

## **Section 6: Local Content & Services Report– CPB Station Activity Survey for 2017**

**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 commitment to the community and to public service is central to its mission. NYPR produces groundbreaking news and cultural programming that invite ongoing civic dialogue. We continuously 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, 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 and help tell the stories that matter. We constantly work to increase our relevance as a public radio station and ensure that our programming reflects 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 throughout the city. We are committed to reflecting the values, concerns and goals of our multi-cultural and multi-ethnic listeners. NYPR provides responsive services and tools that enable our audience to access our content anywhere any time.

### **NYPR STRATEGIC PLAN**

New York Public Radio is continuously innovating to produce and deliver public service content on multiple platforms to reach and serve larger, more diverse audiences. We have increased our local accountability journalism and bolstered its role as the convener of community conversations on the most pressing issues of our time. NYPR continues to expand our local news coverage to deepen our relevance to listeners who depend on us for news, culture and public service programming.

### **COMMUNITY ADVISORY BOARD**

New York Public Radio’s Community Advisory Board (CAB) is a volunteer group of interested listeners who meet eight times per year 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 the programming goals established by the station, the service provided and the significant policy decisions rendered by the station. The CAB deliberates independently of station management and New York Public Radio’s Board of Trustees, determining its own agenda and electing its own leadership. The CAB is an advisory body and conveys its findings and recommendations based on public input to the Board of Trustees.

## **MEDIA PARTNERSHIPS**

NYPR collaborates with select media partners, like The Moth, The Metropolitan Museum of Art and The Strand Bookstore, in over 50 media partner events throughout the year including *Afropunk*, *Brooklyn Book Festival*, *SummerStage*. NYPR's Audience Development Team, station volunteers and Radio Rookies are on site at these events to distribute information about NYPR programming and engage with listeners. NYPR empowers listeners to engage in a more intimate way by inviting their feedback about issues important to them through the WNYC Talkbox at select events. Additionally, NYPR offers our media partners air time and promote their events online to expose New Yorkers to help spark widespread and meaningful conversations. Listeners learn about scientific, artistic and musical events that they might not otherwise if not for the marketing exposure NYPR offers our media partners.

## **SOCIAL MEDIA AND DIGITAL**

NYPR's social media and digital strategies help us identify and reach new audiences and inspire more dialogue across our local communities. Our social and digital teams work as a voice for our community stakeholders and help steer the organization in the public's interest, collaborating with our content teams to make programming more accessible, user-friendly and focused on the issues most important to our listeners. NYPR uses Facebook and Twitter, as well as Instagram, Tumblr, Pinterest, Reddit, and Instagram stories, to serve as resources to connect our listeners.

This year as part of our on-the-ground strategy across platforms, we produced a series on health insurance enrollment with infographics, short videos and deadline reminders. We equipped the public with essential information on different insurance plans and how to secure insurance for the next year on time. We understood how confusing the Affordable Care Act could be for many consumers and used feedback from our social media followers to provide New Yorkers the information they most needed.

New York Public Radio applied the unique reach of social media technologies to our partnership this year with NPR and co-curated a Facebook Live experience addressing student loan debt in our *Death, Sex + Money* series. The project page and video series reached hundreds of thousands of people concerned about student loan debt. The initiative also provided resources and access to financial experts answering the public's questions through Facebook Live.

NYPR is constantly exploring the potential of social media and digital technologies to increase accessibility of our audio pieces. NYPR uses social media and digital resources to open up conversations that are traditionally more challenging to have in our communities on a daily basis. Whether we're sharing directions about subway line closings, producing a video about our immigrant population, or helping build a strong financial future for our generation, we use the unique power and reach of social media and digital platforms to increase the inclusiveness of our programming.

## **PODCASTS**

NYPR recognizes the unique ability of podcasts to engage a wider spectrum of listeners in our local communities through its highly accessible format. NYPR has continued to work to offer more meaningful programming to our listeners through some of the most thought-provoking and diverse podcasts this year, including *Radiolab*, *Freakonomics Radio*, *On the Media*, *Death, Sex & Money*, *Here's*

*the Thing with Alec Baldwin, 2 Dope Queens, Only Human, Sooo Many White Guys, There Goes the Neighborhood, More Perfect and The New Yorker Radio Hour.* New podcasts this year include *Snap Judgment* and *Werk It: The Podcast*.

## **NEW JERSEY NEWS**

In 2011, we launched New Jersey Public Radio ("NJPR") News to expand our stations' coverage of New Jersey across our multiple broadcast and digital platforms, and to contribute original journalism that addresses important public policy, civic and social justice issues for the state and region.

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 2016, our reporter, Matt Katz, was named the journalist of the year by the New Jersey chapter of the Society of Professional Journalists. Additionally in 2016, WNYC won two national Edward R. Murrow awards. In the large-market radio category, the NJPR team won under "Continuing Coverage" for our reporting on "Chris Christie, Bridgewater and Abuse of Power" and under "Excellence in Social Media" for "3 New Ways to Cover the Election."

WNYC also won in the annual Excellence in Journalism competition conducted by the New Jersey Society of Professional Journalists. WNYC journalists won first place for "All Media - Best Podcast" for "The Christie Tracker," and the judges' comments included, "Thoughtful, informed discussions chronicling the rise and semi-demise of a high-profile politician running for president." WNYC journalists also won first place for "Online - Enterprise/Series/Investigative Reporting" for "American Dream," and the judges' comments included, "Excellent reporting on an epic boondoggle. It has all the elements of good journalism. A great collaboration as well."

In 2017, Sarah Gonzalez won an Edward R. Murrow award and the Daniel Schorr Prize for her series about New Jersey's juvenile justice system.

This past year, NJPR covered Governor Christie's fight to save drug addicts and his own legacy, and New Jersey Congressman Rodney Frelinghuysen's targeting of an activist in a letter to her employer. NJPR also looked at how the Trump Administration might affect the clean-up of superfund sites in New Jersey and the increasing unaffordability of Newark. NJPR also undertook a six-month project with other news organizations across the state to follow the gubernatorial election and political divisiveness among the neighbors of one block in New Jersey.

In addition to being aired on NJPR stations, NJPR News content also runs on WNYC AM and FM. This ensures that our reports and the voices of New Jersey residents are heard by the 1 million-plus people in our region who tune in every week, and by the many hundreds of thousands more who listen online or via their mobile devices. 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 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 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 inviting public 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 audiences in new ways.

During this past year, The Greene Space served as home to intimate classical music performances, watch parties during both 2016 conventions and Election Night, in-depth conversations via its partnership with Echoing Green and live tapings of some of New York Public Radio’s most popular shows. For those who could not attend or who wanted to repeat or share the experience, we provided live and on-demand video streaming, webcasts, podcasts and radio broadcasts recorded in the venue.

The Greene Space's collaboration with Jorn Weisbrodt this spring inspired challenging conversations and made new connections between communities. NYPR strengthened our commitment to supporting and developing talent with a new mid-day music series in collaboration with Julliard, the Architecture & Design Film Festival and PEN World Voices Festival. We offered *WQXR Presents Midday Masterpieces, Live at WNYC Studios*, and *City Center Encores! Unscripted: A Broadway Conversation Series* among other events. Nearly all performances were distributed across NYPR’s digital properties and are available in perpetuity on [thegreenspace.org](http://thegreenspace.org).

In FY17, NYPR produced 140 public events. 86% of the events were priced at \$25.00 or less. The Greene Space produced 22% more public events than its last season, increased audiences both live and digital and developed new partnerships. NYPR embraced experimentation even more this year with 18 new pilots, 16 new hosts/curators and 11 new institutional partners. This past season The Greene Space served new and larger audiences, attracting 16,000 new visitors. Our online audience grew 50% in one year, reaching over 4.5 million views of streaming/on-demand content (up from 2.7 million in FY16).

## **SCHOOLS, YOUTH AND FAMILIES**

For the year spanning July 1, 2016 to June 30, 2017, the WNYC Education unit underwent several changes in personnel and areas of concern. We continued our transition away from education policy towards answering the question “What does it mean to be young in New York?” An example of this was a series of reports on students reaching graduation with different diplomas, including students currently in prison or being held on Rikers Island. Acknowledging the impact of the presidential election, we also produced a series of reports on how teachers were grappling with politics in the classroom and how young women were finding their voices in this new landscape. In December of 2016, we also closed out

our deep-dive into school integration with a packed-house live event held in partnership with BRIC, a community group in Brooklyn.

**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 a number of organizations in the New York City metropolitan area, providing media resources and supporting multicultural arts and lifelong learning initiatives. This year we continued to partner with a variety of major cultural institutions and local organizations, including the New York Academy of Sciences, the Metropolitan Museum of Art, The Paley Center for Media, and The Public Theater.

### **MEDIA PARTNERSHIPS**

NYPR actively supports diverse local activities and keeps our listeners informed of cultural resources that connect communities across the metropolitan area. This year, the organizations we partnered with focused on music, art, conversation and science, and included media partnerships with Guitar Mash and Open House New York. In our partnership events this year, we reached individuals across all five boroughs and beyond. Our hosts encouraged more public discourse through interviews and by leading community informational talks and walks while our Radio Rookies helped record audio from these events. Our partnership with Open House New York allowed us to bring the public inside NYPR's headquarters and allow them to ask journalists questions directly, see how radio is made and record station IDs that were later broadcast on-air. This year, teens from all five boroughs of NYC were invited to "Teens Take the Met," an event at the Metropolitan Museum of New York where teens listened to podcasts together at "Listen Lounges." The event provided a community podcast art wall where teens could post their feelings and connect to others.

### **PROGRAMMING PARTNERSHIPS**

NYPR continued to broaden our offerings to communities in our local area this year including in the following programming partnerships:

#### **Radio Rookies**

In FY17, Radio Rookies ("Rookies") began working with young people in preparation for a special series and podcast on juvenile justice. Rookies partnered with the organization Getting Out and Staying Out (GOSO), a nonprofit based in Harlem which focuses on providing services for young men who have been released from Rikers Island and juvenile detention facilities around the city and state. Rookies held a series of interview and storytelling workshops, worked with a total of 45 young men, introduced them to the medium of audio documentary and taught them how to conduct and record interviews and how to structure and tell a story.

In addition to the work at GOSO, Radio Rookies partnered with Sheltering Arms Children and Family Services, a nonprofit agency contracted with opening a new juvenile detention facility in Ozone Park Queens. For two months, Rookies producers visited the facility, held workshops with residents and staff and trained them on recording skills, interview techniques and the basics of audio production. Although the City's Administration for Children Services ultimately closed access to the juvenile detention facility, instead of abandoning the project, Rookies continued to work with one of the juvenile detention facility residents after he was released. His story will be included in the upcoming podcast "Caught."

In the fall of 2016, Rookies broadcast several stories by teenagers from the Brooklyn Movement Center, a member-run nonprofit in Bedford-Stuyvesant Brooklyn. Some of the issues that Rookies covered include segregation in schools, gentrification in their neighborhoods and restorative justice.

Also in FY17, Radio Rookies focused on working with young "dreamers" and their experience of being used as political footballs by the Democratic and Republican parties. Rookies produced a series of stories about the reality of living with intense uncertainty, the impossibility of planning for the future and the impact of their situations on their broader communities.

Radio Rookies continues to work with young populations across New York City amplifying their essential voices and insights.

### **Habitat For Humanity Partnership**

In FY17, NYPR held its first official company-wide volunteer event. We partnered with Habitat for Humanity and helped build affordable housing in Brownsville, Brooklyn. Forty-six of our employees joined the effort. Additionally, over twenty friends and family members of employees joined in as guests. Participants worked together in six all-day "build days" throughout a three-month period from August to October, 2017. Company volunteers included reporters, accountants, programmers, engineers, producers, fundraisers, listener services associates, publicists and marketing managers.

As part of the project we helped physically construct the Dean Street Condominiums at 2398 Dean Street, Brooklyn, New York. The structure houses fifteen low-to-moderate-income New York City families in need of safe and affordable apartments. NYPR staff and their family members worked alongside AmeriCorps youth leaders to help revitalize the neighborhood. The partnership in this Central Brooklyn community was especially meaningful as some of our own audio programs like *There Goes the Neighborhood*, report on the gentrification in both Brownsville and surrounding areas. NYPR employees found the project a rewarding opportunity to collaborate while giving back to local communities.

NYPR this year also hosted and worked with Habitat for Humanity to produce in The Greene Space *Women Build*, an annual months-long movement of New York City women who combine their effort, skill, network, and muscle to help bring awareness to the cause of affordable homeownership.

### **Industry Networks & Think.Public.Media**

At the start of FY17, NYPR provided funding and administrative support for over 35 employees to attend the largest conventions for journalists of color: the summer conferences of the National Black Association of Journalists, National Hispanic Association of Journalists, and Asian American Journalists' Association. We partnered with over 16 member stations across the country, including NPR, APM, WBUR, WHYY and PRI, to establish Think.Public.Media, the first organized presence of public media at these conferences. The goal of the initiative was to provide increased structural support and professional development opportunities for our own staff and actively engage with journalists of color. Through our partnership on Think.Public.Media, member stations had joint booths at the career fairs and a number of featured talent on-site in Washington, D.C. and Las Vegas.

In the July and August conferences, NYPR successfully pitched and produced several workshops and panels including "The Power of the Youth Voice" (led by Radio Rookies producer Andrew Mambo), "Managing Micro-aggressions in the Newsroom" (led by our Narrative News producer, Rebecca Carroll), a workshop on data reporting (Jenny Ye, Data News), and a featured talk by Jad Abumrad (co-host and creator of Radiolab). In these workshops, NYPR reporters and producers mentored young journalists of color and discussed pressing community concerns.

### **11TH ANNUAL WNYC MLK CELEBRATION: *Where Do We Go from Here? MLK and the Future of Inclusion***

In FY17, NYPR continued its partnership with the Apollo Theater through the production of its 11th annual WNYC MLK celebration (4th consecutive program with the Apollo), "Where Do We Go from Here? MLK and the Future of Inclusion." The show, sold out to capacity at 1,500 seats with a wait list around the block, was co-produced this year for the first time with the Washington, D.C.-based March on Washington Film Festival.

In addition to expanding our 11th annual WNYC MLK celebration by partnering with the March on Washington Film Festival, we integrated our WNYC TalkBox into the annual MLK event. The WNYC Talkbox offered the public a more personal way to participate and share their thoughts on a number of community issues.

Each year, the MLK celebration features nuanced conversations between civil rights activists on Dr. King's legacy and the most pressing social justice issues of our time. 2017 panelists and performers included journalist and activist Shaun King, Black Lives Matter co-founder Opal Tometi, scholar Joshua Lazard, NYC Commissioner of Immigrant Affairs Nisha Agarwal, Brooklyn NAACP President L. Joy Williams, poet Staceyann Chin and artist Talib Kweli.

At the event, we featured voter registration tables, a local Harlem bookstore offering books by our panelists and the WNYC TalkBox. All were critical opportunities for civic engagement. Participants had the chance to learn about new authors, support the local economy and provide individual feedback.

WNYC's MLK event this year was also a uniquely inspiring educational opportunity. More than 50 middle school students from Harlem Academy and groups of students from the Pratt Institute - Coro Fellowship in Public Affairs and the University of San Francisco attended as a part of their program studies.

**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 creates a variety of opportunities for artists, writers, celebrities, politicians, business people and policy makers to interact with audiences of all backgrounds and interests on air and in our live space. Our current membership is 240,579 (up from 73,000 in 2000), making NYPR one of the most substantial member-supported organizations in the New York City.

NYPR listeners this year sent in the following feedback about our programming as it continued to connect community members:

"...You're how I wake up every day and how I learn about my community." -Elizabeth in Brooklyn

"...I learn so much from the diverse programming!" -Amelia in Manhattan

"... The unbiased coverage I hear is critical to my awareness of what's going on in the world, something I value as a voting American. Thank you!" -Amy in Neptune, New Jersey

"As my interest in classical music began to mature a year ago, WQXR was there to nurture it. The programming has helped me learn to appreciate music in a new way." -Jonathan from Brooklyn

"Because I trust that you will provide me with multiple perspectives on issues I care about." - Giselle in Manhattan

"Your programs are interesting and enlightening. There are so many varied subjects you broadcast. It is wonderful to see how the Free Press is supposed to be. Thank you...." -Gloria in Mahwah

"I trust your reporting! I also think you choose interesting and often under reported stories. I often find myself thinking and talking about stories I heard on WNYC. I'm proud to be a member!" - Theresa in Greenwood Lake

"The quality of reporting and the innovative, thought-provoking content are superb. I start and end all of my days with you. Thank you for all that you do!" - Jessi in Manhattan

"I support you as an indispensable source of culture and news. I truly consider you as a life saving island. Thank you and keep the wonderful job!" -Miguel in Hartsdale

"There is nothing more vital to our democracy and to well-being than free-flowing news and information." – Heather in the Bronx



"One of my Professors from Adelphi University in Manhattan inspired me to listen to Public Radio and now I listen all day long. At 47 years old, I feel more informed than I ever have thanks to WNYC." –Robin in Pleasant Valley, NY

"...WNYC is my favorite aspect of being a NYC-er." Lillian in Brooklyn

"... we keep tuning in for the human connection that you guys bring, thank you for that." - Francisco from Ridgewood, NY

"The truth, the whole truth, and nothing but the truth. A chance to be an informed thinker." - Deborah in Warwick, New York

"I'm a new listener and appreciate your informative programming, which is more critical now than I believe it has ever been. Thank you." -Eric in Upper Saddle River, New Jersey

"As an immigrant, listening to WNYC on a daily basis helps me to become a better citizen" - Fabian in Hastings on Hudson

"The journalism, generally, is among the strongest in the nation. I appreciate the depth of reporting WNYC has provided which includes international, national, state, and regional issues. It's fun too!" -Ian in Flushing

"We need strong, independent journalism in the United States now more than ever. You are a critical part of our democracy. I also like your local NYC coverage." - Matt in Astoria

"Our whole family listens to WNYC every morning as we commute to work; it makes us feel connected, informed and in the current climate - not crazy." -Linda in Sparta, New Jersey

"Whether the information is welcoming or distasteful; funny or terrifying, WNYC always provides me with the facts I need to function as a well-rounded, well informed human being in this crazy world." -June in New Jersey

"My daughter is in her first year of college as a vocal performance major. I realize how important it is to keep this great music healthy for future generations... it would be an incomprehensible loss if not kept strong!" -Karen from Haledon, New Jersey

"I'm hoping more accurate news coverage will help to educate voters. Also a fan of shows like Radio Lab, Science Friday and Planet Money." - Nicole from Long Island City

"... During such a sad time in American history, 2DQ keeps me laughing and hopeful." -Sarah in Duluth, MN

"We listen everyday because we know WNYC and NPR provide the best news out there for our own community, for NYC, and the world. It's our duty to contribute to WNYC and ensure quality journalism." -Sarah from Brooklyn

"We wake up to WNYC and listen to the station when we are driving. We like that the news and stories are not sensationalized and that you cover stories that we don't otherwise hear. Thank you!" – Bonnie from Forest Hills

"...I just moved to the States. You have been keeping me company as I unpack and reorganize our lives here and who better to navigate me through this turbulent and terrifying US election!"  
– Jacqueline in Greenwich, CT

### **Media Partnerships**

This year through various media partnerships, we continued to increase our reach across communities and offer more opportunities for inclusion.

Our Radio Rookies, young adults interested in audio, helped capture station identification recordings from individuals across New York City at our media partner events and helped inform event attendees on the process of making radio.

Through a standing-room only educational event with Ken Burns this year, our partnership with Maplewood Library helped connect teens from a wider community.

WNYC also partnered once again with the Harlem Arts Festival and helped boost its attendance this year. The Harlem Arts Festival showcased local musicians and visual artists inspired and nourished by the artistic community in Harlem. The festival also promoted arts education and literacy with arts-related discussion forums, educational workshops, performance opportunities and activities for youth and families. NYPR was the festival's only radio/media sponsor. As a result of our free media support (36 run of schedule spots, social media promotion and inclusion on our website), Harlem Arts Festival was able to reduce their advertising costs and invest in other needed areas of their organization.

From our partnership with Guitar Mash this year, we received the following feedback:

"... The on-air spots have helped Guitar Mash reach a broader audience of music-lovers and storytelling-lovers, and the association with New York City's "radio station of the people" further emphasizes the Guitar Mash mission, which aims to connect ALL people through music-making — from diverse zip codes, and of varying levels of musical ability..."

### **Non-Profit Excellence Awards**

This year NYPR also raised awareness for the Non-Profit Excellence Awards. We helped non-profits across New York City learn how to obtain support and recognition for their non-profit organizations. One of this year's program partners, the Museum of Arts and Design, reported they loved working with

WNYC and that we were their first choice for a media partner for their sound-based, very NYC-centric exhibition, "Sonic Arcade: Shaping Space with Sound."

### **Scholarship Plus**

New York Public Radio partnered again this year with Scholarship Plus to give students between high school and college paid internships and a mentorship at NYPR. We hosted six Scholarship Plus interns this past summer. All 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. Students from the program reported that the internship provided them with direction for their future careers. WNYC received the following feedback from this year's students:

"I learned a lot, both about myself, and the work force... I always felt included and appreciated. The sense of community I experienced was enormous... I am very happy with my time at WNYC/WQXR, and given the chance, I would definitely do it again!"-- Emely Martinez Diaz (Listener Services)

"...I learned how important the roles of all employees are at WNYC, and the value emphasized on working as a team... Looking back at it now, I am so grateful for the skills that I learned, the experiences I encountered, and the wonderful people I met."-- Nogaye Ka (Facilities)

### **Radio Rookies**

As a result of the Radio Rookies partnership with the organization Getting Out and Staying Out (GOSO), GOSO staff reported the partnership helped increase participants' media literacy, introduced them to WNYC, increased GOSO clients' engagement with the community and taught new communication skills.

In addition, the stories of the Radio Rookies by teenagers from the Brooklyn Movement Center in the fall of 2016 were awarded a Gracie Award and a National Murrow Award for Best Feature.

Listener feedback received in response to the Radio Rookies stories that aired in FY17 includes the following:

"Alexia Richbourg's story was excellent, professional, well-composed, and compelling. As a graduate of a New York City public school, I found her reporting illuminating. It's very encouraging to hear a young person produce a work of this caliber. I hope that WNYC continues to develop talent like Ms. Richbourg, and that she'll have every opportunity to excel in whatever she chooses to do in the future. Thanks for all of your work!"-- Jonah from Gowanus

"...Your words are honest and insightful. I think the questions that you hint at could help improve everyone's education. I hope you continue to research issues that are important to you and continue to ponder why things are the way they are."-- Gabe from Beacon, NY

"Great story! So true about the inherent differences in schools by location and population. I encourage you to keep documenting what you see and experience in and out of school; keep reading what others have shared on this topic, too. There are many people who need to hear this and realize the truth of the differences. Keep being great! Keep challenging yourself! Keep informing the public! Proud of you!"-- Ibe from New York City

"... Thank you for asserting your voice and clarity in a landscape of chaos. Young people are so often silenced and this moment proves that if we just get out of the way and trust you all with a platform, you will deliver some undeniable truth. Thank you young sister! Soar!"-- Radha from Harlem, NY

**11TH Annual WNYC MLK Celebration: *Where Do We Go from Here? MLK and the Future of Inclusion***

NYPR partnered with the Apollo Theater to present the sold-out event *Where Do We Go from Here? MLK and the Future of Inclusion*. Online, our Facebook Live stream reached over 1.5M Facebook users around the world, with more than 101,000 tuning in on the streaming directly and nearly 800 individual shares.

In an article titled "How Can We Follow Martin Luther King, Jr.'s Example in the Coming Days?" Elle magazine highlighted excerpts from the program:

"Both on stage and in the audience, people spoke of yearning for a sense of direction to help them navigate attacks on civil and voting rights individually, and, most importantly, as a community..."

After years, for many the WNYC MLK event has become a tradition as well as a way for new audiences to discover the Apollo Theater. Comments about the event from community members submitted to NYPR include the following:

"Our family tradition. Ready to participate and be inspired..."—Lori

"So excited to celebrate MLK Jr. Day and think about what's ahead with great community!"—Stephanie

"Ready for some activist inspiration!"—Rahema

"Getting ready to learn how we can handle today's new landscape at WNYC's Apollo Theater event"—Wycliffe

"Where do we go from here? Glad to do something!!!! It's a start!"—Susan

"Kudos to @nishasagarwal for reminding the crowd at the Apollo Theater how important it is to protect DACA"—Ericka

"I can't think of a more awesome way to spend MLK weekend than with my colleagues and family!"—s.m.

**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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.**

NYPR continuously works to discover, understand and address our local community's needs and interests. In addition to working to provide programming that enlightens, encourages and empowers, we also constantly strive to develop new partnerships, media sponsorships, promotions and events that benefit and reflect the diverse city in which we live.

Honored to be a community leader, NYPR is concerned about the issues that are most relevant to our communities in the metropolitan area. Our public affairs and news programming are directly shaped by the values and interest of our local multi-cultural and multi-ethnic communities.

This past year NYPR cultivated diverse partnerships with organizations such as the Brooklyn Public Library and The Moth, and with such events as Guitar Mash, Slice Out Hunger and Earth Day New York. These partnerships stretched from New Jersey to New York City, and addressed a variety of issues from young adults' inclusion in music to combatting hunger in New York. We provided access to events for low-income families and individuals with disabilities. We plan to continue in the future events like WNYC's annual MLK event and collaborations with institutions like the Brooklyn Public Library and New York Public Library.

#### **COMMUNITY ADVISORY BOARD**

NYPR's Community Advisory Board (CAB) is a volunteer group of interested listeners who meet eight times per year 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 GREENE SPACE**

NYPR's Jerome L. Greene Performance Space ("The Greene Space") offers an inclusive meeting place for audiences to enjoy New York Public Radio's programs, performances by world-renowned artists and wide-ranging conversations. In 2017, NYPR continued to cultivate The Greene Space as a home for new talent, a broad spectrum of ideas and diverse voices.

Looking forward, we have begun planning capital improvements to celebrate The Greene Space's 10th anniversary in April, 2019. Some of these improvements will include physical and digital design updates and new programming. We will continue to pursue relationships with artists, curators and institutional partners to maximize accessibility, community impact and growth of underserved audiences.

Following are major programming highlights from last season:

#### WQXR PRESENTS

This year we invited a number of classical musicians to The Greene Space and had the opportunity to enjoy live performances and intimate conversations with many of our WQXR listeners. We celebrated the solo recording of Anna Netrebko with tenor Yusif Eyvazov in July, and weeks later hosted Joshua Bell and Jeremy Denk performing Brahms and Schumann. This year we also celebrated this year's winner of the Richard Tucker Foundation grant prize, soprano Tamara Wilson. Along with previous Tucker grant recipients, Tamara Wilson performed arias and duets from Mozart.

The Greene Space continues its commitment to supporting rising musical stars. This year we launched *Mid-Day Masterpieces*, a monthly series featuring young Julliard talent uplifting audiences during the Wednesday lunch hour. Performers included award-winning violinist Tessa, Khari Joyner and Cherie Roe on cello and piano, an all-Schubert program with vocalists and the Julliard415, the conservatory's period instrument ensemble. We also showcased very young aspiring musicians including the Brooklyn Youth Chorus, this year's WQXR artist-in-residence. The Brooklyn Youth Chorus offered two programs this year including a holiday celebration. This year we also hosted performances by students from the New York Department of Education's Summer Arts Institute, playing music from Elgar, the Beatles, Ellington and Bach.

In September of this year, The Greene Space screened the short documentary inspired by our annual WQXR Instrument Drive, *Joe's Violin*. The film followed the donation of the violin of a 91-year-old Polish Holocaust survivor, Joe Feingold. Joe owned the violin for 70 years before it landed in the hands of 13-year old Brianna Perez, a 7th grader from a school in the nation's poorest congressional district. Nominated for an Academy Award in the Documentary Short Subject category, *Joe's Violin* portrayed the dramatic change Joe's violin brought to Brianna's life.

In partnerships with local brewers, we continued our Classical Beer Jam series in The Greene Space this year, featuring performances by artists including countertenor John Holiday, pianist Di Wu, and members of The Knights. We also continued the Opera Party series again this year, featuring opera stars, chefs and artists in an environment specifically crafted for each event by artist Doug Fitch.

#### DIVERSE CONVERSATIONS

Over the years, The Greene Space has become a destination for community conversations and local events that highlight diverse voices while inviting audiences to explore new ideas in art and politics.

This election year, The Greene Space continued to offer a meeting place for provocative and courageous conversations. Keli Goff offered her engaging Political Party series again this year. Political Party brought New Yorkers together for watch parties during both political conventions and the election. Goff also

moderated discussions about the impact of the Obama presidency on the national conversation on race and on the debilitating effects of huge amounts of money on our political system. Her guests included Dylan Ratigan, author of "Greedy Bastards: How We Can Stop Corporate Communists, Banksters and Other Vampires from Sucking America Dry," former public advocate Mark Green and Glynda Carr of Higher Heights, an organization that supports black women's political power and leadership potential.

NYPR works to encourage public discourse and bring diverse voices from across the spectrum into the conversation. This year at The Greene Space we launched a new series developed by Rebecca Carroll, WNYC's special projects and narrative editor. *How I Got Over* worked to reinvent language around race through conversation and performance. Exploring racism, fear and change, the program featured guests including Ethan Hawke, of the racially diverse remake of "The Magnificent Seven;" Kristin Davis talking about her experience with interracial adoption; photographers LaToya Ruby Frazier and Carrie Mae Weems; Harvard University art history professor Sarah Lewis discussing visual literacy around race; and Oscar, Peabody and Emmy Award-winning filmmaker Ezra Edelman of the critically acclaimed documentary "O.J.: Made in America," a film charting the legacy, saga and impact of O.J. Simpson.

In December, NYPR launched another new series, *Dear President: What You Need to Know About Race*, a series of first-person radio essays by leading thinkers about being black in America with the hopes of setting a new agenda for racial equality. We also hosted in The Greene Space, novelist and essayist Kaitlyn Greenidge; filmmaker Stephen Winter; Colorlines editorial director, Akiba Solomon; fellow at The New York Times David Carr; Greg Howard; GARAGE magazine editor-in-chief, Thessaly La Force; comedian and writer Negin Farsad; and poet Chimene Suleyman.

This year in The Greene Space Susan Fales-Hill continued *Icons and Innovators*, her one-on-one conversations with groundbreaking thinkers and artists. She spoke with fashion icon Pat Cleveland, one of the African-American models who helped revolutionize Paris couture in the 1970's. Other guests included Norman Lear, Heidi Ewing and Rachel Grady.

#### LIVE RECORDINGS AND POPULAR PODCASTS

Audiences continued to fill The Greene Space this year to participate in live tapings of NYPR programs and podcasts. For four Fridays just prior to the election, Brian Lehrer taped a sold-out program before eager crowds. His guests included astrophysicist Neil deGrasse Tyson; NPR's Peter Sagal of *Wait, Wait ... Don't Tell Me!*; performance artist Marina Abramović; New York City Mayor Bill de Blasio; Bill Moyers; MSNBC's Chris Hayes; *On the Media*'s Brooke Gladstone; and New York Liberty players Swin Cash and Tina Charles.

Audiences also joined us for a live taping of *The New Yorker Radio Hour*. Guests included composer Michael Friedman, Kristolyn Lloyd and Jeremy Pope. Friedman wrote music and lyrics for "Bloody, Bloody Andrew Jackson," and discussed his exploration of making a musical about the 2016 campaign. Lloyd and Pope offered a series of musical snapshots of their work in progress.

The Greene Space also presented a number of cooking and food programs, including one on food styling and another with Claus Meyer and Daniel Rose exploring the challenges and triumphs of chefs attempting to open restaurants in different countries.

### THEATER AND FILM

We were pleased this year to partner with New York City Center once more to present *Encores! Unscripted*, a series which explored how musicals have reflected and shaped American life. This year host Jack Viertel demonstrated how musicals have been taking the nation's pulse for over a century, from *Oklahoma*, a wartime expression of national pride, to *Follies*, a reflection on a country embittered by Vietnam. The series also explored how seemingly bad ideas, like *Cats*, evolved into commercial and critical triumphs. Andrew Lloyd Webber called *Cats* "on paper the worst idea conceivable." Theatre artists Michael Friedman, Michael John LaChiusa, Rachel Chavkin, and Dave Malloy also joined the conversation.

This year we partnered with the Architecture & Design Film Festival to offer a preview of architecture and design films. Each program featured festival director Kyle Bergman and was moderated by hosts from our programs including Rafer Guzman. The films previewed included *The Architects: A Story of Loss, Memory and Real Estate*, a film about the competition to rebuild the site of the World Trade Center after 9/11, and two short films about socially responsible design for underserved communities.

### HOLIDAY PROGRAMS

In addition to the Brooklyn Youth Chorus, our celebrations this holiday season included an afternoon Chanukah party for families featuring pianists Orli Shaham and Shai Wosner. The Greene Space also hosted the vocal ensemble from England The King's Singers for an *a cappella* Christmas celebration.

### **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. More specifically without CPB's funding, we would not have the resources to offer exposure to our community media partners who cannot typically afford airtime without assistance. CPB funding enables us to offer community organizations media support without creating a financial burden on their organization or our own. Without CPB funding, we would not be able to advocate for many local cultural events and help them attract larger and more diverse audiences.

In addition, with the generous funds from the Corporation for Public Broadcasting, between January 1, 2017 and June 30, 2017, we were able to continue to support WNYC's *Women's Voices- Phase 2* initiative. *Women's Voices- Phase 2* nurtured the careers of women podcast hosts by supporting and promoting their work and identifying new voices to develop across public radio. This past year we hosted our annual women's podcast festival, *Werk It*, and continued to cultivate more women's voices. Additionally, we laid the groundwork for an ambitious phase three which extended *Werk It* to Los Angeles in the fall.



### **Project Management**

Paula Szchuman, Vice President of On-Demand Content at WNYC and WNYC Studios, oversees all aspects of the Women's Voices initiative and is responsible for developing new podcasts and growing the audience of our programming. Paula oversees WNYC's social media strategy, multimedia production unit and digital content across all platforms. She supervises the production and execution of *Werk It* and the development of new talent. Working with colleagues both within and outside of NYPR, Paula identifies potential new women hosts and collaborates across NYPR departments to develop and showcase their talents.

### **Existing Women-Hosted Podcasts**

***Death, Sex + Money/Anna Sale*** – *Death, Sex + Money* with Anna Sale was consistently in the iTunes Top 100 podcasts. NYPR produced and released 21 new episodes of *Death, Sex + Money*. Among these was a program profiling a surrogate mother who used her surrogacy as a way to pay down debt she incurred in having her own child. Another episode featured a live interview in The Greene Space with Kevin Bacon discussing his family, finances and fame. In a special two-part series, Anna spoke with numerous individuals about the devastating effects of student loan debt on their lives. This emotionally charged series drew comments globally, as far as Alaska and Australia.

Additional examples of episodes produced during the reporting period include the following:

- **I Was Your Father, Until I Wasn't.** March 15, 2017. Anna talked with a father who believed his daughter was his, until a DNA test revealed that he was not in fact her biological father.
- **Why Rashema Melson Left Georgetown.** April 5, 2017. Rashema Melson was tired of people calling her "the homeless valedictorian." She discussed her decision to leave Georgetown University when the pressure of "I can't fail" became too much and the possibility of returning to school.
- **Hari Kondabolu and His Mom Answer Your Life Questions.** May 24, 2017. Comedian Hari Kondabolu and his mom gave advice during a live broadcast on pursuing career-life balance, dealing with racist friends and figuring out the best time to DTR (Define The Relationship).

***Note to Self/Manoush Zomorodi*** – In *Note to Self* this past year, Manoush Zomorodi explored the impact of ubiquitous technologies on all our lives. *Note to Self* looked at the many threads of our use of, response to, and often ambivalence toward technology. Manoush produced a series of programs devoted to digital privacy (or lack thereof) collectively called *The Privacy Paradox*. WNYC produced and released 31 episodes of *Note to Self* this year. Excerpts from these podcast episodes also aired on Wednesdays on WNYC during *Morning Edition*. Examples of episodes produced during the reporting period include the following:

- **Revealing Selfies. Not Like That.** April 19, 2017. Manoush explored the future of commerce, marketing, policing, lending and how our selfies are full of data and sharing more than just our smiling faces.

- **Edward Snowden Says a "Very, Very Dark Future" Is Not Inevitable.** May 17, 2017. Manoush and Edward tackled leaks, hacking, national security, the NSA, privacy, ransomware, identity, the self and the "quantified spiderweb."
- **We've Gained So Much With the iPhone. What Have We Lost?** June 28, 2017. Manoush examined our 10-year love affair with our iPhones and how they eliminated address books, maps, and keys but also eye contact and boredom.

**Only Human/Mary Harris** – After a brief hiatus, *Only Human* returned in January as a bi-weekly podcast. The program examined health through personal storytelling. Subjects varied and included following a narcoleptic toddler and testing the psychology of crowd behavior. This year NYPR released nine episodes of *Only Human*. Examples of episodes produced during the reporting period include the following:

- **Flu-dunnit?** March 22, 2017. This episode followed the experimental tracking of Patient Zero when an entire office contracted the flu.
- **"I Got Indian in My Family": An Another Round Takeover.** April 19, 2017. This episode looked at how our ideas about our identity and ethnicity can be upended with DNA testing.
- **Just Put Some Vicks On It.** March 8, 2017. This program explored the emotionality of scent and its related memories through the story of an irreverent grandmother and her devotion to Vicks Vaporub.

### **Talent and Content Development**

During the past fiscal year, WNYC continued to cultivate new voices and foster new programming by women. Following are some examples of programming by women we helped foster internally within our organization:

- Rebecca Carroll, *LA Times* critic-at-large and WNYC Special Projects Editor, produced two live series and hosted six live events this year. Most recently Rebecca moderated a conversation in partnership with PEN America, *Crossing Cultural Red Lines*, that featured Oskar Eustis, Artistic Director of The Public Theater and director of *Julius Caesar*, cultural critic and poet Katha Pollitt, and actor Corey Stoll (*House of Cards*, *Julius Caesar*).
- Shumita Basu, host of the *Werk It* podcast and producer and reporter in the WNYC Newsroom, joined WNYC's *Morning Edition* team and is heard daily on air. Shumita contributes to newsroom coverage of local issues, politics and culture, helping listeners think about the role of the news in their daily lives. Some of Shumita's recent reporting includes coverage of the nearly 200,000 students in the city who are blocked from checking out books from the New York Public Library due to unpaid fines.

- Kelsey Padgett, producer on *More Perfect*, hosted another episode of Radiolab’s podcast about the Supreme Court during its second season. Kelsey is currently considering attending law school as an extension of her work on *More Perfect*.
- Also this year, we continued to explore the possibility of developing a podcast on news of the day with author Roxane Gay. NYPR also piloted in The Greene Space, Michelle Buteau’s new podcast *Late Night Whenever*. Buteau was a keynote speaker at *Werk It* in 2017.

## **Community Engagement**

### **Live Community Engagements Featuring New Talent**

In early 2017, we held 11 different live events featuring new talent. Rebecca Carroll produced 6 *How I Got Over* evenings in The Greene Space, including a production of “All American Boys.” Approximately 100 people attended each Greene Space event. Rebecca also hosted three *Dear President* events in late January, one each in Newark, Harlem and Washington, DC. Each featured several ‘micro-conversations’ with lawmakers, writers, artists and educators. Among Rebecca’s guests were Senator Bob Menendez and black feminist theorist at the Newark Public Library, Brittney Cooper, comedian Khalid Rahman, composer Vijay Iyer and youth activist at the Schomburg Center for Research in Black Culture Yvonne Thevenot. The event was produced in collaboration with public station WAMU in Washington DC, Washington Post editor David Swerdlick and National Museum of African American History and Culture curator Rhea Combs.

### **Community Engagements for Existing Women-Hosted Podcasts**

#### **Metrics and Impact**

##### **Total Number of Episodes Produced as of June 30, 2017:**

- *Death, Sex + Money*: 56
- *Note to Self*: 93
- *Only Human*: 39

##### **Number of Podcast Downloads by Existing Women-Hosted Podcasts (not unique listeners):**

- *Death, Sex + Money*: 6,682,185 downloads from January 1 to June 30, 2017
- *Note to Self*: 6,454,370 downloads from January 1 to June 30, 2017
- *Only Human*: 693,419 downloads from January 1 to June 30, 2017

##### **Number of Podcast Downloads by Podcasts Featuring Women of Color:**

- The WNYC newsroom’s podcast *There Goes the Neighborhood*, featuring Rebecca Carroll, received over 508,490 downloads.
- The *Werk It* podcast, hosted by Shumita Basu, received 12,579 downloads.

##### **Number of Listeners and Analysis of Trends**

- *Death, Sex + Money*: 479,050 unique listeners in June 2017
- *Note to Self*: 458,864 unique listeners in June 2017

- *Only Human*: 19,629 unique listeners in June 2017

### **Analysis of Trends in Social Media Usage**

- *Death, Sex + Money*: 49,565 Facebook likes; 21.6 Twitter followers; Anna Sale: 23.7 Twitter followers
- *Note to Self*: 17,904 Facebook likes; 24.7 Twitter followers; Manoush Zomorodi: 27.6 Twitter followers
- *Only Human*: 5,474 Facebook likes; 325 Twitter followers; Mary Harris: 1,085 Twitter followers

## **Attendance**

### **Community Engagement Events**

- **Anna Sale:**
  - May, 2017: *Death, Sex + Money Live Show* with Kevin Bacon at NYPR's The Greene Space
    - Estimated Attendance: 100
  - May, 2017: Anna Sale was featured conversation with comedian Hari Kondabolu and his mother, Uma Kondabolu as part of a cultivation event for WNYC
    - Estimated Attendance: 75
- **Manoush Zomorodi:**
  - January, 2017: Manoush hosted a live event in The Greene Space, in partnership with *ProPublica*, to discuss their investigation, "Breaking the Black Box," and to launch *Note to Self's* engagement project, "The Privacy Paradox"
    - Estimated Attendance: 100
  - March, 2017: Manoush was a featured speaker at Radiodays Europe in Amsterdam
    - Estimated Attendance: 800
  - April, 2017: Manoush spoke on the TED main stage
    - Estimated Attendance: 1200
  - June, 2017, Manoush was a speaker at the Aspen Ideas Festival
    - Estimated Attendance: 500
- **Mary Harris:**
  - March, 2017: Mary hosted an event with Dr. Danielle Ofri, author of *What Patients Say, What Doctors Hear*, at the New York Public Library
    - Estimated attendance: 100 people
  - April, 2017: Harris hosted an event for the book launch of *The Fifth Trimester* with author Lauren Smith Brody
    - Estimated attendance: 100 people

### **Mentorship and Professional Development Activities**

Rebecca Carroll is being mentored by Karen Frillman, the WNYC newsroom's Enterprise Editor. Carroll has continued to expand her work on hosting public events and engaging our listeners in a live format.

Additionally, Shumita Basu is being mentored by Paula Szychman, Vice President of On-Demand Content and members of the WNYC Newsroom.

We are currently in the process of creating a pipeline of talented women hosts, producers and content creators using existing networks and *Werk It* attendees as the foundation.

NYPR is continuing to ensure that on all our platforms 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 we continuously strive to make more inclusive and meaningful programming.