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Our Mission
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.

National Radio Project is committed to training and supporting independent journalists and individuals involved in community building activities.
10th Anniversary Gala Success

We celebrated ourselves and our communities as almost 200 friends (new and old) gathered to share food, drink and stories. Makani Themb-Nixon delivered a powerful keynote address on the critical value of independent media, the all-too uniqueness of women’s leadership in media, and the need for National Radio Project programs in the current political climate. As part of the evening’s special blend of humor and seriousness, the Raging Grannies, in full regalia and placards, led us in songs of political satire. Many former staff and trainee alums traveled to participate and cheer us on to our second decade. Co-founders David Barsamian and Norman Solomon, introduced Founding Director Peggy Law who reminded us of our roots in social justice movements and our original mandate to bring the international voices of people affected by United States government policies, to audiences inside the U.S.

Executive Director Lisa Rudman expressed a vision of an organization which is both 10-years old and newly revitalized with a good founders transition under its belt, invigorated new leadership and a mission that emphasizes training and community collaborations as part of progressive radio production and distribution. We honored some of the outstanding people who share this journey with us: KPFA’s Apprenticeship Program received the Organizational Ally Award; Pat McSweeney received the Donor-Ally Award; Peggy Law, received the Founder’s Award, and Dan Turner received the Volunteer Appreciation Award (full descriptions are on our website.)

Thanks to the help of event consultants, we used staff time wisely and we were able to raise $28,000 which exceeded our $15,000 goal. We emphasized pre-event sponsorships (60% of total net), ad book sales, and a silent auction. The pre-event sponsorships, solicited in June-Aug ’04, accelerated some supporters’ year-end giving safely before the intense presidential election campaign giving season. We also met our other major objectives: to develop new supporters, to thank current donors and to celebrate!

Website

ReDesign
The new design of the National Radio Project website (www.radioproject.org) made it’s debut on May 11, 2005. The website is easier to navigate and provides more comprehensive information than ever before, and more opportunities to donate to National Radio Project. Visits have steadily increased since the beginning of the fiscal year. We received a 56% bump in website traffic in May (after our website redesign) as compared to April.

2004-2005 Website statistics:
July = 102,127 hits - 6,916 unique visitors
April = 150,763 hits - 14,917 unique visitors
May = 234,571 hits - 15,166 unique visitors

In late July 2005 we will execute our “hard launch,” which will bring us more visibility and user traffic through low-cost and no-cost methods such as search engine marketing, reciprocal links, tell-a-friend tools, email and strategic postcard distribution.

Podcasting
The National Radio Project Podcast (debuted in October 2004) is a new content-syndication technology that automatically downloads the mp3 audio file for Making Contact to users’ iPods and computer desktops each week. The Podcast has produced significant results. In May 2005, the National Radio Project Podcast received a total of 46,580 hits, which roughly translates to 11,645 users downloading the Podcast each week. This number will continue to grow as we discover new Internet podcast directories to list in and as we drive more traffic to the website.

2004-2005 Podcast statistics:
October = 9340 hits - 2,335 users
January = 19,075 hits - 4,768 users
April = 32,306 hits - 8,076 users
May = 46,580 hits - 11,645 users
DISTRIBUTION

We have increased distribution of Making Contact in 2004-2005, from 160 radio stations to 183.

24 new traditional radio stations and 5 Internet-only stations have added Making Contact into their weekly schedules - these are stations that have never aired the program before. An additional six other new stations have begun to air Making Contact, but not every week. Ten existing stations have upgraded Making Contact to “regular” (weekly) status from “occasional” status. Ten stations have been rescued from “drop” status - they had dropped Making Contact, but reinstated it.

Making Contact is carried by 149 terrestrial radio stations in 38 U.S. states, including:

Making Contact is not heard in these 12 U.S. states:
Alabama, District of Columbia, Delaware, Iowa, Kansas, Maryland, New Jersey, Oklahoma, Rhode Island, South Dakota, Tennessee and Wyoming. If you know of anyone who may be interested in helping us get into stations in these states, please let us know.

International Distribution:
Making Contact is carried by 22 radio stations in 8 Canadian provinces, 2 South African stations and 10 Internet-only stations.

Station Downgrades and Drops
Two stations have downgraded from “regular” to “occasional” status, and 28 stations dropped Making Contact (3 of which are defunct). The reasons given for drops ranged from personnel changes at the station to format changes.

Some reasons given for drops:
“We have decided to switch out a good portion of our programming for this semester and see if it brings a new flavor to our station” - KMNR Rolla, MO

“We’re carrying a bit more music.” - KANZ/KZNA/KZAN in Garden City, KS

“Many of my advertisers work with Cuba and the Bush administration has been cracking down on them, so it’s choked off funding.” - Radio Progresso, Miami, FL

15 New stations in 9 “Red” states (*O = “Occasional” status):
- KHNS Haines, AK
- KDSP Sand Point, AK *O
- KTNA Talkeetna, AK
- KRFP Moscow, ID
- KUMR Rolla, MO (large NPR station) *O
- KAPC, Butte, MT
- KUFN, Hamilton, MT
- KUKL, Kalispell, MT
- KUHM, Missoula, MT
- WPVM Asheville, NC
- WFRA Asheville, NC
- KZUM Lincoln, NE *O
- KRUZ Las Cruces, NM*O
- KTRL Stephenville, TX
- KCPW Salt Lake City, UT (large NPR station, via PRX) *O

Other New stations: 19
- KDRT Davis, CA
- KMUE Eureka, CA
- KGUN-AM Denver, CO
- KHEN Salida, CO
- Free Radio New Orleans, New Orleans, LA
- WMAR, Poughkeepsie, NY
- WZIP Akron, OH (highest-rated college station in the country)
- WZKW Kingsville, OH
- KZAS Hood River, OR
- Underground pirate micro, SC
- WMRV Warren, VT
- KITR Kettle Falls, WA
- Free Radio Olympia, Olympia, WA
- CKMO Victoria, BC CANADA (via PRX)
- KUOW-2 (Internet-only)
- LUVR Love Underground (Internet Only)
- Radical Radio (Internet-only)
- The Journey (Internet-only)
- Whole Wheat Radio (Internet-only)
Our Making Contact catalog for ‘04-‘05 is rich with magazine style programs, excerpted speeches, and sound rich documentaries. The blend of topics range from domestic stories such as Social Security, elections and welfare, to international issues including Haiti, global trade and U.S. soldiers refusing to fight in Iraq. Some of our most stimulating programs blur the traditional categories of environment, peace, race, women and labor. We explore the intersections of issues, the root causes and structures supporting problems and policies (Please see our complete catalog available in print or at www.radioproject.org).

National Radio Project is committed to in-depth critical analysis beyond the breaking news. Showcasing voices and perspectives rarely heard in the corporate-owned media, Making Contact focuses on the human realities of politics and the connections between local and global events, emphasizing positive, creative community-based ways to solve problems.

Top-notch audio documentarians producing international stories this year have included: Reese Erlich, reporting from Colombia and Bolivia; Aaron Glantz, from Iraq and Kurdistan; Pauline Bartolone, from Brazil; Sam Olukoya, based in Nigeria; and Reed Lindsay based in Haiti. These editions of Making Contact are intensive labors of love requiring travel, long-distance phone calls and translator time.

Our production staff’s many homegrown programs included Associate Producer Justin Beck’s Many Minds Army of One [#05-05], an audio collage of U.S. soldiers and their families that won acclaim with the Public Radio Exchange (www.PRX.org) and prompted listeners to contact us for links to anti-war organizations. Beck and Associate Producer Pauline Bartolone teamed up to produce an in-depth examination of the federal and state governments’ use of video news releases: Fake News Flap: VNRs and Covert Propaganda [#15-05]. Bartolone traveled to the World Social Forum in Porto Allegre, Brazil, returning with recordings from international activists, as well as a 29-minute documentary, Land for Those who Work It [#12-05], about Brazil’s landless movement.

In April 2005, we won a Silver Reel award from The National Federation of Community Broadcasters (NFCB) for Journey to Justice: Carlos Mauricio’s Story [#50-03], produced by freelancer Jon Watanabe.

Training is emphasized in all that we do. Nurturing the next generation of media makers is key to social change. Our staff producers have coached: an activist from the Data Center who filed her first piece on Native American lands and sovereignty; a high school student who was co-mentored by station KGNU in Boulder, Colorado; emerging journalists from our Queer Youth and Welfare Collaboratives.

In order to break down barriers to civic discourse, National Radio Project has made a conscious decision to provide hands-on training and mentoring to community members who are under-represented in much of the media. This is accomplished through a number of means that include formal training sessions (on skills such as voice-over, writing for radio, digital editing, etc.), internships, and individual mentoring by National Radio Project staff.
**PRODUCTION NOTES, CONTINUED**

**MEDIA REFORM**

Media Reform issues have been threading through our program catalog in FY ‘04-’05 with:

- Fake News Flap: - VNRs and Covert Propaganda [#15-05]
- Media Justice: Access and Accountability [#19-05]
- All the News That’s Fit to Buy [#28-04]
- Globalizing Media Reform [#23-05]

Given our listeners’ feedback, it’s been gratifying to see increased awareness of the importance of media alternatives, access, and accountability among a growing number of “everyday folks.”

**NATIONAL CONFERENCE FOR MEDIA REFORM**

We played a very active role in the National Conference for Media Reform in St. Louis, in May 2005. Whether we were leading workshops or engaging in hallway discussions, we deepened ties to our colleagues and met newcomers to this exciting movement. We timed the launch of our re-designed website and the release of our Media Justice [#19-05] program during the week of the conference.

Our National Radio Project contingent included Executive Director Lisa Rudman, who presented a highly interactive workshop on Fundraising for Media to a standing-room-only crowd; Associate Producer Pauline Bartolone, who recorded many of the sessions and reconnected with media colleagues from across the country; as well as Founding Director Peggy Law, and Renita Pitts from our Welfare Radio Collaborative. We cobbled together frequent flyer miles, conference scholarships, and speaker fees to fund the trip. Our team ran our booth in the Showcase Area and demonstrated digital audio editing on a laptop while passing out CDs of our programs. We came away from the conference with plans for better coordination among social justice media-makers, and were reminded of our own role as an established organization with skills to share, as well as our mandate to learn and grow alongside our peers.

“Your program is one of the most carefully mixed and produced segments we air. The mix of voices makes it quite interesting... The technical quality is excellent. The high-quality mp3 version is indistinguishable from the CD version, and I don’t think I’ve ever heard a sloppy transition in the show.”

Jim Giddings, co-host of “Thinking Out Loud” on WUML 91.5 FM, Lowell, MA

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**A BAKER'S DOZEN (OR SO...)**

A sampler of some of the 52 other radio programs National Radio Project produced in FY ‘04-’05...

- Media Justice: Access and Accountability [#19-05]
- Many Minda in an Army of One [#05-05]
- Who Owns Our Water? Profits vs. Public Interest [#01-05]
- Children Denied: Family Cap and Foster Care [#18-05]
- Refusing to Fight [#26-05]
- Plan Colombia: Drug War Without End [#13-05]
- Unauthorized Disclosure - Blowing the Whistle on Government Crimes [#40-04]
- Salmonlands [#22-05]
- Big Box Nation [#24-05]
- Transgender Bender: Moving Beyond the Binary System [#31-04]
- Native Lands: The Struggle for Sovereignty [#30-04]
- Entry Denied: Former Prisoners Re-entering Society [#29-04]
- Unreasonable Women in Unreasonable Times [#46-04]
- War|Games [#27-04]
- The Chemical Industry’s Toxic Toll [#51-04]