

Section 6: Local Content & Services Report– CPB Station Activity Survey for 2014

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

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

Through content across the station’s distribution channels and platforms on-air, online, and on the ground, NYPR strengthens community connections and increases engagement opportunities throughout the city. We remain committed to holding several community summits per year that enable us to reflect the values, concerns and goals of multi-cultural, multi-ethnic communities and inform our public affairs and news programming. NYPR provides responsive services and products that enable our audience to access our content anywhere and anytime.

NYPR STRATEGIC PLAN

NYPR is currently implementing a bold and transformative five-year strategic plan that will enable us to better serve a larger and more diverse audience whose information and cultural needs and tastes are changing rapidly. The plan focuses on three main tiers: 1) creating outstanding new content for multiple platforms; 2) advancing a digital transformation across all NYPR brands and assets so we can serve the audience anywhere, anytime; and 3) fostering a deeper, more interactive relationship with our audience that makes our service more relevant and meaningful.

COMMUNITY CONVERSATIONS

The Community Engagement and Audience Development department (“Community Engagement”) collaborates with the WNYC newsroom to deliver content that is relevant to our diverse constituency. This collaboration, which includes the Community Ambassadors described in the answer to Question 4, increases the range of NYPR’s listening community. It also provides the station with a sharp focus and mechanism to ensure that we can continue to stay in touch with our communities’ interests and needs as they evolve.

NYPR hosts a number of community engagement events throughout the year around New York City and beyond. These intimate yet lively conversations are an integral part of NYPR's community service. The gatherings position the station as a leader within the community, help to build relationships and credibility in the community, and allow our stations to receive in-person feedback from our listeners. An example of these community events includes WNYC's annual Martin Luther King Jr. Day Celebration. On January 19, 2014, WNYC's annual Martin Luther King Jr. Day Celebration moved to the Apollo Theater for a special edition, presented as part of the Apollo's Uptown Hall series. Each year, WNYC brings together scholars, community leaders and activists to engage in conversation about the legacy of King's dream, and how his teachings still inform our view of American society today. The event, which attracted over 1,500 attendees, was moderated by Brian Lehrer, host of *The Brian Lehrer Show* on WNYC.

THE EXPRESS E-NEWSLETTER

NYPR's e-newsletter *The Express*, with a consistent 15%+ open rate and an established database dating back to 2005, was recently updated for an improved appearance and experience. Engaging our core audience through compelling media, *The Express* continues to reach and build loyalty among a multicultural audience. *The Express* celebrates the diversity of voices heard every day on-air and highlights WNYC events, media sponsorships and community "heroes." Many subscribers were not familiar with WNYC prior to signing up for this e-newsletter. E-newsletter subscribers sign up via our WNYC sponsored events, festivals, summer information tabling efforts, and signature community initiatives like our annual *Martin Luther King Jr. Celebration* and the *Singles Mixers*. These initiatives highlight diverse guests and topics relevant to our local multicultural communities. NYPR significantly expands its ability to connect with new listeners through *The Express*. The subscriber list for *The Express* is currently 15,500 and continues to grow via special promotions and e-mail/e-blasts.

SOCIAL MEDIA

NYPR's social media strategy furthers the engagement of a larger and more diverse audience through growth across multiple social platforms. By using platforms like Facebook, Twitter, Tumblr, and Instagram, NYPR is able to expand the reach of its content to a wider community. NYPR coordinates social activity with the WNYC and NJPR newsrooms, local and national shows, WQXR, and The Greene Space to facilitate an inclusive and interactive daily experience for all its listeners.

In order to fully serve as a resource for specific communities throughout New York City, we consistently focus on New York City neighborhoods and boroughs through a committed social media presence. We invest in communities by curating digital content that is both relevant and current to the broader listenership that we seek. Through a careful redesign of our social media strategy in the spring of 2014, NYPR's Community Engagement successfully doubled the "WNYC Community" Facebook page audience in less than three weeks.

Currently, the community-centric Community Engagement Facebook page has over 12,000 followers and engaged fans throughout Brooklyn, the Bronx, Queens, Manhattan, Staten Island, upstate New York, Connecticut, Jersey City, Newark, and additional New Jersey areas. Our WNYC Community Twitter account is particularly effective in engaging communities and inviting related dialogue at events. This is especially the case for our large-scale, live events such as our annual Martin Luther King, Jr. Celebration.

NEW JERSEY NEWS

We launched NJPR News in 2011 to expand our stations' coverage of New Jersey across our multiple broadcast and digital platforms, and to contribute original journalism to the state and region that addresses important public policy, civic, and social justice issues. NJPR News staff's original reporting is distributed across multiple platforms. NJPR also produces enterprise and investigative reports in collaboration with various editorial partners (described in the answer to Question 2). In our first year, New Jersey-based news coverage more than doubled and in our second year it increased by an additional 72 percent across all NYPR radio and digital platforms. Our new bureau has won awards for investigative, enterprise and feature reporting.

In addition to being aired on NJPR, NJPR News programming can also be heard on WNYC AM and FM. This ensures that our reports and the voices of New Jersey residents are heard by the 1.2 million people in our region who tune in every week, and by the hundreds of thousands more who listen online or via their mobile devices. Further, NYPR's broadcast reach covers approximately 70% of the total New Jersey state population. Combining WNYC, WQXR, and NJPR, we now count approximately 500,000 New Jersey residents as listeners.

THE GREENE SPACE

The Jerome L. Greene Performance Space ("The Greene Space") provides an access point for audiences not traditionally served by public radio. The Greene Space seasonally presents a diverse array of public affairs, performing arts, and cultural events that are responsive to our local communities and increase the depth, perspective, and reach of NYPR's on-air programming. Committed to providing New Yorkers opportunities for conversation and access to the highest quality cultural experiences, The Greene Space offers highly affordable ticket prices. The Greene Space operates as a communal meeting place that contributes to and enriches the dialogue about the issues shaping our world, both locally and beyond. By presenting live radio and video broadcasts and tapings of WNYC and WQXR's radio programs, The Greene Space enables programs to experiment with their formats and create multiplatform experiences to engage their audiences in new ways. The Greene Space curates original series proven successful at reaching new audiences such as *The NEXT New York Conversation*, *Battle of the Boroughs*, and *WQXR in The Greene Space*. The Greene Space presentation of *A New Theater of Sound (Dubliners)*, also detailed in Question 4, was a highlight of this year's programming.

SCHOOLBOOK

WNYC operates SchoolBook, an educational website focused on the New York City public school system, the largest in the nation. SchoolBook is grounded by the pillars of "news, data, and conversation," and was designed to help keep New York City's educational system accountable and transparent; to give voice to the diverse array of stakeholders that run and rely on it; and to spark informed dialogue and community engagement about education and city life. In terms of news, SchoolBook offers enterprise reporting on issues such as the pre-kindergarten expansion and charter schools and inside views of various schools and classrooms across the city. SchoolBook offers data on each of the more than 1,800

schools serving pre-k through high school. Our search and compare tool allows families to make more informed choices during key moments of the application process and is now available in Chinese and Spanish as well as English. We also have launched this year a unique email service for families who want help with the middle school application process. Further, SchoolBook is a digital platform for discussion, where teachers, administrators, and parents contribute content and share social media conversations. The diversity of opinion often sparks in-depth discussions and debates on the site, on Facebook and Twitter, and even in person: SchoolBook has hosted several live events including town hall-style discussions with Department of Education leaders, student-driven events and a professional development workshop for teachers.

Collaboration is a key component to SchoolBook's success. We partnered closely with one high school in a CPB-funded project on dropout prevention in 2014. We are engaged in editorial and marketing partnerships with NBC-New York, Telemundo 47 and the Chinese language newspaper World Journal. WNYC's SchoolBook team is a close partner of NPR's education effort, NPR Ed, contributing on-air and web content and sharing ideas. We are frequent visitors to schools and programs throughout the city in our effort to reach a broader audience and tell stories from a wide range of perspectives. We are making a focused effort to reach bilingual households and Spanish speakers, particularly around the issue of school choice, and to get information into the hands of people who need it the most.

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

NYPR partners with many community organizations to help meet our geographic diversity and outreach goals. These partnerships offer our stations access to community resources for building audience. Our focus continues to be on multicultural outreach supporting the arts and lifelong learning initiatives.

The partners of NYPR are wide-ranging and span the five boroughs and New York City metro area. We maintain strong relationships with most major cultural institutions (including the Bronx Museum, the Brooklyn Museum, the Metropolitan Museum of Art, the Queens Museum, and Staten Island's Snug Harbor) as well as key local cultural networks (including the Asian American Arts Alliance, Brooklyn Arts Council, Staten Island Arts Council, and Lower Manhattan Cultural Council).

FORMAL PARTNERSHIPS

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

- **Cultural Arts Partnership Program (CAP)** – This is an annual program that includes cultural organizations in the New York metropolitan area. The program has been tailored to support the organizations' season and make underwriting available to them at an affordable amount.
- **Media Sponsorships** – NYPR actively seeks to support diverse community activities in order to inform our listeners of these varied cultural resources and to build credibility and partnerships in ethnic communities.

- **Salute The Arts (STAR)** –NYPR’s Salute the Arts (STAR) initiative provided small to medium-sized cultural organizations based in the New York metropolitan region with free promotional spots across its broadcast and online platforms to market their programs and to engage a wide audience of New Yorkers. Administered by NYPR’s Community Engagement, STAR raised awareness of cultural organizations with budgets of \$500,000 or less that serve diverse communities at a neighborhood-level across the 5 boroughs. From July 1, 2013 to June 30, 2014, 30 organizations participated in STAR. Promotional spots aired one to three times per day on WNYC Radio and WQXR Radio to an audience of 1.2 million listeners, and partner organizations were also featured on dedicated STAR pages on WNYC.org and WQXR.org. Community Engagement worked with their partner organizations, a team of volunteer Community Ambassadors, and through their outreach networks to raise awareness of the initiative and to identify suitable participants. Applicants completed a brief online form that is accessible to the public on NYPR’s websites, providing brief descriptions of their organizations and programs. NYPR’s staff assessed the diversity of the audience served by the applicants’ programs and their need for in-kind promotional support. Successful applicants received marketing campaigns that would typically cost NYPR’s corporate supporters and underwriters from \$10,000 to \$15,000. STAR participants during Fiscal Year 2014 included Harbor Lights Theater Company, Asian American Arts Alliance, Queens Oratorio Society, and PortSide New York. Once their final spots have aired, participants completed a survey that asked them to rate their experience and to evaluate its role in raising awareness of their programs. Staff used the survey responses to assess the effectiveness of the program and to ensure that it was responsive to the needs of organizations it serves. The responses that the participant survey received in Fiscal Year 2014 indicate that the program continues to have a lasting impact on the profile and awareness of a participant’s programs.

PROGRAMMING PARTNERSHIPS

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

- **WNYC/NJPR-NJ Spotlight Investigation** – WNYC has been using accountability journalism to shed light on democratic institutions and improve how they serve the public. In March, 2014, a WNYC/NJPR-NJ Spotlight investigation revealed major errors in how aid allocations to Hoboken and other storm-ravaged NJ towns were calculated.
- **New Jersey Education & Climate News Partnerships**— Over the past two years, WNYC has developed content and distribution partnerships with news agencies such as the Daily News, WNBC-TV, Telemundo, and the Chinese-language World Journal. These collaborations have been centered around WNYC’s coverage of education and climate change.
- **The Takeaway**— Our partnerships with *The New York Times*, Public Radio International, and WGBH enable *The Takeaway* to provide national and international news with extensive expertise.
- **NewsHive**— On October 18 and October 19, 2013, NYC Digital Wave Youth Media Festival and *Radio Rookies*, presented “NEWSHIVE @ St. Joseph’s College,” a project that brought together

60 teenagers and young adults (ages 14-25) to give voice to youth issues in advance of the New York City mayoral elections. The event was a partnership between WNYC, Red Hook Initiative, and Baruch College.

- **Rx for the BX**— In the spring of 2014, WNYC’s Newsroom produced a week-long series with a specific focus on healthcare in the Bronx as a part of our ongoing coverage of the Affordable Care Act. WNYC embedded itself in the borough with the goal of seeking out innovative initiatives in healthcare reform. The series featured pieces exploring personal accounts on obesity, public health, youth activism, and access to healthy foods. We partnered with residential Bronx photojournalists from the Bronx Documentary Center, who documented community members and helped shape stories in the series. At the end of the program, we hosted a community event at the gallery space of the Bronx Documentary Center in the South Bronx. We gathered a packed room of 75-100 community members, including featured participants from the series, local health experts, stakeholders from around the community, and WNYC reporters and staff. Panelists included medical experts from Montefiore Medical Center and Baruch College.
- **Dreams for NYC Inspired by MLK**— In January 2014, WNYC brought its annual MLK celebration event uptown to the Apollo Theater as a part of the Apollo’s Uptown Hall Series. In this new partnership, the Apollo and WNYC presented an event that examined the immediate future of New York City through the lens of Dr. King’s moral compass, co-hosted by WNYC’s Brian Lehrer and professor and journalist Farai Chideya. Panelists included local Harlem community leaders and NYC-area figures such as Dr. Christina Greer, Nelson George, Rep. Hakeem Jeffries, Dr. Peniel Joseph, and Dr. Khalil Gibran.
- **Battle of the Boroughs**— The annual “battle of the bands” hosted by Greene Space, WNYC, and WQXR invites undiscovered local performers from across all musical genres in New York City – from hip hop, to instrumental, classical, pop-rock, folk, and more. Musicians compete by borough until the final winners “battle” it out at an ultimate city-wide performance at the end of March. To execute this program, NYPR partners with community arts organizations throughout the city who help us solicit talent, spread the word, promote battle performances, and support our artists. Partners included: the Asian American Arts Alliance, Brooklyn Arts Council, Brooklyn Museum, Bronx Museum, Harlem Arts Alliance, Snug Harbor Cultural & Botanical Garden, LPAC, Queens Art Express, Queens Council on the Arts, Queens Museum of Art, Bronx Council on the Arts, and the Brooklyn Hip Hop Festival.
- **RESET: Bedford-Stuyvesant**-- WNYC and criminal justice reporter Kathleen Horan spent one year on the ground in the diverse and changing community of Bedford-Stuyvesant, Brooklyn. RESET: Bedford-Stuyvesant, a series that ran in the summer of 2014, aimed to amplify and listen to community voices and measure the progress of Mayor de Blasio’s electoral promise to end “Stop & Frisk” policing and mend police-community relations. To inform this project, our Community Ambassador attended Community Board meetings, had a table set up with information catering specifically to Brooklyn. Flyers for relevant events and police-community relations were made specifically for the initiative and programming. Announcements were made informing people who we were and why we were there, and encouraging them to engage with us.
- **WQXR Instrument Drive**— From March 28 through April 7, 2014 WQXR hosted an Instrument Drive and collected more than 3,000 gently used instruments. Generous music lovers donated their gently used musical instruments at drop off locations in New York City, Northern New

Jersey, Westchester and Long Island. The drive was conducted in partnership with Sam Ash Music Stores, the Mr. Holland's Opus Foundation, and the New York City Department of Education. WQXR repaired and distributed nearly 1,600 of the instruments to 46 under-resourced music programs in New York City Public Schools and. Approximately 500 instruments, which were not able to be repaired, were distributed through Materials for the Arts to artists, theater groups, and community non-profits.

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

NYPR programming presents dynamic and multi-directional user experiences on the air and online, creating opportunities for artists, writers, celebrities, politicians, business people, and policy makers to interact with audiences of all backgrounds and interests on the air and in our live space. Meanwhile, our "Community Ambassadors" canvass neighborhoods across the city to connect with residents and learn about the issues that are most important to them (Community Ambassadors are described in the answer to Question 4). The sum effect is perhaps best illustrated in our membership, which is now nearly 170,000 (up from 73,000 in 2000), making NYPR one of the largest member-supported organizations in the New York City.

- The WNYC/NJPR-NJ Spotlight investigation of Hoboken Mayor Dawn Zimmer's allegations that Governor Christie withheld Sandy aid from her city as a form of political retribution, revealed major errors in how aid allocations to Hoboken and other storm-ravaged NJ towns were calculated. NJ Senate President Stephen Sweeney directly cited a WNYC reporter's story in his call for legislation that would allow funding decisions to be appealed. As a result of these revelations, state officials reversed their decisions and awarded grants to several NJ cities and decreased funding to suburbs that did not suffer damage. Mayor Zimmer praised WNYC and NJ Spotlight "for their continued in-depth analysis and for demonstrating that investigative journalism is not a lost art."
- By developing content and distribution partnerships with news agencies such as the Daily News, WNBC-TV, Telemundo, and the Chinese-language World Journal, WNYC has not only covered education and climate change, but more importantly brought stories to those who are not in the habit of listening to public radio. We will continue to build on these relationships to extend the reach of our reporting on the 2016 campaign season, the candidates, and their platforms. We will also cover the mechanics of elections, from voting to gerrymandering to campaign finance.
- ***The Takeaway*** – As a result of NYPR's partnerships with *The New York Times*, Public Radio International, and WGBH, NYPR is able to address the complexity of national and international news through the WNYC show *The Takeaway*. NYPR tied in local and national, editorial content and expanded its reach and accessibility through programs like *The Takeaway*. A WNYC program in conversation-based format, *The Takeaway* has enabled a deeper examination of news stories on topics such as policing and brought in the perspectives of experts and callers from across the

political, geographical, economic, and cultural spectrum. In 2014, *The Takeaway* was broadcast on close to 250 stations, and program listeners totaled 2 million.

- At a time when statehouse reporting is in decline across the country, NYPR has dedicated reporters in both Albany and Trenton, in addition to a public finance reporter. With these journalists in place, we have the capacity to offer immediate, comprehensive coverage and analysis of stories like the demise of the Moreland Commission and the national ambitions of Chris Christie and Andrew Cuomo. NYPR explains to the public how our elected officials function within existing governance systems and institutions and provides the public the information they need to exercise their rights to vote and to otherwise participate in the political process.
- WNYC's initiative "Mean Streets" tracked all of the 263 traffic fatalities that occurred on New York City streets in 2014. We provided information about the circumstances of each incident, profiled the individuals who lost their lives, and analyzed data in order to find commonalities among incidents and intersections, missed warning signs and missed opportunities for action. In a city that is dealing with population growth, congested roads, and an increasing number of cyclists, the attention that "Mean Streets" brings to this problem has the potential to influence public policy and save lives. WNYC's Data News team created an easy-to-navigate, interactive tool that can be used by advocates as they attempt to identify weaknesses in current traffic safety measures and push for improvements. The tool has been referenced as a valuable resource in a number of news sources and community blogs including *The Wall Street Journal*, *Gothamist*, and streetsblog.org.
- **On the Media** – *On the Media*, a WNYC show that regularly addresses government accountability and transparency, inspired people to contact lawmakers about meaningful issues including whistleblower protection and detainment policies at U.S. borders.
- **Radio Rookies**— *Radio Rookies*, impacting the community since 1999, continued to work closely this past year with young people in under-resourced neighborhoods. Since its inception, *Radio Rookies* has held workshops in which high school students learn to report on and produce radio documentaries inspired by their own interests and experiences. Each year, *Radio Rookies* collaborates with a community-based organization or school, which helps recruit participants, provides space for workshops, and facilitates the program's interface with parents and local leaders. *Radio Rookies* stories, which have sensitively and deftly covered tough topics such as immigration, sexual orientation, and building self-esteem, air locally on WNYC to more than 1.2 million listeners in the New York metro area and nationwide selectively via NPR and PRX. *Radio Rookies* has a proven track record of changing participants' lives. Self-assessments indicate that the program helps improve students' speaking and writing skills as well as their confidence, and helps them to fine-tune their academic and career goals. In a recent survey of 62 Rookies graduates, over 91% reported graduating from high school. Of those, all of them either attend or plan to attend college. In the Fiscal Year 2014 alone, *Radio Rookies* has won a Third Coast Award, The Newspaper Guild's David S. Barr Award, the Casey Medal for Meritorious Journalism and an award for excellence from the National Association of Black Journalists. In addition to the broadcast workshops, *Radio Rookies* has been developing material to work with educators interested in teaching journalism and radio production. The content, which includes animated

shorts and more detailed classroom curriculum, has been used by hundreds of teachers citywide.

In a *New York Times* article on *Radio Rookies*, teenagers were reported to be as likely to hear the Rookies in classrooms as on the airwaves. "They respond to the programs," said Mike Grzelecki, who taught eighth-grade English at Intermediate School 62 in the Kensington section of Brooklyn. Mr. Grzelecki first played recordings of the pieces to his students to grab their attention. "If they were noisy or I couldn't get them to settle down," he said, "if I told them I had a Radio Rookies, it would settle them down." When he saw this interest, he began using the Rookies' stories as part of his students' preparation for the reading comprehension portion of required standardized tests. He said, "Because the pieces were by their peers, they enjoyed them and paid attention."

- **Dreams for NYC Inspired by MLK**—This year's move uptown of our annual Martin Luther King, Jr. Celebration increased its potential and relevance to the community. In this first partnership with the historic Apollo Theater, we were able to increase the audience size from 800 to 1,500, the Apollo's full capacity. Due to the success of this event, we have expanded the program further in 2015 to include a companion event in The Greene Space focusing on the arts in social movements. We will also be partnering again with The Apollo Theater to continue to increase our efforts to engage the local Harlem and uptown communities. Community members submitted comments to NYPR including the following:
 - "This is always a great event looking forward to it again this year!"
 - "As someone fortunate enough to have been in attendance at this event yesterday, I left with greater understanding, appreciation, hope, and resolve. Thank you for this gathering. Please have more like it."
- **Rx for the Bronx**— Our *Rx for the Bronx* event at the Bronx Documentary Center this year brought together a truly diverse group of New Yorkers and galvanized the community through public radio. With a full house, we saw an audience with diversity in age, race, ethnicity, ability, occupation, and borough. What resulted was a nuanced, animated community conversation that brought together a multitude of voices and perspectives. The enthusiastically positive response to the *Rx for the Bx* series included the following:
 - "Very good article about Montefiore included with this link. More Hospitals should case manage their patients. It keeps costs low and people are getting better."
 - "How to up the health in the unhealthiest boro. This is the kind of series I want to report someday. #RxfortheBX"
- **WQXR Instrument Drive**—The instrument drive inspired encouraging stories in *The New York Times*, *Wall Street Journal* and several television reports and from individual community members.
 - *The New York Times* reported the following:
 - The drive inspired a flute donation from Flutronix, a flute duo that combines classical, electronic, new-music and hip-hop influences, and a violin donation from Alan Gilbert, the music director of the New York Philharmonic.

- Students from Washington Heights Expeditionary Learning School performed at the gala and received an alto saxophone and electric guitar for their music program. “We’re always going to come back because music is unbreakable,” Samuel Tirado, 12, said after the show. “It’s too strong. Music is on top of everything in the world.”
 - Doug Israel, director of research and policy at the nonprofit Center for Arts Education, applauded the city’s initiative. He said that efforts like the donation drive fostered much-needed community involvement in public schools and “the arts have been underfunded in our schools for decades.” According to the New York City comptroller’s office, from 2006 to 2013, spending on arts supplies and equipment dropped by 84 percent, and the cuts particularly hurt schools in poorer neighborhoods.
- Community members submitted additional individual feedback to NYPR by email such as the following:
 - “I have many students who have extraordinary (up to 2 hours each way) daily commutes to school. One such student was a cellist living in Staten Island who was going to quit orchestra because she just couldn't handle lugging her cello to school twice a week for rehearsal any more. She now can remain in our instrumental program and use the donated cello in school.”
 - “We love the all instruments we have received so far. The students on the clarinet are playing high notes and those difficult ones in the transition zone they have never been able to play before. It's so encouraging to see them play so successfully.”
 - “One student whose parents could not afford to purchase her daughter a full size cello (she was using a 3/4) can now take one of the donated cellos home for the semester. “
 - “One violinist who had shown an interest in playing viola can now use a donated viola and not incur an extra expense for her financially burdened parents.”

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

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

As a community leader, NYPR convenes discrete communities in the metropolitan area to discuss issues of concern in their respective communities. This allows us to help inform our public affairs and news

programming and to better reflect the values, concerns and goals of our local, multi-cultural and multi-ethnic communities. Some examples of our many efforts to investigate and meet the needs of our very diverse audience follow.

THE ERIC GARNER CASE

The New York Times and many other major media outlets cited WNYC's *The Brian Lehrer Show* as a consistent source of calm analysis and honest conversation about law enforcement and race in relation to the Eric Garner case. *The Brian Lehrer Show* has provided an essential forum for communities to gather together and critically discuss the responses of Mayor de Blasio and the New York City Police Department.

RADIO ROOKIES

Radio Rookies produced a series of stories from young, Latino males which brought audiences compelling documentaries concerned with deepening our understanding of the fabric of daily life for this growing population. By 2060, the U.S. Census predicts one in three Americans will be Latino, but what distinguishes Latino boys often gets lost under the umbrella term "young men of color." This Rookies series introduced the intimate and powerful stories of these young men to millions of listeners nationwide.

COMMUNITY ADVISORY BOARD

NYPR's Community Advisory Board (CAB) is a volunteer group of interested listeners who meet monthly to gather public comments and advise as to whether the programming and policies of WNYC and WQXR meet the specialized educational and cultural needs of the community.

The CAB reviews NYPR's programming goals, our stations' services, and the significant policy decisions rendered by our stations. The CAB also assesses whether our stations' programming and other policies meet the specialized educational and cultural needs of the communities served by NYPR. The CAB deliberates independently of our stations' management and the NYPR Board of Trustees, determining its own agenda and electing its own leadership. The CAB conveys its findings and recommendations based on public input to the Board of Trustees. NYPR strives to recruit CAB members who represent a diverse cross-section of the community.

COMMUNITY AMBASSADORS

The Community Ambassadors Program, which consists of volunteers who represent NYPR in non-traditional public radio communities, has been essential to NYPR's ability to serve various geographic communities and communities of interest throughout the New York metropolitan area. Community Ambassadors are the first in-person contact with NYPR for many listeners and potential listeners. The program has helped NYPR expand its reach, build loyalty, and create entry points for new listeners. The Community Ambassadors Program has benefited the entire organization, from the reporters and producers, to the senior management, to the Board.

Beginning February, 2014 we had a dedicated news reporter covering Bedford Stuyvesant, Brooklyn in Central Brooklyn. Our reporter followed the progress of the community and its healing in the aftermath of the Eric Garner case. NYPR's Community Engagement team partnered with the newsroom on this 18-month project.

BATTLE OF THE BOROUGHES

This year was the fifth season of The Battle of the Boroughs, a competition in which musicians and artistic performers competed with peers from across New York City to represent their Borough in the Ultimate Battle. The event epitomized The Greene Space's objective of reaching out across the City to unearth creativity and talent, and to showcase the cultural vibrancy of New York's diverse communities. From February to May, acts from each Borough competed in five preliminary rounds hosted by WQXR's Terrance McKnight. The winners were chosen by a combined vote of the live audiences, online viewers, and the Battle's panel of judges. The five winning acts competed in The Greene Space on June 27, 2014 at the Ultimate Battle.

NEWSLETTER

We consistently track our bi-weekly e-newsletter, *The Express*, to monitor which stories garner the most interest and various subject matters that are most pertinent for our multicultural e-list.

SCHOOLBOOK

As a primarily English-language public radio station within a multilingual city, NYPR is keenly aware of the need to provide resources and services for non-English-speaking populations. One of our greatest steps towards this is through the re-launch and re-design of SchoolBook.org, our education and data news website. In 2014 we re-designed the site so that it includes three public school admissions guides for kindergarten, middle school, and high school enrollment translated into Mandarin Chinese and Spanish. These programs are the result of new partnerships with nationally and locally syndicated partners *The Daily News*, NBC, and Telemundo. As part of our outreach, we work to spread the word across local parent newsletters, grassroots partners, school districts, and cultural organizations. The Brooklyn Museum requested that we now correspond with their Education arm so that our resources can be listed directly on their website. We were also able to secure tables at UFT parent town halls, at which multiple parent coordinators for schools approached WNYC for more information to disseminate amongst their communities. Cindy Rodriguez, a WNYC reporter and native Spanish speaker, will appear on Telemundo television broadcasts in February, 2015 to discuss SchoolBook initiatives, active resources available, and other ways bi-lingual or non-English speaking parents can even further support and navigate their children's educational landscapes.

THE GREENE SPACE

The Greene Space produced a total of 66 events, including 57 events with tickets \$25.00 or less (representing 86% of total events) in Fiscal Year 2014. Following are major programming highlights from last season:

WQXR IN THE GREENE SPACE

The Greene Space provided a space for the WQXR community to gather in person to experience great classical music radio as it was made. This year, WQXR presented 20 live events in The Greene Space, featuring performances by and conversations with a variety of artists, both established and emerging. The series brought audiences closer to stars like violinist Joshua Bell, pianist Piotr Anderszewski, and the boundary-blurring Kronos Quartet. It celebrated opera's bright future with appearances by tenor Juan Diego Flórez, the 2014 winners of The Metropolitan Opera National Council Auditions, and Richard Tucker Award Winner Isabel Leonard. It served as an important platform for generating excitement over upcoming programming presented by our cultural partners, including *Un Ballo in Maschera* and *The Tempest* at the Met Opera and Ecstatic Music Festival at Merkin Concert Hall. And it supported young artists and audiences through events including a master class with Angela Hewitt, a special family presentation of *The Magic Flute*, and a free concert by the Department of Education's Summer Arts Institute, which put some of the instruments donated in the Instrument Drive to use for the first time. Events were webcast live and recorded for broadcast on the air; most are available on-demand at WQXR.org and thegreenspace.org.

A NEW THEATER OF SOUND (DUBLINERS)

This year *A New Theater of Sound* featured a celebration of James Joyce's *Dubliners*. The Greene Space commemorated the 100th anniversary of Joyce's influential contribution to twentieth century literature with two performances featuring dramatic staged readings of four of the fifteen stories within *Dubliners*. One of the goals behind The Greene Space's presentation of this important work was to encourage an aesthetic appreciation of Joyce by transporting the listener into early 20th century Dublin through his poetic language and the music of his time. The program consisted of four stories from *Dubliners*, adapted for radio into a quartet. Fifteen actors were in the company, along with a dialogue coach in order to maintain the consistency of the Irish brogue. Cast members included: Cormac Cullinane, Terry Donnelly, Peter Gerety, Sean Gormley, Dana Ivey, John Keating, Aiden Maloney, and Fiona Walsh.

Additionally, we were able to schedule a complementary discussion on WNYC's *The Leonard Lopate Show* with playwright and director Arthur Yorinks, music director, arranger, and pianist Edward Barnes, and actress Aedin Moloney. *Dubliners* also received significant press with a preview and a favorable review in the *Huffington Post*. Dan Barry of *The New York Times* included our production in an article on the *Dubliners* centennial. *The Huffington Post* favorably reviewed the program. *Dubliners* also inaugurated a new collaboration between WNYC and the Irish Arts Center, which helped spread the word about the program in the Irish and Irish American arts communities.

NEWS AND CONVERSATION

Over the last five years, The Greene Space has emerged as a unique and important destination to engage in curated conversations, dialogue, and engagement. From Guastavino with Leonard Lopate to Studio 360's *Science Fair* to parenting and technology with Manoush Zomorodi, Fiscal Year 2014 offered a diverse array of content and conversation. The *Next New York Conversation* was the centerpiece of The Greene Space's news and talk programs. The series connected live audiences in our theater, online and on-air, to contemporary artists, scholars and influencers, and was a vibrant and interactive forum for in-depth dialogue and artistic exploration.

SOCIAL MEDIA

NYPR's Community Engagement Facebook and Twitter pages aim to expand and diversify listenership by creating station awareness in new communities through the use of social media and other engagement tools.

NYPR listeners want to be heard. We are positioning these platforms to allow the public to express their thoughts on news we've reported, and to serve as an audience insight tool on some of our upcoming projects and events. These platforms are considered the "ears" of NYPR and are engagement tools used by our Community Ambassadors as they interact with the community.

NYPR also employs social media to maintain and develop communication with existing partners and to identify potential partnerships in various communities around New York City. This is centered around two key objectives:

- I. **Inter-organizational engagement.** Strategic use of digital platforms allows us to build and maintain NYPR's relationships within distinct communities around New York City without necessarily being on the ground, in the neighborhood every day.
- II. **Intra-organizational engagement.** Collaboration is essential to ensuring that NYPR programs reach a broader, more diverse audience. Social media provides opportunities for partnerships within NYPR teams and ultimately enables us to better communicate with our listeners.

Social media is an integral part of our innovative audience development. Staying engaged, up-to-date, and connected online helps us lay a foundation of existing communication with local community members. We work to both cultivate and maintain digital relationships that translate into effective community partnerships for NYPR.

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

CPB general funding is vital to all of NYPR's extensive programming, outreach, and community events described in detail above.

HURRICANE SANDY AND ITS AFTERMATH

In addition, CPB's specific grant support has helped us to continue in-depth coverage of Sandy's economic, political, and social impact on the region. From August 1, 2014 to October 31, 2014 NYPR and our partners produced approximately 90 stories relating to Sandy that were broadcast on WNYC FM, WNYC AM, and the four northern New Jersey stations comprising NJPR. These stories reached a broad audience in the region through local broadcasts on popular NPR shows like *Morning Edition* and *All Things Considered* and at times national broadcasts of those programs. NYPR's reporters covered a range of issues that have affected people in the region since the storm, from the rebuilding process to the distribution of federal aid. Highlights of this coverage are outlined below.

NYPR marked the anniversary of Hurricane Sandy with coverage by WNYC's *All Things Considered*, *The Brian Lehrer Show*, and *New Tech City*. *All Things Considered* presented a one-hour special, "Life After

Sandy: One Year Later” that traced the evolution of Sandy’s impact from the night the storm made landfall to the extended and often frustrating rebuilding process. The program asked where we stand one year later. *The Brian Lehrer Show* discussed in “One Year After Sandy: Lessons Learned, Challenges Ahead” the rebuilding process and considered whether the region was more prepared for a storm now. The program identified many of the remaining vulnerabilities and challenges despite extensive mitigation work. *New Tech City* examined in “Safety Nets: Broadband & Wifi in a Post-Sandy World” the effect that losing internet access had on people in the region.

WNYC News presented two programs about coping with the trauma of Sandy. In the program “Sandy Survivors Still Grappling with Memories of Those They Lost,” WNYC spoke to residents in Ocean Breeze, a neighborhood on Staten Island’s shoreline that was among the communities worst affected by Sandy, as they were still coming to terms with the psychological trauma of losing family, friends, and neighbors during the storm. In “One Year Later, a Middle School Revisits Sandy,” reporters interviewed eighth graders in the New Dorp neighborhood of Staten Island and Jamie Howard, of the Child Mind Institute, about helping students to feel a sense of control over the dramatic events that deeply affected many of them.

WNYC News looked at the policy and planning issues in Sandy’s aftermath in the program “6 Things That Changed Since Sandy—And 5 That Haven’t.” The program identified trends in government policy that have emerged in response to Sandy, and also considered some of the vulnerabilities to storm damage that governments in the region have failed to address.

NJPR and WNYC News examined the issues surrounding the distribution of federal aid. In “One Year Since Sandy, Little Has Changed on Fielder Avenue, Ortley Beach”, WNYC News explored how pockets of the Jersey Shore remain desolate, little progress had been made on repairing damaged homes, and distribution of government grants to rebuild were delayed. In “NYC Slow to Distribute Federal Sandy Aid to Homeowners,” WNYC News reported that almost a year after Sandy, the Bloomberg administration said it was just beginning to distribute the first grants of the \$520 million in federal aid that have been allocated to homeowners to rebuild. NJPR reported in “Sandy Victims Get 6 More Months to File FEMA Docs” FEMA’s announcement that it would grant an additional six month extension for Sandy survivors to file Proof of Loss statements in response to pressure from a number of lawmakers.

The Brian Lehrer Show and WNYC News provided extensive coverage of the rebuilding efforts and its impact on the affected communities in the programs “Building Human Infrastructure in the Rockaways” and “In Public Housing, Temporary Boilers Are Here To Stay (For A While).” *The Brian Lehrer Show* reported on community members who mobilized to relieve the strain on fellow residents and assist in the rebuilding of their neighborhoods and on Jaime Jordan of Rockaway Help, an organization that develops social infrastructure to protect vulnerable residents. WNYC News reported on how following Sandy, many public housing buildings in New York City replaced damaged heating systems with temporary hot water boilers that were unreliable.

WNYC reported on Governor Chris Christie’s changing story on why NJ Transit moved its trains into a flood zone during Sandy in “Christie Changing His Story on NJ Transit’s Sandy Failure.” WNYC News also reported on New York City’s first purchase of a storm-damaged house in the Tottenville neighborhood

of Staten Island as part of the federally funded Buy It Back program in “City Acquires First Sandy-Damaged Home.”

NYPR’s digital properties featured photographs, maps, and graphics that complemented and expanded on the issues raised by broadcast coverage of Sandy’s impact and recovery efforts. To mark the anniversary of Sandy, WNYC conducted a crowd-sourced series of reports entitled “Life After Sandy: Minute by Minute” that used everyday stories to illustrate the effect the storm had on people’s lives. Highlights of the series include “Sandy Minute-by-Minute: 1PM, Working in an Empty Restaurant,” “Sandy Minute-by-Minute: 5PM, Picking Up the Mail on an Empty Lot,” “Sandy Minute-by-Minute: 10AM, Taking the Great-Grandson to the Park,” and “Cuomo Expands Sandy Buyouts to 600 on Long Island.”

EDUCATION

CPB has also specifically funded “Educating on the Edge,” WNYC Radio’s multiplatform initiative that raises awareness about the high school dropout crisis and other critical education issues through journalism, story-telling, and community engagement. The program takes a year-long look at the high school dropout crisis through the lens of one Brooklyn school that takes a unique approach to helping at-risk students graduate. Highlights from “Educating on the Edge” included the following programs: “How Principal Turnover Affects High School Graduation Rates,” “Tackling the High School Dropout Crisis, One Smoke Break at a Time,” “NYC Student Tackles the Last Test Standing Between Her and a High School Diploma,” “Determined to Graduate: ‘You’re Going to See Me on That Stage,’” and “The High School Finale: Graduation Day.”

Support from the CPB enabled WNYC’s education reporting desk, SchoolBook, to embed a reporting team at West Brooklyn Community High School throughout the 2013-14 school year without taking resources away from its coverage of education throughout the New York metropolitan area. During the period May 1, 2014 through August 31, 2014, WNYC produced a total of 119 education stories for air and online distribution at SchoolBook.org. WNYC’s SchoolBook and *Radio Rookies* worked with students at West Brooklyn High School, a “transfer school” designed for students who have dropped out or were on the verge of dropping out, to cover a wide range of issues that illustrated the complexity of New York City’s education landscape. Three of their stories aired locally on WNYC, and one ran on NPR’s *All Things Considered*. SchoolBook is also working with WNYC’s Data News team to complement select news stories with data visualizations and maps that help users understand trends. Together, reporting, data, and engagement create a contextualized, multi-dimensional picture of the city’s complex school system. Last spring, SchoolBook and *Radio Rookies* held a live event at the Greene Space that brought together educators, students, and experts to discuss the factors that have contributed to the dropout crisis and to share solutions to the problem.

WNYC hosted and facilitated several events over the course of the grant period that brought together various stakeholders in the education system. These events aimed to nurture a community of young people and value their opinions on matters of education and other important civic issues; to give them opportunities to let their voices be heard; and to orient educators to *Radio Rookies*’ successful approach to student engagement. The events included: “Professional Development Workshop” where *Radio Rookies* finished work on the *Radio Rookies* DIY Toolkit, a package of animated video shorts, lesson

plans, and media production resources that provides educators with a guide for using storytelling and production techniques to engage students in critical thinking and discussion around current political and social issues; “NYC’s First Student Panel with Education Officials” where *Radio Rookies* and SchoolBook held a youth-led “press conference” at which New York City high school students got a chance to engage school leaders on the topic of student engagement and what made them feel connected and motivated to succeed in school, and what didn’t; and “*Radio Rookies* Listening Party” where the West Brooklyn *Radio Rookies* and their extended community of teachers, family members, friends, and WNYC staff gathered at WNYC headquarters to celebrate their accomplishments and the imminent broadcasts of their stories.

WOMEN’S VOICES

CPB’s specific grant funded “Women’s Voices,” a project aimed at taking the first steps towards increasing the number of women hosting podcasts at NYPR and throughout the public radio system. From July through September, NYPR built on the early successes of existing podcasts hosted by women and began to scout out hosts for upcoming podcasts and community events.

Under the leadership of Host and Managing Editor Manoush Zomorodi, *New Tech City* evolved from a weekly segment that aired during local broadcasts of *Morning Edition* to a popular digital property consisting of 15-25 minute podcast episodes and multimedia content such as photos and video. *New Tech City* takes a broad view of technology and its impact, introducing listeners to new products, giving them an inside look at both established tech companies and start-ups, considering hot-button tech-related policy questions about privacy and law enforcement, and exploring how our tech-centric world is affecting our brains and the way we interact with each other. In spring 2014, three *New Tech City* stories won three separate New York Press Club Awards for business reporting, consumer reporting, and feature reporting on science, medicine, and technology. WNYC produced thirteen episodes of *New Tech City* during the reporting period. Highlights of segments produced include: “The Way Colleges Teach Computer Science Hurts Women,” “Ana and Mia: How Eating Disorders Evolved Online,” and “What Reading on Screens Does to our Brains.”

WNYC launched the new podcast *Death, Sex & Money*/Anna Sale in May, 2014, a few months before the grant term began. WNYC produced nine episodes of *Death, Sex & Money* in this reporting period. Some of the most popular episodes that were released during the grant period include: “Dan Savage Says Cheating Happens. And That’s Okay,” “I Love You, But There’s This Money Thing,” and “The NFL Made Me Rich. I Won’t Watch It Now.”

WNYC co-produced six episodes of *The Longest Shortest Time*/Hillary Frank during the grant period, including “What Makes a Family Happy?” and “Pediatricians, They’re Just Like Us.”

WNYC is currently developing *Health Podcast*, a new podcast that explores today’s continually evolving healthcare landscape from three main angles: healthcare policy and economics, wellness and healthy living, and advances in medical science and discovery. The host will be WNYC’s Mary Harris, a senior producer for health reporting who also helped launch *The Takeaway*.

NYPR is using all of its platforms to ensure that its new programs hosted by women are cultivating interactive relationships with their listeners. Audience feedback plays an important role as the hosts and their production teams make editorial decisions.