

About Public Radio Capital

PUBLIC RADIO CAPITAL



Public Radio Capital (PRC) is a national, nonprofit organization that works through partnerships to strengthen and expand public radio services in communities nationwide. PRC provides comprehensive consulting services to help public radio organizations plan for sustainable business growth, finance new channels and expand public radio services. Since its founding in 2001, PRC has completed transactions totaling more than \$230 million and secured access to public radio services for more than 43 million people. PRC has worked with more than 200 public radio stations ranging from first time station owners to the largest, multi-channel public radio operators in the country, helping them to buy and finance new channels, to preserve existing public radio outlets, and to strengthen their organizations and services.

PRC works across the country as a trusted partner and advisor in the planning, acquisition and financing of new public radio channels. By collaborating with visionary individuals, organizations and foundations, PRC creates and manages projects to strengthen public media and ownership.

PRC's vision is to have a transformational impact on public radio and be an essential resource for stations contemplating expansion, for institutions considering the sale of public radio assets and for public radio organizations that are looking for innovations in service—innovations that improve sustainability, reach new audiences and maximize their impact on local communities.

PRC builds assets for public radio in these distinct ways:

- conducting market analyses to assess opportunities in the commercial and noncommercial bands,
- offering education and consultation to stimulate the public radio appetite for expansion,
- improving access to capital through the Public Radio Fund and providing financial advisory services,
- acquiring radio channels with and for public radio providers,
- providing outreach to colleges, universities and school boards to help them maximize the public service of their noncommercial radio outlets,
- delivering proprietary business modeling for radio acquisition and operating strategies, and
- building national and local “networks of concern” to mobilize greater participation in the future growth of public radio.

PRC's staff includes nine employees working from sites geographically spread out across the country. Clients benefit from PRC's team approach to client challenges and opportunities, drawing from a portfolio of skills and expertise in public radio.

Public Radio Capital
834 Marshall Road
Boulder, CO 80305
720-304-7274 phone
720-304-8923 fax

publicradiocapital.org
publicradiofund.org