## 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

<table>
<thead>
<tr>
<th>President and CEO</th>
<th>John Lansing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Employees</strong></td>
<td>1029&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>News Division Staff</strong></td>
<td>440&lt;sup&gt;1&lt;/sup&gt;</td>
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<tr>
<td><strong>Stations Broadcasting NPR Programming and Newscasts</strong></td>
<td>1,076&lt;sup&gt;2&lt;/sup&gt;</td>
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<tr>
<td><strong>NPR Member Stations and Associate Stations</strong></td>
<td>1,011&lt;sup&gt;6&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Non-Member Stations Airing NPR Programming</strong></td>
<td>84&lt;sup&gt;6&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Weekly Listeners for all NPR Stations</strong></td>
<td>35.6M&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Weekly Listeners for NPR Programming and Newscasts</strong></td>
<td>28.0M&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Weekly NPR.org Unique Visitors</strong></td>
<td>18.2M&lt;sup&gt;4&lt;/sup&gt;</td>
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<tr>
<td><strong>Weekly Visits to NPR Digital Properties</strong></td>
<td>49.5M&lt;sup&gt;6&lt;/sup&gt;</td>
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<tr>
<td><strong>Weekly Unique Users of NPR Podcasts</strong></td>
<td>14.2M&lt;sup&gt;7&lt;/sup&gt;</td>
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<tr>
<td><strong>Weekly audience across platforms</strong></td>
<td>52M&lt;sup&gt;8&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

### 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  
- Beirut, Lebanon  
- Berlin, Germany  
- Cairo, Egypt  
- Dakar, Senegal  
- Islamabad, Pakistan  
- Istanbul, Turkey  
- Jerusalem, Israel  
- London, United Kingdom  
- Manila, Philippines  
- Mexico City, Mexico  
- Moscow, Russia  
- Nairobi, Kenya  
- Mumbai, India  
- Rio de Janeiro, Brazil  
- Seoul, South Korea  
- Shanghai, China

### DOMESTIC BUREAUS (18)

- Austin, TX  
- Birmingham, AL  
- Boise, ID  
- Boston, MA  
- Chicago, IL  
- Cleveland, OH  
- Dallas, TX  
- LA Bureau/NPR West  
- Miami, FL  
- Missoula, MT  
- New Gloucester, ME  
- NPR New York  
- Orange Beach, AL  
- Philadelphia, PA  
- Portland, OR  
- San Francisco, CA  
- Seattle, WA  
- Virginia Beach, VA

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<sup>1</sup> As of April, 2020.

<sup>2</sup> NPR Carriage Report Center, Fall 2019.

<sup>3</sup> ACT 1 based on Nielsen Audio Nationwide, Fall 2019, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight.

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<sup>4</sup> Google Analytics, weekly average for number of users, weeks beginning 01/05/20 – 03/22/20.

<sup>5</sup> Google Analytics, weekly average number of visits, weeks beginning 01/05/20 – 3/29/20. Note: NPR Digital Properties includes NPR.org and NPR apps.

<sup>6</sup> NPR Authorized Representatives, March 11, 2020.

<sup>7</sup> Splunk, NPR Podcast Logs, weeks beginning 01/26/20 – 04/19/20.

<sup>8</sup> Broadcast (Nielsen Nationwide, Fall 2019), NPR.org (Google Analytics average 1/05/20 – 03/22/20), and podcasts (Splunk average 1/26/20 – 04/19/20). Overlap calculated based on comScore data.