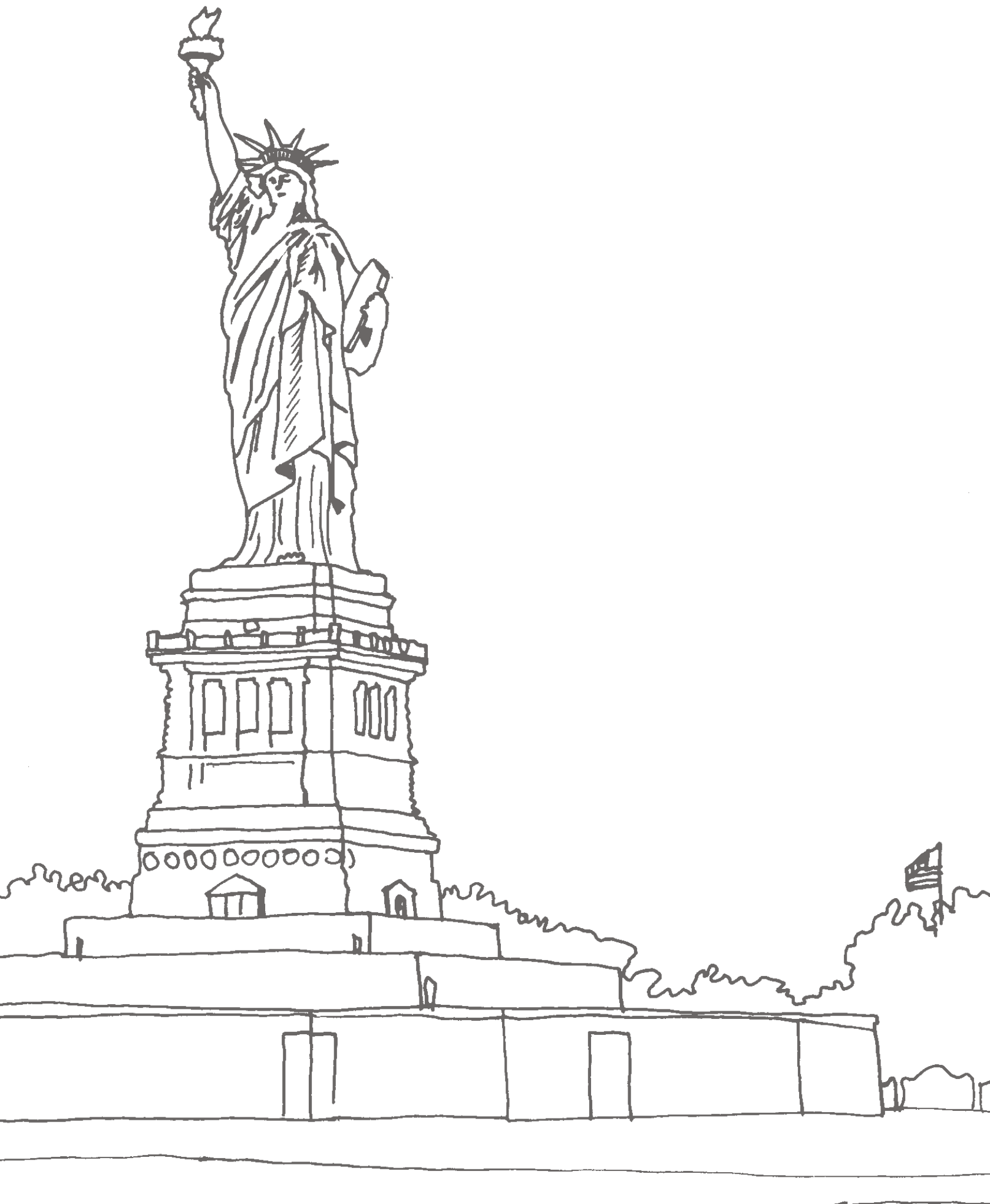


NEW YORK  
PUBLIC  
RADIO



## DEAR LOYAL NEW YORK PUBLIC RADIO SUPPORTERS AND LISTENERS,

At New York Public Radio, it is our mission to serve you, the public of New York. We do this every day by facilitating conversations about the most pressing issues of our time and providing access to exceptional cultural experiences and entertainment. It's our job to report the global, national and local news that matters to our listeners. It's our job to tell the untold stories, to shed new light on important issues, to give diverse perspectives a voice and to provide access to New York's thriving cultural scene. This is a lofty mission, but one we've been able to deliver on year after year because of your continued support. Generous donors, companies, institutions, foundations and the people of the New York metropolitan area all come together to make New York Public Radio possible.

Over the past year, we covered tsunamis in Japan, international economies on the verge of collapse and the Arab Spring. We debated raising the U.S. debt ceiling and building a mosque near Ground Zero. We featured a royal wedding across the ocean and New York's first gay marriages. The news of the year challenged us to think differently and inspired us to act boldly, and WNYC was there to cover it all. Our cherished programs like *The Takeaway*, *Radiolab*, *On the Media* and *The Brian Lehrer Show* demonstrated that no topic, no industry, no conversation was off limits.

At the same time, member support allowed us to provide richer and more meaningful cultural and entertainment experiences. Your support has enabled us to create a place for classical music to thrive in the digital age. When we acquired WQXR in 2009, we did more than just preserve classical music on the radio dial. We reignited a passion for the genre by introducing new programming, putting on live events and harnessing the power of digital platforms that enable our audience to listen on their terms.

During this second year of operations for The Jerome L. Greene Performance Space, we connected with and served New Yorkers with a robust roster of musical performances, cultural events and special live broadcasts of WNYC and WQXR programs.

In the last year, our broadcasts reached 3 million local listeners in the New York area each month. An additional 8.5 million people worldwide listened to our programs on the radio and on our digital platforms. Hundreds of thousands of New Yorkers participated in events at The Greene Space.

We are the voice of New York, and we have you to thank. We pay tribute to all the people and institutions that have supported us. Without you, the vital media function we provide would simply not exist. Thank you for the part you played in making this past year so successful.

We are very pleased to share this report with you and to provide you with an update on our progress in Fiscal Year 2011. We look forward to building on these accomplishments to make the next year just as rewarding.

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At the core of a healthy democracy is high-quality journalism in the service of the public interest. As the most-listened-to noncommercial news and information radio station in the country, WNYC has both the privilege and the responsibility of using its platforms and programs to advance the dialogue among diverse voices on critical issues such as politics, education, health care, business and culture.

ABOVE LEFT:  
Brian Lehrer

ABOVE RIGHT:  
Producers in the  
Studio 360 studio

Every day, programs like *The Takeaway*, *The Brian Lehrer Show* and *The Leonard Lopate Show* tackle stories of international significance and delve deep into their reporting and analysis to provide listeners with the full story. While other news organizations are contracting, WNYC remains as committed as ever to dedicating resources, time, talent and innovation to its journalistic pursuits.

This year we continued to roll out initiatives, special event programming and new shows that take advantage of the creative freedom that only public media affords. In the fall of 2010, WNYC launched *Freakonomics Radio*, with best-selling author Stephen Dubner, to critical acclaim and relaunched the popular American Icons series on *Studio 360*. We also introduced the politics website *It's A Free Country*. In the upcoming election cycle, *It's A Free Country* will stream speeches and debates, and cover the caucuses and primaries. It will engage with the electorate through polling, social media, crowdsourced reporting and unique mapping tools that will feed and support our traditional on-air programming.

In November 2010, WNYC launched its *Public Insight Network*. This network takes the pulse of New York and the tri-state area by reaching out to new audiences in diverse neighborhoods to uncover the stories, viewpoints and issues in every corner of our city. In February 2011, *Transportation Nation*, the collaborative news initiative that addresses the key transit issues facing the nation, premiered its one-hour radio documentary, *Back of the Bus: Mass Transit, Race and Inequality*.

*Radiolab* kicked off its ninth season in February. *Radiolab*, which combines interviews, music and sound effects to craft compelling documentaries, launched the new season with a sold-out, three-city tour. In March 2011, the program was recognized with a George Foster Peabody Award for broadcast excellence.

In 2009, New York Public Radio acquired WQXR, the most-listened-to classical station in the country and New York's only all-classical station. With the acquisition, New York Public Radio both preserved classical music on the radio dial and committed itself to fostering love and appreciation for classical music with a new generation of listeners.

ABOVE LEFT:  
Julliard 415 Ensemble Member

ABOVE RIGHT:  
Chamber Music Society of  
Lincoln Center Member

While serving WQXR's loyal fan base with long-established programs like *The Philharmonic This Week* and *Symphony Hall*, the station has cultivated new audiences. Over the past year, WQXR has integrated its on-air programming with live events and digital offerings to deliver music from New York's unparalleled cultural scene in ubiquitous and engaging ways. In the last year, WQXR renewed its commitment to live broadcasts and listeners enjoyed performances from top New York cultural institutions like Lincoln Center, the Metropolitan Opera and Le Poisson Rouge. As part of its *Fall Preview Week*, WQXR aired performances from world-renowned organizations including the New York Philharmonic, Orpheus Chamber Orchestra and the American Symphony Orchestra. In May, WQXR produced the nationwide broadcast of the inaugural *Spring for Music* festival. The weeklong series from Carnegie Hall included performances from seven distinctive and innovative ensembles: the Albany, Dallas, Montreal, Oregon and Toledo Symphony Orchestras, and the Orpheus and St. Paul chamber orchestras.

Intimate performances and conversations with famous musicians, composers and music directors in The Greene Space rounded out WQXR's programming mix. In January, WQXR hosted a special preview of the Metropolitan Opera's staging of John Adams' iconic *Nixon in China*. In April, the station hosted five nights of chamber music in The Greene Space for its music festival, *Trout Week*. It featured France's Gramophone Award-winning Quatuor Ébène and the Escher String Quartet, among others.

This year WQXR also announced another innovative collaboration with Carnegie Hall and American Public Media to produce a new national series called *Carnegie Hall Live*.





Fiscal Year 2011 was the second year in operation for New York Public Radio's The Jerome L. Greene Performance Space, which is affectionately referred to as "The Greene Space."

The Greene Space is a state-of-the-art multimedia performance space and broadcast studio that was designed to enhance conversations about the life, arts and politics of our city and our world. It is both a place and a platform for innovation and experimentation. With The Greene Space, New Yorkers can participate in cultural events and radio programming in the making.

The year-round roster of events in The Greene Space included live broadcasts and tapings of WNYC's signature programs, WQXR music concerts and festivals, audio theater, literary readings, art exhibits, political debates, symposia, town hall meetings and other dynamic public events. A signature series at The Greene Space is the *NEXT New York Conversation*, which convenes writers, thinkers, musicians, actors, scientists and activists to discuss subjects of local relevance and global reach. This series presented *Stop and Frisk* in May 2011 to examine the effectiveness of a controversial crime prevention strategy.

Musical acts appearing on WQXR and WNYC programs such as *Soundcheck* and *The Leonard Lopate Show* performed live from The Greene Space. This year we were entertained by diverse talents such as the Chamber Music Society of Lincoln Center, Tokyo String Quartet, Suzanne Vega, Elvis Costello, Iron and Wine, Steve Martin and the cast of the Broadway musical *Fela*. The Greene Space's *Battle of the Boroughs*, which showcases up-and-coming New York musical talent, was a sold-out series of concerts that engaged New Yorkers from all five boroughs.

WNYC also launched a new annual food festival titled *Lopate and Locavores* in The Greene Space. Other programs and initiatives such as *The Brian Lehrer Show* and *It's a Free Country* hosted events that explored the news and current events. In January, New Yorkers convened in The Greene Space for a State of the Union watch party, and in February, Brian Lehrer was broadcasting a live special from The Greene Space titled *Regime Change and the Aftermath* at the exact moment Egyptian President Hosni Mubarak's resignation was announced. These events are just a few examples of how New York Public Radio keeps the conversation going.

For more than a decade, WNYC's Peabody Award-winning youth media program, *Radio Rookies*, has offered training in journalism, personal development and empowerment to underserved New York City teenagers. Through first-person narratives broadcast locally on WNYC and nationally on *Morning Edition* and *All Things Considered*, the Rookies fearlessly open a window into their lives.

Our WNYC Rookies teach us about the stark realities of teen pregnancy, about coping in a broken foster-care system and about the joy and anxiety of falling in love for the first time. The program has provided New York youths with formative, life-affirming experiences, while providing a unique reporting perspective to listeners across the country.

In this fiscal year, the Radio Rookies received several prestigious awards for their journalistic endeavors. Radio Rookie Miguelina Diaz won the national Edward R. Murrow Award for best feature story. Alexis Gordon won a National Association of Black Journalists Award, a New York State Broadcasters Association Award, and the Best New Special/Documentary Award from the New York State AP Broadcasters Association for her piece "Back to the Middle East." Rayon Wright won a 2011 Gabriel Award, a Public Radio News Directors Incorporated Award, and the Best Feature Award from the National Association of Black Journalists for his Radio Rookies story "Gamun-Pyul."

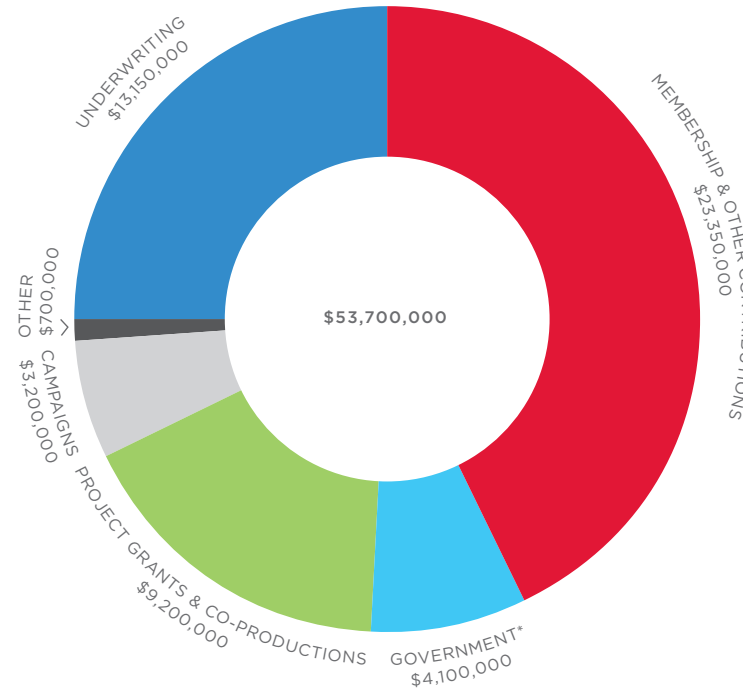
ABOVE LEFT:  
The Battle of the Boroughs

ABOVE RIGHT:  
Steve Martin on *Soundcheck* Live

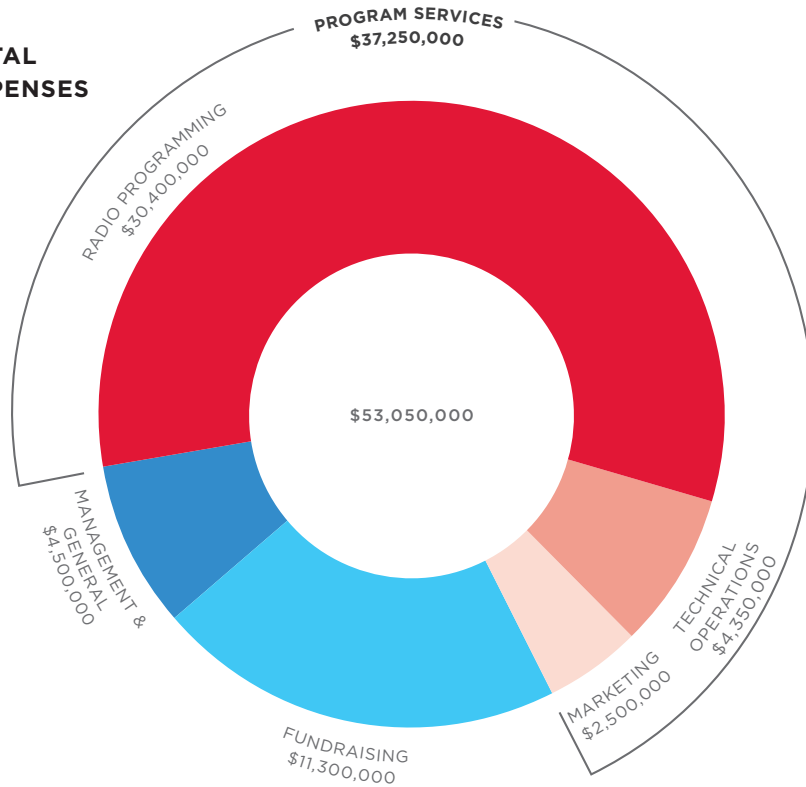
ABOVE:  
Radio Rookies on the streets of New York



**TOTAL REVENUE**



**TOTAL EXPENSES**



\*Includes CPB CSG and excludes government funding for campaigns

NEW YORK PUBLIC RADIO GRATEFULLY ACKNOWLEDGES THE MANY PHILANTHROPIC SUPPORTERS WHOSE GENEROSITY HAS ENABLED ITS STATIONS TO PROVIDE AWARD-WINNING NEWS, CULTURE AND MUSIC PROGRAMS TO AUDIENCES ON THE AIR, ONLINE AND ON-THE-GO THROUGH WNYC, WQXR AND THE JEROME L. GREENE PERFORMANCE SPACE. THIS LISTING RECOGNIZES ONLY A SMALL FRACTION OF THE THOUSANDS OF FRIENDS WHO HAVE PROVIDED ANNUAL SUPPORT FOR THE STATIONS' GENERAL OPERATIONS AND PROGRAMMING.

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THE WQXR CAMPAIGN TO SAVE CLASSICAL MUSIC ON THE RADIO WAS LAUNCHED IN 2009 WHEN WNYC PURCHASED WQXR FROM THE NEW YORK TIMES. WNYC TOOK A LEAP AND INVESTED \$15 MILLION IN WQXR BECAUSE IT WAS UNTHINKABLE THAT NEW YORK COULD LOSE ITS ONLY ALL-CLASSICAL MUSIC STATION. WE HAVE THESE GENEROUS DONORS TO THANK FOR THEIR VISIONARY SUPPORT AND PARTNERSHIP IN SAVING CLASSICAL MUSIC ON THE RADIO DIAL.

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