

- 2007–2018** **Executive Producer and Creator, Localore and Finding America (2010–present)**
- National multimedia production designed to expand public service media to more people in local communities across the U.S.
 - Led team of 400-plus producers and collaborators, achieving 76.5 million gross impressions via hundreds of distribution channels over two, yearlong productions
 - Production team composed of 56 percent women and 50 percent people of color
- CEO, Association of Independents in Radio (AIR) (2007–2018)**
- Led international network of 1,300-plus freelance journalists, documentarians, podcasters
 - Raised \$9 million from leading foundations and the Corporation for Public Broadcasting to expand ecosystem that supports talent to “do their best work”
 - Created new initiatives to grow and diversify the talent workforce deployed to national and international media outlets, including NPR, Audible, BBC, American Public Media, hundreds of local public media stations, etc.
- 1998–2007** **SchardtMEDIA Strategies**
- Native Voice One (2006–2007)**
- Designed launch strategy and established administrative infrastructure for new Native American radio distribution system serving network of local/reservations stations across the continental United States and Alaska
- Poetry Foundation (2006)**
- Designed new media collaboration with American Public Media to seed a network of “poet correspondents” to report on communities across the U.S. via daily news magazines
- Radio Netherlands (2002–2007)**
- As North American Representative for the Dutch international broadcast division, devised and implemented new programming strategies focused on transition from shortwave broadcasting to the public radio marketplace in the U.S.
- Research: *Mapping Public Radio’s Independent Landscape* (2003–2006)**
- Benchmark analysis of public radio’s independent producer sector to gain strategic insight into critical dynamics between producers and station gatekeepers
- The Heart of Song: Renée Fleming with Fred Hersch* (2005)**
- Executive Producer in collaboration with New York Public Radio, revealing the musical intellect of one of the world’s most versatile and revered singers. Distributed to 110 stations across the U.S.
- NPR’s *From the Top* (collaboration with New England Conservatory and WGBH) (2000)**
- Devised/executed launch of public media’s weekly live performance program featuring young classical musicians from communities across the country
- Production: *Shared Stories, Shared Histories* (1998–1999)**
- Designed/executed NEH-funded pilot project with WGBH and Cape and Islands Public Radio “marrying” oral historians with producers and community storytellers to capture native tales for radio distribution and storage at local library archives
- 1991–1998:** **Monitor Radio, the broadcast edition of The Christian Science Monitor**
- Director, Strategic Development (1996–1998)**
Manager, Network/Station Relations (1991–1996)
- Oversaw marketing and strategic development for public radio news operation, including launch of public radio’s first 24x7 newscast service and midday magazine, as well as morning and afternoon drive-time programs
 - Member of three-person research and development team tasked with surfacing new journalist models for the broadcast division of The Monitor
- Awards:** 2017: Bader Lifetime Achievement Award (National Federation of Community Broadcasters)
(selected) 2017: Peabody nomination, *Un-prisoned* with lead producer Eve Abrams and WWNO New Orleans
1991: Gracie Awards, 1st prize, *Breaking the Violence Silence*

see pages 3–4 for most recent journalism prizes

Productions

- Installations:** 2018–19: **Los Angeles Museum of Contemporary Art** (October 2018–March 2019)
Artist in group show, *One Day at a Time: Manny Farber and Termite Art* (group show, Curator Helen Molesworth); curating a live music stream over five-month period of the exhibition
- 2001 **CEPA Gallery in Buffalo, NY**
Plenum: Traveling
Sound design and performance for media installation by artists Jane Marsching, Victor McSurely, and Jamie Edwards
- 1996 ***A Gathering of Days: An American Holiday Sampler***
Wrote/performed original theme music for radio series broadcast nationally
- 1993 **The Louvre's Sixty Second Project / Egyptian Princess**
Composed, performed film soundtrack for Tufts University Louvre project
- 1988–current ***In the Margin of the Other***, WMBR-FM/Cambridge, MA (creator/host)

- Boards/affiliated:** 2015 **National Arts Strategy Fellow (Executive Leadership Program)**
2007–2013 **NPR Board, Distribution and Interconnect Committee**

- Education:** 2007–2010 **Bard Conductors Institute** (Harold Farberman, Leon Botstein, Apo Hsu)
2005–2006 **New England Conservatory of Music** (Conducting)
1983 **New England Conservatory of Music** (M.M. program in performance)
1981 **Crane School of Music/SUNY Potsdam** (B.A. Music, Magna Cum Laude)

Published

- writing and presentations:** **2017: *Jump the Niche***
Harvard's Nieman Lab Predictions for Journalism 2018
December 17, 2017
<http://www.niemanlab.org/collection/predictions-2018/>
- From Podcasting to Street Media, America's Story-making Revolution***
3D Journalism Conference
April 14, 2017
Moscow, Russia
- 2016: *Objectivity, Balance, Fairness, and Love***
Harvard's Nieman Lab Predictions for Journalism 2017
December 15, 2016
<http://www.niemanlab.org/collection/predictions-2017/>
- 2015: *America's Public Media Landscape***
Member of U.S. delegation to Ukrainian National Public Broadcasting Corporation
June 18, 2015
Kiev, Ukraine
- 2014: Leadership Breakfast keynote: *Making a New Story of America***
Public Media Development and Marketing Conference
July 11, 2014
Denver, CO
- 2013: *This is Localore***
Tribeca Film Festival
April 20, 2013
New York, NY
- 2012: *U.S. Public Media: What's New in the Old, Old in the New?***
European Radio Features Think Tank
January 28, 2012
Leipzig, Germany
<http://think-tank-leipzig.blogspot.com/2012/01/radio-future-nutshell-xxvi.html>
- Artist, Maker, Changer***
National Council on the Arts annual Governors meeting
June 29, 2012
National Endowment for the Arts, Washington, DC
- Localore: The Story So Far***
Australian Centre for the Moving Image: [Co-Creative Communities International Forum](#)
November 8, 2012
Melbourne, Australia

2010: *Spreading the Zing: Reimagining Public Media through the Makers Quest 2.0*
Future of Media and Information Needs of Communities in a Digital Age
May 7, 2010
Federal Communication Commission (FCC), Washington, DC
<https://bit.ly/2N0X9bx>

Selected Research:

2017: *Break Form: Making Stories With and For the People*
Co-author with journalist Mallery Tenore of a comprehensive, qualitative, and quantitative survey of the 2015–16 Localore production designed to provide best practices and analysis with the field. More than 10,000 copies distributed.
<https://airmedia.org/field-reports/>

2016: *Switch On, Tune In: Public Media's New Local Frontier*
Commissioned Edison Research and co-designed survey methodology to examine the differences between public media's core audience and those who do not consume public media and how information needs might be better served.
<https://airmedia.org/field-reports/>

2014: *What's Outside? Public Media 2014*
Co-author with journalist/researcher Jessica Clark of a study on the range of new journalistic approaches to emerge over 12 months from AIR's Localore production.
<https://airmedia.org/field-reports/>

2004–

2006: *Mapping Public Radio's Independent Landscape*
Principal investigator on a benchmark study of the relative value of programming produced by independent radio producers using comparative design involving sample groups of freelance producers and program acquisition managers. Collaborators included George Bailey, Ph.D. (Walrus Research and Emeritus Professor of Journalism and Mass Communication, University of Wisconsin) and Craig Oliver, (Radio Research Consortium).
<https://airmedia.org/field-reports/>