



For immediate release

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National Federation of Community Broadcasters and Pop Up Archive partner to bring audio search tools to community public media stations

Oakland, Calif. & Denver, Colo. — Over 200 public media member stations of the National Federation of Community Broadcasters generate large quantities of audio and video that document news and stories from across the United States — but these recordings are nearly impossible to search. The National Federation of Community Broadcasters is partnering with Pop Up Archive to offer discounted services to the NFCB network of radio stations. NFCB member stations will be able to take advantage of this discounted rate to make it possible for anyone to search and pinpoint exact search terms and phrases within public media audio and video files.

For two generations, NFCB has represented the needs of radio stations serving America's heterogeneous neighborhoods. Through new service offerings available exclusively to the NFCB's 200+ member stations, Pop Up Archive will automatically transcribe, timestamp, and generate keywords for the stations' audio collections — whether current news or decades of historic audio and video recordings.

"Supporting public media organizations has always been at the heart of our mission," said Anne Wootton, CEO of Pop Up Archive. "This partnership with the NFCB will make Pop Up Archive's services available to more stations than ever before and surface important audio stories for the communities they serve and the wider public."

"NFCB has long been committed to diversity, and this opportunity with Pop Up Archive gives so many voices, communities and constituencies a chance to finally be heard in a richer, more engaging way," said NFCB Chief Executive Officer Sally Kane. "Community radio is best positioned to tell the stories, and we are enthusiastic about this opportunity for community radio to contribute to so many conversations."

Interested NFCB partners can learn more at <http://nfcbb.org/popuparchive/>.

Pop Up Archive has indexed over 4,000,000 minutes of recorded sound from public media, storytelling, and oral history organizations around the world, with partners that include This American Life, the Studs Terkel Radio Archive from the WFMT Radio Network, and KQED. Most

recently, Pop Up Archive has embarked on projects to combine machine intelligence with crowdsourced improvements for collections at the New York Public Library and The Moth as well as the American Archive of Public Broadcasting, a collaboration between WGBH and the Library of Congress to identify, preserve, and make accessible a digital archive of 40,000 hours of public media dating back to the late 1940s.

The National Federation of Community Broadcasters provides services that advance public media organizations to best serve their communities. NFCB is in that the nation must be informed and entertained by robust, local media that provide significant public service. It receives grant support as well as funding by its member radio stations. Learn more at www.nfcb.org.