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.
DISTRIBUTION

We have increased distribution of Making Contact in 2005-2006, from 183 radio stations to 208.

20 new terrestrial radio stations and 8 Internet-only stations have added Making Contact into their weekly schedules - these are stations that had never aired the program before. One other new station has begun to air Making Contact, but not every week. Three existing stations upgraded Making Contact to “regular” (weekly) status from “occasional” status. Four stations have been rescued from “drop” status - they had dropped Making Contact - but reinstated it.

Making Contact is carried each week by 163 terrestrial and 3 cable radio stations in 38 U.S. states, including:


Making Contact is not heard in these 12 U.S. states:

- Alabama, Delaware, Iowa, Kansas, Kentucky, 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 23 radio stations in 8 Canadian provinces, 2 South African stations, 1 Irish station and 16 Internet-only stations.

STATION DOWNGRADES AND DROPS

Two stations downgraded from “regular” to “occasional” status, and zero stations dropped Making Contact. This represents a significant decrease in downgrades and drops over last year.

Saving Money: Weaning Stations From CDs

13 stations have been weaned from CD delivery to electronic (Internet) methods, including downloads and podcasts. At approximately $2 per CD, this represents $1352 per year saved on distribution costs. We will continue to promote electronic distribution methods so stations can enjoy convenience while National Radio Project saves money.

NEW MAKING CONTACT MEMBER STATIONS FISCAL YEAR 2005-2006

20 New Terrestrial Stations

(*O = “Occasional” status):

- CHRW - London, Ontario, CANADA
- Crumm Mountain Community Radio, Crumm, NY
- Ithaca Community Radio
- KBBI - Homer, AK
- KEXP - Seattle, WA
- KOPN - Columbia, MO *O
- KSJD - Cortez, CO
- KSKQ - Ashland, OR
- KWMD - Kasilof, AK
- KXOT - Tacoma/Olympia, WA
- Radio Veronica/West Point Community Radio - West Point, PA
- Squat FM - Bealeton, VA
- Surge Radio - Lancaster, CA
- Tallaght FM - Tallaght, Dublin, IRELAND
- WCLH - Wilkes-Barre/Scranton, PA
- WCOM - Carrboro, NC
- WHYS - Eau Claire, WI
- WOQ - Omaha, NE
- WQFA - Jamestown, NY
- WSLR - Sarasota, FL
- WXOJ - Northampton, MA

8 New Internet-Only Stations:

- American-FM
- Boise Community Radio Project
- Drifless Community Radio
- Frostburg Student Radio
- Internet Partnership Radio
- KPFTi (KPFT’s internet-only station)
- SnippetRadio.com
- Stop and Go Radio
WEBSITE

The National Radio Project website (www.radioproject.org) has made significant traffic gains since the redesign debuted in May, 2005. Visits have remained fairly steady since the beginning of the fiscal year.

**2005-2006 Website statistics:**
- July = 267,821 hits - 15,576 unique visitors
- Jan = 359,700 hits - 15,322 unique visitors
- May = 367,579 hits - 15,566 unique visitors

PODCASTING

In May, 2005, Apple added podcasting to their iTunes service. Part of the debut was the purchase of the entire iPodder podcast directory, which included National Radio Project’s 64k podcast channel. This resulted in a traffic boost from 5,190 total mp3 hits in May to 11,228 in June. In late 2005, the 64k podcast won PodSpider’s “5-Star Award.”

In July 2005 we added a second broadcast-quality (128k) version aimed at our radio stations. Hits to this version have steadily increased - May 2006 was 20,713 - which demonstrates a demand for this version.

The hits for the 64k version have decreased, as was expected, but the drop was not proportionate to the gains made in the 128k version. The difference can be explained by an overall drop in podcast traffic, which began in March, 2006. We feel that this is likely because there are now thousands of podcasts, (including other radio programs) so there is more competition for subscribers.

To cope with this trend, we have upgraded the podcast so that listeners can find it easier on iTunes, Odeo and other services, have begun syndicating it to other websites, and have adopted other media podcasts, such as Democracy Now!, as models for expanding podcast reach.

**2005-2006 Podcast statistics**

<table>
<thead>
<tr>
<th>Version</th>
<th>July</th>
<th>January</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>64k</td>
<td>63,498 hits</td>
<td>53,280 hits</td>
<td>36,655 hits</td>
</tr>
<tr>
<td></td>
<td>15,875 users</td>
<td>13,320 users</td>
<td>7,331 users</td>
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<tr>
<td>128k</td>
<td>71 hits</td>
<td>15,269 hits</td>
<td>20,713 hits</td>
</tr>
<tr>
<td></td>
<td>18 users</td>
<td>3,817 users</td>
<td>4,143 users</td>
</tr>
</tbody>
</table>

**2005-2006 Podcast statistics Combined:**
- July = 63,569 hits - 15,893 users
- January = 68,549 hits - 17,137 users
- May = 57,368 hits - 11,474 users

PRODUCTION NOTES

Our Making Contact catalog for ‘05-’06 features magazine style programs, excerpted speeches, and sound-rich documentaries. We explore the intersections of issues, and the root causes and structures of problems and policies. Our complete catalog is available in print or online at radioproject.org.

Working toward global human rights means fighting for voices to be heard, despite corporate media monopolies. National Radio Project produces compelling syndicated public affairs programs that broaden the parameters of debate on public policy issues. We do this by giving voice to activists and analysts seldom heard in mass media including: gay youth, women of color, labor organizers, criminal justice activists, and other marginalized populations.

Special Correspondent Pauline Bartolone produced programs on climate change, water, land rights and the experiences of Chilean exiles after a U.S.-led force overthrew their government on September 11, 1973.

Producer Justin Beck explored class struggle, nuclear weapons, torture and prisoners’ rights, and the connections between war, movies and video games.

Senior Producer Tena Rubio focused on media reform, farm workers’ rights, democracy in Nepal, LGBTQ youth, the death penalty, AIDS, Iran, Iraq, military recruitment, human rights. Rubio worked with the DC Radio Co-op to document anti-war protests in Washington, DC.

Beck and Bartolone traveled to southern California to explore how religion influences politics and produced Left Right and Christian Part 1 [#44-05] and Part 2 [#48-05].

Rubio and Beck traveled to New Orleans in February 2006 to do on-the-ground reporting on post-Hurricane Katrina programs for our Katrina Uncovers series (see page 5).

Top-notch audio documentarians producing international stories this year have included: Martha Baskin, Leigh Ann Caldwell, Reese Erlich, Lynn Feinerman, Renee Feltz, Alex Goldmark, Darby Hickey, Mitch Jeserich, Ryme Katkhouda, Miae Kim, Tim Kingston, Eric Klein, Selina Musuta, Sarah Olsen, Christian Roseland, Claire Schoen, Gabriel Spitzer, Leanne Stahnke, Andrew Stelzer, Robynn Takayama and Sarah Grace Turner.
**PRODUCTION NOTES, CONTINUED…**

**TRAINING**
Training is emphasized in all that we do. Nurturing the next generation of media makers is key to social change. Our staff producers have trained interns and volunteers, including Meaghan Keyser and Yasuyo Nagata, Third Millenium Foundation Human Rights Fellow Emily Polk, Welfare Radio Collaborative Interns Renita Pitts, Shanina Shumate and Malikah Floyd, field recorder Ron Rucker, mixing engineer Mike Lamar, and dozens of others.

National Radio Project provides 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.

**RAVE REVIEWS**
Several of our programs received favorable reviews on PRX (prx.org) this year, including, Rethinking AIDS Treatment: The Brazilian Model [#50-05], Cow Heaven: Saving Agricultural Land [#16-06], Nuking the Neighborhood [#12-06], Stand Up, Speak Out: Honoring Human Rights [#51-05], Chile’s 9/11 [#36-05], Daze of Labor, Days of Change [#35-05] and two Katrina Uncovers editions: Exploited Workers and Endangered Wetlands [#17-06], and Activism, Racism and Environmental Justice [#39-05] (see page 6 for a list of Katrina Uncovers Programs).

**AWARDS**
National Radio Project won several awards in 2005-2006, including:
Democratic Media Award 2006 - Goodwriters.
The Open Society Institute (OSI) awarded National Radio Project’s Senior Producer, Tena Rubio, one of their 31 investigative journalism grants to promote a national conversation on racism and inequality in America.
Who Owns Our Water? Profits vs. Public Interest 01-05 included a segment “Maui Water Issues” by Robynn Takayama, which won a National Journalism Award - “Radio - Unlimited Subject Matter” category, Asian American Journalists Association.

“This program (Nuking the Neighborhood #12-06) exposed something I knew nothing about. Even though the topic is not local, I think it is relevant to many communities across the country dealing with polluted areas and government agencies.”
- Public Radio Exchange (PRX) review by Arvid Hokanson, Assistant Program Director, KUOW

**A BAKER’S DOZEN (OR SO…)**
A sampler of some of the 52 radio programs National Radio Project produced in FY ’05-’06...

LGBTQ: On the Streets, In the Schools, Outside the System [#24-06]
Daniel Ellsberg - Truth-telling in a Time of War [#23-06]
The Long Walk to Abolish the Death Penalty [#18-06]
Cow Heaven: Saving Agricultural Land [#16-06]
Got Rights? Global Women’s Voices for Health and Humanity [#09-06]
Unplugging a Media Giant [#52-05]
Standup, Speak Out: Honoring Human Rights [#51-05]
Marketing the Military [#49-05]
Spirituality, Morality and the Left [#46-05]
Katrina Uncovers: Structural Injustice [#45-05]
Daze of Labor, Days of Change [#35-05]
On the Ground in Iran [#34-05]
The Juvenile Injustice System [#30-05]
What’s Up with the Weather? The Politics of Climate Change [#29-05]