NEW YORK

THE MEASURE OF A YEAR

ANNUAL REPORT: JULY 2011-JUNE 2012



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THE MEASURE OF A YEAR

To our loyal listeners and supporters,

Every year at New York Public Radio is a new opportunity to deliver on our public service mission. Each year, we strive to do groundbreaking enterprise reporting that makes a difference in our community. We endeavor to create content and cultural programming that makes our lives richer and more joyous. We work in the service of our community by engaging diverse voices in nonpartisan discussions that offer new perspectives. We also innovate to provide products that enable our audience to access our content whenever they want it, wherever they are.

Thanks to the generous support of hundreds of thousands of individual donors, institutions and foundations, we were able to do these things and more in Fiscal Year 2012. Our accomplishments this year were significant and can be measured in many ways.

- They can be measured by our reach and our impact. This year, we acquired four stations in New Jersey, opened up a New Jersey news bureau and established New Jersey Public Radio. We reached far beyond physical borders with new digital products and offerings. As a result, we saw an explosion in digital growth, and we are continuing to invest in our digital future. In Fiscal Year 2012, we saw the audience who listens to us online increase by 76%. Our podcasts were downloaded 58 million times. Our seven radio stations, digital properties and programming reached an average of 11.5 million people each month.
- They can be measured by the news we covered and how well we covered it. This fiscal year, we were challenged by Hurricane Irene, presidential primaries, financial crises in Europe, an occupation on Wall Street, historic hearings in the U.S. Supreme Court on health care and so much more.
- They can be measured by our new programming, special series and cultural events. This year, WNYC launched *Here's the Thing with Alec Baldwin*, the business and economics program *Money Talking* and an engaging series on *The Brian Lehrer Show* called *End of War*. WQXR debuted the new national series *Carnegie Hall Live*, hosted an array of festivals including Beethoven Awareness Month and introduced Operavore. WNYC marked the 10th anniversary of 9/11 with award-winning specials that aired on public radio stations nationwide, and one of the first initiatives of Fiscal Year 2012 was a collaborative music project by WNYC and WQXR to commemorate the anniversary, called "Measuring Time: Music for 9/11."

In this report, we will measure time once again and look at our progress in Fiscal Year 2012. We are pleased to share this annual report with you, and we thank you for the continued support of our mission and our work.

Herb Scannell, Chairman of the Board of Trustees

Laura R. Walker, President and CEO



Herb Scannell, *Chairman of the Board of Trustees*



Laura R. Walker, President and CEO

MEASURED BY WHO WE ARE AND WHAT WE DO

With the vibrancy of New York City and a global perspective, New York Public Radio delivers news, cultural programming and music that simply cannot be found elsewhere.

We are an independent nonprofit news and cultural organization that owns and operates seven radio stations, a portfolio of digital properties and a performance space in Manhattan. Our audience base is diverse and international. They crave news and content that reaches beyond the physical borders of our city. They listen to us on the radio. They engage with us in person and on the Web, on smartphones and tablets not only in the New York area, but nationwide and across the globe. Our shows, radio stations and digital properties reach an average of 11.5 million people each month. Here's a look at the properties that make up New York Public Radio.

NEW YORK PUBLIC RADIO'S MISSION STATEMENT:

To make the mind more curious, the heart more tolerant and the spirit more joyful through excellent programming that is deeply rooted in New York.

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WNYC IS ONE OF THE MOST

listened-to noncommercial news and information radio stations in the country. We operate a newsroom of more than 50 journalists, and we produce a wide range of news, current events and cultural programming for local and national audiences.

Our award-winning programs include Radiolab, Freakonomics Radio, On the Media, Studio 360, The Takeaway, The Brian Lehrer Show, The Leonard Lopate Show, Soundcheck and Radio Rookies. These shows tackle everything from breaking international news to social, economic, and political trends across the country, and human interest stories from down the street. In addition to our own content, WNYC also delivers the best programming from National Public Radio, Public Radio International, American Public Media and the BBC to audiences every day.

WNYC's growing portfolio of digital properties is as important as the radio operations. It's a Free Country, SchoolBook and Transportation Nation are multiplatform initiatives that aggregate content by topic and utilize innovative partnerships with other news entities, providing deep coverage in core areas of politics, education and transportation.

In Fiscal Year 2012, WNYC remained committed to producing thoughtprovoking content and high-impact journalism for all platforms. This year was an especially important one for us as we marked the 10th anniversary of the September 11, 2001, terrorist attacks.

On the morning of September 11, 2001, WNYC was broadcasting from studios in the Municipal Building in lower Manhattan. Shortly after the first plane hit the North Tower of the World Trade Center, WNYC's FM transmitter, located atop the World Trade Center, was destroyed, and WNYC-FM went off the air. But WNYC continued to broadcast on its AM signal throughout the day and on the FM dial in collaboration with WNYE, the station operated by the City of New York. WNYC reporters

wnyc.org 93.9 fm am 820

ABOVE (LEFT): WNYC host Brian Lehrer

FROM TOP TO BOTTOM (RIGHT): The Leonard Lopate Show on the air

Commentator Farai Chideya

John Hockenberry, host of *The Takeaway*







including Marianne McCune and Beth Fertig brought firsthand eyewitness accounts and stories from New York to national audiences on that day.

WNYC WAS COMMITTED to covering the 10th anniversary with the same vigor, candor and humanity. WNYC's anniversary coverage — collectively referred to as "Decade 9/11" was compelling, comprehensive and innovative. It included audio recordings from 9/11, in-depth reporting on the key issues and aftereffects, music specials and participatory projects that asked New Yorkers to take part in the creation of content.

Marianne McCune and Emily Botein, working with a team of producers and reporters from across WNYC, produced the provocative special documentary — "Living 9/11." The special explored New Yorkers' most visceral and immediate emotional reactions to the terrorist attacks, as well as the long-term effects. Through a mix of their recordings at the time and interviews with people 10 years later, American audiences were guided through the stories of New Yorkers who were directly affected by what happened, and who have been struggling for a decade to make sense of it. "Living 9/11" was carried on more than 100 stations nationwide and was honored with Columbia University's Dart Award for Excellence in Coverage of Trauma. It also garnered a 2012 Third Coast International Audio Festival award.

WNYC's Radio Rookies provided an entirely different perspective in its series Our 9/11: Growing Up in the Aftermath. In one story, a firefighter's daughter described how she spent the months after 9/11 by his hospital bedside and attending funerals. "Measuring Time: Music for 9/11" was a collaborative initiative by WNYC and WQXR in which New Yorkers chose music of all genres to commemorate the anniversary. The project resulted in a four-hour radio special and special music stream available on our digital platforms. It shared the stories told by New Yorkers in their own words behind the individual selections.

CONTENT BRANDS AND PROGRAMS

The Brian Lehrer Show Danny Stiles' Music Museum Fishko Files Folksong Festival Freakonomics Radio Here's the Thing with Alec Baldwin The Leonard Lopate Show Money Talking New Tech City New Sounds On the Media* Radiolab* Radio Rookies The Saturday Show with Jonathan Schwartz Selected Shorts Soundcheck Spinning on Air Studio 360* The Takeaway* WNYC News

RADIO PROPERTIES

AM 820 93.9 FM

DIGITAL PROPERTIES AND APPS

WNYC News and Programming (www.wnyc.org) It's a Free Country (www.itsafreecountry.org) The Empire Blog (www.empire.wnyc.org) SchoolBook (www.schoolbook.org) Transportation Nation (www.transportationnation.org) WNYC mobile app (for iPhone and Android) Radiolab mobile app (for iPhone and Android)

*Denotes national programs with discrete digital properties



WQXR IS THE NATION'S most

listened-to classical station and New York City's only all-classical music station. New York Public Radio acquired WQXR in 2009 from *The New York Times* in a bold move that saved classical music on the New York radio dial. This fiscal year (February 2012), New York Public Radio completed a \$15 million capital campaign to support the acquisition cost and creation of new programming to enhance WQXR's service to the community and to reach new audiences.

The benefits of this investment can be heard every day on 105.9 FM and WQXR.org, and experienced through an incredible roster of festival programming and live event series. In Fiscal Year 2012, WQXR had the pleasure of broadcasting the inaugural season of Carnegie Hall Live. This multimedia series provides unparalleled access to the world-class concerts taking place at Carnegie Hall. The program, produced by WQXR in partnership with Carnegie Hall and American Public Media, commenced its 12-performance season on October 11, 2011, with Valery Gergiev conducting the Mariinksy Orchestra. It ended on May 29, 2012, with a solo recital by Lang Lang. The series was broadcast nationwide. Excerpts were also featured on Performance Today, SymphonyCast and C24, bringing a piece of Carnegie Hall to a total of 250 markets.

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ABOVE (LEFT):

Violinists Colin Jacobsen and Kristi Helberg of The Knights

FROM TOP TO BOTTOM (RIGHT): Soprano Danielle de Niese

WQXR host Terrance McKnight

Beethoven Awareness Campaign

Bassist Zach Cohen of The Knights





AS A PUBLIC RADIO STATION, WQXR

has continued to serve its long and established audience, while attracting a whole new generation of listeners with innovative programming and digital offerings that encourage engagement, education and exploration of music. In the fall, WQXR relaunched its website, WQXR.org, offering listeners the opportunity to take charge of their musical experience. The new website features a fresh new look, easier readability, more content and an embedded audio player that allows the user to navigate through the site without interrupting the stream. The site is home to Q2 Music, WQXR's online music station dedicated to contemporary classical composers, innovative ensembles, and vibrant, live performances from New York City's leading new music venues; and Operavore, WQXR's online home for all things opera, including a blog, news articles and a 24-hour music stream. The launch of the new site

was supported with the release of WQXR's mobile apps for iPhone and Android. In the first month alone, more than 21,000 people downloaded the WQXR iPhone app, making it an instant favorite for the classical music enthusiast.

Another highlight for the fiscal year was WQXR's inaugural Beethoven Awareness Month (celebrated in November). The month was marked with a citywide ad campaign titled "Obeythoven," a spinoff of Shepard Fairey's "Obey" brand. The celebration included a performance by the Escher String Quartet in Grand Central Station, a live broadcast from Carnegie Hall featuring Sir John Eliot Gardiner conducting an all-Beethoven program with the Orchestre Révolutionnaire et Romantique, and a marathon performance of all 32 of Beethoven's piano sonatas. The 12-hour event hosted in New York Public Radio's Jerome L. Greene Performance Space was sold out.

CONTENT BRANDS AND PROGRAMS

All Ears with Terrance McKnight Around Broadway Carnegie Hall Live The Choral Mix with Kent Tritle A Christmas Carol Concerts from the Frick Collection Conducting Business Mad About Music Matters of Economy Movies on the Radio Opera in Brief Spring for Music (broadcast) Summer Concert Showcase The Washington Report Young Artists Showcase

RADIO PROPERTIES 105.9 FM

DIGITAL PROPERTIES

WQXR (www.wqxr.org) Q2 Music (www.q2music.org) Operavore (www.operavore.org) WQXR mobile app (for iPhone and Android)

NEW JERSEY PUBLIC RADIO



IN FISCAL YEAR 2012, New York Public Radio acquired four New Jersey radio stations and affirmed its commitment to serving New Jersey residents with local news, along with the best content and programming from WNYC. With the acquisition, New York Public Radio created New Jersey Public Radio (NJPR), made up of 88.1 WNJT-FM Trenton, 88.5 WNJP-FM Sussex, 89.3 WNJY-FM Netcong and 90.3 WNJO-FM Toms River/Seaside Park; and New Jersey Public Radio News, specializing in coverage from and for the garden state.

Award-winning journalist Nancy Solomon came on board as the managing editor of New Jersey Public Radio News, and spent the first year diving deep into critical New Jersey issues like education across the state and poverty in Newark. She also provided on-site coverage of the high-profile Dharun Ravi trial in March. From jury selection to the verdict, NJPR covered the story for our local listeners and for national listeners on NPR.

On May 15, New York Public Radio announced that New Jersey Public Radio would be headquartered at Montclair State University and would participate in the school's NJ Digital Media initiative, a collaboration among various New Jersey news organizations - broadcast, print and digital - funded by the Geraldine R. Dodge Foundation. Montclair State provides New Jersey Public Radio with offices, studio space and production facilities; and, in return, New Jersey Public Radio provides Montclair with various educational opportunities, including regular internships, workshops and classroom visits.

RADIO PROPERTIES

88.1 WNJT-FM Trenton 88.5 WNJP-FM Sussex 89.3 WNJY-FM Netcong 90.3 WNJO-FM Toms River/ Seaside Park

DIGITAL PROPERTIES

NJPR (www.njpublicradio.org)

THE JEROME L. GREENE PERFORMANCE SPACE

THE GREENE SPACE

SIGNATURE SERIES

Battle of the Boroughs The Global Salon Lopate and Locavores The NEXT New York Conversation A New Theatre of Sound Soundcheck Live WQXR Presents

DIGITAL PROPERTIES

The Jerome L. Greene Performance Space (www.thegreenespace.org)

LEFT (THIS PAGE): Lopate and Locavores

RIGHT: Ultimate Battle winners, Brown Rice Family



THE JEROME L. GREENE PERFORMANCE SPACE is a

multimedia performance venue and broadcast studio located on the ground floor of New York Public Radio's headquarters at 160 Varick Street in New York City. The Greene Space produces broadcast specials of WNYC programs, WQXR concerts, audio theater, literary readings, art exhibits, political debates and education initiatives. It serves as a place for experimentation, cultural discovery and dialogue. It provides emerging artists with a platform to be discovered and it offers an intimate setting in which established talent can reconnect with audiences in new and engaging ways. It gives our audience an opportunity to be a part of the content we create.

The Greene Space's programming roster is as diverse and as engaging as the city of New York. In Fiscal Year 2012, The Greene Space hosted 177 events. Thousands came to attend these events in person and millions more had access to the content created via radio broadcasts and digital platforms. Signature series like The NEXT New York Conversation convened writers, musicians, actors, scientists and activists to discuss subjects of local relevance and global reach; and Battle of the Boroughs showcased up-and-coming musical talent from all five boroughs of New York.

In January, WQXR Presents brought Lang Lang and the Quintessenso Children's Choir of Mongolia to The Greene Space to celebrate the Chinese New Year with a concert. In February, women vying for spots on the first-ever U.S. Olympic women's boxing team sparred in The Greene Space as part of WNYC's Women Box series. That same month, we commemorated the 75th anniversary of Zora Neale Hurston's Their Eyes Were Watching God with a series that included the American premiere of the novel as a radio play. The play was broadcast in September 2012. The National Endowment for the Arts' The Big Read program supported educational workshops connected with the broadcast in The Greene Space for New York City high school students.

MEASURED BY BRAND GROWTH: A LOOK AT *RADIOLAB*



FISCAL YEAR 2012 was an incredible vear for all of our shows and content brands. For *Radiolab*, in particular, it was a year of tremendous growth - in terms of audience, reach, brand extension, support and recognition. Fiscal Year 2012 was marked by a Genius Grant from the MacArthur Foundation for host Jad Abumrad and a \$1.5 million grant from the National Science Foundation. Radiolab's national live show tour "In the Dark" brought the thrill of radio to life for fans in Berkeley, Philadelphia, Miami, Seattle, Portland, Los Angeles, Salt Lake City and New York. In May and June, the launch of Radiolab's new digital membership program Lab Partners and its mobile app for iPhone and Android continued to build momentum by delivering

audiences across the world exactly what they wanted — more *Radiolab*, anywhere, anytime.

On average there were more than 2.7 million on-demand audio downloads of Radiolab shows each month in Fiscal Year 2012, representing close to 20% growth year-over-year. With the newest broadcast season of Radiolab, which debuted on May 4, 2012, we tested a new strategy for national distribution with 13 straight weeks of episodes, instead of the usual five. Stations were enthusiastic about the new, more consistent schedule, and Radiolab reached an all-time high in national broadcast carriage with 402 stations. It's amazing what one little show about science and curiosity can accomplish in a year.

> ABOVE (LEFT): Radiolab's Jab Abumrad and Robert Krulwich with dancers from Pilobolus

MEASURED BY DIGITAL INNOVATION





ABOVE (FROM TOP TO BOTTOM): New York Public Radio mobile apps

WNYC Evacuation Zone Map for Hurricane Irene

WITH THE CREATION of content that is second to none and delivered live and on-demand, from the desktop to the smartphone. New York Public Radio is redefining the audio experience for 21st century audiences. Fiscal Year 2012 was the year New York Public Radio distinguished itself in the digital space and truly emerged as a leading multiplatform content provider. The company relaunched four major websites (including wgxr.org and thegreenespace.org), released six mobile apps, extended its reach through strategic distribution partnerships, and transformed its web presence with optimized audio players and added new capabilities including search and shareability. This year we launched dedicated online streaming music channels, like Q2 Music, and topic-driven online news and community sites like SchoolBook, which is a critical source of news and conversation about education in the New York region.

Digital innovation was also embraced by our newsroom as a tool to enhance reporting capabilities and engage

with our audience. Our efforts went beyond engaging the audience on popular social media platforms like Facebook and Twitter, although we did that too. In Fiscal Year 2012, WNYC built out its Data News unit. This team adds a new layer of interactivity to the way we tell stories by using data mining, mapping and visualization to cover transportation issues, economic issues, cultural topics and to disseminate news and information as a public service. In August 2011, when Hurricane Irene came to town, our data news team created an evacuation zone map that enabled residents to type in their addresses and determine whether they were at risk of flooding. It became a vital tool for our city, generating 2.8 million page views the week of the storm. In the spirit of public media, we always create these tools so that they are easily embeddable on other sites and can be shared with audiences beyond our own.

MEASURED BY **PROGRAMMING, OFFERINGS AND ENGAGEMENT**

Fiscal Year 2012 at New York Public Radio was defined in large part by what we were able to deliver to our audiences day after day. Here's a look at some of the highlights from Fiscal Year 2012:





MEASURED BY NUMBERS: FINANCIALS

Our financial position in Fiscal Year 2012 enabled us to move our strategic priorities forward while delivering on our mission every day. Membership & Other Contributions continued to represent the largest source of revenue for our organization in Fiscal Year 2012, underscoring how critical this support is to our success. As planned, we drew on our campaigns to invest in our facilities, as well as current and future programming initiatives. In Fiscal Year 2012, 72% of our expenses were directly attributable to the creation of our programming. This is a true testament to our commitment to putting the needs of our audience and the quality of our programming first. During the course of the year, we made strategic investments in our future, ensuring we have the digital capabilities, the content and the resources we need to serve 21st century audiences in meaningful ways.



*Includes CPB CSG and excludes government funding for campaigns

MEASURED BY NUMBERS: IMPACT AND REACH

FISCAL YEAR 2012



MEASURED BY RECOGNITION



At New York Public Radio, we take pride in being great storytellers. In Fiscal Year 2012, New York Public Radio's work was honored with many awards, including two Alfred I. duPont-Columbia Awards, one of the most prestigious prizes in broadcast news. WNYC's Ailsa Chang received the Silver Baton duPont Award for her two-part investigative report "Alleged Illegal Searches by the NYPD," which revealed abuses in the NYPD's stop and frisk policies. WNYC developed a larger series around the topic, which included enterprise reporting exploring all the angles and data visualization. A map created as part of the "Stop and Frisk" project gave WNYC reach well beyond radio and made it possible for people to "connect the data point dots" and literally see the story. WNYC's Radio Rookies received the duPont Finalist Award for the Coming Up in 2011 series produced by the St. George, Staten Island, Radio Rookies workshop.

During the year, other programs were recognized for their extraordinary work. On the Media received the Bart Richards Award for Media Criticism. "Living 9/11" by Marianne McCune and Emily Botein, and a team of producers and reporters from across WNYC. won a Dart Award for Excellence in Coverage of Trauma and a 2012 Third Coast International Audio Festival award. WNYC won several Edward R. Murrow awards, including the National RTDNA/Unity Award, which recognizes outstanding achievements in the coverage of diversity for Studio 360 with Kurt Andersen's "Secrets of a Blonde Bombshell." WNYC also brought home New York Press Club awards and New York State AP awards in Fiscal Year 2012.

Laura Walker, President and CEO of New York Public Radio, was honored with the 2012 Award for Distinguished Service to Music presented by the New York Choral Society.

MEASURED BY SUPPORT

DEVELOPMENT:

A LOOK AT THE FUND FOR DIGITAL INNOVATION



Launched in Fiscal Year 2012, the Fund for Digital Innovation is an ambitious fundraising campaign that will foster New York Public Radio's digital transformation, including its ability to deliver rich content and experiences to audiences in whichever platform they choose. Investors in the fund share a deep appreciation of public radio. As co-chairs of the Fund for Digital Innovation, Vickie and Steve Morris (pictured above) have taken on the important role of helping New York Public Radio define its role in the digital age. Institutionally, the Tow Foundation has anchored NYPR's digital transformation with a two-year, \$500,000 challenge grant to be matched on a dollar-for-dollar basis. The Norman and Rosita Winston Foundation has already generously invested \$100,000 against the match.

IN THE SPOTLIGHT: NATIONAL SCIENCE FOUNDATION GRANT FOR RADIOLAB

Radiolab received a three-year, \$1.5 million grant in Fiscal Year 2012 from the National Science Foundation to develop a model of digitally based science programming called Discovery Dialogues. Radiolab's Discovery Dialogues are designed to bridge the core radio broadcast model with Radiolab's digital platform in order to encourage understanding and engagement with science by positioning listeners as active creators and curators of content. The project engages the audience with science discussed on Radiolab's programs and connects listeners with working scientists, with each other, and with Radiolab hosts, via social media and Radiolab's digital platform.



OUR DONORS

NEW YORK PUBLIC RADIO GRATEFULLY ACKNOWLEDGES THE MANY DONORS WHOSE GENEROSITY HAS ENABLED ITS STATIONS TO PROVIDE AWARD-WINNING NEWS, CULTURE AND MUSIC PROGRAMS. HERE, WE ARE PROUD TO ACKNOWLEDGE THE INSTITUTIONS, FOUNDATIONS, MAJOR DONORS AND LISTENERS LEGACY CIRCLE MEMBERS SUPPORTING THIS WORK OVER THE LAST YEAR. WE ALSO THANK EACH AND EVERY ONE OF OUR 160,000+ MEMBERS FOR THEIR OUTSTANDING GENEROSITY.

\$1,000,000+

Corporation for Public Broadcasting National Science Foundation

\$250,000-\$999,999

The Joyce and Daniel Cowin Foundation The Ford Foundation Sidney E. Frank Foundation Charles H. Revson Foundation The Rockefeller Foundation Alfred P. Sloan Foundation The Tow Foundation Wyncote Foundation

\$100,000-\$249,999

The Alec Baldwin Foundation Judith Ann Corrente The Geraldine R. Dodge Foundation FJC, a Foundation of Donor-Advised Funds The Marc Haas Foundation John D. and Catherine T. MacArthur Foundation Henry and Lucy Moses Fund New York State Department of Education Wilma S. Tisch

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