

December 14, 2010

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For Immediate Release:

NAPT's AIROS Audio Programming Prepares for Some Heartfelt Goodbyes and a New Beginning for 2011

Since 1997, Native American Public Telecommunications, Inc. (NAPT), the non-profit parent organization for AIROS Audio, has been streaming Native American programming over the Internet via a 24/7 live webstream. Through a partnership with the University of Nebraska-Lincoln's Institute of Agricultural and Natural Resources, NAPT has been able to provide this service at a reasonable cost to the organization.

On December 31, 2010, at noon CST, the AIROS 24/7 live webstream will sign-off. AIROS Audio will continue to feature downloadable podcasts.

"Webstream listenership has been declining over the past few years, and unfortunately, NAPT does not have the resources to mount a campaign to counter this. Such a campaign would include, in part, replacing expensive equipment and software to compete with other available services—all in the changing and volatile marketplace of the Internet. We make this decision with a heavy heart, but the scarce resources directed at maintaining the live webstream can be better invested in other aspects of our media portfolio," said NAPT Executive Director Shirley K. Sneve (Rosebud Sioux).

"Our decision to end the AIROS live webstream doesn't change our commitment to produce regular podcast interviews with Native people who have interesting stories to share. The management staff of NAPT feels that this new window that has opened up will allow us to offer a larger podcast offering. In today's world, everyone is on the go—including us. That's why our downloadable podcasts have been such a success amongst Native youth and young adults," said NAPT Interactive Media Specialist Eric Martin.

As part of the overall NAPT media portfolio, the AIROS Audio arm of the organization has allowed NAPT to connect to global-wide users to share the latest podcasts in Indian Country—featuring interviews with Native musicians, artists and leaders.

"With the number of podcast downloads on the rise for NAPT's AIROS Audio and our renewed focus, NAPT embarks on a new pathway in 2011. Expect a wonderful array of brand new AIROS Audio podcasts highlighting a new look and feel," explained NAPT Marketing Director Jess Kinser.

Listeners who have made the AIROS live webstream a part of their lives will undoubtedly feel a void. To remedy this, NAPT recommends our fellow Native radio companions for live Native music:

Native Voice One – <http://www.nv1.org> | *KGVA* – <http://kgvafm.org> | *KNBA* – <http://knba.org>

KSUT – <http://ksut.org> | *WOJB* – <http://wojb.org>

For a full directory of Native live webstreams, visit AIROS Audios' website at www.airos.org/streams.

"NAPT's AIROS Audio sends out a huge heartfelt thank you to all of our many listeners over the years—past, present and future—for their support. This is a difficult decision for NAPT, but it is in the organization's long-term best interest for AIROS Audio," stated NAPT Assistant Director Georgiana Lee (Navajo).

About NAPT

Native American Public Telecommunications, Inc. (NAPT), a non-profit 501(c)(3) which receives major funding from the Corporation for Public Broadcasting, shares Native stories with the world through support of the creation, promotion and distribution of Native media. Founded in 1977, through various media—public television, public radio and the Internet—NAPT brings awareness of Indian and Alaska Native issues. NAPT operates AIROS Audio, offering 24/7 downloadable podcasts with Native filmmakers, musicians and Tribal leaders. VisionMaker is the premier source for quality Native American educational and home videos. All aspects of our programs encourage the involvement of young people to learn more about careers in the media—to be the next generation of storytellers. NAPT is located at the University of Nebraska-Lincoln. NAPT offers student employment, internships and fellowships. Reaching the general public and the global market is the ultimate goal for the dissemination of Native-produced media.

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