The National Radio Project (NRP) is an incredibly valuable part of the media landscape. NRP, and its syndicated public affairs series, Making Contact, provide analytical, passionate, hopeful radio programs to 160 diverse listening communities across the country and around the world.

February 2004 marked the one-year anniversary of my work as the executive director of the National Radio Project. What a privilege to lead such a dedicated and talented group of people! We have built upon ten years of work by countless journalists and community organizers, and have used this year to cement important building blocks for the future.

* We continue to expand our network of stations, with new additions ranging from KZYX, an NPR affiliate in the Mendocino/Philo area of California, to college station WEMC in Harrisburg, Virginia. Also, WYAP in West Virginia and WWSP in Wisconsin join existing stations in those and other electoral swing states.

* We have deepened our community roots and connections by engaging in a number of collaborations and specials including ElectionWatch’04, the Welfare Radio Collaborative, and the Queer Youth Collaborative.

* We seek to increase our training capacity in this coming year and “walk the talk” of media justice by securing funding for paid internships in the production department. These paid trainees will be low-income community members and people of color who have traditionally not had access to tools and training in either mainstream or independent media.

* We’ve launched our 10th Anniversary Campaign, which will culminate in September, 2004. New and old friends will gather together for an evening of celebration, reflection, and rededication.

Like many small non-profit organizations, we depend on the generous contributions of foundations and individual supporters. 70% of donations come from individual donors, and I am delighted to report that we have reached the end of our fiscal year (June 30, 2004) on solid financial footing.

In the past year, founding director Peggy Law and I have taken fundraising trips to cultivate relationships with foundations and individual donors. In addition, supporters have taken the initiative to organize friend-raising/fundraising houseparties, and staff and contractors have taken on fundraising activities. To further enhance our base building, visibility, and communications, we will be launching our new website and e-newsletter in Fall 2004.

Over 90 freelancer journalists make the work that we do possible each year. We recently raised our freelancer rates to honor their work, to continue to attract talented reporters and to acknowledge the importance of their efforts in accomplishing our mission. We also continue to rely on unpaid interns and volunteers who work with us in both the distribution and production areas.

As we increase our capacity, we continue to work on distribution, administration and production systems that facilitate our important independent media work. This year, we have upgraded and consolidated all of our database systems, and have begun a process of staff involvement in the budgeting process. These building blocks may not be the snazziest aspect of our work, but strengthening our infrastructure along with the broadening of our base and deepening of our roots has enabled us to confidently set our sights on the next ten years.

Sincerely,

Lisa Rudman, Executive Director

Our Mission

The National Radio Project (NRP) is an independent non-profit media organization. NRP heightens public consciousness, broadens public debate on critical social issues and encourages civic participation by giving voice to diverse perspectives and opinions not typically heard in mass media. NRP achieves this objective by producing and distributing award winning, public affairs programs such as Making Contact.

Making Contact focuses on the human realities of public policy, makes connections between local and global events, and highlights creative possibilities for hopeful democratic solutions.

The National Radio Project is committed to training and supporting independent journalists and individuals involved in community building activities.
Welfare Radio Collaborative

In September of 2003, NRP’s Women’s Desk and Oakland’s Women of Color Resource Center formed the Welfare Radio Collaborative, a training, production and grassroots-organizing project by and for women on welfare. Initial planning meetings articulated hopes and strategies of women directly affected by welfare legislation, which is slated to be re-authorized, rebuilt or destroyed by Congress sometime during 2004. After five months of political education and mentoring, women in the Collaborative produced a 29-minute documentary. “A Poor System: Welfare Punishing Women” explored the criminalization of welfare mothers and welfare policies targeting women of color. “A Poor System” was the first of a series; the program aired as an edition of NRP’s Making Contact and was broadcast on 160 stations. The Collaborative also worked with radio stations nationwide to organize call-in shows around this first documentary and to encourage community discussion. The Collaborative, which paid trainees, is an invaluable way to increase access to media for women living in poverty and serves as a model for other collaborations.

World Social Forum 2004

In January, NRP’s director of production and training, Aimée Pomerleau, attended the World Social Forum in Mumbai, India. The Forum draws about 100,000 activists from around the world to rally against war and the negative aspects of corporate globalization. The Forum was an unparalleled opportunity to connect with activists working on a wide variety of issues, from sex workers’ rights to water privatization. So far, two Making Contact programs have resulted from Aimée’s contacts at the Forum. “War Against Women, Women Against War: A Report Back from the World Social Forum,” featured three leading feminists, including Arundhati Roy; “Refugees of Development: India and Multinationals” explored the impact of multinationals in this South Asian nation. In addition, some segments for these programs were produced by new freelance radio journalists, cultivated at the Forum and later trained by Aimée. NRP, in collaboration with other organizations, also convened a community “report back” event about the Forum in March.

ElectionWatch ’04

The National Radio Project’s special strategic election-year series, ElectionWatch ’04, focuses on topics that educate and mobilize voters around the 2004 presidential election. ElectionWatch ’04 looks at the issues the candidates are (and are not) addressing. Each program focuses on topics such as education, healthcare, jobs, women’s rights, the environment, the economy, and foreign policy. The series features information and perspectives provided by a range of analysts, researchers, community organizers and potential voters. Getting information first hand, from the activists and community members who live the stories and issues we cover, is part of what gives the ElectionWatch ’04 series its high-quality and in-depth analysis.

Community groups are involved in the production process and build their capacity and effectiveness through training provided by NRP. We distribute copies of ElectionWatch ’04 via community groups working to educate the public and promote civic discourse. In May 2004, we received additional funding to produce extra copies of ElectionWatch ’04 programs and market to stations not already taking Making Contact.

Queer Youth Collaborative

We have been working with the Full Circle program at KPFA (Berkeley’s Pacifica radio station) to produce a series of programs exploring issues facing queer youth. Full Circle is a radio program produced by apprentice producers enrolled in KPFA’s affirmative-action radio-training program. For several months, NRP’s director of production and training, Aimée Pomerleau, has been training these emerging journalists to produce pieces for a national show. “Queer Youth Identities” is the first in what will be a series of four shows. Ideas for the programs were developed with input from LGBT community groups that work with youth. The project also places an emphasis on airing voices and issues not often heard in the mainstream media—in this case, those of queer youth, including queer youth of color.
“Thanks for all of your hard work – you are virtually the only media source that I know of that is presenting a calm, fact-based alternative to all the opinion-based ranting that now passes for journalism. Thanks for being true to your craft. Journalism is alive and well on Making Contact.”

-- Tom Bik, researcher, Southern Illinois University, IL

### Production Notes

The Production Department oversees a variety of projects, from collaborating with community groups and producing programs, to training and mentoring upcoming producers. The best way to enjoy a sense of our hard work is to listen to the quality shows produced week after week. Here are some of our recent Making Contact highlights:

**Iraq.** Correspondent Aaron Glantz produced a sound-rich documentary about his three months in Iraq. This show is one of the few places that you hear from Iraqi citizens themselves about how they feel about the U.S. presence in their country.

**From Cradle to Grave: Electronics and Computers.** This show explores how computer manufacturers expose us to toxics. It also highlights global justice issues as electronic production and recycling operations move into developing nations like Mexico and China.

**Hip Hop and Elections.** An inspiring panel of speakers address youth culture and elections. Also in the election series: Media Consolidation and Elections, War on Terrorism and Elections.

**Participatory Democracy in Latin America.** One segment of this program features worker collectives in Argentina. Workers took over factories after the economy collapsed in 2001.

**The Central American Free Trade Agreement.** This show is about CAFTA, which is referred to by some as “NAFTA on steroids.”

**Queer Youth Identities**—This program, part of the Queer Youth Collaborative described on page 2, explores the ways Queer youth define themselves as individuals and within a larger movement.

### ElectionWatch ’04 Programs

- “Participation and the Common Good”
- “The Texas Two Step: Bush, Corporate Cash and Environmental Rollbacks”
- “Pushing Medicare: The Health Industry and Public Subsidies for Prescription Drugs”
- “Youth Vote: Mobilizing from the Grassroots”
- “Home Economics: Women and Voting”
- “Taxonomics: Federal Tax Cuts and the Budget Deficit”
- “Hip Hop and Elections”
- “War on Terror”
- “Progressive Strategies”
- “All the News That’s Fit to Buy”
- “Systems Failure”
- Upcoming Show: “Labor Day, Economic Insecurity”

### Editorial and Training Desks

Growth within our editorial desks has been challenging at our current organizational capacity, but is very promising. Our Women’s Desk has worked on an exciting collaborative effort with the Women of Color Resource Center. We look forward to fostering that relationship and producing additional programs over the next year. Our Labor Desk is in the process of getting off the ground and will be producing a special Labor Day edition of our ElectionWatch ’04 series in September. The Environmental and Globalization Desks produced a number of Making Contact programs concerning the increasing integration of the world’s economies and exploring cutting edge environmental and environmental justice issues. Our latest Prison Desk program took several months to produce due to limited funding and the training conducted in the course of production, but the result is excellent. Our goal is to attract substantial multi-year funding for better continuity and growth of the Desks.

### Financials

For the last two years we have kept a healthy average balance of 21% of our budget on reserve.

**Profit & Loss FY 03-04:**

<table>
<thead>
<tr>
<th>Income</th>
<th>$363,403</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenses</td>
<td>$328,844</td>
</tr>
</tbody>
</table>

**Total Revenue in Excess of Expenses** $34,559

**Balance Sheet FY 03-04 (as of 6/30/04):**

**Assets**

| Current Assets | $96,185 |
| Fixed Assets   | $1,111  |

**Total Assets** $97,296

**Liabilities & Equity**

| Total Liabilities | $9,597  |
| Equity            |         |
| Unrestricted Assets | $48,566 |
| Temp Unrestricted Assets | $4,574 |
| Net Income        | $34,559 |
| Total Equity      | $87,699 |
| Total Liabilities & Equity | $97,296 |