



## **NFCB Receives CPB Grant to Strengthen Service in Rural Areas**

**WASHINGTON, D.C.** (October 23, 2018) - The Corporation for Public Broadcasting (CPB) awarded a grant of \$314,106 to the National Federation of Community Broadcasters (NFCB) to work with 10 public radio stations serving rural communities as part of NFCB's "Community Counts" initiative.

The "Community Counts" initiative is designed to help community-based stations enhance original content creation, increase audience engagement, grow revenue and expand services. With CPB's support, NFCB will provide training, mentorship and technical assistance to help strengthen these ten stations' organizational capacities as well as diversify their revenue streams. NFCB will also create toolkits and share best practices to help other small community broadcasters achieve long-term sustainability.

"Growing up in rural western Colorado, my local public media station was my window to the world while also connecting me to local stories that celebrate home," said NFCB CEO Sally Kane. "As a former manager of KVNF Community Radio, I understand the challenges small, often remote, stations experience. CPB's support will make it possible for NFCB to work with these stations to accelerate their capacity to serve their communities for generations to come."

"CPB recognizes the unique circumstances of public media stations in small and rural communities -- the economic challenges they face and the vital content and services they provide," said Kathy Merritt, CPB Senior Vice President of Journalism and Radio. "As steward of the federal appropriation, we are committed to providing universal access to public media, and the goal of the NFCB Community Counts Initiative is to help these rural stations build the capacity they need to thrive."

Participating stations were chosen through an open application process and include: [WTIP](#) (Grand Marais, Minnesota), [WERU](#) (East Orland, Maine), [WMMT](#)(Whitesburg, Kentucky), [WNCU](#) (Durham, North Carolina), [WXPR](#) (Rhineland, Wisconsin), [KBFT](#) (Nett Lake, Minnesota), [KWSO](#) (Warm Springs, Oregon), [KTNA](#) (Talkeetna, Alaska), [KZUM](#) (Lincoln, Nebraska), and [KRTS](#) (Marfa, Texas).

### **About NFCB**

The National Federation of Community Broadcasters serves locally based media organizations by providing services that advance impact and optimize their capacity. Sixty-five percent of NFCB's membership are rural stations. Founded in 1975 to represent community radio in the United States, NFCB provides customized services for stations. More information is available at [nfc.org](http://nfc.org).

### **About CPB**

The Corporation for Public Broadcasting, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology and program development for public radio, television and related online services. For more information, visit [cpb.org](http://cpb.org), follow us on Twitter [@CPBmedia](#), [Facebook](#) and [LinkedIn](#) and subscribe for other updates.

# # #

### **Media Contacts**

NFCB: Sally Kane, (970) 201-3184, [skane@nfc.org](mailto:skane@nfc.org)

CPB: Tish King, (202) 879-9658, [press@cpb.org](mailto:press@cpb.org)

