

**AIR Executive Report**  
**Prepared by Dolores Brandon – Executive Director**

**A: Financial Status:**

- Stable
- In the black.
- AIR's current annual operating budget is modest and we operate completely within our means. We have no debt. Because our operating budget exceeds \$150K per year AIR is required by New York state law to undergo an independent audit every year.

i.) AIR Revenues this fiscal year total approximately \$175K

MacArthur Foundation (FY 2004 operating funds)	\$75. K
NEA AIRSPACE/AIRMEDIA funding FY04	\$17.5K
NEA Mentor Program funding FY04	\$34. K
Membership Revenue	\$35. K
Miscellaneous (Ads, fees for consulting service, etc.)	\$14. K

ii) How AIR spends its money:

Staff/Independent contractors

Executive Director – Dolores Brandon  
Executive Assistant – Matthew Payne  
Mentor program Coordinator – Steve Rowland  
Mentors  
Membership Coordinator – Kathy Gronau  
Membership dbase maintenance  
Accounting – Victoria Bush  
AIRSPACE Editor, writers, graphic design, printing  
AIRMEDIA.org – website manager, administration, maintenance  
Rent  
Utilities, telephones, postage, shipping etc  
Presence at industry events (includes some travel)

iii.) Funding going forward:

Secure:

- MacArthur funding assured through December 2006 (\$75K per year)
- NEA AIRSPACE funding is assured through December 2005
- NEA Mentor Program funding expires December 2004
  - AIR has a new application in and his hopeful that NEA will continue to fund the mentor program. NEA changed its application cycle this year. Whereas we were routinely applying in March for new funding, this year we applied in August.
  - NEA's new application cycle impacts AIR adversely: new grants will not announced until April for funding that is available in June

2005. Assuming to the positive, there will be a six month period next year when we have no NEA money for mentoring/training.

- This means AIR's mentor program will have to cut it's mentor program budget by about 40% in FY 2005.
- AIR membership revenues have grown about 33% this year.
- We are researching new funding sources. It is essential that we expand AIR's base of support.

## **B: Programs and Services:**

- Overall health of AIR programs and services is modest but excellent. It can be safely said, AIR does a lot with a little! Funders and members get real value for their bucks.
- Going forward AIR anticipates building on the strengths and success of our professional development and training activities.

### **1. Mentoring/Training**

- Individual mentorships: demand remains robust and constant.
- Highlights of AIR's growing group mentoring
  - Master lecture demonstration series (Tom Lopez, Gregory Whitehead, Jeff Towne, Celeste Wesson, and Steve Rowland) in conjunction with Arcadia University, Pennsylvania Winter 2004. Coordinated by Steve Rowland we expect to take the lecture series to other colleges and universities.
  - Partnership with IBS (Intercollegiate Broadcasting Service) – AIR will be hosting sessions at IBS regional meetings; we have recently entered into a partnership with IBS and expect to establish three AIR mentor/producers-in-residence at IBS member stations over the next year
  - Interlochen Radio, Traverse City, MI has committed to continue the producer in residence program we launched there this Spring with resident Nancy Greenleese. AIR expects to replicate this model at other stations around the country.
  - Regional training – Mic shoot out, day long small group intensive with Jane Pipik and Miles Smith at WGBH, Boston; listening session with emphasis on writing at NFCB Annual Conference, Albuquerque, NM; Karen Michel at Jack Straw: we'll be sponsoring AIR member attendance at the ART OF RADIO weekend in Hamilton, Ontario, organized by AIR members, Victoria Fenner and Barry Rueger.

### **2. AIRSPACE**

- Solidly established as a professional development quarterly. Winter issue focused on Marketing; Spring – Working with Editors; Summer – Special Report on Training. Fall will be an e-dition devoted to articles on new media (satellite, webcasting etc).
- AIRSPACE is the most popular feature of AIR's home in cyberspace, AIRMEDIA.org

### **3. AIRMEDIA.org**

- Is attracting several hundred visitors a day/ several thousand per month! Given that AIRMEDIA.org is primarily designed to serve AIR members, while remaining very OPEN to general web surfers we are very pleased with the stats.
- The Member Spotlight and monthly LIVE CHAT is proving to be very popular as well. The transcripts in particular are widely read.
- RadioCollege.org bequeathed to AIR by its founder, AIR member, Robin White - completely reorganized it's being positioned as an integral but distinctive component of AIR's members only online learning activities: we've held two this year - Tony Dec's Field Recording & ProTools Editing; Ernie Sanchez' Basic Legal Planning, ASK THE EXPERT series – this month How to Pitch.
- The most recent addition to RadioCollege.org is Jackson Braider's Radio Critique where AIR members meet to share and critique works in progress
- AIR is in the early stages of building a formal, comprehensive e-learning program. Board members, Matthew Payne and Amy Coombs are spearheading that initiative

### **4. Advocacy**

NOTE: While advocacy is a cornerstone of AIR programs and services, it is an activity AIR has to pay for from membership revenue. We would love to do more, but to some extent we are compromised by a lack of money. Nevertheless we have had a couple of notable successes in the last year.

- Speedy resolution of a “fair practices” issue involving terms of pay policies at WBUR
- AIR worked closely with NPR to place Margo Melnicove as NPR's external liaison to independents: this “hire” is the outcome of an agreement hammered out in June of 2001 in which NPR committed to set aside \$20K annually for activity that would benefit the independent community. (Details of this agreement online at AIRMEDIA.org. AIR is pleased to announce that NPR has decided to renew funding for this position and Margo will continue to be the Liaison through 2005.
- AIR became a content partner advising and consulting with PRWeekend during that new show's six-month pilot phase. We expect to continue to work closely with the show (now WEEKEND AMERICA) as it evolves.
- AIR is a sponsor of Mapping the Independent Landscape (a CPB funded project under the direction of AIR Board member, Sue Schardt).

### **C: AIR Board term expirations and term limits**

Come October 2004, we have 4 Board members whose current three-year term of service is expiring:

- AIR Board President, Steve Rowland
- AIR Board Treasurer, Kathy Gronau
- Director – Steve Spencer, (formerly General Manager) WYSO
- Sue Schardt

AIR By-laws limit the time a person may serve on the AIR Board to three terms:

- Rowland, Gronau and Spencer are all required to step down this year.
- a fourth Board member, Steve Robinson, WFMT will also step down
- Sue Schardt has served two terms and has said she would like to stand for re-election/appointment

The by-laws require that we have at least three organizational members.

- With Steve Spencer and Steve Robinson leaving the Board, we now have only ONE organization rep – AIR Board VP, Joan Rabinowitz of Jack Straw, Seattle, WA

After much deliberation, the AIR Board has decided to appoint TWO new organization reps and APPOINT Sue Schardt to a third term (in lieu of holding an election) We will seek approval of this decision via poll of the full AIR membership. We expect to have our new organization reps appointed by October 12 (the date of AIR's virtual Annual Meeting)

Please see separate **AIR Board Report** for details and results of the AIR general membership VOTE on this issue.

**THE END**