

Section 6: Local Content & Services Report– CPB Station Activity Survey for 2015

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

New York Public Radio is in the midst of a strategic planning process that will enable the organization to fulfill its public service mission like never before. The new strategic plan aims to increase the amount of public service and innovative content the organization produces and to deliver it on all applicable platforms to reach and serve larger, more diverse audiences. The strategy includes dedicated resources and investments for the creation of new programming that cultivates new talent and new voices for national broadcasting and digital distribution. It also includes efforts that enhance the impact and reach of WNYC’s award winning local accountability journalism; as well as efforts to bolster its role as the convener of community conversations on the most pressing issues of our time. A national and local classical music strategy and digital aggregation efforts are also being developed to deepen our service and relevance to listeners that depend on us for news, culture and other public service programming.

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 and that increases the range of NYPR’s listening community. The collaboration 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. Celebration. Each year, WNYC brings together scholars, community leaders, artists, and activists to engage in conversation about the legacy of King's dream and how his teachings continue to inform our view of American society today. The event attracts over 1,500 attendees and is moderated by Brian Lehrer, host of *The Brian Lehrer Show*.

THE EXPRESS E-NEWSLETTER

NYPR's e-newsletter *The Express* delivers bi-weekly, hyper-local, community-centric content from WNYC, WQXR, and NJPR to a list of over 12,500 subscribers. 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 partnerships, and community "heroes." Many subscribers were previously unfamiliar with WNYC prior to signing up for this e-newsletter. Subscribers sign up with our Community Ambassadors at WNYC partner festivals, summer information tabling, and signature community initiatives like our Martin Luther King, Jr. Celebration, Meet @ WNYC Singles Mixers, Community Conversations, and other WNYC events.

WNYC TalkBox

In July 2015, WNYC introduced its newest community engagement tool—a repurposed payphone called the TalkBox that serves as a roving microphone in listeners' communities. Using this tool, we partner with neighborhood organizations to identify crucial issues facing the area, set the TalkBox up at the partner organization or near it, and staff the TalkBox with WNYC representatives. Passersby pick up the phone and are greeted by a prompt asking them to share their thoughts, feelings, concerns, and comments about a certain topic relevant to their community. For the anniversary of Eric Garner's death, we placed the TalkBox on Staten Island to invite members of the community to speak out about their memories of Eric Garner, thoughts on police brutality, and concerns about racial prejudice in New York City. The comments that were gathered were shared on social media and on-air.

SOCIAL MEDIA AND DIGITAL

NYPR's social media and digital strategy helps us identify new audiences in the community and engage them in meaningful discourse across all our platforms. We work tirelessly to respond to, engage with, and surface the conversations that are happening in our communities and add context and value to these conversations. WNYC's core platforms, including Facebook and Twitter, serve as a resource for many different diverse communities throughout New York City. We invest in these communities by

curating digital content that is both relevant and current to our broader listenership. We also extend the conversation on ancillary platforms such as Instagram, Tumblr, Vine, Reddit, Snapchat and more.

Like RadioTalksRace, WNYC's "Being 12" series from May through July of 2015 was an example of WNYC bringing a pre-existing conversation to the people and using social media to shape our coverage. The series covered interviews with middle-school students about being a 12-year-old in New York City. One of the "Being 12" videos on race was viewed over five million times.

Another example of creating video content that curated the voices of our community included "Play Soccer Like A Girl," a video we created in June of 2015 where we featured young women lining the streets of New York City to see the champions of the Women's Soccer World Cup in the Ticker Tape Parade and speaking about their inspiring idols.

Currently, the community-centric Community Engagement Facebook page has over 12,500 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 including large-scale, live events such as our annual Martin Luther King, Jr. Celebration.

PODCASTS

NYPR has dedicated itself to reinventing audio for a new generation of listeners around the world and being the premier producer of on-demand and broadcast audio. By creating some of the most critically acclaimed and popular podcasts of the last decade, NYPR has begun leading the new golden age in audio with high quality storytelling that informs, inspires and delights millions of intellectually curious and highly engaged listeners across digital, mobile and broadcast platforms. We create some of the most beloved audio series, including *Radiolab*, *Freakonomics Radio*, *On the Media*, *Death, Sex & Money* and *Here's the Thing with Alec Baldwin*. Our programs include personal narratives, deep journalism, interviews that reveal, and smart entertainment as varied and intimate as the human voice itself.

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. 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. In February of 2015, we launched The Christie Tracker Podcast, WNYC's coverage of the New Jersey governor and presidential candidate. Additionally this past fiscal year, we participated in a statewide reporting collaboration that examined toxic sites in residential NJ areas and held two live community events to more fully engage with our listeners. New Jersey News won awards for investigative, enterprise and feature reporting including the 2014 Peabody Award for investigative reporting, a 2014 Garden State Journalists Association award, and a 2015 National Headliner Award for coverage of Chris Christie.

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. Through The Greene Space, NYPR is committed to providing New Yorkers with opportunities to experience NYPR's award-winning shows, performances from world-renowned artists, and conversations covering a wide scope of topics in an intimate and personal setting at 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. In its sixth season, The Greene Space presented a rich program of theatrical, dance, and cultural events, and reached an even broader audience through live video webcasts, podcasts, and radio broadcasts recorded in the venue. Average live attendance reached a high of 97% capacity. The online audience grew by 60%, with over 2.5 million views. Nearly all performances were distributed across NYPR's digital properties and are available in perpetuity on thegreenespace.org.

SCHOOLBOOK

WNYC operates SchoolBook, an educational website focused on the New York City public school system. 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 group of stakeholders that run and rely on it; and to spark informed dialogue and community engagement about education and city life. SchoolBook offers enterprise reporting on issues such as efforts to better integrate diverse student populations or turning around struggling schools as well as provides inside views of 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 have continued an email service for families who want help with the middle school and kindergarten application processes. Further, SchoolBook is a digital platform for discussion, where teachers, administrators, and parents contribute content and share social media conversations. A hallmark of this year was a digital-radio collaboration called "Being 12." The series highlighted a critical age, exploring why middle school and the age of 12 posed particular challenges and opportunities. We did this through first-person and character-driven pieces that found the universal in the details of young New Yorkers' lives.

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.
- **Behind the Microphones** – Each summer, NYPR partners with Scholarship Plus to provide a group of New York City's public high school seniors with paid internships. Students worked with development officers, administrators and human-resources executives, developing work and people skills. As part of the program, each student is assigned a mentor from New York Public Radio.
- **Salute The Arts (STAR)** – Administered by NYPR's Community Engagement Department, NYPR's Salute the Arts (STAR) initiative raises awareness of cultural organizations that serve diverse communities at a neighborhood-level across the five boroughs. STAR provides critical support to small non-profit cultural organizations with budgets of \$500,000 or less in the New York Metropolitan Area. STAR spotlights three of these organizations per month through free on-air promotional announcements and website support. This year's STAR partners included groups such as the Manhattan Graphics Center, Penumbra Foundation, and The Arctic Circle. From July 2014 to June 2015, STAR partnered with 36 cultural organizations. Partners reflected a broad array of cultural disciplines and communities across the city. Promotional spots were broadcast on WNYC and WQXR three times each day during the stations' run of schedule. Additionally, information on the cultural programs and a link to the partner's website were provided on NYPR's dedicated STAR webpage. Community Engagement staff selected partners based on the diversity of the community served, the artistic merit of their programs, and their alignment with NYPR's priorities. NYPR staff also focused on organizations whose potential could be greatly enhanced through the investment of in-kind marketing and promotion support.

PROGRAMMING PARTNERSHIPS

NYPR has continued to position WNYC's local signature programs and on-air personalities outside the boundaries of our 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:

One Year Checkup: Obamacare in Newark

Through WNYC's Newsroom, WNYC reporter Kai Wright produced a year-long series exploration of the roll-out of the Affordable Care Act through the eyes and experiences of one health clinic in Newark, New Jersey. The series featured pieces spanning the Obamacare's impact and reception within the New Jersey Latino community, economic impacts for patients with often expensive and chronic conditions, and a look at the law's success and shortcomings one year in as community members gear up for 2015's open enrollment period.

As part of this series, WNYC and New Jersey Public Radio partnered with the New Jersey Performing Arts Center (NJPAC) to host a community forum in NJPAC about healthcare in New Jersey, hosted by WNYC's Brian Lehrer and Kai Wright in October 2014. The conversation provided a front line view of how President Obama's reforms were playing out in Newark's emergency rooms, healthcare centers, and among its residents. Panelists included notable food justice activists, the Emergency Medical Director at a local hospital, the Director of Rutgers University Center for State Health Policy, and a Vice President at Horizon Blue Cross Blue Shield of NJ. The forum, which was free and open to the public, welcomed a packed audience of community members, who were able to also voice their concerns, ask questions, and speak to their own experiences with Obamacare in Newark.

Radio Rookies

During the past year Radio Rookies tackled a common often ignored problem among young people: teen dating abuse. In the fall of 2014, Radio Rookies partnered with local non-profits, The Door and Day One, to run a workshop with a group of teenagers interested in documenting their experiences with teen dating violence and abuse. Producers taught the teenagers how to record sounds, conduct research and interviews, and how to structure and write a radio documentary.

In FY15, Radio Rookies received a grant to work with two city-wide nonprofits, The Police Athletic League and Global Kids, to train their staff to implement Rookies lesson plans, bring radio journalism training and storytelling skills to more than 600 young people citywide.

Additionally, 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.

Hear Our Voices, Count Our Votes: MLK's March Continues

In January 2015, WNYC partnered with the historic Apollo Theater for the second year in a row to produce its annual WNYC MLK Celebration as a part of the Apollo's Uptown Hall Series. In this partnership, the Apollo and WNYC presented an event that explored the 50 years since the passage of the Voting Rights Act in 1965, co-hosted by WNYC's Brian Lehrer and MSNBC's Melissa Harris-Perry. Panelists included local Harlem community leaders and NYC-area figures such as Majora Carter, Janai Nelson, Baratunde Thurston, Michael Skolnik, and the Honorable Charles B. Rangel. The program, which examined significant moments leading up to the current democratic landscape in America, also featured special tributes to honor the legacies of great civil rights activists who passed away in 2014: Maya Angelou, Ruby Dee, and Yuri Kochiyama. Tributes were made by Cassandra Freeman, Akemi Kochiyama (granddaughter of Yuri Kochiyama), and Alyson Williams. New York City Youth Poet Laureate Crystal Valentine delivered a rousing rendition of her spoken word poetry about the importance of voting for youth of color.

Movement: A Celebration Honoring Dr. Martin Luther King, Jr.

In January 2015, WNYC expanded on its annual tradition honoring Dr. Martin Luther King, Jr. through live events by creating a second program—in addition to its 9-year tradition of a larger panel discussion—devoted to the ways in which social and civil rights movements can be expressed, pursued, and propelled through the arts and performance. Co-hosted by WNYC's John Schaefer and Wes Jackson, Founder of the Brooklyn Hip Hop Festival, we celebrated Dr. King's legacy through live performances and lively conversation with a diverse line-up of artists whose work has been influenced and inspired by the legacy of Dr. King. Performances included spoken word poetry, excerpts from a one-woman show, dance pieces by the Nai-Ni Chen Dance Company, acoustic soul music, an oratorical tribute to Dr. King delivered by middle school-aged sisters, samba drumming, and folk music by Peter Yarrow, who performed at the March on Washington in 1965 with his band Peter, Paul and Mary. The entire event was video live-streamed online.

Breaking Point: New York's Mental Health Crisis

During March 2015, WNYC's Urban Affairs Reporter Cindy Rodriguez examined the nexus of poverty, mental health, and the criminal justice system in a four-part series for the Newsroom titled *Breaking Point: New York's Mental Health Crisis*. Pieces looked at brain development in the foster care system, school resources and training, alternative treatment centers, and the realities for incarcerated peoples who struggle with mental illness within the prison system. The series culminated with a free, open-the-public community conversation held in partnership with Harlem's Schomburg Center for Research in Black Culture and the Vera Institute of Justice, hosted by Rodriguez and featuring a panel conversation of medical experts and community leaders featured in the series, as well as First Lady of New York City Chirlane McCray. Welcome remarks were given by Laura Walker, CEO and President of New York Public Radio; Tony Marx, President of The New York Public Library; and Nicholas Turner, President and Director of the Vera Institute for Justice.

TalkBox at Weeksville Weekend

In the spring of 2015, WNYC established a partnership with the Weeksville Heritage Center in Bedford Stuyvesant, Brooklyn, to collaborate on a project about central Brooklyn communities through the WNYC TalkBox. The project, set to air in 2016, was a serial focus on race, housing, and gentrification in Brooklyn. The Weeksville Heritage Center is located in the historic Brooklyn community of Weeksville, where many newly-freed black slaves were first able to purchase homes over a century ago. On October 10th, the center hosted *its Weeksville Weekend/Fall Into Jazz Open House Festival*, a free event welcoming area residents to learn more about the area's rich history and listen to live jazz. The WNYC TalkBox was placed directly outside the main hall, positioned in a prime flow of foot traffic. Attendees of the festival were prompted to answer the following: "TalkBox is a way for WNYC to connect with you and find out what's going on in *your* community. We know Brooklyn neighborhoods are changing. How is gentrification affecting you? How do you feel about it?"

Bonanza or Burden? Facebook's Gift to Newark Schools

In September 2015, WNYC and New Jersey Public Radio partnered with the New Jersey Performing Arts Center to host a free, open-to-the-public community conversation about the outcomes of the private philanthropy, including a \$100 million gift from Facebook founder Mark Zuckerberg, donated to Newark schools in 2010-2011. Lead by *All Things Considered* host Jami Floyd, WNYC's community conversation featured a panel conversation with Newark Mayor Ras Baraka, New Jersey Education Commissioner Christopher Cerf, and Dale Russakoff, author of *The Prize: Who's in Charge of America's Schools?*. The event filled NJPAC's theater with local community members, teachers, students, and other concerned peoples, all of whom were able to ask questions directly to the panel through an audience Q&A. WNYC's TalkBox was placed directly outside the town hall, where users were promoted with the following: "TalkBox is a way for WNYC to connect with you and find out what's going on in *your* community. Today, we want to hear your thoughts on Newark Public Schools. What do *you* think is needed to fix Newark's schools? And what do you think will be different once the state returns the district back to local control?"

RadioLoveFest: Islamophobia

As part of our multi-event series in partnership with the Brooklyn Academy of Music, WNYC hosted a program titled "Islamophobia: A Conversation." WNYC's Brian Lehrer led a conversation featuring influential commentators and scholars exploring the problem of Islamophobia, bigotry, and extremism. Panelists included Linda Sarsour, Executive Director of the Arab American Association of New York, Faisal Saeed Al Mutar, Iraqi-born writer and human rights activist, Bassem Youssef, host of the first televised political satire show in the Middle East, and more.

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” (further described in Question 4) canvass neighborhoods across the city to connect with residents and learn about the issues that are most important to them. The sum effect is perhaps best illustrated in our membership, which is now nearly 183,000 (up from 73,000 in 2000), making NYPR one of the largest member-supported organizations in the New York City.

Salute The Arts (STAR)

To date, The Star Initiative has partnered with 201 institutions. Last year, the program increased awareness of NYC’s diverse cultural activities among NYPR’s local monthly audience of 2.7 million listeners. This year’s participants reported that the initiative successfully enhanced their marketing capabilities and increased awareness of their work. For example, Manhattan Graphics Center, a printmaking studio and gallery, commented that STAR gave it “terrific exposure to a much larger audience than our snail mail or e-blast marketing. WNYC has the cachet of public broadcasting with a long history in service of the arts.”

Behind the Microphones

New York Public Radio partners with Scholarship Plus annually to give students between high school and college paid internships and a mentorship at NYPR. We hosted seven Scholarship Plus interns this past summer. The interns participated in weekly training sessions conducted by NYPR employees on a variety of topics related to working in public media. During the internship, each student earned a stipend which allowed them to offset college expenses. All the students who participated in the program came from economically disadvantaged backgrounds. Many have lived in fractured families, and most will be the first in their families to attend college in this country.

Graduates from prior years went on to receive degrees from Barnard, Columbia, Harvard, Stony Brook and Syracuse. Some of the new graduates were about to attend Harvard for graduate work in physics and enter N.Y.U. Law School. Students from the program reported that the internship provided them with direction for their future careers and that they charted their college coursework based on the training and exposure they received during their internship. Following are some of the comments the Scholarship Plus students submitted:

- “Working at WNYC this past summer was my first foray into the professional world, and my time there was transformative. I had the privilege of serving as a production intern on the Peabody award-winning *Brian Lehrer Show*, and closely collaborated with various producers and host Brian Lehrer himself. I was also able to interact with guests like Ta-Nehisi Coates and President Jimmy Carter, and even produced a segment on Dan-el Padilla Peralta, an undocumented student who went from the homeless shelters of New York City onto Princeton, Oxford, and Stanford. WNYC made sure its interns were an essential part of the team, and my time there was an incredible learning experience.”
- “I enjoyed working at WNYC. While there, I challenged myself to do something that I have never done before, and I had amazing people helping me along the way. I was amazed at the effective

teamwork my colleagues exhibited every morning at the meetings. Although I struggled with the coding aspect of the internship, I was able to learn the importance of perseverance and diligence, which made me want to work harder in understanding the various programming languages used. This has helped me throughout college because I struggled in some classes, but I know with hard work and determination, I can get through them.”

One Year Checkup: Obamacare in Newark

Listeners of the series wrote in the following:

- “Thank you for your story. You are providing a valuable service reporting on the problems NJ faces, assisting the less fortunate...”
- “Another intelligent, yet concise discussion. More please!”

Radio Rookies

The resulting stories from Radio Rookies’ program on teen dating abuse aired on NPR’s All Things Considered and were featured on This American Life. The Rookies themselves credit their involvement with the project with helping them find jobs, leave abusive relationships, and develop critical academic and professional skills. Their documentaries are being used by teachers, youth development leaders, social workers and hospitals to educate young people about the risks of abusive relationships. 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. The impact of Radio Rookies continues to grow, as the project realizes its goal of giving an increasing number of young people across the city to the opportunity to have a voice.

Hear Our Voices, Count Our Votes: MLK’s March Continues

NYPR partnered with the Apollo Theater to present the sold out event *Hear Our Voices, Count Our Votes: MLK’s March Continues*. Members of the public filled the theater to its maximum capacity of 1,500. Excerpts of the program were aired on the *Brian Lehrer Show* and on CUNY TV. The WNYC Community Twitter account reached its highest-ever rate of engagement, with over 50,000 users interacting throughout the program. Community members submitted comments to NYPR, including the following:

- “Another fantastic event by the WNYC Community crew at the Apollo Theater yesterday. Brian Lehrer & Melissa Harris Perry were outstanding.”
- “I am HERE for this section about women and the Civil Rights Movement at #WNYCMLK. So important to highlight their work. Too often forgotten.”
- “This event truly accomplishes all that we imagine for the Uptown Hall experience.”

Movement: A Celebration Honoring Dr. Martin Luther King, Jr.

A brand new initiative for The Greene Space and WNYC, *Movement*, the sold out show brought audiences of varied cultures, backgrounds, ages, and ethnicities together for an evening of celebration and reflection through the arts. Special “Community Voices” video interviews were recorded, produced, and posted on WNYC’s community YouTube account. Video footage of the entire program is available online for free public viewing at The Greene Space’s website.

Breaking Point: New York’s Mental Health Crisis

Both partners on the *Breaking Point* community conversation, Harlem’s Schomburg Center for Research in Black Culture and the Vera Institute of Justice, were extremely pleased with the impact of their partnership. Mary Crowley, Director of Communications at the Vera Institute of Justice, wrote: “It was an honor for Vera to be a part of this, and a real pleasure to work together. I think we should plan other collaborations!” Some of the comments from community members include the following:

- “Watching powerful stuff right now!”
- “@WNYC’s mental health series was tremendous. @VeraInstitute forum w @CynRod, @Chirlane & More”
- “I am so glad to see this article! I worked in the public school system for over 5 years. The number of kids whose families endured a mix of poverty, mental illness and abuse was disheartening...”
- “I think Rodriguez’s excellent reporting goes far in helping us to understand just what is happening here in NYS to our incarcerated mentally ill population. I commend her.”

#RadioTalksRace

In the original broadcast on *The Brian Lehrer Show*, #RadioTalksRace became a trending topic in both New York City and St. Louis. The roundtable resulted in about 300 tweets total for the 2-hour period. From the time of *The Brian Lehrer Show Special* until the day after the roundtable, 1,553,716 users were reached. An approximate total of 1,500 tweets used the hashtag #RadioTalksRace. Thought leaders, scholars, a retired police officer, and the founder of Black Lives Matter were invited to lead a groundbreaking debate on Twitter open to anyone with thoughts or questions for these leading experts. The conversation reached over four million people.

RadioLoveFest: Islamophobia

As part of our multi-event series with the Brooklyn Academy of Music, some of the comments submitted by community members include the following:

- “My compliments to the organizers of this event. Incredible discourse from all sides. This is what the USA is about. And kudos to wnyc for carrying this. True talk radio that brings us together rather than dividing us into hate-filled opposing camps.”
- “Thanks so much for posting this. I was very bummed I could not to attend. It is really hard to find such a great conversation with so many interesting views. I now feel empowered to have a civil conversation when I hear or see dehumanizing and ignorant things being said about Muslims in the US.”
- “Brian, imo this segment deserves an Edward R. Murrow Award.”

- “I find this talk to be very enlightening because of the fact that the conversation is actually being had. I find that this is the first step in solving the problem(s) at hand with religion or race related issues. Also, I think what the last man on the panel said about not using inflammatory speech is key here. I often see firsthand how people don't get to the root of the problem because they're too busy attacking the other party for what they think they mean. When emotions run high we tend to be very defensive and it's counterproductive. I hope to hear more of these types of conversations.”

WQXR Instrument Drive—The musical instruments collected in last year’s WQXR Instrument Drive that could not be used by schools were distributed by NYPR this year to community music programs in NYC and to Materials for the Arts. The donated instruments were used by more than 75 non-profits throughout the city.

Following is a partial list of instrument recipients from Materials for the Arts:

Community and health care centers

- Block institute
- Burden Center for the Aged
- Center for Comprehensive Health Practice (abuse center)
- Friends of Maple Grove (Queens community center)
- Housing Works
- New Horizon Counseling Center
- Queens Centers for Progress Day Habilitation Program (adults with disabilities)

Education and after school programs

- Bee Hive Program
- Bronx Children’s School
- Expressions Educational Center
- Mott Hall Bridges Academy
- Multicultural Music Group
- NYC Parks Department
- Quest Youth Organization

Artists and art groups

- Arete Living Arts Foundation
- Blind Escrow Productions
- Children's Museum of Manhattan
- Costume Cultural Society
- Flux Factory
- Mark Dendy Projects – The Field
- MIX’s 27th New York Queer Experimental Film Festival
- Mythic Bridge
- Le Petit Versailles (community garden and arts space, Lower East Side)

- Theater by the Bay
- Triangle Arts Association

Following are comments from some of the Materials for the Arts recipients:

“This kick drum is going to have a new life as a bombo, an Andean instrument.” – Abya Yala Arte y Cultura

“The musical instrument you left for MFTA was passed on to us, and will help us maintain our space, improving our capacity for installations and events. We’re happy that people like you exist. Your help is what allows us to stay up and running. Thank you!” -- Education Pioneer Works

“We are developing a work with an accordion and have been able to experiment widely with the instrument... Our Season includes an exciting line up of family art, a yearly Radiance festival and summer sessions/workshops for professionals, students and underserved communities... there are little to no supplies for the students to study music. We are new to Material for the Arts and were shocked to discover an instrument in the warehouse...” -- The Firey Strings Company

“Recently I visited Materials for the Arts on behalf of my school and was lucky enough to receive a violin from your organization... Although the item is cracked, we plan on using it for display purposes in the music room. The younger children enjoy touching the instruments while they learn and this item is just prefect!” -- PS 29

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.

NYPD BRUISED

Following the death of Eric Garner on Staten Island, WNYC reporters Robert Lewis and Noah Veltman examined use-of-force practices of the New York Police Department. This series of in-depth reports revealed that it is not uncommon for low-level arrests to spiral dangerously out of control, with a relatively small number of officers routinely using unnecessary force. The series also found that blacks charged with low-level crimes are far more likely to also face a resisting arrest charge than whites. Lewis and Veltman's findings helped shape the conversation about police use of force. In New York City, their reports were cited in a New York Times editorial by columnist David Brooks. The series won a Sigma Delta Chi Award in the Public Service in Radio Journalism category and a Regional Murrow Award from the Radio Television Digital News Association.

ERIC GARNER'S ONE-YEAR DEATH ANNIVERSARY

In July 2015, WNYC's news shows, across platforms, featured special coverage marking the one-year anniversary of the death of Eric Garner. Working with the digital content, engineering, and community relations teams, we deployed the WNYC TalkBox to Staten Island to collect the voices of people beyond our regular audience, responding to questions about how our community has changed over the past year and what Eric Garner means to them. Our reporters prepared stories on politics, policing, attitudes on Staten Island, and the journey of the Garner family. Phones were open all day, and the TalkBox was stationed the Staten Island Ferry Terminal for multiple days, as well as one full day and on the block where Garner died. Local Staten Islanders spoke to race relations, accountability, finding a solution, and their own fears for safety after the incident. Among TalkBox participants was one of Garner's own family members.

#RadioTalksRace

As part of our multi-platform coverage in July 2015 on the one-year anniversary of Eric Garner's death, WNYC's *The Brian Lehrer Show* teamed up with public radio stations in St. Louis and Baltimore for a multi-city, many-voiced special program on race, community, and policing. We invited police officers, protestors, public officials, and callers in cities across the country to discuss what has changed in the last year and how to shape the road ahead. On the morning of Garner's death anniversary, WNYC Digital organized a live, 2-hour conversation on Twitter using the hashtag #RadioTalksRace hosted by *All Things Considered* host Jami Floyd. Guests and collaborators included:

- Joel McCord, news director and reporter for WYPR in Baltimore
- Rachel Lippmann, courts and public safety reporter at St. Louis Public Radio
- Roberto Alejandro, regular contributor to WEAA and reporter for the Baltimore Afro-American Newspaper
- New York Governor Andrew Cuomo
- Stephanie Robinson, Director of Public Safety in Baltimore

- Peter Moskos, Professor of Law, Police Science, and Criminal Justice Administration at John Jay College of Criminal Justice
- Sgt. Ed Mullins, head of the Sergeants Benevolent Association
- Jon Swaine, senior reporter for *The Guardian*
- Tracey Meares, Criminal Justice Professor at Yale Law School
- DeRay Mckessen, activist, member of the organization “We the Protestors”
- Brittany Packnett, activist, community leader, executive director for Teach for America in St. Louis, member of the Ferguson Commission, formerly on the President’s Task Force on 21st Century Policing

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.

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 the NYPR expand its reach, build loyalty, and create entry points for new listeners.

BATTLE OF THE BOROUGHES

This year was the sixth season of *The Battle of the Boroughs*, a competition in which musicians and artistic performers compete with peers from across NYC to represent their borough in the Ultimate Battle. Live auditions began in November 2014 and more than 500 submissions were received. The event epitomizes 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. Preliminary rounds were hosted by WQXR’s Terrance McKnight and winners chosen by live audiences, online viewers, and the battle’s panel of judges. The five winning acts representing varied music from diverse boroughs – Manhattan’s salsa, Brooklyn’s indie-pop, soul from The Bronx, Queens’ indie folk and Staten Island’s thrash metal.

THE GREENE SPACE

The Greene Space produced a total of 85 public events, including 72 events with tickets \$25.00 or less (representing 84% of total events) in Fiscal Year 2015. Following are major programming highlights from last season:

WQXR IN THE GREENE SPACE

Across 22 events over the year, The Greene Space provided a space for the WQXR community to gather in person to experience great classical music. One of the events during WQXR's month-long Bachstock festival in November included *Baby Got Bach*, a hands-on interactive Bach concert for kids. Nurturing the next generation's love for classical music, The Greene Space also hosted WQXR events featuring young performers from the NYC DOE Summer Arts Institute, and two New York Philharmonic Very Young People's Concerts.

CULTURAL PREVIEWS OF THE ARTS AND CULTURAL SCENE IN NEW YORK

In a number of different events including those below, The Greene Space continued to distinguish itself as an intimate venue that provided previews and deeper looks into the arts and cultural scene in New York as it unfolded.

- In September of 2014, The Greene Space offered a behind-the-scenes look at the Pulitzer Prize-winning play *Disgraced* before its opening on Broadway in the fall 2014. Leonard Lopate, host of WNYC's *The Leonard Lopate Show*, led a conversation with author Ayad Akhtar and cast members Josh Radnor, Karen Pittman, and Hari Dhillon that explored the play's exposition of race and identity in contemporary New York City.
- WQXR host Terrance McKnight led an evening of discussion previewing Alvin Ailey American Dance Theater's 2014-15 season at New York City Center. McKnight was joined by Ailey's Artistic Director Robert Battle and choreographer Matthew Rushing. Renee Robinson and Rushing performed an excerpt from *ODETTA* live on The Greene Space stage.
- Ahead of the opening of *Brothers from the Bottom*, presented by The Billie Holiday Theatre at The Brooklyn Music School Playhouse, writer and director Jackie Alexander and actor Wendell Pierce joined Farai Chideya for a behind-the-scenes look at the play.

DIVERSE CONVERSATIONS

The Greene Space has emerged as a unique and important destination to engage in curated conversations, dialogue, and engagement. Many of our programs this year focused on exploring and elevating our diverse voices through eleven distinct series and eight special events. Following is a selection of these series and special events.

Micropolis Live: The Greene Space inspired the WNYC Newsroom to bring *Micropolis* and its explorations of race and culture in New York City to live audiences in innovative ways. The series included a seated family-style Indian dinner and discussion about the cultural significance of eating with one's hands, a conversation about race, poverty, and policy with leading African-American academics and journalists, a debate about racial humor featuring a diverse panel of young comedians, a talk about African-American men as style icons, and an exploration the ways white people engage with race. *Micropolis Live: Race and Culture in New York* was presented as part of *The NEXT New York Conversation* signature series in The Greene Space.

Muslim/American: New York City is home to over 600,000 Muslims, many with strong family ties to cultures rooted in Southeast Asia, North Africa, Europe, and the Middle East. In the spring, *Muslim/American*, a series of interactive, multimedia programs and intimate live performances in The Greene Space, explored intersections of and conflicts between religious, ethnic, and cultural identities. The first event in the series was a conversation with *The Daily Show's* Senior Muslim Correspondent Aasif Mandvi and a preview screening of his new web series, *Halal in the Family*. Other events included a halal food dinner and discussion, a panel of Muslim fashion designers, and a night of performances and storytelling by local writers. The program included a diverse group of young artists, writers, chefs, comedians and journalists sharing experiences and expression, in person and online.

A Broader Way: In September, National Public Radio's (NPR) Michel Martin hosted a discussion called *A Broader Way*. It was the first in a series of national talks hosted by Martin. She was joined by a group of established and rising playwrights and performers whose work challenges the existing dramatic canon by representing the experiences of people of color on the stage. The conversation in The Greene Space featured playwrights David Henry Hwang, Bruce Norris, Lydia Diamond, Kristoffer Diaz, and actor Stephen McKinley Henderson.

Is Fitting In as Important as Getting In? In December, WNYC and the Jackie Robinson Foundation joined forces to host a conversation looking at how we as a society can close the college achievement gap between white students and students of color.

Movement: A Celebration Honoring Dr. Martin Luther King, Jr.: In January, *Movement: A Celebration Honoring Dr. Martin Luther King, Jr.* took place in The Greene Space. Through performances and conversation, the event explored the role of creative expression as a form of activism.

Fresh Off the Boat: In February, there was an exclusive advanced screening of *Fresh Off the Boat* - the first sitcom to feature an Asian American family on primetime network TV in 20 years. The screening was followed by conversation featuring author/Yale Law professor Amy Chua ("Battle Hymn of the Tiger Mother" and "The Triple Package"), hip-hop artist Awkwafina (MTV's "Girl Code") and Jay Smooth (host of WBAI's "Underground Railroad"), moderated by Jeff Yang, Wall Street Journal Online columnist and father of the show's 11-year-old star Hudson Yang.

Queer Futures: As part of the 2015 PEN World Voices Festival in May, The Greene Space hosted a conversation with prominent African writers as they survey today's landscape, challenging preconceived ideas about the broadened role of literature in the African gay rights movement. The conversation was moderated by Shireen Hassim and featured Binyavanga Wainaina, Zanele Muholi and Kehinde Bademosi.

EXPERIMENTAL PROGRAMMING

WNYC used The Greene Space to engage live audiences in experimental programming including a Family Maker Day that had parents helping their kids build circuits and other small gadgets.

FOOD

The Greene Space was home to events that explored the intersections between food and culture. The signature series *Lopate and the Locavores* returned this season with a series of events including in March an evening of culinary exploration of the cuisine and culture of Taiwan. Led by Cathy Erway, author of the recently released cookbook *The Food of Taiwan*, the event featured Belinda Chang, a James Beard Award-winning sommelier; Chef Brian Tsao, owner and chef Lucky Luna Ken Ho, and food journalist Matt Gross.

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.

In addition, with the generous funds from the Corporation for Public Broadcasting, between February 1, 2015 and June 30, 2015, we were specifically able to support WNYC's "Women's Voices" initiative. *Women's Voices* nurtures the careers of women podcast hosts by supporting and promoting their work and identifying new voices to develop across public radio. Since last year, WNYC's existing women-hosted podcasts have continued to thrive. We held our inaugural women's podcast festival and cultivated more women's voices to bring to our audience. Moreover, we laid the groundwork for an ambitious phase two effort of this initiative which aspires for gender parity in podcast hosting.

Existing Projects and Hosts

Manoush Zomorodi

Note to Self: This year was a pivotal time in the development and cultivation of host Manoush Zomorodi and the WNYC podcast *Note to Self*. Most significantly the show was renamed and rebranded from *New Tech City* to *Note to Self* to better align the programming with the sensibility and spirit of a show that examines the human side of technology. WNYC produced 27 episodes of *Note to Self* this year and 59 episodes in total during the grant period. The program was also honored with several awards including awards from the New York Press Club, NY Festival and a Gabriel Award. Excerpts continued to air on Wednesdays during *Morning Edition*, with full podcast episodes available for download at WNYC.org and on iTunes, Stitcher, and similar services.

Bored and Brilliant: This year the "Bored and Brilliant" listener engagement project spearheaded by Manoush Zomorodi challenged listeners to detox from their digital devices for the sake of creativity and balance. We partnered with apps like Moment and BreakFree to monitor participants' smartphone usage. The challenge included daily podcasts during the course of a week and specific audience assignments to help listeners change their relationship with technology and see what creativity could emerge if they allowed themselves time to be "bored." 21,000 participants joined the challenge during the sustained effort and even today more listeners are signing up to take part.

Anna Sale

Death, Sex + Money with Anna Sale has continued to consistently be in the top 50 podcasts on iTunes this year. Bringing out the authenticity and humanity in her guests, Anna Sale invites listeners to participate in accessible, meaningful conversations about some of the most personal and yet universal concerns in life. WNYC released 13 new episodes of *Death, Sex + Money* this year, and 30 episodes in total for the grant period.

Hillary Frank

Hillary Frank provided listeners with a platform, a voice in the middle of the night and, perhaps most importantly, a community where new parents could explore the anxieties, hilarities, and delights of their changed lives with a baby in tow. The desire of parents to connect as a community was illustrated by the strong growth of *The Longest Shortest Time* Facebook Group which had more than 12,000 members. The smartphone app for WNYC podcast “The Longest Shortest Time,” about parenting in the 21st century, successfully went live in the iTunes app store on April 20, 2015. This year WNYC co-produced 12 episodes of *The Longest Shortest Time* and a total of 27 episodes for the grant period.

How to be a Grown Ass Woman – In spring 2013, WNYC piloted a sold-out live event hosted by Lindy West, author of *How to Be a Person* and staff writer at the popular blog Jezebel. West brought together a panel of young women to discuss how to handle money, negotiate work, and manage relationships in a world that sets impossible-to-meet expectations for women. As part of *Werk It! How to Be a Grown Ass Podcaster*, on June 4, NYPR provided further opportunity to explore these expectations by offering a live event hosted by comedian Sara Schaeffer at NYPR’s The Greene Space. The night featured grown-up advice led by Schaeffer, and featuring Jessica Williams, Heather Havrilesky, and Katja Blichfield. See below for detail on *Werk It!* and other new projects.

Project Management

As part of NYPR’s continued support of project management by women this year, we further facilitated opportunities for Jen Poyant, project manager of the *Women’s Voices* initiative. Jen was a senior producer for *The Takeaway* and most recently the interim executive producer for *The Brian Lehrer Show*. Working with her extensive professional network built on her prior work for NPR member stations WVTF, WBGO, and WHYY, Jen works with colleagues both within and outside of NYPR to identify potential new women hosts and collaborates across NYPR departments to develop and showcase their talents. During the *Women’s Voices* project this year, Jen explored the development of potential shows with attendees and participants from the podcasting festival.

Development of New Projects

Only Human – WNYC spent this year developing and launching our new health podcast *Only Human* by Mary Harris. After spending nearly a decade working for ABC News, Mary was WNYC’s senior producer for health and helped launch *The Takeaway*.

Limited Run Podcasts –WNYC supported the production of several limited run podcasts by women associated with hit television programs. Some of these podcasts included *On House of Cards* hosted by *On the Media*'s Brooke Gladstone, *The Mad Men Pre-Game Show* hosted by Ellen Horne, *Mad Men: Empire Recap* edited by Caitlin Thompson, and *Duplicast* hosted by New York based writer, performer, and producer Anna Rubanova and British comedian Siobhan Thompson.

Women's Podcasting Festival

Werk It: WNYC has continued to work to elevate women's voices in podcasting. In addition to nurturing our own talent, we are providing thought leadership for the industry as a whole to affect real and lasting change. WNYC hosted the first-ever women's podcasting festival *Werk It!* on June 4th and 5th in The Greene Space. Approximately 250 people convened for this invitation-only two-day conference that featured keynote addresses by Roxane Gay (Author of *Bad Feminist*) and Pat Harrison (President & CEO of Corporation for Public Broadcasting). Participants included representatives from WNYC, WBEZ, WGBH, KPCC, KUOW, WLRN, NPR, Gimlet, Midroll, BuzzFeed, Slate and Radiotopia. The women that participated took away tangible strategies for pitching new show ideas, scaling up their podcasts and making their voices heard. Two public events were a part of the festival: a comedy show called "How to Be a Grown-Ass Woman" hosted by Sara Schaefer and featuring *The Daily Show*'s Jessica Williams, *High Maintenance* creator Katja Blichfeld, and NYMag.com advice columnist Heather Havrilesky, and a taping of BuzzFeed's popular podcast *Another Round*. Community members submitted comments to NYPR including the following:

- "Congrats to @TheGreeneSpace for bringing the awesome #WerkItPodcasters festival to the masses. Loved it!" @rockyro Twitter

Manoush Zomorodi of *Note to Self* hosted one day of the conference and was featured in one panel along with Anna Sale of *Death Sex, + Money*. They both served as mentors to aspiring podcasters from inside and outside the public radio system. The women in attendance took away tangible strategies for pitching new show ideas, scaling up their podcasts and making their voices heard.

The feedback we have received on this networking event has been overwhelmingly positive and the working relationships and connections formed here continue to flourish. Additionally, at the festival, WNYC held a "pitchfest," in which seven women pitched their ideas for new podcasts to the audience. This led to connections with other potential female hosting talent, including *Grist*'s Katie Herzog, who is participating in WNYC's Podcast Accelerator at this year's Online News Association conference.

Additionally, we are in various stages of conversations with talented women (including the comedian Tig Notaro, Roxane Gay, Anna Rubanova and Siobhan Thompson) about an array of projects. We also highlighted the work of three notable female comedians Sara Schaeffer, Lizz Winstead, and Jessica Williams at a live WNYC event last spring.

Women in Podcasting Network

In addition to the 12 brainstorming calls Jen Poyant conducted with staff at public radio stations for feedback on *Werk It!*, Jen helped start a podcasting network for women. Jen started a Facebook group for network and festival participants that is still active and that women have been using to stay connected and discuss their current podcast projects.

Community Engagement Report

Including *Werk It!*, WNYC produced 18 live community engagement events and a total of 20 live community events for *Women's Voices*.

- During *Radiolovefest*, WNYC's annual live show festival at BAM, *Death, Sex + Money* offered a live show on May 8 featuring conversations with comedian and TV host W. Kamau Bell and Melissa Hudson Bell, Ph.D, Pulitzer Prize-winning poet Tracy K. Smith, and fashion tastemaker Simon Doonan and home décor guru Jonathan Adler. The live show also became a popular episode for the podcast.
- Anna also met *Death, Sex + Money* listeners at a meet-up in Portland, Oregon, where they jogged together and visited an ice cream shop owned by a listener.
- *The Longest Shortest Time* hosted a Google Hangout on February 10, and two "Speed Dating for Mom Friends" events (April 25 and May 7).
- On April 25 *Note to Self* hosted a Family Maker Day in The Greene Space. The sold-out program, designed for families with kids ages 7-13, included three technology and electronics hands on learning projects.

Metrics and Impact Report

The following is a summary of project metrics from February 1, 2015 and June 30, 2015:

- **Content Produced:**
 - 27 episodes of *Note to Self*
 - 13 episodes of *Death, Sex + Money*
 - 12 episodes of *The Longest Shortest Time*
- **Podcast Downloads:**
 - 1,944,032 downloads of *Note to Self*
 - 4,101,692 downloads of *Death, Sex + Money*
 - 1,567,114 downloads of *The Longest Shortest Time*
- **Newsletter Subscribers:**
 - *Note to Self*: 18,739 subscribers
 - *Death, Sex + Money*: 5,022 subscribers
- **Social Media Usage:**

- *Note to Self*: 6,963 Twitter followers; Manoush Zomorodi: 6,104 Twitter followers
- *Death, Sex + Money*: 3,264 Twitter followers; 6,073 Facebook likes; Anna Sale: 11,603 Twitter followers
- *The Longest Shortest Time*: 14,083 Facebook group members; 2,414 Twitter followers; Hillary Frank: 658 Twitter followers

NYPR is continuing to maximize all its platforms to ensure that its new programs hosted by women are cultivating interactive relationships with its listeners. Community feedback is integral to the editorial decisions of our hosts and production teams as NYPR strives to make inclusive and meaningful programming for all our listeners.