

## Unit 4 – Nonprofit White Paper

### **Overview**

For over 45 years, National Public Radio has produced award-winning news and entertainment content for the general public. NPR's supporters and members tune in across the globe for innovative content produced by our reporters with expertise in everything from our government systems to the entertainment industry.

Our organization is led by skilled employees that work every day to bring content to multiple platforms. We employ over 300 reporters, newscasters, and support staff around the globe, and with their dedication are able to stay abreast of breaking news as it happens. As we integrate technology more into our lives, we aim to sustain our impact with our own innovative technologies.

### **Dedicated to Fair and Balanced Journalism**

At a time where transparency and facts are more important than ever, we continue to be committed as a reliable network for independent journalism. Since our inception, we've evolved into one of the most trusted names in news. In-depth news and narratives bring stories from around the globe to our listening members, ranging from complex topics such as world politics, to narrative storytelling, and investigative journalism.

Because we rely mostly on donations from our dedicated members, we aren't beholden to any company, person, or lobby that would affect how we cover the news. We see it as the utmost importance that we present facts in a clear way, so that our viewers can come to their own conclusions and bring those important dialogues to the rest of society.

### **World Class Reporting and Research Facility All Under One Roof**

Because we have such a wealth of archived recordings and print media, our Reporting and Research facility has just undergone a great transformation. With the ultimate goal of making our historical library of reporting and interviews available for use by the public, we're currently digitizing and archiving our library. Like most scholarly libraries across the country, we see the value of new technologies available to us that can not only make researching less time consuming, but will also allow us to protect the integrity of our media.

Our library consists of all manner of media – from books and magazines, to VHS tapes, to CD's and DVD's – and has become cumbersome and time-consuming to keep up and utilize. Instead of handling, restoring, and regulating the environment for these archive pieces, we've moved them to an off-site storage facility, where we will spend less resources on preventing data degradation, and at the same time provide a secure back-up system.

We also hope that by doing this, we can expand our contribution to the free exchange of information around the globe and continue our commitment to creating reliable content. Within the year, the library will be available to anyone seeking our resources through a link on our website.