

## Addendum C : Producers, in their own words

### ***Not all Independent Producers are alike***

At the end of the Walrus Research survey, we gave Independent Producers an opportunity to describe themselves in their own words. Following is a selected sampling of those responses, which reveals the breadth of expertise, interests, and personalities:

*I am a schoolteacher.*

*I am a general assignment news and feature reporter*

*My interests range over the entire panoply of American life.*

*All things animal, domestic and wild, are my main interests, and areas of expertise.*

*I'm especially interested in how such unavoidable immediacy in communications will/is radically changing people, society, and business relations.*

*[My interests lie in] culture, broadly defined.*

*It does take a lot of perseverance to get through and to have an idea that clicks with them (the Acquirer). They are the only arts show that allow you to be artistic so I find it worthwhile to keep on trying. I really don't think it's an issue of disrespect but one of the stresses of working on a weekly national show. [You have to] keep on trying and follow up with phone calls.*

*An interfaith, nonsectarian approach to religion, spirituality and/or ethics, especially where these topics intersect with public policy or culture.*

*Work that helps create community through story work at the intersection of public radio and the Internet new distribution models for public radio*

*I received a BA in Communications, minoring in Journalism and Music. I have taught Journalism FT at the college level -- and after graduate school worked for three years as a telecommunications policy analyst.*

*The skill I have here is to get people to tell me their stories and then relate those stories to their larger culture*

*I find that I produce a lot of spot news to keep the money flowing into my account. Granted, it's a trickle of money but consistent.*

*The reselling of pieces is how I (sort of) survive.*

*My interest is to expand the landscape of possibilities, and consequently, the multitude of choices available to the listener.*

*As a full-time reporter and radio (and soon to be television) producer, I have to be a Jill of all trades. I do four or five full-length (five-minute) pieces a week for our daily news program... I try for a rich sound piece about once a week.*

*Being a physician who works in social justice issues in medicine I'm interested in producing stories that focus both on health in society and the effects of large policies on individual people.*

*I am a Fellow at a think tank in Washington, DC. My experiences is in legal issues, especially those relating to crime, law enforcement, and (more recently) civil liberties and the war on terrorism.*

*I'm a generalist, and believe in being a generalist. I believe everyone should have an interest in many different things, and my job as a reporter and producer is to spark listener's curiosity in the world around them. If I have made someone think outside the corporate mind set, I have done my job.*

**(addendum B, cont'd)**

*I'm interested in so many stories; I find new ones all the time, all around me. I'm fascinated by family dynamics, the intimate intricacies that form a family's interaction with one another -- especially Southern families, since that's where I live right now. Funny stories, small stories -- things people believed as children that they now know to be false.*

*I was trained as an anthropologist and my co producer was trained as a sociologist. So I guess you would say we're deeply-rooted in the humanities. Our main interest is non-traditional documentaries that incorporate oral histories. We usually take an issue and humanize it.*

*I mostly handle pieces about sports.*

*My area of interest is radio drama. Radio drama that has a social activist message. That deals with the struggle of mankind to be better and do right.*

*I come from an ocean conservation background and think that there is not enough science and long-term environmental content.*

*Radio Oddio*

*Any issue related to the use of American military forces and the Administration's commitments requiring the use of those forces, particularly in combat. The impact of U.S. foreign policy on the daily lives of professional military families.*

*I am a roving regional reporter with expertise in covering politics, policy, business, environment and breaking news in my home territory*

*My work as a freelance producer has focused on early American Christmas music, most of which is unfamiliar to the American public, or when it is familiar, is not generally understood to be music created in North America.*

*I have a master's degree in opera/music, so I specialize in arts and culture reporting. I am also a professional musician in my off hours. I did not have any training in journalism before I started working in radio, but I work at a station in a top ten market and produce for NPR regularly.*

*I have a degree in broadcast journalism and cover environmental topics. My family has a number of scientists/writers who spurred my interest in environmental journalism.*

*I have been an international economics correspondent for over 40 years.*

*My expertise is in puzzles -- which I create weekly*

*In addition to my work as a public radio reporter, I am a professional violinist.*

*No expertise*

*I've got an American Dream and the push to make life better and more enjoyable for listeners.*

*I am a parent with children in the public school system. I also taught music in 12 private preschools in NYC.*

*I am a conceptual artist driven to make art that helps people to think and feel about their community, society and self.*

*My expertise is also in artful programming, humor, wit and maximizing the use of music to evoke feelings. My interest is in bringing more engaging and thought-provoking material to listeners.*

*I survive by doing temp work in between assignments.*

*I have some training from college in journalism, however, most of what I know I learned from working for NPR.*