

Executive Producer, Margin Media (2018-present)

- *Nothing in the Way of Beauty*: Director, Writer, EP for documentary film slated January 2024
- *In Residence*: Samuel S. Fleisher Art Memorial; Philadelphia, PA (current)
- *In the Margin of the Other*: host/creator of weekly free-form radio/steaming program
- *One Day at a Time: Manny Farber and Termite Art*: DJ'd continuously over 5-months as part of an exhibition at the Los Angeles Museum of Contemporary Art
- *Into Becoming*, 3-day performance/exhibition commissioned by the Mystical Theology Network

CEO, AIRmedia (2007-2018)

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

Executive Producer, Localore and Finding America

- Expansive "skunkworks" instigating journalistic R&D across public media
- 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 a new public media pipeline for emerging talent

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 public media's first digital service platform

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

- Launch strategist for leading live performance program featuring young classical musicians

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)

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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 benchmark analysis to provide strategic insight into the culture and practices of freelance journalists versus the public media system

SELECTED WRITING

Toward a New Poetics of Journalism

Harvard's Nieman Lab Predictions for Journalism (2022)

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)

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**AWARDS
(selected)**

Bader Lifetime Achievement Award (National Federation of Community Broadcasters)
Peabody nomination, Localore's *Un-prisoned* (producer Eve Abrams and WWNO New Orleans)
Sigma Chi Delta, 1st prize *iSee Change*
Society for Professional Journalists, 1st prize *Black Gold Boom*
Webbies, *Austin Music Map* (finalist)
Gracie Awards, 1st prize, *Breaking the Violence Silence*
ONA (Online News Association), 1st 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)
The Guestbook Project (2012-present)

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)

For more information

MarginMedia.org
Mixcloud.com/ITMOTO/uploads

References available upon request