NEW YORK PUBLIC RADIO

THE MOMENTS THAT MATTER
ANNUAL REPORT:
JULY 2012–JUNE 2013
BOARD OF TRUSTEES

Herb Scannell, Chair*
PRESIDENT, BBC WORLDWIDE AMERICA

Cynthia King Vance, Vice Chair*, Chair†
ADVANCED STRATEGIES, LLC

Alexander Kaplen, Vice Chair*
EXECUTIVE, TIME WARNER

John S. Rose, Vice Chair†
SENIOR PARTNER AND MANAGING DIRECTOR, THE BOSTON CONSULTING GROUP

Susan Rebell Solomon, Vice Chair†
RETIRED PARTNER, MERCER MANAGEMENT CONSULTING

Mayo Stuntz, Vice Chair†
MEMBER, PILOT GROUP

Howard S. Stein, Treasurer
MANAGING DIRECTOR, GLOBAL CORPORATE AND INVESTMENT BANK, CITIGROUP, RETIRED

Alan G. Weiler, Secretary
PRINCIPAL, WEILER ARNOW MANAGEMENT CO., INC.

Laura R. Walker, President and CEO
NEW YORK PUBLIC RADIO

Jean B. Angell
RETIRED PARTNER AND MEMBER, PRIVATE CLIENT SERVICE GROUP, BRYAN CAVE

Tom A. Bernstein
PRESIDENT AND CO-FOUNDER, CHELSEA PIERS

John Borthwick
CEO, PRESIDENT, BETAWORKS

David R. Caplan
DEAN AND VICE CHAIR, CITY YEAR NEW YORK RETIRED APPAREL AND TEXTILE EXECUTIVE

Judith M. Carson
ARTS EDUCATOR

Andrea Collins
PHILANTHROPIST

Charles M. Diker
MANAGING PARTNER, DIKER MANAGEMENT, LLC

Martha J. Fleischman
PRESIDENT, KENNEDY GALLERIES, INC.

Alan Jenkins
EXECUTIVE DIRECTOR, THE OPPORTUNITY AGENDA

Kate D. Levin, ex officio
COMMISSIONER, NEW YORK CITY DEPARTMENT OF CULTURAL AFFAIRS

Anton J. Levy
MANAGING DIRECTOR, GENERAL ATLANTIC LLC

Joanne B. Matthews
PHILANTHROPIST

Bethany Millard
PHILANTHROPIST

Richard A. Pace
EXECUTIVE VICE PRESIDENT, BANK OF NEW YORK MELLON, RETIRED

Ellen Polaner

Jonelle Procope
PRESIDENT AND CEO, APOLLO THEATER FOUNDATION

Joshua Sapan
PRESIDENT AND CEO, AMC NETWORKS

Lauren Seikaly
THEATER PRODUCER AND ACTRESS

Peter Shapiro
FOUNDER, BROOKLYN BOWL; PUBLISHER, RELIX MAGAZINE; OWNER, CAPITOL THEATRE

Anne Spitzer
FACULTY, MARYMOUNT MANHATTAN COLLEGE

Peter Tague
VICE CHAIRMAN AND CO-HEAD, Mergers & Acquisitions, Global Banking, Citigroup

Nicki Newman Tanner
ORAL HISTORIAN; SPEAKER AND WRITER ON WOMEN’S PHILANTHROPY

Andrea L. Taylor
DIRECTOR, NORTH AMERICA, CITIZENSHIP & PUBLIC AFFAIRS, MICROSOFT CORPORATION

Keith Thomas

Wilma S. Tisch

Frank D. Yeary
PRINCIPAL, DARWIN CAPITAL ADVISORS

HONORARY BOARD

Peter H. Darrow
SENIOR COUNSEL, CLEARY GOTTLIEB STEEN & HAMILTON, LLP

Eduardo G. Mestre
CHAIRMAN, GLOBAL ADVISORY, EVERCORE PARTNERS

Thomas B. Morgan
CEO, TUPELO CAPITAL MANAGEMENT, LLC

NEW YORK PUBLIC RADIO SENIOR STAFF

Laura R. Walker
PRESIDENT AND CEO

Dean Cappello
CHIEF CONTENT OFFICER AND SENIOR VICE PRESIDENT

Thomas Bartunek
VICE PRESIDENT, PLANNING AND SPECIAL PROJECTS

Thomas Hjelm
CHIEF DIGITAL OFFICER AND VICE PRESIDENT, BUSINESS DEVELOPMENT

Margaret Hunt
VICE PRESIDENT, DEVELOPMENT

Noreen O’Loughlin
VICE PRESIDENT, INTEGRATED MARKETING AND GENERAL MANAGER OF THE JEROME L. GREENE PERFORMANCE SPACE

Graham Parker
VICE PRESIDENT AND GENERAL MANAGER OF WQXR

Michele Rusnak
CHIEF FINANCIAL OFFICER AND VICE PRESIDENT OF FINANCE AND ADMINISTRATION

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.
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
Cynthia King Vance, Incoming Chair of the Board of Trustees
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

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.

THE JEROME L. GREENE PERFORMANCE SPACE AND 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
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 crowdsourced 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 all you did during Sandy and always do under ordinary circumstances. It was enormously reassuring to know you were/are there.” Emily, Bronxville, NY

“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

“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

“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

“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

The Geraldine R. Dodge Foundation

Knight Foundation
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
Jorge Rosario
Photo credit: Stan Gaz

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

“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
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.
**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, Tuneln, 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

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

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

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

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

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.

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

November 14, 2012: WQXR launches 2nd annual Beethoven Awareness Month.

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

January 8, 2013: Emancipation 150 series kicks off in THE GREENE SPACE.
June 30, 2013: **WNYC** ends Fiscal Year 2013 with carriage agreements with 190 stations, representing 150% growth.

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

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.

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

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

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

<table>
<thead>
<tr>
<th>Contributions</th>
<th>28,883</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership &amp; Other</td>
<td>15,081</td>
</tr>
<tr>
<td>Underwriting</td>
<td>1,754</td>
</tr>
<tr>
<td>Campaigns</td>
<td>2,846</td>
</tr>
<tr>
<td>Other</td>
<td>6,694</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>63,671</td>
</tr>
</tbody>
</table>

Expenses ($000)

<table>
<thead>
<tr>
<th>Program Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Programming</td>
</tr>
<tr>
<td>Technical Operations</td>
</tr>
<tr>
<td>Marketing</td>
</tr>
<tr>
<td>Fundraising</td>
</tr>
<tr>
<td>Management &amp; General</td>
</tr>
<tr>
<td>Total Expenses</td>
</tr>
</tbody>
</table>

For a complete copy of our FY2013 audited financial statements, please call 646-829-4011 or visit www.wnyc.org/about.
FISCAL YEAR 2013

7 RADIO STATIONS
15 NEW WNYC PILOT PROJECTS INITIATED
170,000+ people experiencing our radio/digital content each month on average
11.5M people on-demand listens
375+ HOURS OF NYPR PROGRAMMING EACH WEEK
78M Podcast downloads
46M Web listens

171 live events in The Greene Space
171 increase in streaming cume year-over-year
171 members supporting NYPR content and programming
63% increase in unique visitors to NYPR sites and apps year-over-year

2300+ STORIES PUBLISHED ONLINE EACH MONTH
33% of our members are monthly sustainers
627,000 Twitter followers (NYPR brands and personalities)
179% increase in mobile visits

124M on-demand listens
120 live classical music broadcasts
120 public radio outlets presenting NYPR-produced content

400+ Podcast downloads
100% of Bach’s music played during WQXR’s Bach 360 Festival

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.
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.

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.
NEW YORK PUBLIC RADIO GRATIFY 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
- Corporation for Public Broadcasting
- Dormitory Authority of the State of New York
- Jerome L. Greene Foundation
- National Science Foundation
- Charles H. Revson Foundation
- Alfred P. Sloan Foundation

$250,000-$999,999
- Judith-Ann Corrente
- The Joyce and Daniel Cowin Foundation
- The Geraldine R. Dodge Foundation
- Ford Foundation
- Kaplen Foundation
- John S. and James L. Knight Foundation
- The Andrew W. Mellon Foundation
- National Endowment for the Humanities
- New Venture Fund
- The Rockefeller Foundation
- Anne and Bernard Spitzer Charitable Trust
- The Thompson Family Foundation, Inc.
- Wilma S. Tisch
- The Tow Foundation
- Lulu and Anthony Wang
- Wyncote Foundation

$100,000-$249,999
- The Alec Baldwin Foundation
- Steffi and Robert Berne
- The Booth Ferris Foundation
- FJC, a Foundation of Donor-Advised Funds
- Sidney E. Frank Foundation
- Mark T. Gallogly and Lise Strickler
- Eugene and Emily Grant
- The Marc Haas Foundation
- Hive Digital Media Learning Fund in the New York Community Trust
- Jeffrey Kenner and Hyunjoo Laskin
- John D. and Catherine T. MacArthur Foundation
- Bethany and Robert B. Millard
- Henry and Lucy Moses Fund
- New York State Department of Education
- Sarah Reetz and Herb Scannell
- Elizabeth and Mayo Stuntz
- Nicki and Harold Tanner
- Elaine and Alan G. Weiler
- The Winston Foundation

$25,000-$99,999
- Anonymous (4)
- James Attwood and Leslie Williams
- Thomas S. Bain
- Tiger Baron Foundation
- Raymond E. and Lucille P. Benedetto
- Tom and Andi Bernstein
- The Robert Bowne Foundation
- Mr. and Mrs. Timothy Collins
- Mr. and Mrs. Charles Diker
- Enoch Foundation
- Martha J. Fleischman
- Judi Sorenson Flom
- Mr. and Mrs. Martin F. Heller
- The Charles Evans Hughes Memorial Foundation

Christian A. Johnson Endeavor Foundation
- Ann F. Kaplan and Robert A. Fippinger
- Ruth and Harold Kingsberg
- Daney and Lee Klingenstein
- Robert and Dora Kuhn
- Iris and Junming Le Foundation
- Leir Charitable Foundations
- Anton Levy
- Mr. and Mrs. Richard G. Lubman
- Ellen and James S. Marcus
- Cary Davis and John McGinn
- Jason and Deborah McManus
- Eugene Mercy, Jr.
- MetLife Foundation
- Ruth and Harvey Miller
- Mr. Malcolm Mogul and Dr. Harriet Mogul
- Katherine Moore
- Eleanor and Howard Morgan
- Victoria and Stephen Morris
- National Endowment for the Arts
- Robin Chemers Neustein
- New Jersey Recovery Fund
- New York City Department of Cultural Affairs
- The Overbrook Foundation
- Sarah Peter
- Jonelle Procope and Fred Terrell
- Rockefeller Brothers Fund
- Allie Rogers and Eun Mi Kim
- Susan and Elihu Rose
- Laura and James J. Ross
- Mr. and Mrs. Jon Ronstenreich
- Joshua Sapan
- Ann and Richard Sarnoff
- Roberta Schneiderman
- The Selz Foundation
- Susan and Peter Solomon
- The Spektor Family Foundation
- Ernest C. Stiefel Foundation
- W. Clement and Jessie V. Stone Foundation
- The Geraldine Stutz Trust
- H. Anna Suh and Ross A.aron
- The Peter Jay Sharp Foundation
- Lee and Cynthia King Vance
- The Agnes Varis Charitable Trust
- Miriam and Ira D. Wallach Philanthropic Fund
- Kathleen and Seymour Weingarten
- Joseph A. Wilson
- Miranda Wong Tang

$10,000-$24,999
- Anonymous (6)
- Adobe Foundation
- Robert Arnow
- BBC America
- Russell Berrie Foundation
- Richard Bodorff, Wiley Rein
- Kim Bleimann and Berje, Inc
- California Community Foundation
- Barbara and David Caplan
- Anla Cheng Kingdon and Mark Kingdon
- Clear Channel
- Betsy and Ed Cohen
- Colbert Family Fund of Coastal Community Foundation
- Hal and Helen Coon
- The Aaron Copland Fund for Music
Mercedes Daneic and Thomas Bernard
Peter and Katharine Darrow
Mr. and Mrs. Christopher Davis
Dr. Karen Davis and The Deborah Elkins Foundation
Anne E. Delaney
Irene Diamond Fund
Doreen Downs Miller
Janice Elig and Chadick Elig
Victor Elmaleh Foundation
Charles and Elaine Engelstein
Alex J. Ettl Foundation
R.S. Evans and the R.S. Evans Foundation
Honorable Henrietta Holsman Fore
and Richard L. Fore
Julian W. and Ronnie B. Friedman
Friedman Family Foundation
Michele Satty Gage and The Gage Fund
William and Helen Garrison
Amy and Ian Gazard
Jill and John Gilbert
James Gleick and Cynthia Crossen
Virginia and Martin Gold
Herman Goldman Foundation
David Gottleib and Death Or Glory, LLC
Sigrid Gray
Kim and Jeff Greenberg
The Guilford Fund
Peter and Beth Hambrock
Tom Hanks and Rita Wilson
Mary W. Harriman Foundation
Glenn Head
The Heckscher Foundation for Children
Christine Hepburn and Kenneth Martin
Carol and Howard Holtzman
Sandi Horbach and Steven Skoler
Samuel and Anna Jacobs Foundation
The Katzenberger Foundation
Wendy Keys and Donald Pels
Jacques Kohn
The Kovner Foundation
Jay B. Langner
Ruth M. and David A. Levine
Dorothy Lichtenstein
Herman Lissner Foundation
Dottie Litwin-Brief and Donald Brief
Carol Loomis and The Briar Foundation
Nathan Lorman
Ann Luce and Jonathan L. Auerbach
Mr. and Mrs. Vincent Mai
Lynn J. and Elizabeth A. Mangum
Jane Marcher Foundation
David M. and Susan M. Marcinek
Joanne and Norman S. Matthews
Stephen and Carolyn McCandless
Constance and H. Roemer McPhee
Joyce F. Menschel
Josephine Merck
Gillian and Eduardo Mestre
Anne Akiko Meyers
David M. Modest and Mary Forbes Singer
John and Wendy Neu Family Foundation
Margaret Neubart Foundation
New York State Council on the Arts
Newman’s Own Foundation
Richard and Lois Pace
Theodore Petroulas and Nasim Alikhani
Ellen and Len Polaner
David and Leslie Puth
The Resource Foundation
Rice Family Foundation
Philip W. Riskin Charitable Foundation Inc.
Jerome Robbins Foundation
David Rockefeller Jr.
Mary Rodgers and Henry Guettel
John and Elizabeth Rose
Mrs. Frederick P. Rose
Lindsay and Evan Roth
Robert R. and Joan O. Rothenberg
Diane Saatchi
Mrs. Julio Mario Santo Domingo
The Irving and Geraldine Schaffer Foundation
The Morris and Alma Schapiro Fund
Schuman Center for Media and Democracy
Lauren Seikaly and Michael Huber
Peter Shapiro
The Sharpe Foundation
Silver Mountain Foundation for the Arts
Richard Silverman
Silverstein Properties
Sirus Fund
Sam and Ellen Sporn
Connie Steensma and Rick Prins
Howard S. and B. Jill Comins Stein
David Swope
Epstein Teicher Philanthropies
Rosalind P. Walter
David Weller
Lucille Werlinich
Lesley and Frank Yeary
Amy Yenkin and Robert Usdan

$5,000-$9,999
Anonymous (8)
Louis and Anne Abrams Foundation
Lawrence and Ronnie Ackman
Nancy Adelson
Terry L. Andreas
Jean B. and Christopher C. Angell
Robert and Helen Appel
Stuart S. Applebaum Giving Foundation
Atlantic Philanthropies
Axe-Houghton Foundation
Blair Axel
Stephanie and Stephen Axinn
Rose M. Badgley Residuary Charitable Trust
Henry and Karen Barkhorn
Helaine and Victor Barnett
Mr. and Mrs. Manuel H. Barron
Nan Bases
Stephen Baum
The Bay and Paul Foundations
James and Frances Berger
Judy and Howard Berkowitz
Irina Birnbaum
Bloomington’s
Charles Brenner and Elise Grebe
Margot Bridger
Brooklyn Community Foundation
The Sander and Norma K. Buchman Fund
Erin Burnett
Mr. and Mrs. Len Cariou
Mr. and Mrs. Raymond Chambers
Simona and Jerome Chazen
Constance and Henry Christensen III
Clintondale Family Foundation
CIGNA HealthCare
Mr. and Mrs. Joseph L. Cohen
Tim and Carol Cole
Michael R. and Emilie R. Corey
Crosswicks Foundation, Ltd.
Laurel Cutler and Theodore J. Israel
Ron Daniel and Lise Scott
Joan K. Davidson
Richard De Martini and Jennifer Broersen
Robert De Rothschild
Jeffrey and Jill Degen
DeWitt Stern Group
Charles Dimson
Alisa and Dan Doctoroff
Eve Dorfzaun
Susan and Thomas Dunn
Fred L. Emerson Foundation
Katherine Farley and Jerry Speyer
Fidelity Charitable Fund
Shauna M. and Kevin B. Flanigan Foundation
Barbara G. Fleischman
Bobbie and Lew Frankfort
Andrea and James Gellert
Mrs. Isabel Gindi and Dr. Michael Gindi
Robert D. Goldfarb
Alice Gottesman
Geoffrey and Sarah Gund
Amelia M. Hagedorn and The Hagedorn Foundation
Kathleen D. Hale
Anne and John H. Hall
Jean D. Hamilton and Richard N. McCarthy
Meryl Hartzband
Sebastian Heath and Sarah Burns
John and Sally Henry
Judith and Joel Herschman
Alexandra and Paul Herzan
Ann and Weston Hicks
Hite Foundation
Lillian Hoffman
Nancy and Neil Humphreys
Hunter Douglas
Indira Foundation
Marvin Israelow and Dorian Goldman
Peter H. and Karen S. Jakes
Carroll and Donna Janis
Stuart M. Johnson
Lena and Gilbert Kaplan
Kassel-Backer Family Foundation
Anna-Marie Kellen
Mary Beth Kelly
The Emily Davie and Joseph S. Kornfeld Foundation
Robert and Rudi Kornreich
Alexandra D. Korry
Leon Levy Foundation
Kim Lemon and Michael Levine
Abe Littenberg
Neil and Virginia Luppescu
Sarah L. Lutz and John van Rens
Joanne Lyman
LISTENERS LEGACY CIRCLE MEMBERS

<table>
<thead>
<tr>
<th>Anonymous (40)</th>
<th>Edward and June LeBell Alley</th>
<th>Dr. and Mrs. Lloyd H. Alterman</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Ashe</td>
<td>Leon D. Ashner</td>
<td>Rahim and Ali Bacchus</td>
</tr>
<tr>
<td>John M. Bacon</td>
<td>Thomas S. Bain</td>
<td>David Ballon and Karen Reisler Ballon</td>
</tr>
<tr>
<td>Arlene A. Bartlow</td>
<td>Sandy Berger</td>
<td>Luba Holtzman</td>
</tr>
<tr>
<td>Sharon L. Baver</td>
<td>Vida and Michael Heaven</td>
<td>Elizabeth B. Hubbard</td>
</tr>
<tr>
<td>Hope Brown</td>
<td>Dr. James Burke</td>
<td>Karen Jare</td>
</tr>
<tr>
<td>Mary Butler</td>
<td>Joel T. Camche</td>
<td>Peter H. Judd</td>
</tr>
<tr>
<td>Robert J. Defreitas</td>
<td>Michael DeVries and Christine Stokes</td>
<td></td>
</tr>
<tr>
<td>Virginia Chakejian</td>
<td>Persis Charles</td>
<td>Beatrice Kaufman</td>
</tr>
<tr>
<td>Tony and Sue Ann Converse</td>
<td>William R. Corry</td>
<td>Dr. Sivia Kaye</td>
</tr>
<tr>
<td>Vicki Cowen</td>
<td>Elizabeth Fallon Culp</td>
<td>Anne Keelman</td>
</tr>
<tr>
<td>Carol and Sarah Dacey-Charles</td>
<td>Mary Carol Day and Paul Newland</td>
<td></td>
</tr>
<tr>
<td>Robert J. Defreitas</td>
<td>Michael DeVries and Christine Stokes</td>
<td></td>
</tr>
<tr>
<td>Carol F. Drisko</td>
<td>Linda J. Eckard</td>
<td>Cynthia Kelmira</td>
</tr>
<tr>
<td>Audrey Ellinger</td>
<td>George J. Feeney</td>
<td>Margaret Kennedy</td>
</tr>
<tr>
<td>Janice Figueroa</td>
<td>Stuart M. Fischman, Esq.</td>
<td>Mary-Jo Knight</td>
</tr>
<tr>
<td>Stuart M. Fischman, Esq.</td>
<td>Charlene L. Forest</td>
<td>Elinore A. Kochis</td>
</tr>
<tr>
<td>Shirley Friedman</td>
<td>Edward F. Gerber</td>
<td>Ruth Kram</td>
</tr>
<tr>
<td>Edward F. Gerber</td>
<td>Murray Ginsberg and Flore Botwinick</td>
<td></td>
</tr>
<tr>
<td>Bruce Glaser</td>
<td>Edward E. Goldman and Judith A. Riven</td>
<td></td>
</tr>
<tr>
<td>Vera Graaf</td>
<td>Rose M. Greco</td>
<td>Laura Kraus</td>
</tr>
<tr>
<td>John B. and Diane D. Haney</td>
<td>Diane Hansen</td>
<td>Stuart M. Lane</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Edward and June LeBell Alley</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Barbara Lederer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Allegra Levanne</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Henry Lines</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lawrence Loewinger</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nathan Lormann</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helen Lowenstein</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The John E. Luth Charitable Lead</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Annuity Trust</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Janet Mardfin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jason and Edith Marks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Victor Mason</td>
</tr>
<tr>
<td></td>
<td></td>
<td>M. John Mathew</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alline Mattheson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Harry Matthews</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Laura Mausner</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stephen and Carolyn McCandless</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ann Davidson Michell</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Samuel L. Miller, M.D.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dennis Moreland</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dorothy Schoeni Neff</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helen Newman</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Barry and Malja Nobel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ruth Nordenbrook</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Carol Noymer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Paula Omansky</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Steffi Ostroff</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marilyn L. Papayanis, Ph.D.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Barbara S. Pollack</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jane M. Protzman</td>
</tr>
<tr>
<td></td>
<td></td>
<td>William R. Reader, in memory of Lester Bowman</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Madeleine P. Richard</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ethel Romm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Ruth and Samuel Rosenwasser</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Charitable Trust</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Joram Salig and Tony Clark</td>
</tr>
</tbody>
</table>

OUR DONORS (CONT.)
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 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.