

Section 6: Local Content & Services Report– CPB Station Activity Survey for 2016

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

New York Public Radio (NYPR) is an independent nonprofit news and cultural organization that owns and operates a portfolio of radio stations, digital properties, and a performance space in Manhattan. NYPR’s commitments to the community and to public service are central to its mission. NYPR produces groundbreaking news, content, and cultural programming that invites ongoing dialogue. We explore ways to be an essential resource for New York City’s diverse communities promoting inclusion, awareness and intercultural engagement. NYPR is dedicated to developing meaningful partnerships and an array of promotions and special events to extend our mission. By immersing ourselves in the community, NYPR addresses issues that reflect the issues and interests of our time. We develop and maintain deeper relationships and help tell the stories that matter. We work to increase our relevance as a public radio station and ensure that our stations reflect the voices of the New York metropolitan area.

Through content across the station’s distribution channels and platforms on-air, online, and on the ground, NYPR strengthens community connections and increases engagement opportunities throughout the city. We remain committed to reflecting the values, concerns and goals of our multi-cultural, multi-ethnic communities. NYPR provides responsive services and products that enable our audience to access our content anywhere anytime.

NYPR STRATEGIC PLAN

New York Public Radio continuously produces and delivers public service and innovative content on all applicable platforms to reach and serve larger, more diverse audiences. We have dedicated resources and invested in the creation of new programming that cultivates new talent and new voices for national broadcasting and digital distribution. NYPR has increased efforts to enhance the impact and reach of WNYC’s award winning local accountability journalism and bolster its role as the convener of community conversations on the most pressing issues of our time. NYPR is expanding local news coverage to deepen our relevance to listeners who depend on us for news, culture and other public service programming.

COMMUNITY ADVISORY BOARD

New York Public Radio’s Community Advisory Board (CAB) is a volunteer group of interested listeners who meet eight times per year to gather public comments and advise as to whether the programming and policies of WNYC and WQXR meet the specialized educational and cultural needs of the community.

The CAB reviews the programming goals established by the station, the service provided, and the significant policy decisions rendered by the station. The CAB deliberates independently of station management and New York Public Radio’s Board of Trustees, determining its own agenda and electing

its own leadership. The CAB is an advisory body and conveys its findings and recommendations based on public input to the Board of Trustees.

MEDIA PARTNERSHIPS

NYPR collaborates with select media partners in over 50 media partner events throughout the year including *Afropunk*, *Brooklyn Book Festival*, *SummerStage*, and *BEAT Festival*. NYPR's Marketing and Events Coordinator, station volunteers, and Radio Rookies are onsite at these events to distribute information about NYPR programming and engage with listeners. Additionally, NYPR offers our media partners air time and online promotion to expose New Yorkers to significant cultural events that spark widespread and meaningful conversations. Listeners learn about scientific, artistic, and musical events that they might not otherwise if not for the marketing exposure NYPR offers our media partners.

SOCIAL MEDIA AND DIGITAL

NYPR's social media and digital strategy helps us identify new audiences in the community and engage them in meaningful discourse across all our platforms. We work tirelessly to respond to and surface the conversations that are happening in our communities and add context and value to them. We use Facebook and Twitter, as well as Instagram, Tumblr, Vine, Reddit, and Snapchat, to serve as resources connecting our local communities.

One example of our on-the-ground strategy across platforms this year involved the series *There Goes The Neighborhood*, an in-depth look at the gentrification of Brooklyn. Throughout the series episodes, we hosted a number of live events and produced a special video for the series. The video explored gentrification from the developers' to the mayor's plan for affordable housing, and the integral role that race plays in the process. Viewed over a million times across Facebook, Twitter, and YouTube, the video featured a resident from Puebla, Mexico who had been living in her Williamsburg apartment for 25 years. The video explored the human toll of gentrification as developers resort to offering to pay residents to leave, changing locks, and demolition.

Another example of how New York Public Radio has been taking the lead with social media technologies is WNYC's partnership this year between our *Only Human* series and NPR to curate a Facebook Live experience addressing the question of how should we talk about mental health. Harnessing the capability for real-time reporting, engagement, and education that Facebook Live offers, our *Only Human* reporter/producer hosted a live one-hour interview of a psychologist who was dealing with his own mental health issues. The live video interview format enabled us to respond to comments live during the interview. To date, this video has had over half a million views and continues to be watched by more daily.

NYPR is continuously exploring the potential of social media and digital technologies to extend radio and audio pieces to increase accessibility of our programming. NYPR opens up the conversations that are traditionally more challenging to have with our communities on a daily basis with a bold and curious social media and digital strategy. Whether we're sharing an audio clip in a tweet, producing a video about the 2nd Ave subway, or asking for the best gif to represent that day's weather, we use the unique power and reach of social media and digital platforms to make our programming ever more meaningful and inclusive.

PODCASTS

NYPR has dedicated itself to reinventing audio for a new generation of listeners around the world and being the premier producer of on-demand and broadcast audio. By creating some of the most critically acclaimed and popular podcasts of the last decade, NYPR has begun leading the new golden age in audio with high quality storytelling that informs, inspires and delights millions of intellectually curious and highly engaged listeners across digital, mobile and broadcast platforms. We create some of the most beloved and diverse audio series, including *Radiolab*, *Freakonomics Radio*, *On the Media*, *Death, Sex & Money*, and *Here's the Thing with Alec Baldwin*. New podcasts this year include *2 Dope Queens*, *Only Human*, *Sooo Many White Guys*, *There Goes the Neighborhood*, *More Perfect*, and *The New Yorker Radio Hour*. Our programs include personal narratives, deep journalism, interviews that reveal, and smart entertainment as varied and intimate as the human voice itself.

NEW JERSEY NEWS

We launched NJPR News in 2011 to expand our stations' coverage of New Jersey across our multiple broadcast and digital platforms, and to contribute original journalism to the state and region that addresses important public policy, civic, and social justice issues. NJPR News staff's original reporting is distributed across multiple platforms. In our first year, New Jersey-based news coverage more than doubled and in our second year it increased by an additional 72 percent across all NYPR radio and digital platforms. New Jersey News has won awards for investigative, enterprise and feature reporting including the 2014 Peabody Award for investigative reporting, a 2014 Garden State Journalists Association award, and a 2015 National Headliner Award for coverage of Chris Christie. In 2016, our reporter, Matt Katz, was named the journalist of the year by the New Jersey chapter of the Society of Professional Journalists.

In 2016, NJPR reported on the presidential candidacy of Chris Christie and what it meant for New Jersey. NJPR also produced a five-part series on the Juvenile justice system in the state. New Jersey Public Radio provided gavel-to-gavel coverage of the "Bridgegate" trial and covered the simultaneous collapse of Atlantic City and rise of Donald Trump. We also held an event in Newark with Congressional leaders on The Affordable Care Act. This past year, NJPR hired a Washington-based reporter to cover, in part, the New Jersey Congressional delegation.

In addition to being aired on NJPR, NJPR News programming can also be heard on WNYC AM and FM. This ensures that our reports and the voices of New Jersey residents are heard by the 1.3 million people in our region who tune in every week, and by the hundreds of thousands more who listen online or via their mobile devices. Further, NYPR's broadcast reach covers approximately 70% of the total New Jersey state population. Combining WNYC, WQXR, and NJPR, we now count approximately 500,000 New Jersey residents as listeners.

THE GREENE SPACE

The Jerome L. Greene Performance Space ("The Greene Space") provides an access point for audiences not traditionally served by public radio. The Greene Space seasonally presents a diverse array of public affairs, performing arts, and cultural events that are responsive to our local communities and increase the depth, perspective, and reach of NYPR's on-air programming. Through The Greene Space, NYPR is committed to providing New Yorkers with opportunities to experience NYPR's award-winning shows, performances from world-renowned artists, and conversations covering a wide scope of topics in an intimate and personal setting at highly affordable ticket prices. The Greene Space operates as a

communal meeting place that contributes to and enriches the dialogue about the issues shaping our world, both locally and beyond. By presenting live radio and video broadcasts and tapings of WNYC and WQXR's radio programs, The Greene Space enables programs to experiment with their formats and create multiplatform experiences to engage their audiences in new ways. In its seventh season, The Greene Space presented an eclectic mix of classical concerts; radio plays; collaborative events with PEN and New York City Center; live tapings of NYPR podcasts; tributes to Prince and Sinatra, and, in this election season, a series of fascinating political conversations. Greene Space events regularly attract full houses and we were able to broaden our audiences through live video webcasts, podcasts, and radio broadcasts recorded in the venue. The Greene Space produced a total of 112 public events, more than in any past season. The online audience grew by 20%, reaching nearly 3 million views of streaming and on-demand content. Nearly all performances were distributed across NYPR's digital properties and are available in perpetuity on thegreenspace.org.

SCHOOLBOOK

WNYC operates SchoolBook, an educational website focused on the New York City public school system. SchoolBook is grounded by the pillars of "news, data, and conversation." SchoolBook offers enterprise reporting on issues such as efforts to better integrate diverse student populations or turning around struggling schools as well as provides inside views of schools and classrooms across the city. SchoolBook recently began to transition away from school policy news and the annual, often predictable, data dumps and application season stories. Instead, the education team chose a couple of select key topics on which to focus, and shared them in ways we hoped would capture people's attention. Our goal was to increase the number of parents' and students' voices, and reduce those of the partisan and political players. One of the most pressing issues this year was New York City's persistent school segregation and the costs it exacts on the system. We did two rounds of a deep-dive series that pushed local stakeholders and education officials towards solutions. One round was in the fall and based in Brooklyn. The other round was the spring with more of a citywide-focus. During this enterprise project, we remained true to our mission: to help keep New York City's educational system accountable and transparent; to give voice to the diverse array of stakeholders that run and rely on it; and to spark informed dialogue and community engagement about education and city life. We also worked to expand SchoolBook's reach on its digital platform, where teachers, administrators, and parents continued to share tips, insights and opinions with us.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

NYPR partners with many in our community to help meet our geographic diversity and outreach goals. These partnerships offer our stations access to community resources for building audience. Our focus continues to be on multicultural outreach supporting the arts and lifelong learning initiatives. The partners of NYPR are wide-ranging and span the New York City metro area. This year we maintained strong relationships with major cultural institutions and organizations (including the New York Academy of Sciences, the Metropolitan Museum of Art, and The Public Theater).

FORMAL PARTNERSHIPS

We engage in multiple types of formal partnerships to support that focus:

- **Media Sponsorships** –NYPR actively seeks to support diverse local activities and inform our listeners of cultural resources that connect communities across the metropolitan area. This year, the organizations we partnered with focused on music, art, conversation and science, and included media partnerships with Harlem Arts Festival, Guitar Mash, Manhattanville College Castle Conversations, and Open House New York. In our partnership events which reached individuals across all five boroughs and beyond, our hosts opened up conversations through interviews and lead community informational talks and walks while our Radio Rookies helped record audio from these events. At one of our recent events in partnership with *Celebrate Brooklyn*, fans of *2 Dope Queens* hosts Phoebe Robinson and Jessica Williams were invited to talk and interact with the hosts. Our recent partnership with Open House New York allowed us to bring the public inside NYPR's headquarters and directly ask journalists questions, see how radio is made, and record station IDs themselves that have since been broadcast on-air.
- **Salute The Arts (STAR)** –NYPR's Salute the Arts (STAR) initiative raised awareness among NYPR's local monthly audience of 2.9M listeners of cultural organizations that serve diverse communities at a neighborhood-level. STAR provided critical support to small non-profit cultural organizations with budgets of \$500,000 or less in the New York Metropolitan Area. This year, NYPR's Salute the Arts (STAR) initiative offered free on-air and online promotional spots to small- to medium-sized non-profit cultural organizations in the New York metropolitan region. STAR partners included groups such as the Chamber Orchestra of New York, The Haiti Cultural Exchange, and Brooklyn Children's Theater. STAR was managed by NYPR's Department of Community Engagement and Audience Development as well as a group of additional staff members from various departments including Listener Services, Human Resources and Marketing. Staff focused on engaging new listeners in communities where public radio did not have a high listenership. In this past fiscal year, STAR partnered with 22 cultural organizations, two of which were spotlighted each month on WQXR and WNYC. Partners reflected a broad array of cultural disciplines and communities across the city. Promotional spots were broadcast on WNYC and WQXR three times each day during the stations' run of schedule. Additionally, information on their programs and a link to their website was provided on NYPR's dedicated STAR webpage. NYPR used a number of channels to find potential partners including the Department of Community Engagement's social media pages, its volunteer ambassadors who represented the organization at events citywide, and the STAR promotional spots themselves. Applicants completed a brief form on NYPR's website where they described their programs, the communities they served, and quantified their current marketing capacity. NYPR staff selected partners based on the diversity of the community served, the artistic merit of their programs, and their alignment with NYPR's priorities. We also focused on organizations whose potential could be greatly enhanced through the investment of in-kind marketing and promotion support. Participants' programs were promoted for one month. After their spots aired, participants evaluated their organization's experiences and outcomes in an exit survey. The survey asked participants how STAR affected their profile, the feedback received from their audience, and whether participation has had a direct impact on attendance at their events. It also gave partners an opportunity to offer feedback that would make the program more effective and responsive to their needs.

WNYC TalkBox

In July 2015, WNYC introduced its newest community engagement tool—a repurposed payphone called the TalkBox that serves as a roving microphone in listeners’ communities. We continue to use this tool as we partner with neighborhood organizations to engage community members in an intimate way and invite them to identify issues important to them. The TalkBox is typically set up at an event or partner organization and staffed with WNYC representatives. Passersby pick up the phone and are greeted by a prompt asking them to share their thoughts, feelings, concerns, and comments about a particular topic relevant to their community.

Throughout this year's series *There Goes the Neighborhood*, WNYC deployed its TalkBox in select locations across the city for New Yorkers to share their experiences. In this year's third annual WNYC MLK Celebration, our TalkBox in partnership with Michele Norris’ *The Race Card Project*, collected the public's thoughts on race relations and cultural identity. The comments gathered were shared on social media and our website.

WQXR Instrument Drive

Another example of our successful repeat partnerships is the WQXR Instrument Drive. This year’s WQXR Instrument Drive collected more than 2000 gently used instruments in April, 2016, bringing the total number of instruments gathered by the annual drives to over 5000 since the first drive launched in 2014. Approximately, 100 of the instruments collected in 2016 have been distributed to seven Title 1 public schools in Newark, and more than 1000 have been designated for distribution to New York City public schools. Each instrument in a school is played by up to five students in one year. Consequently donated instruments will provide music education to more than 5,000 students this year. Donated instruments unable to be used were distributed to non-profit community music and arts programs including the Bronx Arts Ensemble, Brooklyn Music School, Calpulli Mexican Dance Company, and the American Accordionists Association. Approximately 200 instruments unable to be repaired were distributed through Materials for the Arts to artists, theater groups, and community non-profits.

PROGRAMMING PARTNERSHIPS

NYPR has continued to position WNYC's local signature programs and on-air personalities outside the boundaries of our studios and into the community with remote broadcasts. Additionally, we’ve been able to broaden our reach and connect across numerous communities by engaging in the following programming partnerships:

Radio Rookies

During the past year, Radio Rookies received a grant to work with two city-wide nonprofits, The Police Athletic League and Global Kids, to train their staff to implement Rookies lesson plans and bring radio journalism training and storytelling skills to more than 600 young people citywide. Additionally, each year Radio Rookies collaborates with a community-based organization or school, which helps recruit participants, provides space for workshops, and facilitates the program’s interface with parents and local leaders.

Race and Privilege: Exploring MLK’s Two Americas

Each year, WNYC commemorates the legacy of Dr. Martin Luther King, Jr., the minister, civil rights leader and activist, with events at the famous The Apollo Theater. Community leaders of every color, creed, and political lean join us to examine the long arc of King's life and mission, with conversations touching on voting rights, education, economics, politics, and faith. We also mark his legacy with content heard over the air. In January 2016, WNYC partnered with the historic Apollo Theater for the third year in a row to produce its annual WNYC MLK Celebration as a part of the Apollo's Uptown Hall Series. The 10th edition of the annual King celebration was hosted by the WNYC radio hosts Brian Lehrer and Jami Floyd. This year's event focused on disparity in America by looking at the impact of institutional racism while exploring race and privilege. Guests included Taylor Branch (author of the historical trilogy "America in the King Years") and Jose Antonio Vargas (journalist and immigration activist). Former Attorney General Eric Holder spoke (by pre-recorded tape) about the impact of Dr. King on his career and life. The celebration also included music "Blackbird, Fly" and spoken word by the composer Daniel Bernard Roumain and spoken word by the artist Marc Bamuthi Joseph. Mr. Roumain also performed a duet with the singer Emeline Michel. The Apollo reached maximum guest capacity, and the event sold out with lines around the block.

New Yorker Radio Hour

In October of 2016, WNYC launched *The New Yorker Radio Hour*, a co-production with *The New Yorker Magazine*. *The New Yorker Radio Hour* is a new national radio program built around *The New Yorker's* writers, artists, and editors, and hosted by the magazine's editor, David Remnick. The one-hour weekly program features an original mix of profiles, storytelling, and provocative conversations. Episodes have included Remnick in conversation with the author and MacArthur "genius" Ta-Nehisi Coates, the musician and producer Robert Glasper, writer Kelefa Sanneh, and the activist Gloria Steinem, among other leading voices from across the cultural and political landscape.

Electionland

In September of 2016, NYPR partnered with a coalition of news organizations including ProPublica, Google News Lab, the USA TODAY NETWORK, Univision News, First Draft, and the CUNY Graduate School of Journalism in New York to track the voter experience across America in real time. The network's coordinated use of innovative technology identified election administration issues as they were happening and empowered local reporters to take action.

Electionland looked for problems typically experienced in voting, such as long lines, malfunctioning machines, harassing election challengers, upticks in provisional ballot use, names dropped from voter rolls and unrequired requests for photo identification, as well as any evidence of in-person voter fraud. While American voters routinely experience problems that make it harder to vote – Arizona's unmanageably long lines during last year's presidential primary, for example, and the purge of 120,000 names from the voter rolls in New York – journalists have struggled to cover these issues on the day of the election. Too often the extent of voting problems is caught after polls close, when citizens' right to vote has already been abridged and potential votes have already been lost. In journalistic partnership to change that, WNYC joined 450 news organizations including more than two dozen public radio member stations, including WLRN in Miami, KERA in Dallas, WHYY in Philadelphia and KPCC in Los Angeles; *Univision* local television stations; and newsrooms in key jurisdictions across the country, including the *USA TODAY NETWORK's* Arizona Republic, Cincinnati Enquirer, Des Moines Register, Detroit Free Press, Indianapolis Star, Milwaukee Journal Sentinel, Tallahassee Democrat and the Tennessean.

Throughout the early voting period and on Election Day, the Electionland coalition received real-time data on voting problems from multiple sources, including social media, Google search trends and Facebook's Signal platform, as well as data from *Election Protection*, a project of the *Lawyers' Committee for Civil Rights Under Law*, which received calls from voters around the country about voting issues.

On November 8, Electionland established a pop-up newsroom and watched data from social media, Google searches, calls to election lawyers and direct text messages all flow into facilities at the CUNY Graduate School of Journalism in New York. The goal was to get stories published and broadcast while there was still time to fix problems -- while the polls were still open. Issues deemed verified and urgent were relayed to several of our reporters for further investigation. Reports from New York and New Jersey were broadcast all day on WNYC. Stories and national summaries were also posted on the Electionland live blog. Listeners were encouraged to report their experiences directly to the Electionland newsroom using an online form or by text.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

NYPR programming presents dynamic and multi-directional user experiences on the air and online, creating opportunities for artists, writers, celebrities, politicians, business people, and policy makers to interact with audiences of all backgrounds and interests on the air and in our live space. Our membership which is now nearly 216,531 (up from 73,000 in 2000) makes NYPR one of the largest member-supported organizations in the New York City.

Media Partnerships

This year through various media partnerships, we were able to continue to increase our reach across communities to offer more opportunities for inclusion. We captured audio from individuals across New York City at our media partner events to be used in our hourly station identification recordings to directly reflect the diversity of our communities. Our Radio Rookies, young adults interested in audio, helped capture the station identification recordings and educated event attendees on the process of making radio.

Additionally at Manhattanville Castle Conversations, our hosts Elliot Forrest, Dan Pashman and Manoush Zomorodi moderated partner events and engaged audiences in conversation across various areas including technology, cuisine and dance.

WNYC also partnered with the Harlem Arts Festival and helped contribute to the festival's boost in attendance this year. The Harlem Arts Festival presented multi-disciplinary performances in venues

throughout Harlem, culminating in an annual festival that took place in Marcus Garvey Park at the Richard Rodgers Amphitheater. The performances showcased local performers and visual artists that inspired and nourished the artistic community in Harlem. The festival aimed to promote arts education and literacy by implementing arts-related discussion forums, educational workshops, performance opportunities and activities for youth and family. WNYC provided the Harlem Arts Festival 36 run of schedule spots, social media promotion, and inclusion on our website. We were the festival's only radio/media sponsor, and without our partnership, the festival advertising would have been primarily limited to posters around the community and their website and social channels. WNYC drew in a number of people walking by during the festival. We hosted a table with greeters encouraging community members to come into Marcus Garvey Park, record station IDs and take free items provided by WNYC such as fans, cozies and tech wipes. As a result of the free media support, Harlem Arts Festival was able to reduce their advertising costs and invest in other needed areas of their organization. We received the following feedback: "Thank you for your steadfast support of the Harlem Arts Festival, and helping keep us organized. (We're almost there!) Now, armed with a new office thanks to you, you have really helped make this dream a reality. We look forward to working together. Now that we're ready (thanks to you), time to take it to the next level!"

Non-Profit Excellence Awards

WNYC also raised awareness for the Non-Profit Excellence Awards. We helped non-profits across New York City learn about the award program and how to apply to win support and recognition for their non-profit organizations. One of the program partners, Brooklyn Flea reported, "We love WNYC! Thank you for the partnership over the summer. It was really great to get to work together and we got great feedback from people who heard our radio spots."

WQXR Instrument Drive

WQXR, New York City's only classical music station, to date has collected more than 5,000 instruments in its annual instrument drives. The donations include gently used musical instruments from area residents to support music programs throughout New York City and Newark public schools, as well as community music programs.

For the 2016 drive, WQXR partnered with the New York City Department of Education and Newark Public Schools. This was the station's second instrument drive, and the first time Newark schools were included as recipients. This year WQXR donated nearly 100 musical instruments ranging from clarinets to French horns and acoustic guitars to seven Newark public schools to support music programs at Harriet Tubman Elementary School, East Side High School, Elliot Street School, Technology High School, Roberto Clemente, Branch Brook School and Barringer Academy of the Arts & Humanities. In 2016, WQXR officials visited Harriet Tubman Elementary School and presented students with violins for their music education program. Harriet Tubman submitted an application requesting violins for their students in the 4th, 5th, and 6th grade instrumental music program, where all students learn to play the violin. The gift of instruments increased the number of students who had access to the violin and allowed students to bring instruments home with them to practice.

In this year's drive, a total of more than 150 instruments have been distributed to schools and community programs in the New York metro area and impacted more than 20,000 students.

Following are comments from some of the organizations and individuals who received instruments from this year's instrument drive:

"Music education is such an important and often overlooked part of a student's educational development. WQXR's generous donation will give the gift of music to more of our students and also help a new generation of young people develop an appreciation for the arts."— Christopher D. Cerf, Superintendent of Newark Public Schools (NPS).

"The Harriet Tubman Elementary School community is grateful to WQXR for donating instruments to our music program. WQXR's new instruments will give our music program new life, and I have no doubt that our students will put WQXR's instruments to good use."— Malcolm Outlaw, Principal of Harriet Tubman Elementary

"Thank you again for bringing smiles to my students faces!" — Chris Montague, Technology High School, Newark

"Thank you very much for the instruments. We really appreciate all that you do. The instruments will be put to good use."— Thaddeus Exposé, East Side High

"Our school can't be happier. Thank you and the instrument donors for the great service you brought to my school and the community." —Sonia Barrionuevo, Roberto Clemente Elementary, Newark

"Thank you so much for this generous award from the WQXR Instrument Drive. I am absolutely thrilled to have the opportunity to start setting the foundation for a school band with this amazing gift. Please know how appreciative we all are, and thank you again for the good work that you do. These instruments will make a huge difference for our music program."—Mavrothi Kontanis, Elliot Street School, Newark

"Music education is such an important part of a student's curriculum. Music helps students develop in almost every other area of their education including language and reasoning. Thanks to WQXR, more of our students will discover a love for music this year that will have a positive impact on their life. Our students are so happy and the excitement of learning these instruments has gotten so big within the school it's amazing. Thank you thank you thank you!"—Shariff Elhagin, Harriet Tubman Elementary, Newark

"This is a very pleasant surprise for the school and the students. It is deeply appreciated!!!!!!!!!"— John Vitale, PS 120, Queens

"We have received the list of instruments that are being donated to Port Richmond High School and are anxiously anticipating their arrival! We could not be happier!"—Francis Scarano, Port Richmond High School, Staten Island

Behind the Microphones

New York Public Radio partnered with Scholarship Plus to give students between high school and college paid internships and a mentorship at NYPR. We hosted seven Scholarship Plus interns this past summer. The interns participated in weekly training sessions conducted by NYPR employees on a variety of topics related to working in public media. During the internship, each student earned a stipend which allowed them to offset college expenses. All the students who participated in the program came from economically disadvantaged backgrounds. Many have lived in fractured families, and most will be the first in their families to attend college in this country. Graduates from prior years went on to receive degrees from Barnard, Columbia, Harvard, Stony Brook and Syracuse. Students from the program reported that the internship provided them with direction for their future careers and that they charted their college coursework based on the training and exposure they received during their internship. WNYC followed one scholarship student, Sumitra G.C.

Sumitra G.C. headed to Fordham University last fall armed with academic discipline and a list of clubs that she intended to join: the Model United Nations, the mock trial team and the commuter club, among others. G.C. emigrated from Nepal in 2014 and graduated in June from Grover Cleveland High School in Queens. After two years at the school she left with college-ready accomplishments, including a 4.0 grade point average and enviable SAT scores. She also served as captain of the school's Science Olympiad team and recently became a certified emergency medical technician. Research has shown that even the most dedicated or ambitious teenagers may need added supports as they move from high school to college, particularly students from low-income families. G.C. was one of seven rising college freshmen receiving financial, academic and social support from the organization Scholarship Plus throughout college. Scholarship Plus has a relationship with New York Public Radio, which offers students in the scholarship program paid internships. "There's a special spark in all of these students that Summi had, and you see that she wants to succeed," said Kate Fenneman Stokes, program manager for Scholarship Plus. "And you want to help her get there." Numbers from the National Center for Education Statistics show that even high-achieving students from low-income families are far less likely to complete college than their more well-off peers. The program provides financial help, up to \$8,000 a year. Program counselors monitor students' progress and check in with them frequently by text, email and video chat throughout the academic year. The program has had three years of college graduates, all of whom graduated in four years.

Radio Rookies

During the past year, Radio Rookies launched a Broadcast Workshop in partnership with Brooklyn Deep, a digital journalism platform chronicling neighborhood change in Central Brooklyn. The workshop focused on teenagers who came of age during the country's first black President and in the midst of a national dialogue around young people of color, opportunity and policing. Six participants worked on stories about everything from discrimination, to segregation in schools, to stop and frisk policies. Rookies met with educators three times weekly during four-hour sessions to learn each stage of production: research, interviewing, scripting stories, recording audio, editing and final production. They worked one-on-one with Rookies staff to hone their journalism and production skills to assemble their stories. As they put the finishing touches on their narratives, participants worked with Radio Rookies

staff in WNYC's studios to rewrite and edit their stories multiple times. With this training, not only were participants able to get a better understanding of narrative storytelling, they also learned the most effective ways to examine issues they are facing in the broader context of national social and political topics.

Radio Rookies held a Summer Workshop serving 50 teens in partnership with Global Kids and Bank Street College of Education. The workshop served as a brief introduction to narrative storytelling. Participants at sites in East and West Harlem and Astoria, Queens worked with Rookies staff to learn the basics of audio recording, interviewing and media literacy skills. Participants engaged in brainstorming exercises to identify resonant topics from their lives and communities; participants then interviewed each other and produced short commentaries capturing their perspectives on issues including Black Lives Matter and the 2016 presidential election.

Finally, Radio Rookies continued work in developing and distributing the media production curriculum, *Radio Rookies 101*. Radio Rookies ran a multi-part development training for 35 after-school educators with Global Kids and the Police Athletic League. The program was part of the HIVE, New York City Learning Network and supported New York City educators from all five boroughs as they implemented the *Radio Rookies 101* comprehensive curriculum. *Radio Rookies 101* features a 60-page guide focused on teaching audio journalism using core Radio Rookies techniques. The curriculum also includes an interactive comic book, instructional videos, worksheets and lesson plans. After the initial training, the educators implemented a three-month long Radio Rookies-style workshop for 600 middle and high school students city-wide. Select students attended a culminating event in The Jerome L. Greene Performance Space where they shared their work with their peers, celebrated their achievements and discussed what they learned through the workshop.

The impact of Radio Rookies continues to grow as the project realizes its goal of giving an increasing number of young people across the city the opportunity to have a voice.

Race and Privilege: Exploring MLK's Two Americas

NYPR partnered with the Apollo Theater to present the sold out event *Race and Privilege: Exploring MLK's Two Americas*. Members of the public filled the theater to its maximum capacity of 1,500. Over 400 people participated from around the world. Six million impressions were generated, reaching 1.3 MM people. 11 voices from the TalkBox collaboration were aired, and a montage of the event ran twice the evening of the event on *All Things Considered*. Excerpts of the program were aired on *The Brian Lehrer Show*. We produced for the first time this year a series hub on the website housing all of WNYC's MLK-related content over the years, dating back to 2010. Working with The Apollo and our own team of engineers, for the first time this year we had streaming audio LIVE from the event on our site. Comments from community members submitted to NYPR about race and cultural identity included the following:

- "Race and identity in 6 words for me. We belong to the human tribe."— Vivian Huang, MD, MPH

- "Inconsistent. Endangered. Emotional. Taboo. Global. And necessary."— Christina Finch from Brooklyn
- "Differences. Uncomfortable. Equality. Fear. Tolerance. Acceptance."— Liz Cuadrado
- "AGENTS OF ACTIVE EMPATHY COMMUNITY ORGANIZE!"— Yvette Heyliger
- "Peace = learning to love being uncomfortable."— Tamika

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

NYPR continuously works to discover, understand, and address community needs and aspirations. We strive to reflect the diverse city in which we live, and to provide radio that enlightens, encourages, and empowers. Our stations' dedication to programming, as well as to developing partnerships, media sponsorships, promotions and events supports these efforts.

As a community leader, NYPR is interested in the issues that concern our communities in the metropolitan area. Our curiosity allows us to help inform our public affairs and news programming to better reflect the values and goals of our local, multi-cultural and multi-ethnic communities. Some examples of our many efforts to investigate and meet the needs of our diverse audience follow.

This past year cultivated diverse partnerships with organizations and events such as the Montclair Jazz Festival, Irish Arts Center, City Harvest, Urbanworld Film Festival, and Guitar Mash. These partnerships stretched from New Jersey to New York City, and span a variety issues from young women's inclusion in music, awareness of independent filmmakers, and Irish artists to combatting hunger in New York. We intend to continue these partnerships and seek further partnerships with institutions and events like the Brooklyn Public Library, Earth Day New York, and Harlem Week. Last year, one popular activity was a collaboration with The Municipal Arts Society in which *On the Media* host Brooke Gladstone and reporter Jim O'Grady led the community in a walk around Brooklyn focused on urban development in New York for the Jane Jacobs "Jane's Walk" Day.

COMMUNITY ADVISORY BOARD

NYPR's Community Advisory Board (CAB) is a volunteer group of interested listeners who meet monthly to gather public comments and advise as to whether the programming and policies of WNYC and WQXR meet the specialized educational and cultural needs of the community. The CAB reviews NYPR's programming goals, our stations' services, and the significant policy decisions rendered by our stations. The CAB also assesses whether our stations' programming and other policies meet the specialized educational and cultural needs of the communities served by NYPR.

THE GREENE SPACE

The Jerome L. Greene Performance Space offers a personal, welcoming setting for audiences to enjoy New York Public Radio's (NYPR) award-winning shows, performances from world-renowned artists, and wide-ranging conversations. In 2016, NYPR continued to cultivate The Greene Space as a gateway for a greater diversity of talent and ideas. In addition to piloting and launching new series, The Greene Space commissioned two world premiere works (*The World Is Round* and *The Soul Now Sings*) and experimented with festival/marathon-style programs, including the Chopin Marathon and Winter JazzFest. Both events were magnets for new talent and brought in new audiences. The Greene Space produced a total of 112 public events, including 100 events with tickets \$25.00 or less (representing 89% of total events) in Fiscal Year 2016. Following are major programming highlights from last season:

WQXR PRESENTS

WQXR listeners had the opportunity to experience extraordinary classical music performances in person at The Greene Space this year. In advance of his work at New York Philharmonic's Rachmaninoff Festival, 24-year old Daniil Trifonov gave a recital of some of the composer's more intimate piano works. Violinist Augustin Hadelich, the first-ever recipient of the Warner Music Prize, given to a classical musician "under 35 with exceptional talent or outstanding promise," performed Tchaikovsky, Stravinsky and Sarasate. To showcase opera's next generation, we welcomed mezzo-soprano Jamie Barton, winner of the Richard Tucker Award who *The Guardian* called "a great artist...with a nobility of utterance." Later in the season, baritone Benjamin Dickerson and pianist Alden Gatt, winners of the Marilyn Horne Song competition, appeared with Ms. Horne herself.

The Greene Space also supports great musicians of the future – some as young as three years old. We presented, in partnership with the New York Philharmonic, their Very Young People's Concert for kids up to six years of age. This sold-out event combined games and storytelling and great music that unlocked the imagination of the children's imagination. We also celebrated the musical talents of New York City public school students (grades 8-12) with a free concert from this year's Summer Arts Institute. We were especially proud that the Institute offered a string program this year utilizing instruments donated through the WQXR Instrument Drive.

Our classical music finale in The Greene Space this year was an all-day Chopin Marathon that featured ten hours of his solo piano work performed by more than a dozen virtuoso musicians. Events were webcast live and recorded for broadcast on the air; most are available on-demand at WQXR.org and thegreenespace.org.

PERFORMANCE AND LIVE MUSICAL EVENTS

This year we hosted a rich assortment of performance and music events that featured everything from jazz and popular song to rock and opera, and a tribute to Prince.

To celebrate Frank Sinatra's centennial year, Jonathan Schwartz put together an evening of stories, music and conversation with James Kaplan, author of *Sinatra: The Chairman*. Jonathan also presented two additional programs featuring wonderful singers, Cyrille Aimee and Karrin Allison. Soundcheck's John Schaefer presided over several programs, including an evening of music and conversation as part of the New York Guitar Festival and an intimate performance from the band LNZNDRF, who joined us

following two nights of sold-out shows in New York City. We also welcomed composer Arturo O’Farrill, his Afro Latin Jazz Orchestra and Dr. Cornel West for a premier of the Cornel West Concerto. Musician Chrissie Hynde, in her only New York appearance, stopped by to discuss her book, *Reckless: My Life as a Pretender*. She reminisced with host John Schaefer about life in the 1970s London punk scene and shared her personal history with Sid Vicious, Johnny Rotten, Vivienne Westwood and Iggy Pop.

The Greene Space hosted two explorations of the intersection of literature and music this year. One program featured Joyce Carol Oates, and the second Rick Moody, each reading from their own work. Songwriter and novelist Ben Arthur then responded to the writer’s words with music he wrote, illustrating his idea that “all art answers other art.”

DIVERSE CONVERSATIONS

The Greene Space has established itself as a sought-after destination for conversations and events that elevate new voices and explore the many facets of diversity across the spectrum of ideas in the arts, politics and even sport.

This year author Susan Fales-Hill moderated two programs in The Greene Space. The first brought Misty Copeland, the ABT’s first African American prima ballerina, together with dance legends Carmen de Lavallade and Raven Wilkinson; Hill’s second conversation featured actor and writer Anna Deavere Smith. They discussed her newest work, *Pipeline Project*, an examination of the systemic cycle of school suspension to incarceration that is prevalent in low-income, minority communities.

This year The Greene Space also became a gallery in addition to a performance and broadcasting space. In partnership with the Studio Museum in Harlem’s *Artist-in-Residence* program, we displayed work by three artists in our lobby and street level windows for three months last fall. To celebrate the exhibition, we offered an evening of conversation about art, creativity, and representation with the exhibited artists and three former artists-in-residence.

In June, WQXR’s Terrance McKnight moderated a discussion with acclaimed author and Harlem resident Richard Price and leaders from three independent not-for-profit programs that focus on literacy, education, drug and anti-gun guidance for our most disadvantaged children and young people. Earlier in the season, Maria Hinojosa discussed activism and culture in the Latino community with writer Veronica Gonzalez Peña and performer Rubén Martínez. Jarana Beat provided the soundtrack to their discussion on border issues, cultural hybridity and migration.

The Greene Space was delighted to again partner with PEN for two very different evenings. The first focused on Italian novelist Elena Ferrante. We hosted a conversation with Ann Goldstein, her longtime translator, and Roxana Robinson and Judith Thurman to discuss her latest work, *Bits and Pieces of Uncertain Origin* coming out in November. Our second event with PEN focused on identity politics, the normalization of hate speech in the media and the global rise of anti-Muslim sentiment. The conversation featured playwright Ayad Akhtar, writer Rozina Ali of *The New Yorker* and *Cairo Review* and Haroon Moghul, author of the upcoming memoir *How to Be Muslim*.

In this election season, The Greene Space offered a series of political discussions moderated by journalist Keli Goff, who currently writes for, among others, *The Daily Beast*. With the participation of Greene Space live audiences, each conversation focused on a specific issue. Among these were explorations of divisions in our country, the role of religion in politics, investigations into the impact of gender and race in our political discourse and the many issues surrounding the Supreme Court. Among her guests were politicians including Charles Rangel and Rick Lazio, the Reverend Calvin Butts of the Abyssinian Baptist Church, Vanessa da Luca, Editor-in-Chief of *Essence* magazine, Mark Potok of the Southern Poverty Law Center, Sherrilyn Ifill, NAACP Legal Defense and Educational Fund president, and Imam Sohaid Sultan, Princeton's Muslim chaplain and author of *The Koran for Dummies*.

LIVE RECORDINGS AND POPULAR PODCASTS

This year Greene Space audiences flocked to live tapings of a number of podcasts as well as programs that dissected the art and practice of the increasingly popular audio platform of podcasts. Some of the topics covered were: "Why Podcasting Matters?" and "The Story Behind the Storyteller." Among the podcasts recorded in The Greene Space this year included those of *Note to Self*, *Death, Sex & Money*, *Bullseye*, and *The Sporkful*. The Greene Space was also the site, for the second year, for *Werk It! The Women's Podcasting Festival*. This event focused on elevating women's voices in podcasting. It included a combination of workshops, performance, mentoring, networking and public events that drew more than 600 applicants from all over the world. For this year's keynotes, we heard from comedian/performer Michelle Buteau and Patricia de Stacy Harrison, President and CEO of The Corporation for Public Broadcasting.

THEATER AND FILM

At The Greene Space, we continued to offer an insider's view of the arts in the City on everything from sneak previews to original theatrical productions.

We marked the 90th anniversary of International Children's Day with three performances of *The World Is Round*, a new theatrical audio piece written and directed by award winning children's author Arthur Yorinks. This production charmed kids and adults alike with its dream-like story of a journey that takes a mother and her daughter around the world from Africa to India to Haiti to Denmark. The performance also featured a chorus of New York City public school students singing excerpts from an original opera by Israeli composer Ronnie Reshef.

Also this year, the lead actors in the ground-breaking musical *Allegiance*, George Takei, Lea Salonga, and Telly Leung joined us for a candid conversation and musical performance. In addition, The Greene Space presented excerpts of *12 Angry Men*, a theatre piece that features stories of 12 everyday men who have been subjected to racial profiling. Among the actors who joined us for the performance and conversation were Wendell Pierce, Stephen Tyrone Williams and Roger Robinson.

The Greene Space was also pleased to team up with New York City Center to present *Encores! Unscripted*, a series of three conversations and performances exploring how musicals reflect and shape American life hosted by *Encores!* Artistic Director Jack Viertel. The first, *Sexism, Racism, Showtunes - Discuss*, brought together Sheldon Harnick, Ruben Santiago-Hudson and Jeanine Tesori to talk about the many classic American musicals that are full of troubling sexist and racist attitudes. Next, *Keeping Score*

featured Jonathan Tunick, Rob Berman and Jason Robert Brown who discussed how great orchestrations are created and how they can transform a musical. The final conversation, *Who Tells Their Stories*, built on the *Hamilton* phenomenon, with a discussion about Broadway composers' attraction to stories about political figures. It featured composer Michael Friedman, *Hamilton* star Javier Muñoz, and *1776* director Garry Hynes.

HOLIDAY PROGRAMS

For the holidays, The Greene Space premiered *The Soul Now Sings*, a new Christmas musical by composer Damien Sneed, with a libretto by Karen Chilton. This story of hope and transformation focused on a world-weary New Yorker whose chance encounters inspire reminiscences and an unexpected spiritual journey. The Greene Space also continued its holiday tradition of live performances of a radio drama inspired by Charles Dickens "A Christmas Carol." This year's sold out events featured Kathleen Turner as a terrific Scrooge, Fred Newman on sound effects and John Forster and Martha Mooke who provided the musical score. The Calmus Ensemble, an a capella quintet from Germany, performed a magnificent choral concert in their only public appearance in New York City this season. We also celebrated some of the many Chanukah musical traditions with an evening that included medieval and traditional Middle Eastern melodies as well as the Andy Statman Trio, with Andy on clarinet and mandolin.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB general funding is vital to all of NYPR's extensive programming, outreach, and community events described in detail above. More specifically without CPB's funding, we would not have the resources to offer exposure to our community media partners who cannot typically afford airtime without assistance. CPB funding enables us to offer community organizations media support without creating a financial burden on our own organization. Without CPB funding, we would not be able to advocate for many local cultural events and help them attract larger, more diverse audiences.

In addition, with the generous funds from the Corporation for Public Broadcasting, between January 1, 2016 and June 30, 2016, we were able to support WNYC's *Women's Voices- Phase 2* initiative. *Women's Voices- Phase 2* nurtured the careers of women podcast hosts by supporting and promoting their work and identifying new voices to develop across public radio. Since last year, WNYC's existing women-hosted podcasts have continued to thrive. We hosted our second annual women's podcast festival, *Werk It*, and cultivated more women's voices to bring to our audience. Moreover, we laid the groundwork for an ambitious phase three effort of this initiative which plans to extend *Werk It* beyond the metropolitan area.

Project Management

Paula Szchuman, Vice President of On-Demand Content at WNYC and WNYC Studios, oversees all aspects of the Women's Voices initiative. In this role, Paula is responsible for developing new podcasts

and growing the audience and reach of our expanding portfolio. Paula also oversees WNYC's digital content across all platforms, WNYC social media strategy and the station's award-winning multimedia production unit. She supervises the production and execution of *Werk It* and the development of new talent. She works with colleagues both within and outside of NYPR to identify potential new women hosts and collaborates across NYPR departments to develop and showcase their talents.

Existing Women-Hosted Podcasts

Death, Sex + Money/Anna Sale – *Death, Sex + Money* with Anna Sale continued to resonate with listeners. In FY16, the program was consistently in the iTunes Top 100 podcasts. During this reporting period, WNYC produced and released 17 new episodes of *Death, Sex + Money*. In these, Anna interviewed Brooke Shields about her relationship with her mother, and Jeff Daniels discussed his drinking relapse. Other interviews featured a wife sharing her dead husband's secrets; a brother still reeling from his autistic brother's disappearance; and an actress — on her own since the age of fourteen — discussing her relationship with money. Podcast episodes are available for download at wnyc.org and on iTunes, and other digital platforms. Examples of episodes produced during the reporting period include:

- **Brooke Shields, Recovering Daughter.** January 13, 2016. Brooke Shields' two longest relationships have been with her career and with her mother. But she says she needed one to end for the other to thrive.
- **After My Brother Avonte Disappeared.** March 16, 2016. Danny Oquendo put his life on hold when his half-brother, Avonte, disappeared from his New York City school in 2013. Three years later, his life is dramatically different.
- **Inside Planned Parenthood.** June 22, 2016. What happens inside Planned Parenthood has long been at the center of a raging political debate in the U.S. But we don't often hear from the patients who rely on their clinics for care.

Note to Self/Manoush Zomorodi – The audience for WNYC's podcast with Manoush examining the human side of technology has grown significantly during this first quarter of the grant period. In June of 2015, the podcast's audience more than tripled through its collaboration with the highly popular *Radiolab*. Seven months later in February 2016, "Infomagical," *Note to Self's* audience engagement project to help listeners better manage information overload, significantly helped to expand its audience. Podcast downloads reached a record 1.2 million downloads in February, twice as many as the month before. WNYC produced and released 31 episodes of *Note to Self* during the reporting period. Excerpts from these podcast episodes also aired on Wednesdays on WNYC during *Morning Edition*. Full podcast episodes are available for download at wnyc.org and on iTunes, and other digital platforms. Examples of episodes produced during the reporting period include:

- **The Case for Infomagical.** January 25, 2016. All of the information you need about information overload.
- **Why You Should Put a Post-It Over Your Laptop Camera.** February 24, 2016. How much would it take for someone to hack your life? And really, how worried do you actually need to be?

- **6 Algorithms That Can Improve Your Life.** May 25, 2016. That pile of papers on your desk? That lunch meeting you can't seem to nail down? The hundreds of emails that raise your blood pressure? We're here to help.

Only Human/Mary Harris – The newest addition to our women-hosted podcasts, *Only Human*, debuted in October 2015. *Only Human* harnesses the individual's personal story to shed light on complex medical and science concepts. It aims to empower listeners with insightful and useful information about personal health and medicine and to build community and motivate the audience to sustain behavior changes that benefit their health and wellbeing. During the reporting period, WNYC produced and released 24 episodes of *Only Human*. Excerpts from podcast episodes aired three times per month on Thursdays on WNYC during *Morning Edition*. Full podcast episodes are available for download at wnyc.org and on iTunes, and other digital platforms. Recent podcasts include:

- Doctor Stories: The Patient I'll Never Forget. April 12, 2016. Doctors listen to stories from patients all the time. But they've got plenty of their own.
- How a Prenatal Test Is Transforming Modern Medicine. April 26, 2016. A mother's difficult choice sheds light on a new era of prenatal testing for Down syndrome.
- Reddit's Role in Suicide Prevention. June 23, 2016. SuicideWatch, a forum on Reddit, is providing a safe place for anonymous users to post during their most difficult hours. One young man credits it with saving his life.

Talent & Content Development Report

During the reporting period, WNYC cultivated new talent internally and externally. Following are some talent we helped cultivate internally within our organization:

- Producer Kelsey Padgett, a longtime *Radiolab* staff member, hosted a *More Perfect* episode —“Kittens Kick the Giggly Blue Robot All Summer.” Kelsey was in good company as *More Perfect*, the new *Radiolab* spinoff about the Supreme Court, featured women prominently in three out of its five episodes. Kelsey also presented, “The Anatomy of an Episode,” an inside look at the production of a podcast episode, at *Werk It*. Kelsey is a promising young talent at WNYC and we anticipate that she will produce and host additional *More Perfect* episodes next season. *More Perfect* is distributed by WNYC Studios and is available via iTunes and other digital media platforms.
- Rebecca Carroll, *LA Times* critic-at-large and WNYC producer of special projects on race, helped produce *There Goes the Neighborhood*, the newsroom's podcast about race and gentrification in Brooklyn, and appeared as commentator in a selection of episodes. She also hosted two live events in The Greene Space (see the Community Engagement report for detail). We are working to develop ideas for new podcasts with Rebecca, potentially with her as host. *There Goes the Neighborhood* is distributed by WNYC Studios and is available via iTunes and other digital media platforms.
- Shumita Basu, an Assistant Producer at WNYC's local public affairs show, *The Brian Lehrer Show*, is the host of all fifteen episodes of the *Werk It* podcast. Shumita narrated the podcast and provided context and tied all aspects of the podcast into a cohesive whole. We

are working with Shumita on other potential hosting projects. *Werk It* is distributed by WNYC Studios and is available via iTunes and other digital media platforms.

Outside of our organization, we have been working with Kathy Tu, Robin Amer, and Roxane Gay. We will continue to identify additional talent for pilots.

During the grant period, WNYC Studios released another new podcast hosted by a woman — *Sooo Many White Guys*, a spinoff of *2 Dope Queens*, featuring Phoebe Robinson. We had been working with Phoebe prior to the beginning of this grant period.

Overall, we have supported and helped develop the capacities of three women during the grant period: Rebecca Carroll; Kelsey Padgett; and Shumita Basu. We distributed one *More Perfect* episode hosted by Kelsey Padgett; the series *There Goes the Neighborhood* produced and with comments in select episodes by Rebecca Carroll; and 15 episodes of *Werk It: The Podcast* with all 15 episodes hosted by Shumita Basu.

Community Engagement Report

Live Community Engagements Featuring New Talent

In 2016, we held three live events featuring new talent, and potential new talents Rebecca Carroll and Kelsey Padgett were showcased in live events. On February 26, Chris Jackson, editor of Ta-Nehisi Coates' award-winning work *Between the World and Me*, joined Carroll for a conversation live in The Greene Space for WNYC staff. On June 28, Carroll hosted another event and panel in The Greene Space: "Choosing a School When Race Matters," a candid conversation about integration, diversity and how the culture of our schools does or does not reflect the culture of New York City. Additionally, on June 17, 2016 *More Perfect's* Kelsey Padgett presented "Anatomy of an Episode" at *Werk It*, a highly useful lesson in revisions, demonstrating the many drafts it takes to prepare an episode of audio for release.

Community Engagements with Existing Women-Hosted Podcasts (January 1, 2016 to June 30, 2016)

Anna Sale/*Death Sex + Money* participated in three out of four community engagements:

- On February 3, 2016 Anna spoke with NPR host Diane Rehm at The Strand bookstore in lower Manhattan. They discussed the death of Rehm's husband and her new memoir, *On My Own*.
- On March 23, 2016 during *Radiolovefest*, WNYC's annual live show festival at BAM, *Death, Sex + Money* taped a live show with Anna Sale, "Rosie, Sixto, Hari, Uma, Mahershala, Amatus, Lisa & Dan." It featured Rosie Perez, Hari Kondabolu and Mahershala Ali.
- On April 2, 2016 as part of the Brooklyn Museum's First Saturday program *Death, Sex + Money* collaborated with the museum's First Saturday program and had a DJ spin from a playlist that the podcast crowdsourced from their audience, "Anthems of Change."

Manoush Zamorodi/*Note to Self* participated in two out of two community engagements:

- On January 20, *Note to Self* debuted "Infomagical" at NYPR's The Greene Space. Manoush led an interactive kick-off to the project. She was joined by cognitive neuroscientist Daphna Shohamy, an associate professor of psychology at Columbia University, and Magician Escape Artist Adam Cardone.

- On June 16, Manoush moderated a “*Werk It*” panel about finding your voice – “How to Be Heard.”
- Additionally, Manoush hosted Day 2 of “*Werk It*” on June 17, 2016.

Mary Harris/*Only Human* participated in two out of six community engagements

- On June 17, 2016 Mary led the “Girl on Girl” closed panel at “*Werk It*” about how women can better work together.
- On June 24, 2016 Mary moderated a panel of health experts for the WNYC Health Unit/*Only Human* that will inform future coverage. The topic covered was healthcare delivery.

Women’s Podcasting Festival

From June 15 through 17, 2016, WNYC hosted the second annual women’s podcasting festival, *Werk It*, in the Jerome L. Greene Performance Space. 672 women applied and 110 were selected to attend this conference of women in audio. The event featured professional development workshops and presentations on all aspects of podcasting. The women in attendance took away tangible strategies, from how to get their own podcast off the ground to successfully booking guests. Workshops also included interviewing techniques and an inside look at the process involved in the production of a *Radiolab* episode. Keynote addresses were given by Michelle Buteau and CPB’s Pat Harrison, who once again brought down the house with her insight, inspiration and humor.

Participants included representatives from public media organizations including WNYC, WBEZ, WBUR, KQED, WHYY, KTOO, WWNO, KALW, NPR, APM, PRI, PRX, North Country Public Radio and Illinois Public Media. Women from other media organizations such as Audible, Panoply, Midroll, BuzzFeed, Slate, Forbes, the BBC, and *The New York Times* also participated. Manoush Zomorodi moderated “How to be Heard” about women finding their voices behind the mic and hosted the second day of the conference. Mary Harris moderated, “Girl on Girl,” a closed panel where participants spoke honestly about how women work together and how they can do it better. We also assigned a selection of conference attendees to more experienced mentors, who provided them with guidance and feedback on their developing podcast projects.

The feedback we received on this enriching mentoring and networking event has been overwhelmingly positive. We anticipate that the working relationships and connections formed here will continue to flourish. Comments from participants included:

“I felt revived seeing such a diverse, young crowd of women energizing this form, and I also appreciated the type of conversation that comes in an all-female event.”

“I really enjoyed hearing about the creative process of other attendees. It really created a feeling that other people are struggling with the same challenges you are, in their quest to make great stories. And I liked getting the reminder that a lot of it [is] iteration, hard work and perseverance. Also...surrounding yourself with the right people.”

"I'd like to add that it was really hard to choose a favorite piece of the festival. Werk It is one of the best conferences I've ever attended, largely due to the thoughtful, well-curated, and useful content AS WELL AS the committed, engaged attendees..."

Four public events were also a part of *Werk It*. *2 Dope Queens* opened the festival with two sold-out shows at Le Poisson Rouge. Additionally, we presented live tapings of two podcasts in The Greene Space. The first was *Modern Love*, WBUR's podcast in partnership with *The New York Times*, which featured editor longtime editor Daniel Jones. Readers included: Lauren Molina, award-winning Broadway actress, musician, and singer-songwriter; Michaela Watkins, star of the Hulu series "Casual;" and Amirah Vann, actress and singer-songwriter, and of the WGN series "Underground." The live taping of Earwolf's popular podcast *Ronna and Beverly* was the final event of the festival. The duo dispensed their unique brand of relationship advice while interviewing/interrogating author and actress, Julie Klausner.

Metrics and Impact Report

From January 1, 2016 and June 30, 2016:

Number of Episodes Produced

- *Death, Sex + Money*: 17 episodes
- *Note to Self*: 31 episodes
- *Only Human*: 24 episodes

Number of Podcast Downloads by Existing Women Hosted Podcasts (not unique listeners)

- *Death, Sex + Money*: 6,498,318 downloads from January 1 to June 30, 2016
- *Note to Self*: 5,478,165 downloads from January 1 to June 30, 2016
- *Only Human*: 1,803,542 downloads from January 1 to June 30, 2016

Podcast Downloads of podcasts by New Talent

We are working with *LA Times* critic-at-large and new WNYC staff member, Rebecca Carroll, on developing a few podcast ideas. The WNYC newsroom's podcast *There Goes the Neighborhood*, in which Carroll is featured has received over 340,000 downloads. Kelsey Padgett's episode of *More Perfect* was distributed by *Radiolab* and has received over 740,000 downloads. The *Werk It* podcast, hosted by Shumita Basu, has received 5,849 downloads.

Number of Listeners & Analysis of Trends

- *Death, Sex + Money*: 522,172 unique listeners in June 2016
- *Note to Self*: 427,591 unique listeners in June 2016
- *Only Human*: 145,484 unique listeners in June 2016

Analysis of Trends in Social Media Usage

- *Death, Sex + Money*: 33,669 Facebook likes; 12.1K Twitter followers; Anna Sale: 19.3K Twitter followers
- *Note to Self*: 14,419 Facebook likes; 13.4K Twitter followers; Manoush Zomorodi: 9.9K Twitter followers

- *Only Human*: 4,731 Facebook likes; 2K Twitter followers; Mary Harris: 1.2K Twitter followers

Attendance

- *Community Engagement Events*

Anna Sale:

- February 3, Anna’s conversation with Diane Rehm at The Strand bookstore
 - Estimated Attendance: 50
- March 23, Anna hosted a live taping of *Death, Sex + Money* at *RadioLoveFest*
 - Estimated Attendance: 900
- April 2, Anna hosted the “Anthems of Change” Dance Party at the Brooklyn Museum
 - Estimated Attendance: 300

Manoush Zomorodi:

- January 20, *Note to Self* event for “Infomagical” in The Greene Space
 - Estimated Attendance: 125
- June 16, Manoush moderated “How to Be Heard”
 - Estimated Attendance: 100
- June 17, Manoush hosted Day 2 of *Werk It*
 - Estimated Attendance: 100

Mary Harris:

- June 17, Mary moderated “Girl on Girl” at “*Werk It*”
 - Estimated Attendance: 100
- June 24, Mary moderated the WNYC Health Convening
 - Estimated Attendance: 35

Women’s Podcasting Festival:

- June 15, *Two 2 Dope Queens* shows at Le Poisson Rouge
 - Estimated attendance: 700
- June 16 & 17, 672 women applied for spots filled by 110 attendees
- June 16, *Modern Love* live taping
 - Estimated attendance: 104
- June 17, *Ronna & Beverly* live taping
 - Estimated attendance: 107

Awards and Recognition

- Anna Sale was recognized for her leadership in podcasting and asked to be a keynote speaker at this year’s Podcast Movement conference in Chicago (July 2016)
- Mary Harris won a New York Radio Festivals gold medal in the International Radio Program Competition for the debut episode of *Only Human*, “Keep the Baby Get the Chemo”

Mentorship and Professional Development Activities

Suzie Lechtenberg, Executive Producer of *More Perfect*, is mentoring Kelsey Padgett. Kelsey was given the opportunity to host a *More Perfect* episode. She was also given the opportunity to present at *Werk It*. Rebecca Carroll, another female talent in development, is being mentored by Karen Frillman, the WNYC newsroom's Enterprise Editor. Carroll has also been given the opportunity to host internal and external events at WNYC such as the conversation with Chris Jackson, editor of Ta-Nehisi Coates' *Between the World and Me*. Additionally, Shumita Basu is being mentored by Paula Szchuman, Vice President of On-Demand Content.

NYPR is continuing to maximize all its platforms to ensure that its new programs hosted by women are cultivating interactive relationships with its listeners. Community feedback is integral to the editorial decisions of our hosts and production teams as we strive to make more inclusive and meaningful programming for all our listeners.