

Who We Are

Our Mission:

The mission of the National Center for Media Engagement is to ensure public media as essential to building community connections across multiple platforms. We provide resources for stations and producers that engage and educate citizens, build sustainable community relationships and stimulate citizen participation.

Our Vision:

National Center for Media Engagement is the recognized catalytic leader for community engagement by public broadcasting across all platforms.

We provide vigorous leadership, timely guidance, and finely tuned resources on multiple platforms

We maintain a constant focus on the changing needs of both radio and television stations, as well as national producers of content, and public broadcasting leadership organizations

We carefully follow and experiment with new technologies and what might be considered “best practices” and models, to both create and deliver community engagement initiatives on every platform.

Our Guiding Principles:

Accelerate change within public broadcasting from one-way communicators to essential community institutions

Encourage public broadcasting to put community first and content second

Actively support public broadcasters to convene, connect, and collaborate on all platforms: on-air, online, in person

Formerly NCO

Services We Provide

For Stations

An online portal of essential community engagement knowledge, resources and links at mediaengage.org

- A multitude of resources including a station directory, stories of impact, an online planning tool and common grant application, as well as hands on tools to engage citizens
- Outcomes assessment tools to gauge community impact and station investment

Continuous Learning Opportunities

- Peer-to-peer Network:
Including monthly dialogues that convene, connect, and encourage collaboration among public broadcasting peers
- Pipeline, Pipeline Plus & annual videoconference to access engagement initiatives
- Coaching and consultation from NCO staff to help you strategize and problem solve.

For National Content Producers & Initiatives

Partnerships for Learning

- Grants administration and management through our online tool
- Promotion and system-wide communications
- Coaching and technical assistance in rolling out a national initiative
- Professional development assistance

Customized Fee-Based Services

- Assessment and Survey Development (including online tool design & construction)
- Partnership Management
- Community Engagement Research and Development
- Overall Project Management of Community Engagement Endeavors