



Center for Native American Public Radio

CNAPR is a project of the National Federation of Community Broadcasters



Michael Brown offers broadcast possibilities to attendees in Sacramento, CA

October 1-5 2006

CNAPR launches Media Ownership Campaign at National Congress of American Indians (NCAI) 63rd Annual Convention and Trade Show

Booth #601 was the headquarters of the Center for Native American Public Radio (CNAPR) as the Center began outreach to Tribes and organizations. The purpose of the booth was to notify the Native American community about the FCC's 2007 NCE filing window. The upcoming NCE window is an opportunity to construct a full power non-commercial educational radio station. CNAPR's Director of Services and Planning and Peggy Berryhill and Executive Director Loris Taylor explained the opportunity for media ownership while Michael Brown showed interested parties exactly how large a radio station they could operate.



Cheryl Seidner, Chairwoman Wiyot Tribe and Michael Brown

Over the five days dozens of people stopped by the CNAPR exhibit booth and talked about broadcast ownership. They took away informational documents that explained "How to start a station"; other documents included contact addresses and a CD prepared by Michael Brown that offered a movie explaining in more technical terms the steps to be taken toward station ownership.

"The booth allowed us to have direct contact with Native nations and explain about the filing window. At times we were inundated with prospective owners. This was Native Nation building in action", said CNAPR's Executive Director, Loris Taylor.

Earlier in 2006 NCFB hired Brown to inventory potential transmitter sites throughout the United States. These

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CNAPR at the NCAI trade show, continued

efforts resulted in dozens of 8.5” by 11” maps that allowed attendees to identify their tribal areas. After the initial identification Michael Brown could use his computer and pinpoint coverage areas, including power wattage for a potential station. A monitor was set up so that the interested parties could help him locate key areas for signal coverage.

Geoffrey Blackwell, NCAI Telecommunications Chairman a member of the CNAPR Advisory Committee and former Tribal Liaison at the FCC was so impressed by the CNAPR set up that he spread the word at the convention telling the tribal attendees that “they should go to the CNAPR booth where they would receive hundreds of dollars in free advice in starting a radio station.”

Blackwell’s efforts paid off; there was so much interest at the CNAPR booth that we had to set up an appointment times for Michael. The average time needed to work with Michael was 20 minutes. While Brown worked with one group Berryhill would explain the steps involved in doing the frequency search, filing an NCE application and providing information on potential funding from the NTIA PTFP program.



“Another area of interest was on the situation of Pine Ridge station KILI. Many people stopped by the booth and expressed their concern for KILI and we were proud to be able to tell them that CNAPR had helped KILI and that they would be back on the air in the next few months; stronger than ever!”

“By the weeks end we had inquiries from dozens of Tribes and I’d say we have at least 15 Nations seriously interested in preparing for the 2007 NCE filing window. It’s clear that native people want their own voice. and appreciated the fact that CNAPR is here to help them,” added CNAPR’s Peggy Berryhill.



Geoffrey Blackwell



Even the stars showed up at the CNAPR booth singer Lorie Church and Oneida Comedian Charlie Hill.

