

The logo for New York Public Radio, featuring the words "NEW YORK", "PUBLIC", and "RADIO" in a white, sans-serif font, stacked vertically on an orange background.

# THE MOMENTS THAT MATTER

**ANNUAL REPORT:**  
JULY 2012-JUNE 2013

# BACH<sup>360</sup>

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AT NEW YORK PUBLIC RADIO'S APRIL 25, 2013,  
BOARD MEETING, A NEW SLATE OF BOARD  
OFFICERS BEGAN THEIR TERMS.

\*COMPLETED TERM ON APRIL 25, 2013.

†COMMENCED TERM ON APRIL 25, 2013.



THE  
MOMENTS THAT  
MATTER

To Our Loyal Listeners and Supporters,

Radio is about the moments that matter most. Every day at New York Public Radio, we provide insightful reporting, original programming, inspiring music, engaging conversation and companionship, reaching an audience of 11.5 million people each month.

One of the biggest moments in our region's history was Sandy, and we were proud to serve our community in a time of great need. We heard from so many listeners thanking us for being there with the immediate news coverage, the in-depth journalism they've come to expect from WNYC, the comforting music of WQXR and a sense of real community. Sandy underscored the inherent value of a public broadcasting system that can step up during emergencies and fill the gaps emerging in local journalism. It also challenged our own resourcefulness. For about a week, our stations operated on generator power. Our AM transmitter was significantly damaged. We directed all of our resources to our newsroom and programming efforts. We stayed on the air with in-depth special coverage and used our digital capabilities to offer innovative real-time tools for those with smartphones, tablets and computers.

Although Sandy was clearly a big moment and the region's recovery continues to be a priority for us, there were many other moments of significance and need this fiscal year. We covered important local and national events such as the presidential election and the tragic shootings in Newtown, CT. Our newsroom examined ongoing issues such as education reform in Newark, NJ, and explored the diverse cultures that define life in New York City through a series called "Micropolis." Our national programs such as *Radiolab*, *Freakonomics Radio* and *The Takeaway* offered insight and perspective through stories on science, economics, politics and our humanity. *The Leonard Lopate Show* and *Studio 360* were honored with George Foster Peabody Awards this year for the incredible moments they create for their audiences. WQXR launched *Operavore* on the radio and provided 11 glorious days of all Bach, all the time.

This year we also made real investments in our future to ensure we will always be there to serve in the moments that matter. We committed resources to enhance our local reporting capacity, to offer rich data-based news and to robustly cover beats such as technology and health that are so essential. We also invested in digital innovation and in content creation that will serve audiences for years to come.

We are proud to be leading public media in service and innovation, and in this report, we are proud to share with you the moments that defined our Fiscal Year 2013. Thank you for your continued support of our mission and our work. You make possible all that we do to serve the public.



Herb Scannell,  
*Outgoing Chair of  
the Board of Trustees*



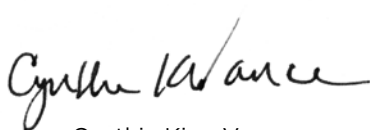
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Laura R. Walker,  
*President and CEO*



New York Public Radio 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. We produce groundbreaking news, content and cultural programming that accurately reflects the issues and interests of our time. We provide services and products that enable our audience to access our content whenever they want it, wherever they are. We engage people in conversations and experiences that offer new perspectives and make a difference in their lives, and we serve our community in the moments that matter.

**WNYC: 93.9 FM, AM 820 AND  
WNYC.ORG**

WNYC is one of the most listened-to noncommercial news and information radio stations in the nation. Our newsroom, staffed by 60 journalists, covers the New York region and beyond. WNYC produces a wide range of news, current events and cultural programming for local and national audiences. It also offers the best programming from NPR, PRI, APM and the BBC.



**WQXR: 105.9 FM AND WQXR.ORG**

WQXR is the nation's most listened-to classical station and New York City's only all-classical music station. WQXR has implemented an ambitious growth plan that puts original, WQXR-produced programming at the center of New York's cultural scene. At the same time, WQXR.org has established itself as the premier destination for classical music fans worldwide.





**NEW JERSEY PUBLIC RADIO: 88.1 FM, 88.5 FM, 89.3 FM AND 90.3 FM AND [NJPUBLICRADIO.ORG](http://NJPUBLICRADIO.ORG)**

New Jersey Public Radio extends the reach of WNYC's award-winning programming into New Jersey and offers original news reporting serving the needs of New Jersey residents. Our stations now reach 70% of the population of New Jersey.

**NJPR**

**THE JEROME L. GREENE PERFORMANCE SPACE AND [THEGREENESPACE.ORG](http://THEGREENESPACE.ORG)**

The Jerome L. Greene Performance Space is a street-level broadcast studio and performance venue that produces specials of WNYC programs, WQXR concerts and festivals, as well as a full season of original programming, including theater events, arts and culture conversation series, political debates and audio theater. It serves as a place for experimentation, cultural discovery and dialogue.



**NEW YORK PUBLIC RADIO'S MISSION STATEMENT**

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

**ABOVE (LEFT):**  
Savion Glover

**ABOVE (MIDDLE):**  
Marilyn Horne and Ruth Bader Ginsburg  
WNYC host Leonard Lopate

**ABOVE (RIGHT):**  
*On the Media* host Brooke Gladstone  
with Walt "Clyde" Frazier



THE MOMENT  
THAT MATTERED MOST:  
SANDY



**AS SANDY MADE LANDFALL, IN THE IMMEDIATE AFTERMATH AND IN THE LONG, HARD MONTHS OF RECOVERY, NEW YORK PUBLIC RADIO HAS REMAINED COMMITTED TO COVERING THE STORY AND SERVING THE COMMUNITY.**

During the height of the storm and in the days that followed, millions in our region were without power. For so many, the only source of news, information, community and music was a battery-powered radio. Our special on-air coverage combined breaking news, analysis and talk with crowdsourced reports from our listeners and editorial partners across the region. We heard the frustration in Hoboken, the relief in Park Slope and the loss in Breezy Point. We shared the voices and stories of our neighbors, and we provided a sense of community that was just what New York and New Jersey needed at the time.

Our Data News team worked round-the-clock on mapping projects and visualizations that provided real-time tools for those who had access to computers, smartphones and tablets. Our team created a storm tracker, an evacuation zone map, a transit tracker and a flood gauge map. Millions of people — here in the New York region and around the world — accessed these tools to understand the impacts of this storm.

In the days that followed, our journalists mobilized to cover the long, slow process of rebuilding — holding public officials and agencies accountable and asking tough questions about coastal life in an era of climate change. Through our series “Life After Sandy” and our weeklong Cape May-to-Montauk “Coast Check” reports, we’ve tracked our region’s efforts to recover from the catastrophic storm and revisited the people we met in the aftermath

to hear personal stories of recovery over time. Our investigative reporters teamed with ProPublica to monitor the flow of federal aid and with *The Record* to show the stark differences in how NJ Transit and the MTA prepared for and responded to Sandy.

**ABOVE (LEFT):**  
Coney Island the morning after  
the storm

**ABOVE (RIGHT):**  
Damage in Breezy Point

"The one sure connection that people in the stricken zone have, however, is radio. And so this is a love letter, to my public radio station WNYC, and in particular to how its staff has embraced the "pro-am" collaborative model of public journalism. Starting on Monday morning, when Brian Lehrer, their popular morning talk host, began his show an hour earlier than usual, WNYC has been providing nonstop crowd-sourced journalism that merges the best a professional news team can offer with the reach of a radio station that is heard 50 miles in every direction from Manhattan." MICAH SIFRY, TECHPRESIDENT

"WNYC was a godsend during the recent storm. Thank you!" CHRIS, GLEN RIDGE, NJ

"No water, no electricity, no heat, no Internet, and no cell phone for five days in the West Village. Just some candles and WNYC. You absolutely got me through." AMANDA, NEW YORK, NY

"You were our lifeline during the storm when we were without power for 13 days. As the promo says, we 'never turn it off.'"

JANET, MANHASSET, NY

"Thank you for the whole coverage of the disaster. The work you do is no different than any other emergency worker. You provide a great service. Thank you." SERGIO, BROOKLYN, NY

"Thank goodness you were around for us during the storm and its aftermath. In the darkness of my apartment, you were my major connection with the outside world."

ADRIENNE, HASTINGS ON HUDSON, NY



**We are extremely grateful for the generous support provided by these funders so that we can continue to report on our region's recovery:**

CHRISTIAN A. JOHNSON ENDEAVOR FOUNDATION



Corporation  
for Public  
Broadcasting

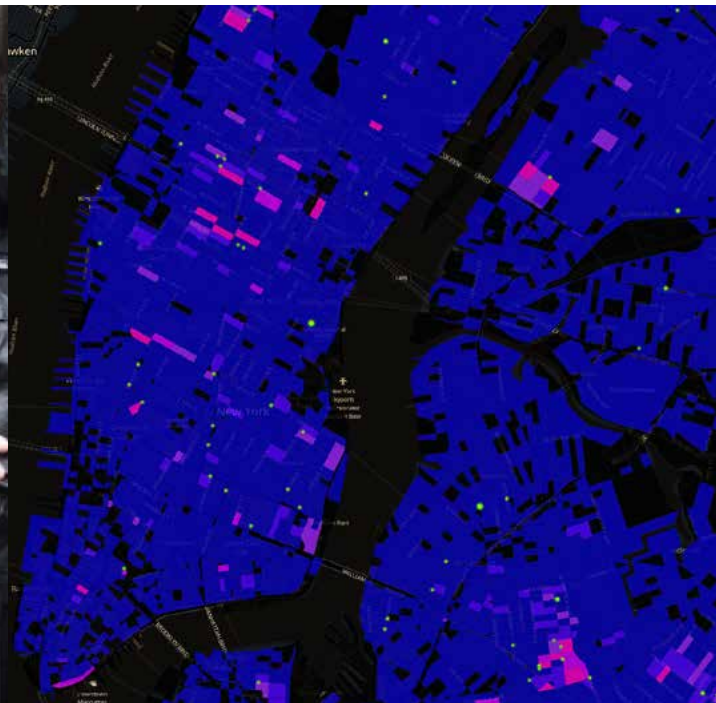


"How would I have remained calm and musically mesmerized, yet fully informed, during these past two days — thanks WQXR!" MARY, NEW YORK, NY

"We have been listening to WQXR all afternoon. Thank you so much for the calm during this storm."

CHRISTOPHER, ASTORIA, NY





#### WNYC NEWS

In Fiscal Year 2013, WNYC focused its editorial resources on enterprise reporting that could only be found on WNYC and New Jersey Public Radio. We hired award-winning reporters from NPR, *Newsday*, the Center for Investigative Reporting and *The Houston Chronicle*, and we hired our first vice president of news, Jim Schachter. We enhanced the newsroom's capacity for investigative and data-based reporting, expanded our coverage of New Jersey and positioned ourselves for major initiatives in technology and health-care journalism. In addition to covering the presidential election with programming like *The Brian Lehrer Show's* "30 Issues in 30 Days," the news team produced compelling work that examined issues ranging from life in New York City's public housing to the pervasive culture of marijuana use across the region. A series by Kathleen Horan, "In Harm's Way," told the story of every child killed by gunfire in New York.

#### WNYC DATA NEWS

WNYC Data News enhanced the storytelling of critical news originating from the WNYC newsroom. In addition to its innovation during Sandy, the Data News team contributed to WNYC's "Stop & Frisk" investigation with an NYPD gun retrieval map showing that guns were not necessarily found where the police were stopping and frisking. This year, the Data News team also created election tracking tools, mapped out the dogs of New York and launched a project with *Radiolab* to track the return of the 17-year cicadas. The project enlisted listeners from Virginia to Connecticut to build temperature sensors and report their data to the team so that WNYC could predict the arrival of the cicadas — also known as "Swarmageddon."

#### LOCAL PROGRAMMING

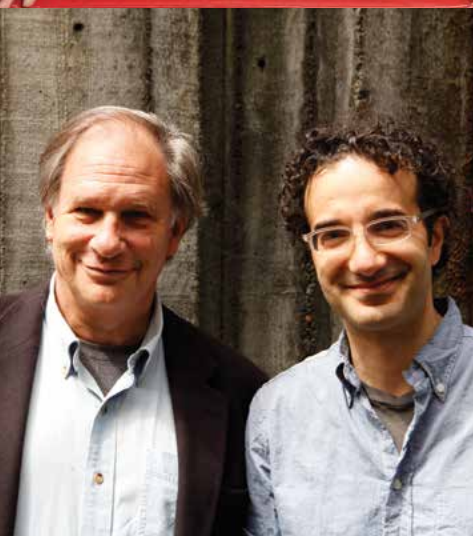
WNYC's local programming provided New Yorkers with news, talk, music and culture. In September, WNYC welcomed back *Soundcheck*, hosted by John Schaefer, after a summer hiatus. The show returned as part of the evening lineup with a new digital presence. *The Leonard Lopate Show* brought home a Peabody Award this year for the way it keeps the New York conversation going. This year, Lopate spoke with Pulitzer Prize-winning novelist Junot Díaz about his book *This Is How You Lose Her* and Justice Sandra Day O'Connor about being the first woman to sit on the Supreme Court. *The Leonard Lopate Show* also piloted a series called "Food Fridays."

**ABOVE (LEFT):**  
Family members at the funeral of  
17-year-old gun-violence victim  
Jorge Rosario  
Photo credit: Stan Gaz

**ABOVE (RIGHT):**  
NYPD gun retrieval map from  
WNYC Data News



## MOMENTS BEYOND NEW YORK: WNYC



### NATIONAL PROGRAMMING

WNYC is one of the top public radio producers in the nation. Our national programs include *Freakonomics Radio*, *On the Media*, *Radio Rookies*, *Radiolab*, *Selected Shorts*, *Slate's Gabfest*, *Studio 360* and *The Takeaway*. In Fiscal Year 2013, WNYC joined forces with NPR as a co-producer of the quiz show *Ask Me Another*, which is heard on 150 stations.

In September, *The Takeaway* completed its transition from a four-hour morning drive format to a one-hour program designed to be scheduled in various day parts. The new format has enabled *The Takeaway* to be more responsive to breaking news — providing timely coverage of events like the Newtown shootings and Boston marathon bombing. *The Takeaway* ended Fiscal Year 2013 with carriage agreements with 190 stations, representing 150% growth since its format change.

*Freakonomics Radio* released its 100th episode in Fiscal Year 2013 and was named as one of Apple's "Best of 2012." *Freakonomics Radio* reached

a digital milestone this spring, when monthly listens exceeded 3 million. This summer, WNYC began work with *Freakonomics Radio* host Stephen Dubner to create a new membership program for the show.

In Fiscal Year 2013, *Radiolab* won a Stitcher Award for Best Original Journalism while tackling topics including particle physics and Supreme Court cases. More than 450 stations nationwide carried the program during the year, and average monthly downloads of *Radiolab* podcasts surpassed 4.5 million. In Fiscal Year 2014, *Radiolab* hit the road again with a 21-city tour of the live show "Apocalyptical." The show takes the audience through hundreds of millions of years of science history to come face-to-face with our inescapable mortality.

"Oxygen, water and WNYC are the essentials."  
Sean, New Britain, CT

"Listening to your shows on WNYC feeds my hungry mind."  
Martha, Amawalk, NY

### LEFT (TOP TO BOTTOM):

Stephen J. Dubner, Host of *Freakonomics Radio*;  
Ophira Eisenberg, Host of *Ask Me Another*;  
Robert Krulwich and Jad Abumrad, Hosts of *Radiolab*

### ON WNYC AND WNYC.ORG AND NEW JERSEY PUBLIC RADIO AND NJPUBLICRADIO.ORG

*Ask Me Another*  
*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*  
*SchoolBook*

*Slate's Gabfest*  
*Selected Shorts*  
*Soundcheck*  
*Spinning on Air*  
*Studio 360*  
*Transportation Nation*  
*The Takeaway*  
*WNYC Data News*  
*WNYC News*

### RADIO PROPERTIES

93.9 WNYC-FM New York  
820 WNYC-AM New York  
88.1 WNJT-FM Trenton  
88.5 WNJP-FM Sussex  
89.3 WNJY-FM Netcong  
90.3 WNJO-FM Toms River/Seaside Park



#### CLASSICAL MUSIC PROGRAMMING

On the radio and on digital platforms, WQXR continued to be the destination for those who love classical music and those who are just discovering it. Providing a front-row seat to the most extraordinary classical music performances around the world, WQXR produced more than 120 live broadcasts this fiscal year. The live broadcast series *Carnegie Hall Live*, which is produced by WQXR, was distributed by American Public Media to more than 90 radio stations across the U.S. *Carnegie Hall Live* broadcasts were also heard in international markets including Australia, Belgium, Croatia, Georgia, Germany, Iceland and Sweden. This year, WQXR also carried live broadcasts from the New York Philharmonic *Concerts in the Parks* series, the Naumburg Bandshell in Central Park, the Mostly Mozart Festival at Lincoln Center, the Lucerne Festival in Switzerland and Carnegie Hall's Spring for Music Festival, among others.

Regular programs like *Metropolitan Opera Radio Saturday Matinee Broadcasts*, *New York Philharmonic This Week*, *Movies on the Radio* and *The McGraw-Hill Financial Young Artists Showcase* continued to delight the audience with performances and original content. Original WQXR programming specials this year included a 13-part series called *The Romantic Piano with David Dubal*, *Clash of the Titans: An Exploration of Verdi and Wagner*, *The Price of Admission: A Musical Biography of Florence Price* and *Summer Concert Showcase with Bill McGlaughlin*, which was part of a comprehensive summer campaign promoting live concerts throughout New York.

#### OPERA

WQXR launched a new radio show called *Operavore* in January. The half-hour, weekly radio program hosted by Naomi Lewin with the legendary mezzo-soprano Marilyn Horne covers opera news, history and trends in New York and around

the world. The show has featured Supreme Court Justice Ruth Bader Ginsburg, playwright and author Terrence McNally and conductor James Levine. It was developed after the successful launch of branded content offered under the same name on WQXR's digital properties. In the future, *Operavore* will offer increased editorial coverage and will pursue partnerships with leading opera houses of the world to present live HD operas.

**ABOVE (LEFT):**  
Cecelia String Quartet at Beethoven String Quartet Marathon

**FACING PAGE (LEFT):**  
WQXR host Terrance McKnight with Philip Glass

**FACING PAGE (LOWER RIGHT):**  
Pianist Leif Ove Andsnes



## FESTIVE MOMENTS: WQXR



### ORIGINAL FESTIVALS & PERFORMANCES

In Fiscal Year 2013, WQXR remained committed to producing original festivals and WQXR-produced performances that connect its audience with the music they love. In September, Q2 Music, WQXR's online music stream dedicated to contemporary classical artists, hosted a six-day music festival in honor of Philip Glass' 75th birthday and *Einstein on the Beach*'s return to New York City. In November, WQXR held its second annual Beethoven Awareness Month. The festival offered a unique combination of on-air specials, exclusive digital content, an all-Beethoven stream and live events including a Beethoven remix event and a marathon of all 16 Beethoven string quartets performed live in The Greene Space.

Beginning on March 21, WQXR suspended regular programming for 11 days to play the complete works of Johann Sebastian Bach. On the first day of the festival, known as Bach 360, WQXR.org recorded

its highest traffic in history. The festival presented Bach's work by theme and asked listeners to submit their personal stories about Bach. WQXR also transformed The Greene Space into a Bach lounge, which brought listeners four hours of Bach performed live on instruments including the violin and the theremin.

May 29 marked the centennial of the premiere of Igor Stravinsky's *The Rite of Spring*. Q2 Music marked the occasion with a 24-hour marathon and ancillary events. Streaming sessions were double the average that day. The day included Vicky Chow in The Greene Space performing her two-hand arrangement of *The Rite of Spring*.

#### ON WQXR AND WQXR.ORG

*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*  
*The McGraw-Hill Financial Young Artists Showcase*

"WQXR is my friend, my teacher, my constant companion. I cannot imagine a life without it."  
 Karen, New York, NY

"I wish I could match in dollars what you give me in musical enjoyment and inspiration."  
 Rebecca, Pomona, NY

"I live by WQXR! Love it for the mixing of old and new music, interesting presentation of music and its performers."  
 Maria, New York, NY

*Movies on the Radio*  
*Operavore*  
*Q2 Music*  
*The Romantic Piano with David Dubal*  
*Spring for Music (Broadcast)*  
*The Washington Report*

#### RADIO PROPERTIES

105.9 FM

## MOMENTS OF COMMUNITY: LIVE EVENTS



### THE JEROME L. GREENE PERFORMANCE SPACE

In Fiscal Year 2013, The Jerome L. Greene Performance Space hosted 171 programs offering unique content to diverse audiences. Among other series, The Greene Space hosted the fourth annual *Battle of the Boroughs* series and launched *Emancipation 150 — The NEXT New York Conversation* series to mark the 150th anniversary of the Emancipation Proclamation. *Emancipation 150* included conversations and cultural performances that brought together agents of change, cultural figures, newsmakers and New Yorkers to examine the state of emancipated African-Americans. Participants included Cornel West, the Dance Theatre of Harlem, Savion Glover and Pulitzer Prize winners Isabel Wilkerson and Eric Foner.

Also this year in The Greene Space, David Garland celebrated 25 years of *Spinning on Air* with Yoko Ono, Sean Lennon and others. Emmy Award-winning actress Holland Taylor sat down with WQXR host Elliott Forrest for a candid conversation

about the Broadway play *Ann*; Brooke Gladstone talked with Cyndi Lauper about *Kinky Boots*; and Sara Fishko held a premiere event for her radio special *Culture Shock 1913* that revisited that landmark year in global culture. WNYC's new series *New Tech City* convened a panel discussion exploring the workplace for women in technology and WNYC's *SchoolBook* hosted a talk on STEM education. WQXR produced 25 original events in The Greene Space in Fiscal Year 2013. These events featured András Schiff, the Metropolitan Opera National Council Award Winners, Bill T. Jones with the Orion String Quartet, Philip Glass, David Dubal and the award-winning Brooklyn Youth Chorus. In November, New York Public Radio announced a historic project to stage and record all 10 plays in August Wilson's *American Century Cycle* in The Greene Space in Fiscal Year 2014.

### COMMUNITY ENGAGEMENT

New York Public Radio's community engagement team reaches out to the community and connects people with meaningful content and experiences. In Fiscal Year 2013, our community

engagement team produced more than 30 events, including educational workshops with the National Endowment for the Arts' *The Big Read* program, public forums on sexual cyberbullying and school reform, singles and LGBT networking events, food events and its seventh annual Martin Luther King, Jr. celebration. The MLK event included a conversation hosted by Brian Lehrer and Farai Chideya that took its inspiration from A. Peter Bailey's play *Malcolm, Martin and Medgar*, which depicts a posthumous meeting of three slain civil rights icons. A panel looked at current-day issues and discussed how these civil rights icons would have approached them.

**Historical Note:** In honor of Martin Luther King, Jr. Day this year, the WNYC Archives also released special unedited interviews with Dr. King conducted by a radio reporter named Eleanor Fischer in the 1960s for a documentary series for the Canadian Broadcasting Corporation called *Project 62*. As far as we know, these unedited interviews have never been presented in their entirety before our release.



## MOMENTS OF INNOVATION: DIGITAL & CONTENT DEVELOPMENT



### DIGITAL INNOVATION

New York Public Radio's digital team continued to develop a new generation of digital experiences that ensure its content continues to inform and engage today's and tomorrow's audio consumers. In addition to making many improvements to the core properties, including a facelift for WNYC.org, the digital team created a prototype mobile app that would allow New York subway riders to select and download content for offline listening based on topic, user preference and the length of their commute. "WNYC Underground" was beta tested with hundreds of listeners; its "2.0" version is now being designed and developed for public release in 2014. The digital and business development teams also engaged new and existing partners to ensure our content reaches audiences across a range of third-party platforms, including NPR, YouTube, iHeartRadio, TuneIn, Stitcher and Swell.

### CONTENT DEVELOPMENT

This year, the WNYC content development team initiated 15 pilot projects. These efforts, intended for distribution on New York Public Radio's properties as well as third-party platforms, aimed to deliver innovative, sustainable projects that would also lead to substantial audience growth. The pilots include rapid development of a current news series, "Micropolis," a podcast hosted by rising comedy star Sara Schaefer, and a live event show dedicated to exploring the issues faced by women at work and at home.

In Fiscal Year 2013, WNYC News began building out its healthcare reporting unit, which will cover such issues as healthcare reform, medical research and healthy living. With bold storytelling and enterprise reporting that examines how the individual interacts with and encounters the healthcare system, WNYC is establishing a distinctive, people-centric approach to covering important health stories that take shape in New York. Another big initiative is *New Tech City*, WNYC's

branded coverage of the emerging tech scene in New York and the economic and social changes of national significance that it is unleashing. *New Tech City* officially launched in Fiscal Year 2013 and, with host/managing editor Manoush Zomorodi joining the staff, will expand as a multiplatform initiative in the coming year.

**ABOVE (FAR LEFT):**  
Manhattan's Villalobos Brothers win Battle of the Boroughs 2013

**ABOVE (FAR RIGHT):**  
Brian Lehrer hosts the annual Martin Luther King, Jr. Day program

**ABOVE (LEFT):**  
WNYC app with Underground

**ABOVE (RIGHT):**  
Sing-Sing prisoners receiving master's degrees, as reported in a "Micropolis" story

**BIG MOMENTS:  
SOME HIGHLIGHTS  
FROM FISCAL  
YEAR 2013**

**ask  
me  
another**

September 6, 2012: **WNYC** and NPR announce partnership to co-produce *Ask Me Another*.



September 17, 2012: *Soundcheck* returns to **WNYC** as an evening show.



November 1, 2012: **WQXR** launches 2nd annual Beethoven Awareness Month.



November 14, 2012: NYPR announces it will record all 10 plays of August Wilson's *American Century Cycle*.



January 8, 2013: *Emancipation 150* series kicks off in **THE GREENE SPACE**.

**2012**

**2013**

JULY

**26**

July 26, 2012: Olympics special *Go For It: Life Lessons from Girl Boxers*, produced by **WNYC** and PRX, airs nationwide. (Photo by Sue Jaye Johnson)



SEPTEMBER

**6**

SEPTEMBER

**10**

September 10, 2012: Laura R. Walker, President and CEO of NYPR, speaks at ribbon-cutting ceremony for **WNYC** Transmitter Park in Brooklyn.



SEPTEMBER

**17**



OCTOBER

**28**

October 28–November 5, 2012: **WNYC** provides special coverage of Sandy. The special programming continues in the weeks and months that follow.

NOVEMBER

**1**

NOVEMBER

**6-7**

November 6–7, 2012: **WNYC** provides special election coverage.



NOVEMBER

**14**

DECEMBER

**3**

December 3, 2012: CPB Honors NYPR with the first ever Lifeline Award for service during Sandy.



Corporation  
for Public  
Broadcasting

JANUARY

**8**



# AP

June 1, 2013: **WNYC** wins eight first-place awards and six special mentions at the New York State Associated Press Broadcasters Association Awards.

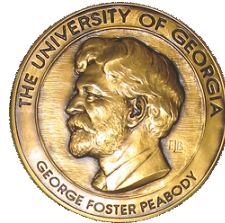
## The TAKEAWAY™

June 30, 2013: *The Takeaway* ends Fiscal Year 2013 with carriage agreements with 190 stations, representing 150% growth.

June 21, 2013: *Battle of the Boroughs: the Ultimate Battle* takes place in **THE GREENE SPACE**.

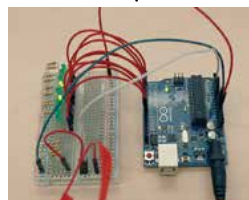
May 29, 2013: **Q2 MUSIC** celebrates the 100th anniversary of *The Rite of Spring*.

## RITE OF SPRING



March 27, 2013: *The Leonard Lopate Show* and *Studio 360's Inside the National Recording Registry* win 2012 George Foster Peabody Awards.

April 1, 2013: **WNYC** Data News and *Radiolab* prepare for Swarmageddon with the Cicada Tracking Project.



March 21-31, 2013: **WQXR** plays complete works of J.S. Bach.



March 20, 2013: Brian Lehrer hosts "Which Way NJ: School Reform in Newark" with Mayor Cory Booker at NJPAC.



January 20, 2013: **WNYC** hosts its annual Martin Luther King, Jr. Day celebration with *Malcolm, Martin and Medgar: A Reunion*.

January 19, 2013: **WQXR** debuts new radio show *Operavore*.



JANUARY  
19

JANUARY  
20

MARCH  
20

MARCH  
21-31

MARCH  
27

APRIL  
1

MAY  
29

JUNE  
1

JUNE  
21

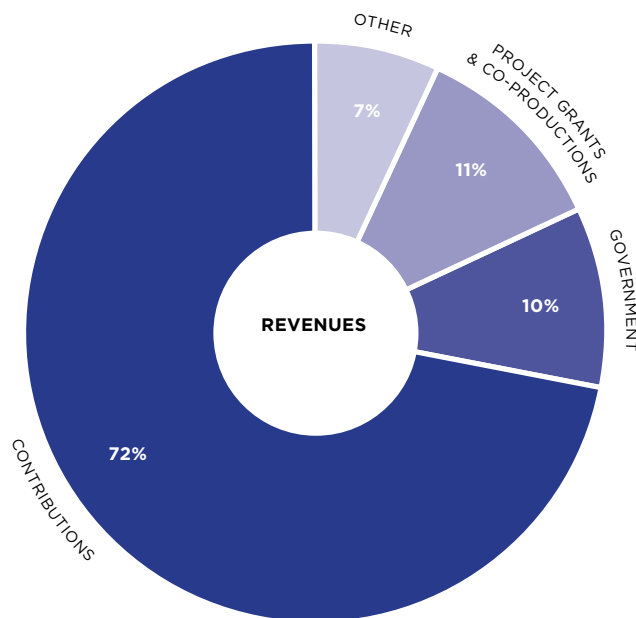
JUNE  
30

## MOMENTS OF ACCOUNTING: FINANCIALS, IMPACT AND REACH

Our financial position in Fiscal Year 2013 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 2013, underscoring how critical this support is to our success. In Fiscal Year 2013, 73% of our expenses were directly attributable to the creation of our programming and investments in strategic initiatives. 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 resources we need to serve 21st century audiences in meaningful ways.

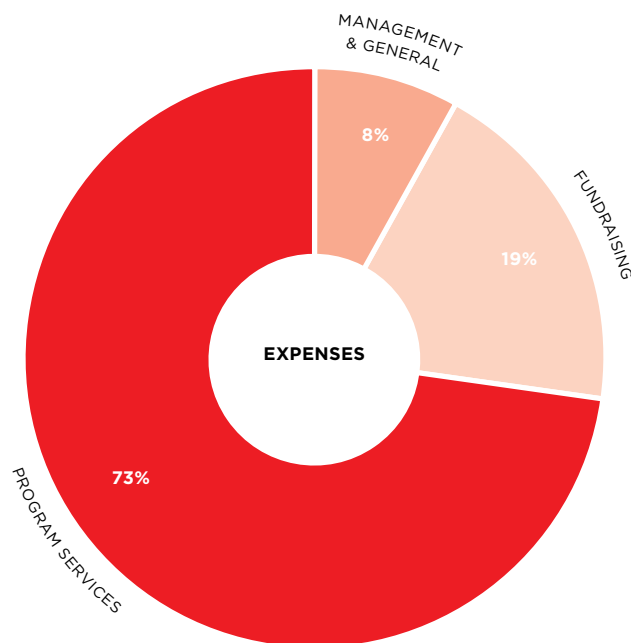
### Revenues (\$000)

<b>CONTRIBUTIONS</b>	
MEMBERSHIP & OTHER	28,883
UNDERWRITING	15,081
CAMPAIGNS	1,754
<b>GOVERNMENT</b>	
CPB COMMUNITY SERVICE GRANT	2,846
OTHER GOVERNMENT	3,770
PROJECT GRANTS & CO-PRODUCTIONS	6,694
OTHER	4,643
<b>TOTAL REVENUES</b>	<b>63,671</b>



### Expenses (\$000)

<b>PROGRAM SERVICES:</b>	
RADIO PROGRAMMING	36,177
TECHNICAL OPERATIONS	5,029
MARKETING	2,794
FUNDRAISING	11,726
MANAGEMENT & GENERAL	4,885
<b>TOTAL EXPENSES</b>	<b>60,611</b>



For a complete copy of our FY2013 audited financial statements, please call 646-829-4011 or visit [www.wnyc.org/about](http://www.wnyc.org/about).



FISCAL YEAR 2013

**7** RADIO STATIONS

**171**

live events in  
**The  
Greene  
Space**

**2300+**  
STORIES PUBLISHED ONLINE  
EACH MONTH

**15** **59%**

NEW **WNYC** PILOT  
PROJECTS INITIATED

increase in  
streaming  
cumulative year-  
over-year

**33%**  
of our members are  
monthly sustainers

**170,000+**

members  
supporting **NYPR**  
content and  
programming

**627,000**  
TWITTER FOLLOWERS (**NYPR** BRANDS  
AND PERSONALITIES)

**11.5M**

people experiencing our radio/digital  
content each month on average

**6**  
**MOBILE  
APPS**

More than  
**120**

live classical music broadcasts

**179%** INCREASE IN  
MOBILE VISITS

**78M** PODCAST  
DOWN-  
LOADS

**46M** WEB  
LISTENS

**124M**

on-demand listens

**400+**

public radio outlets  
presenting **NYPR**-  
produced content

**375+**

HOURS OF **NYPR** PROGRAMMING EACH WEEK

**63%**

increase in unique visitors  
to **NYPR** sites and apps  
year-over-year

**100%**

OF BACH'S MUSIC  
PLAYED DURING  
**WQXR'S** BACH 360  
FESTIVAL

**MOMENTS  
OF RECOGNITION:  
AWARDS**



New York Public Radio's dedication to excellence and commitment to serving its listeners when it mattered most was recognized in Fiscal Year 2013. Among many other awards to be proud of, New York Public Radio was honored with the Corporation for Public Broadcasting's (CPB's) first Community Lifeline Award for its service during Sandy. The Community Lifeline Award recognizes public media stations that provide exemplary service during local emergencies. We also received a \$250,000 emergency grant from CPB for Sandy.

New York Public Radio also won two George Foster Peabody Awards this year. *The Leonard Lopate Show* was honored for its overall excellence. The Peabody Committee said of *The Leonard Lopate Show*, "Lopate presides over New York's most revered radio forum for exploring the arts, culture, and the public life of the city." The other Peabody Award was picked up by *Studio 360* for the series "Inside the National Recording Registry," produced with Ben Manilla Productions. In the last decade, New

York Public Radio has received seven Peabody Awards.

At the New York State Associated Press Broadcasters Association Awards, WNYC was recognized with eight first-place wins and six special mentions. We were honored for our regular programming, our documentaries, our enterprise reporting and our online news. Every facet of our news operation was recognized. We won for covering Sandy and the aftermath; for portraying life in the housing projects of New York through one family's story; and for exploring the black market for food truck permits in the city.

Also this fiscal year, WNYC's *Radio Rookies* won the 2012 Casey Medal for Meritorious Journalism in the Youth Media category for its series "Coming of Age in 2011"; *On the Media* was honored with its second Bart Richards Award for Media Criticism; and the Online News Association recognized WNYC with two Online Journalism Awards.

**ABOVE (LEFT):**  
Leonard Lopate accepts the  
Peabody Award

**ABOVE (RIGHT):**  
Ben Manilla and Kurt Andersen  
accept the Peabody Award

**MOMENTS OF  
SUPPORT:  
DEVELOPMENT AND  
UNDERWRITING**



**PHILANTHROPIC SUPPORT AND  
CORPORATE SPONSORSHIP MAKE ALL  
THAT WE DO POSSIBLE. WE THANK  
YOU FOR YOUR SUPPORT.**

**MEMORABLE MOMENT: SANDY CRASHES OUR ANNUAL GALA**

Sandy was more than just a big news story for us. It rolled into town the night our annual gala was scheduled to take place. We put away our formal wear and turned our attention to practical matters like ensuring we had enough staff and generator power to cover the story for our region. On January 16, we held a smaller event in The Jerome L. Greene Performance Space to celebrate our gala honoree Lulu C. Wang for her dedication and commitment to New York Public Radio over the years. Thank you, Lulu, for being one of New York Public Radio's greatest champions.

**ABOVE:**  
Honoree Trustee Lulu C. Wang  
and Trustee Nicki Tanner in  
The Greene Space  
Photo credit: Michael Priest  
Photography

**MOMENTS TO COME:**

**THE  
INNOVATION  
FUND**

New York Public Radio has a strong vision for the future and a strategic plan in place to help realize it. Through the Innovation Fund, we are raising \$22.5 million in funds to deepen our capacity to deliver high-impact journalism, develop new programming, offer the best in classical music, and serve audiences with digital innovation. This fund acts as a venture fund to provide support for new initiatives until they can be self-sustaining. By the end of Fiscal Year 2013, New York Public Radio had raised more than \$5.6 million for the Innovation Fund and was piloting new content and digital tools. We are grateful to our Innovation Fund donors for leading the way and helping us innovate and expand our service to listening audiences of the 21st century.



## 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 INDIVIDUALS, INSTITUTIONS,  
FOUNDATIONS AND LISTENERS  
LEGACY CIRCLE MEMBERS  
THAT SUPPORTED OUR WORK  
LAST YEAR. WE ALSO THANK  
EACH AND EVERY ONE OF OUR  
170,000+ MEMBERS FOR THEIR  
OUTSTANDING GENEROSITY.

### **\$1,000,000+**

The Carson Family Charitable Trust  
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Jerome L. Greene Foundation  
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Charles H. Revson Foundation  
Alfred P. Sloan Foundation

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### **\$100,000-\$249,999**

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We honor the following Listeners Legacy Circle members whom we lost this past year, and extend our sympathy and heartfelt thanks to their loved ones for the legacies they created on behalf of New York Public Radio.

Marilyn Apelson  
Pauline Feingold

## UNDERWRITING

### NEW YORK PUBLIC RADIO UNDERWRITERS IN FISCAL YEAR 2013

New York Public Radio gratefully acknowledges the top underwriters whose support made its unique programming and offerings possible in Fiscal Year 2013.

### A MOMENT FOR CORPORATE SUPPORTERS:

## LEGALZOOM

This past year, Legalzoom was New York Public Radio's largest digital underwriter. Legalzoom, an online legal document preparation service, focused primarily on our national podcasts, including *Radiolab*, *Here's the Thing with Alec Baldwin*, and *Freakonomics Radio*. Legalzoom recognized New York Public Radio's growing footprint in the national digital audio space. Given that NYPR has three of the top 10 podcasts in iTunes, many national brands like Legalzoom are reaching out to New York Public Radio to connect with an intelligent, engaged digital audience.

Adelphi University  
Air France  
American Ballet Theatre  
Art Pride New Jersey  
Assured Guaranty  
Athena Health  
Book of Mormon  
Brooklyn Brewery  
Cancer Treatment Center of America  
Capital One Bank  
Carnegie Hall  
Central Park West Dentistry  
Cervalis  
Charles P. Rogers & Company  
Citrix GoToMeeting  
Columbia University  
Cooper Union  
Cornell Johnson School of Management  
Crown Publishing Group  
CUNY MALs  
Current Designs - Tekserve  
Earthjustice  
Emirates Air  
Greater Philadelphia Tourism  
Harvard Business School  
Hawaiian Airlines  
Holy Name Hospital  
Hulu  
Iona College  
The Knight Foundation  
Lincoln Center for the Performing Arts  
Lincoln Motor Company  
LV Wood Floors  
Macy's  
MailChimp  
McGraw Hill Companies  
Metropolitan Museum of Art  
MoMA  
Montefiore Medical Center  
New Jersey Symphony Orchestra  
The New School  
New York City Charter School Center  
New York Philharmonic  
New York University Stern Langone  
Nissan  
North Highland Consulting  
Papermill Playhouse  
Paramount Pictures  
Penguin Group  
Reputation.com  
Rubin Museum of Art  
Rutgers University - Continuing Education  
Silver Hill Hospital  
Sony Pictures Classics  
Source Atlantique  
SquareSpace  
Tourism Ireland  
Twentieth Century Fox  
Verizon Wireless  
Vital Projects Fund  
Walt Disney Studios  
Warner Brothers  
Working Today/Freelancers Union

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