

## < Transformational leader creating mission-driven change >

### CEO, AIRmedia (2007-2018)

- Recruited to lead expansion and diversification of international network of 1300+ journalists, documentarians, multimedia makers, podcasters, and social media producers
- Achieved 116% growth in talent network, 54% woman, 34% POC
- Raised \$9+ million in new investment from leading philanthropic institutions, including Ford, MacArthur, Wyncote, NEA, and the Corporation for Public Broadcasting

### Founding Executive Producer, Localore and Finding America

- Expansive innovation network established across public media's 1200 station outlets
- Demonstrably successful in achieving audience diversification and growth across the U.S.
- Production team of 400+ media makers and community collaborators predominantly women (57 percent) and people of color (48 percent)
- 76.4 million gross impressions achieved via story distribution across hundreds of social, broadcast (radio and television), digital, and live event platforms
- Pioneering meta-documentary platform <localore.org> built entirely on public API's

### AIR's New Voices

- Conceived and directed formation of new network of emerging talent to diversify public media story pipeline

### Founder/President SchardtMEDIA Strategies (1998-2007)

- Program development, research, and implementation services for broad range of national and international clients
- Conducted multiple benchmark studies to ascertain the competitive environment and designed for high impact outcomes (see Research)

### NPR's World Radio Network service

- Designed and executed launch for NPR's first overnight news service drawing from scores of international outlets
- Placement in 8 of the top 10 markets at launch

### Native Voice One

- Designed administrative and editorial infrastructure for new Native American public media network of reservations stations across the continental United States and Alaska

### Atlas, Radio Stories from Around the World (creator, executive producer)

- Conceived and piloted new format blending public radio's daily news magazine with ad generating commercial program model

### Poetry Foundation and APM's Marketplace Productions

- Conceived new media collaboration to seed "poet correspondents" reporting on current news and events

### Radio Netherlands

- Devised new program and distribution strategy to successfully penetrate North American marketplace; expanded carriage for weekly news magazine by 74%

### *The Heart of Song: Renée Fleming with Fred Hersch with New York Public Radio*

- Conceived and executive produced documentary special revealing the musical intellect of one of the world's most versatile and revered singers. Distributed to 110 stations across the U.S.

### Public Interactive

- Conceived and executed investment and communication strategy with PRI's CEO and Senior VP for public media's first digital service platform

### NPR's *From the Top* with WGBH and New England Conservatory

- Leading live performance program featuring young classical from across the U.S.

### Monitor Radio, The Broadcast Edition of the Christian Science Monitor

- Director, Strategic Development (1997-98)
- Manager, Network Relations (1991-97)
- Led research into new program development

**Monitor Newscast:** Launch design/execution of public radio's first 24x7 newscast service (1993)

**Monitor Mid-Day:** Launch design/execution public radio's first noon-time news magazine 1994)

## RESEARCH

### **Edison Research: *Switch On, Tune In: Public Media's New Local Frontier* (2018)**

- Co-designed survey methodology to examine the differences between public media's core audience and those who do not consume public media; conclusions and recommendations on ways information needs of new local audiences might be better met.

### ***Break Form: Making Stories With and For the People* (2017)**

- Designed and co-authored comprehensive, qualitative, and quantitative survey of the 2015–16 Localore production providing best practices and analysis for public media stations, journalists, and funders.
- More than 10,000 copies distributed in collaboration with NPR News, Ford Foundation, the Corporation for Public Broadcasting, and the Wyncote Foundation.

### ***What's Outside? Public Media 2014***

- Co-author of study designed to spur journalistic innovation

### ***Mapping Public Radio's Independent Landscape (2004-2006)***

- Designed, principal investigator on a benchmark analysis to provide strategic insight into the culture and practices of freelance journalists versus the public media system

## CREATIVE

### **Fleisher Art Memorial, Producer-in-Residence** (Jan 2020 – present)

### **Los Angeles Museum of Contemporary Art** (2018–2019)

*One Day at a Time: Manny Farber and Termite Art*

### ***Into Becoming* at the Mystical Theology Network Conference** (March 2019)

Listening/sound space installation

### **The Louvre's Sixty Second Project / Egyptian Princess** (1994)

Composed, performed film soundtrack for Tufts University Louvre project

### ***In the Margin of the Other*** (creator/host, on-going)

Massachusetts Institute of Technology (MIT) - WMBR-FM

## SELECTED WRITING

### ***Jump the Niche***

Harvard's Nieman Lab Predictions for Journalism (2018)

### ***Objectivity, Balance, Fairness, and Love***

Harvard's Nieman Lab Predictions for Journalism (2017)

### ***Forecast: Consistency***

Harvard's Nieman Lab Predictions for Journalism (2016)

### ***The Sound of the Other in You***

Remarks prepared for *Born on Parole* live storytelling in, New Orleans, LA (2016)

### ***The Power of Media***

AIR's Public Media Lab (2015)

### ***With Localore's expansion, AIR's Schardt looks to spread culture of R&D, mission of inclusion***

Current, News for People in Public Media (Q&A) (2012)

### ***Public Media Reinvents Itself with Full Spectrum Storytelling***

MediaShift (2012)

## PRESENTATIONS/ KEYNOTES

### ***Making Stories With and For the People***

Corporation for Public Broadcasting board of directors (2018)  
Washington, DC

### ***From Podcasting to Street Media, America's Story-making Revolution***

3D Journalism Conference (2017)  
Moscow, Russia

### ***America's Public Media Landscape Today***

Member of U.S. delegation to Ukrainian National Public Broadcasting Corporation (2016)  
Kiev, Ukraine

### **Leadership Breakfast keynote: *Making a New Story of America***

Public Media Development and Marketing Conference (2014)

### ***This is Localore***

Tribeca Film Festival (2013)

### ***U.S. Public Media: What's New in the Old, Old in the New?***

European Radio Features Think Tank (2012)  
Leipzig, Germany

**Artist, Maker, Changer**

National Council on the Arts (NEA) annual Governors meeting (2012)  
Washington, DC

**Localore: The Story So Far**

Australian Centre for the Moving Image: Co-Creative Communities International Forum (2012)  
Melbourne, Australia

**Spreading the Zing: Reimagining Public Media Through the Makers Quest 2.0**

Presented at Federal Communication Commission (FCC) *Future of Media and Information Needs of Communities in a Digital Age* (2011)

**AWARDS**

**Bader Lifetime Achievement Award** (National Federation of Community Broadcasters)  
**Peabody** nomination, *Un-prisoned* with lead producer Eve Abrams and WWNO New Orleans  
**Sigma Chi Delta**, 1<sup>st</sup> prize *iSee Change*  
**Society for Professional Journalists**, 1<sup>st</sup> prize *Black Gold Boom*  
**Webbies**, *Austin Music Map* (finalist)  
**Gracie Awards**, 1<sup>st</sup> prize, *Breaking the Violence Silence*  
**ONA (Online News Association)**, 1<sup>st</sup> prizes *Truckbeat* and *Frontier of Change*

*See attached list of selected journalism prizes awarded to Localore: Finding America*

**BOARDS/  
AFFILIATION**

**National Arts Strategy Fellow Executive Leadership Program** (2015-16)  
**NPR Board, Distribution and Interconnect Committee** (2007-2013)  
**Points North Institute Advisory Board** (2013-present)  
**Native Voice One, Advisory Board** (2007-2010)

**EDUCATION**

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

**For more information**

Localore.org  
MarginMedia.org (includes additional writing samples, speeches, media)

References available upon request



# Journalism Awards 2017

<b>INVISIBLE NATIONS</b> @ KOSU/Tulsa Allison Herrera, KOSU, Tulsa, Oklahoma	Arkansas-Oklahoma Associated Press Broadcasters Contest, First Place, Enterprise/Investigative Reporting (2017) Arkansas-Oklahoma Associated Press Broadcasters Contest, First Place, Best Feature Reporting (2017) Oklahoma SPJ Awards, First Place, Best Video (2017) Oklahoma SPJ Awards, Second Place, Diversity (2017) Oklahoma SPJ Awards, Third Place, Diversity (2017) NAJA Award, Professional Division II – Radio – Best Feature Story, First Place Tulsa American Film Festival (2016) California Indigenous Film Festival (2016) Smithsonian's Showcase of Indigenous Women in Film (2017) Smithsonian's Second Annual Recovering Voices Mother Tongue Film Festival (2017)
<b>TRUCKBEAT</b> @ WUOT/Knoxville Jess Mador	Online Journalism Awards, First Place, Topical Reporting – Small Newsroom (2017) Online Journalism Awards, Finalist, Excellence And Innovation In Visual Digital Storytelling – Small Newsroom (2017) East Tennessee Society of Professional Journalists, Golden Press Card Awards, First Place, Documentary / Public Affairs Reporting – Radio (2017) East Tennessee Society of Professional Journalists, Golden Press Card Awards, Third Place, Documentary / Public Affairs Reporting – Radio (2017) PRNDI Awards, Series – 2nd Place, Division C (2017)
<b>FRONTIER OF CHANGE</b> @ KNBA/Anchorage Isaac Kestenbaum, Josie Holtzman	Online Journalism Awards, First Place, Excellence In Audio Digital Storytelling – Small Newsroom (2017) Alaska Press Club Award: First Place, Best Multimedia Presentation (2017) Alaska Press Club Award: First Place, Best Comprehensive Coverage (2017) Alaska Broadcasters Association Goldie Award: Uniquely Alaskan Program, Radio Division 1 (2017)
<b>UNMONUMENTAL</b> @ WVTF/Richmond Kelley Libby	2016 The Virginias AP Broadcasters, First Place, Best Feature or Human Interest Story (2017) Afrikana Film Festival Richmond (2016) Regional Murrow Awards, First Place, Excellence in Social Media (2017)
<b>UNPRISONED: STORIES FROM THE SYSTEM</b> @ WWNO/New Orleans Eve Abrams	Peabody Awards, 76th Annual, Finalist, Best Radio/Podcast (2017) Gabriel Awards, First Place, Short Feature, Local Release (2017) New Orleans Press Club Award, First Place, Best Radio Story (2017)
<b>ANACOSTIA UNMAPPED</b> @ WAMU/Washington DC Katie Davis	2017 PBS Online Film Festival (2017) PRNDI Awards, Commentary – 1st Place, Division A (2017) New Urbanism Film Festival, Honorable Mention (2016)
<b>PRECIOUS LIVES</b> @ WUWM/Milwaukee Eric Von, Brad Lichtenstein	Milwaukee Press Club Award, Best Coverage of a Single or Ongoing Breaking News Story – Silver (2016) Milwaukee Press Club Award, Best Series Reporting – Gold (2016)
<b>BALTIMORE: THE RISE OF CHARM CITY @ WEAA</b> Stacia Brown	Best of Baltimore 2017, Best Radio Broadcast (2017) City Paper 2017 Readers' Poll: News & Media, Best Local Podcast – 1st Place (2017)
<b>BEYOND BELIEF</b> @ KCPT-TV/Kansas City Steve Mencher	Regional Emmy, Mid-America, Religion – News Single Story /Program Feature Segment (2017)
<b>THE JUNCTION</b> @ WBHM/Birmingham Mary Quintas	Regional Murrow Awards, First Place, New Series (2017)
<b>WHAT'S THE FLUX? COMMUTER DISPATCHES</b> @ KBKS BELLEVUE, WA Mona Yeh	Katherine Schneider Disability Reporting Award – Third Place (1st prize, Chicago Tribune; 2nd prize, Houston Chronicle) (2017)