual philanthropists to “make strategic investments that enable the public broadcasting system to respond meaningfully to [the realities facing Latino populations in the United States].”

Through funding from CPB, LPRC was able to hire a Project Director to oversee the work of the consortium toward these ends.

RADIO FOR PEOPLE (RFP) WWW.RADIOFORPEOPLE.ORG

Radio for People is a national support coalition for grassroots independent media. It emerged in 2006 to identify and assist community groups, many from rural and underserved populations, in filing FCC permit applications to construct new non-commercial educational radio stations. As these applications are granted and the building work begins, NFCB, with RFP, continues our support.

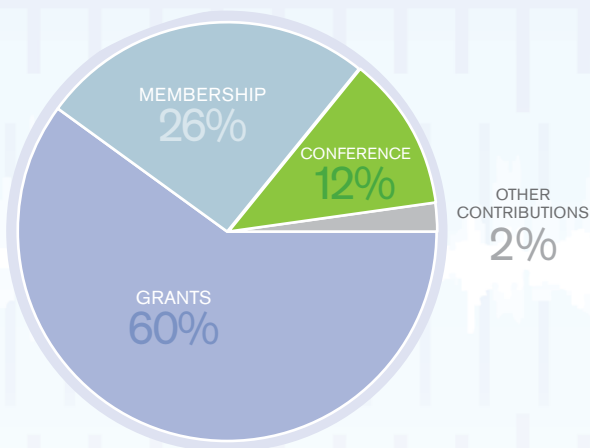
Other proud coalition partners:

- Common Frequency
- Free Press
- Pacifica Radio Network
- Prometheus Radio Project
- Public Radio Capital
- The Future of Music Coalition

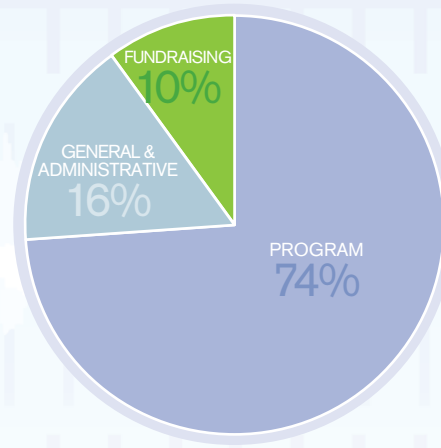
Financial Report

Nearly 250 members around the country contribute to support the ongoing expenses of doing business for the National Federation of Community Broadcasters. Earned income recognized from the annual Community Radio Conference; publication sales and management consultation; program support from the Corporation for Public Broadcasting, the Ford Foundation, Arca Foundation, McCormick Foundation, the New York State Music Fund established by the New York State Attorney General at Rockefeller Philanthropy Advisors, and the Social Science Research Council; and generous donations from our Board of Directors and others allows NFCB to do the work needed to keep the Federation viable.

FY 2007 Income



FY 2007 Expenses



Income and Expenses charts reflect only fiscal year 2007.

BOARD OF DIRECTORS

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Chair
KFAI-FM
Minneapolis, MN

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KGNU
Boulder, CO

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Kai Aiyetoro
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Carolyn Caton
Development Manager

Martina Tran
Program Manager

Loris Taylor
Executive Director
Native Public Media

Peggy Berryhill
Director of Services and Planning
Native Public Media

Sarah Shelley
Director of Development
Native Public Media

NFCB MEMBER STATIONS

ALASKA

KCUK, Chevak
KEUL, Girdwood
KNBA, Anchorage
KYUK-AM, Bethel

ARIZONA

KBRP-LP, Bisbee
KGHR, Tuba City
KNNB, Whiteriver
KOHN, Sells
KUYI, Kykotsmovi

ARKANSAS

KFLO-LP, Jonesboro

CALIFORNIA

KBBF, Santa Rosa
KCHO, Chico
KCSB, Santa Barbara
KDEE-LP, Rancho Cordova
KDRT-LP, Davis
KECG, Richmond
KFOK-LP, Georgetown
KFSR, Fresno
KHSU, Arcata
KIDE, Hoopa
KKDS-LP, Eureka
KKRN, Montgomery Creek
KMUD, Redway
KPPA, Berkeley
KPFK, North Hollywood
KQED, San Francisco
KRBH-LP, Red Bluff
KRCB, Rohnert Park
KSJV, Fresno
KSPC, Claremont
KVMR, Nevada City
KWMM, Point Reyes Station
KZFR, Chico
KZYX, Philo
KZYZ, Philo
KALW, San Francisco
KFCE, Fresno

COLORADO

KAJM, Grand Junction
KBUT, Crested Butte
KDNK, Carbondale
KDUR, Durango
KGNU, Boulder
KHEN-LP, Salida
KLNK-LP, Minturn
KOTO, Telluride
KRFC, Fort Collins
KRZA, Alamosa
KSBB-LP, Parachute
KSJC-LP, Silverton
KUVO, Denver
KVNF, Paonia
KWMV-LP, Westcliffe
KYGT-LP, Idaho Springs
KSJD, Cortez

CONNECTICUT

WHUS, Storrs
WMNR, Monroe
WWUH, West Hartford

DISTRICT OF COLUMBIA

WPFW, Washington

FLORIDA

WMNF, Tampa
WSLR-LP, Sarasota

GEORGIA

WRAS, Atlanta

HAWAII

KKCR, Hanalei

IDAHO

KUMC-LP, Rupert

ILLINOIS

WBEZ, Chicago
WEFT, Champaign
WFMT, Chicago
WHPK, Chicago
WLUW, Chicago
WRTE, Chicago
WZRD, Chicago

INDIANA

WFHB, Bloomington
WHUM-LP, Columbus

IOWA

KEMB-LP, Emmetsburg
KPV, Postville

KENTUCKY

WMMT, Whitesburg

LOUISIANA

WTQT-LP, Baton Rouge
WWOZ, New Orleans

MAINE

WERU, East Orland
WMPG, Portland

MARYLAND

WEES-LP, Severna Park
WESM, Princess Anne
WRYR-LP, Churchton

MASSACHUSETTS

WGBH, Boston
WOMR, Provincetown

MICHIGAN

WHFR, Dearborn
WLNZ, Lansing
WNMC, Traverse City
WYCE, Grand Rapids

MINNESOTA

KAXE, Grand Rapids
KFAI, Minneapolis
WTIP, Grand Marais

MISSOURI

KDHX, St. Louis
KKFI, Kansas City
KOPN, Columbia

MONTANA

KGVA, Harlem

NEBRASKA

KZUM, Lincoln

NEW HAMPSHIRE

WLLO-LP, Londonderry
WSCA-LP, Portsmouth

NEW JERSEY

WBZC, Pemberton
WCFA-LP, Cape May
WFMU, Jersey City

NEW MEXICO

KABR, Magdalena
KCIE, Dulce
KSFR, Santa Fe
KTDB, Pine Hill
KUNM, Albuquerque

NEW YORK

WAMC, Albany
WBAI, New York
WBBS-AM, Buffalo
WDFH, Dobbs Ferry
WJFF, Jeffersonville
WLIU, Southampton
WRFA-LP, Jamestown
WSLU, Canton
WUSB, Stony Brook
WXXE, Syracuse
WEOS, Geneva
WRHU, Hempstead

NORTH CAROLINA

WCOM-LP, Carrboro
WCPE, Wake Forest
WPVM-LP, Asheville

OHIO

WAIF, Cincinnati
WCRS-LP, Columbus
WNCG-LP, Mansfield

OREGON

KBOO, Portland
KCUW-LP, Pendleton
KMUN, Astoria
KPOV-LP, Bend
KWSO, Warm Springs
KWWA, Eugene
KZME, Gresham

PENNSYLVANIA

WKCV-LP, La Plume
WLCH, Lancaster

PUERTO RICO

WRTU, San Juan

RHODE ISLAND

WELH, Cranston
WELM, Providence

SOUTH DAKOTA

KILI, Porcupine

TENNESSEE

WDVX, Knoxville
WEVL, Memphis

TEXAS

KNON, Dallas
KPFT, Houston
KSAP-LP, Port Arthur

UTAH

KRCL, Salt Lake City
KZMU, Moab

VERMONT

WGDR, Plainfield
WMRW-LP, Warren
WRMC, Middlebury
WVEW-LP, Brattleboro

VIRGINIA

WRIR, Richmond
WTJU, Charlottesville
WVLS, Monterey

WASHINGTON

KAOS, Olympia
KBOS, Bellevue
KCWU, Ellensburg
KMRE-LP, Bellingham
KSER, Everett
KSVR, Mount Vernon
KYNR-LP, Toppenish
KUGS, Bellingham

WEST VIRGINIA

WHFI, Lindsie
WVMR-AM, Dunmore

WISCONSIN

WMSE, Milwaukee
WOJB, Hayward
WORT, Madison
WXPB, Rhinelander

WYOMING

KHOL, Jackson
KWRR, Fort Washakie

For information on joining NFCB, visit: <http://www.nfcb.org/membership/membership.jsp>