

Section 6: Local Content & Services Report– CPB Station Activity Survey for 2018

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.

One of the many ways we strengthen community connections throughout the New York metropolitan area is through our development of content across the station’s distribution channels and platforms on-air, online and on the ground. We strive to serve our diverse audiences through groundbreaking local news and programming that invites ongoing civic dialogue. We also develop partnerships, promotions and special events to provide cultural experiences and community information that address the needs of our local audience members. We are constantly exploring multiple new platforms and making responsive services and tools that enable more audiences to access our content anywhere any time.

NYPR STRATEGIC PLAN

As part of our strategic plan, we not only produce and deliver public service content on multiple platforms to reach and serve larger, more diverse audiences, but we also have increased our local accountability journalism. With the expansion of our local news coverage, we work to increase our relevance to listeners who depend on us as a resource for local news and inclusive programming.

COMMUNITY ADVISORY BOARD

New York Public Radio has a Community Advisory Board (CAB), 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. Deliberating independently of station management and New York Public Radio's Board of Trustees, the CAB determines its own agenda and elects its own leadership. The CAB is an advisory body and conveys its findings and recommendations to the Board of Trustees based on the public’s input.

MEDIA PARTNERSHIPS

Media partnerships are a key part of our efforts to engage meaningfully with our local communities. We seek and select media partners that interact with our local residents and audience members and address the issues that concern them. Through media spots, we inform our listeners about events and organizations that support diversity, expose them to the arts, provide new learning opportunities, and offer ways to participate in community causes like tree recycling and hunger relief. This year, NYPR collaborated with media partners, including Open House New York, New York City Parks, and The Brooklyn Public Library, in numerous media partner events throughout the year including The New York Asian Film Festival, Brooklyn Book Festival, and SummerStage.

Throughout the year, our Audience Development team, membership team and station volunteers were on site to distribute information about NYPR programming and engage with listeners at media partner events.

Additionally, by providing air time and promoting the events of our media partners online, we increase the opportunities for listeners in the metropolitan area to have access to programming, conversations, education services, information and activities that interest and inform them. As a result of the marketing support NYPR offers our media partners, listeners often learn about cultural, artistic and musical events that they might not have otherwise.

SOCIAL MEDIA AND DIGITAL

NYPR's social media and digital strategies help us identify and reach new audiences in our area and inspire more dialogue across our local communities. Our social and digital teams collaborate with our content teams to offer programming that covers the issues most relevant to our diverse audiences. NYPR fosters community dialogue through social media platforms like Facebook and Twitter, as well as Instagram, Instagram stories, and YouTube. We invest in projects, products and content that help us better connect our listeners.

Death, Sex, & Money's "Student Loan Secrets" Project

In the summer of 2017, *Death, Sex, & Money* launched a special series called "Our Student Loan Secrets." The initiative sought to normalize and open up conversations around student loan debt and how it affects approximately 44 million Americans. In response to the success of the series, our digital, social, and content teams developed a landing page experience to help audience members explore stories from people around the world, listen to our episodes around educational debt, and take a quiz to see where one's financial situation fits among national trends.

Nancy's "Out at Work" Initiative

In 28 states, over half the country, LGBTQ individuals still lack protections from workplace discrimination based on sexual orientation and gender identity. *Nancy's "Out at Work"* series, created in partnership with *Fast Company* magazine, invited LGBTQ audience members to answer a survey about their workplace experiences: Are you out at work? Are you not out at work? Even if you live in a state with protections against employment discrimination, do you feel safe being out at work? Over 3,000 *Nancy* fans answered the survey, shared stories on our social media pages, and made audio recordings about

their experiences. The result was a powerful episode that started a national conversation about workplace protections.

These are only two of the ways we used digital and social technologies to extend broadcast and podcast content and to increase the accessibility of our programming. We continue to look for ways to use the unique power and reach of our digital platforms to make our programming ever more relevant and inclusive. NYPR uses our social media and digital resources in conjunction with our ambitious programming to reach and engage new audiences and open up conversations that are traditionally more challenging to have in our communities on a daily basis.

PODCASTS

NYPR recognizes the unique ability of podcasts to similarly engage a wider spectrum of listeners in our local communities through its highly accessible format. NYPR has continued to work this year to offer more programming on issues and interests that matter most to our listeners through thought-provoking podcasts, including *Radiolab*, *Nancy*, *On the Media*, *Death, Sex & Money*, *Here's the Thing with Alec Baldwin*, *2 Dope Queens*, *Sooo Many White Guys*, *There Goes the Neighborhood*, *More Perfect*, *The New Yorker Radio Hour*, *Snap Judgment* and *Werk It: The Podcast*. New podcasts this year include *A Piece of Work*, *Late Night Whenever*, *Pickle*, *Spooked*, *This Podcast Has Fleas*, *Caught*, *Aftereffect*, *Stay Tuned with Preet* and *Trump, Inc.*

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, and 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, Bridgegate 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 first place for "Online - Enterprise/Series/Investigative Reporting" for "American Dream."

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.

In 2018, we covered the first year of Governor Phil Murphy's tenure, debates in the state legislature over raising taxes, the legalization of marijuana and raising the minimum wage. We also reported on the November midterm election and the rise of a women's led movement in New Jersey. WNYC's Karen Rouse won the Newswomen's Club of New York Front Page award for her story about the conflicts that

black evangelicals face. We also began broadcasting “Ask Governor Murphy,” a live call-in show hosted by our managing editor for New Jersey, Nancy Solomon.

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

Our live performance 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 our on-air programming. NYPR is committed to providing local residents 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 low cost ticket prices. The Greene Space operates as a communal meeting place, inviting public dialogue about the issues shaping our world, both locally and beyond. Through live radio, live and on-demand video streaming, podcasts and tapings of WNYC and WQXR’s radio programs, The Greene Space encourages experimentation with various formats to create multiplatform experiences that engage new audiences.

In FY18, we collaborated with new partners and expanded our portfolio of recurring monthly events in The Greene Space. Through these new partnerships and additional events, we provided access to challenging conversations about community issues, connected diverse audiences through shared interests and needs, and increased artistic experimentation. This year, The Greene Space offered a variety of programming including classical music performances, theatrical plays, eclectic monthly variety shows, and conversations with notable influencers and changemakers. The talks covered a range of topics that our audiences cared most about including race, gender, and politics.

During FY18, The Greene Space produced a total of 129 public events. 85% of tickets to these events were priced at \$25.00 or less. The Greene Space attracted approximately 14,000 visitors and sold 2,954 more tickets than our previous fiscal year. The Greene Space produced 25% more public events than in our last season.

SCHOOLS, YOUTH AND FAMILIES

This year, the WNYC News education, youth and families unit focused particularly on longer form projects including a deep-dive series on one Brooklyn neighborhood Brownsville. In this series, WNYC engaged community residents and partners and responded to their questions and suggestions.

The WNYC News education, youth and families unit also created a segment in our new juvenile justice series *Caught*, and produced a segment that followed up with a transgender child from Brooklyn we first met two years earlier. This segment also aired on NPR.

Additionally, the WNYC News education, youth and families unit covered the city's new chancellor, our chronically troubled school bus system and ongoing efforts to better integrate our local schools through a variety of pilot projects and changes to admission rules.

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 partnered again with a variety of cultural institutions and organizations, including Scholarship Plus, *The Root*, *The Marshall Project*, The Apollo Theater and public radio stations across the country.

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.

MEDIA PARTNERSHIPS

This year, the organizations we partnered with focused on music, film, human rights, and hunger relief. We worked with our partner organizations to promote learning and thoughtful engagement within the community through events such as The International Human Rights Arts Festival, Sinfonietta Riverdale, and Slice Out Hunger. We raised awareness of these events through radio spots, social posts and newsletters.

PROGRAMMING PARTNERSHIPS

NYPR participated in the following programming partnerships this year:

Radio Rookies

In FY18, Radio Rookies, our initiative that provides teenagers with the tools and training to create radio stories about themselves, their communities and their world, embarked on an ambitious project to report and produce *Caught: The Lives of Juvenile Justice*, a nine-part podcast. The goal of *Caught* was to create a community and generate conversation around the state of juvenile justice locally and nationally. The initial idea for the podcast came about a year earlier when Radio Rookies partnered with

Sheltering Arms, a nonprofit running a juvenile justice facility in Queens. Producer Courtney Stein held workshops on reporting and recording with staff and residents, training them on how to use the equipment and setting them up to document day to day life inside the facility. Sheltering Arms eventually ended the workshops, but Radio Rookies continued to work with one of the residents and his mother, documenting his experiences after he was released. With Z's story at the center, Radio Rookies producers and WNYC reporters identified more young people who were caught in the system, either in jail or alternative programs. Over the course of a year, the team reported on their experiences and struggles as they ping-ponged through the system.

WNYC partnered with media outlets *The Root* and *The Marshall Project* to push the boundaries, both of the content and the audience reached through *Caught*. When the podcast was released in the spring of 2018, WNYC hosted an event at The Greene Space, featuring activist and educator Clint Smith, organizer Mariame Kaba and reporter Jared Marcelle. At the close of the run, WNYC partnered with Mass Story Lab to host at The National Jazz Museum in Harlem a community conversation and live storytelling event about juvenile justice and imagining an end to youth jails.

Industry Networks & Think.Public.Media

At the start of FY18, NYPR provided funding and administrative support for 20 of its employees to attend one of 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 23 member stations across the country, including NPR, APM, WBUR, WHYY and PRI, to form Think.Public.Media for the third consecutive year. The primary goal of this initiative was to provide increased structural support and professional development opportunities for our own staff and actively engage with journalists of color, as both existing and potential members of our community. Through Think.Public.Media, member stations had joint booths at the career fairs and featured talent on-site in Miami, Detroit and Houston.

12TH ANNUAL WNYC MLK CELEBRATION: 50 Years After MLK: A Dream Deferred

In FY18, NYPR continued its partnership with the Apollo Theater through the production of its 12th annual WNYC MLK celebration (5th consecutive program with the Apollo), "50 Years After MLK: A Dream Deferred." This year's show, sold out to capacity at 1,500 seats, was co-produced with the March on Washington Film Festival.

This year's event explored the progress made in the half-century since Dr. King's death. Panelists discussed how Dr. King fought to eliminate racial inequality, wage inequality, housing discrimination and police brutality, and how these troubling issues continue to evolve and persist today. The panel revisited Dr. King's vision and leadership in this current day of moral and ethical ambiguity and discussed the impact today of King's "dream deferred."

Each year, the MLK celebration features nuanced conversations with civil rights activists on Dr. King's legacy and the most pressing social justice issues of our time. The 2018 panelists and performers included author and historian Taylor Branch, Black Lives Matter co-founder Patrisse Khan-Cullors,

political activist Linda Sarsour, community organizer Rosa Clemente, personal counsel advisor and close friend to Dr. King, Dr. Clarence Jones, professor Jeanne Theoharis, minister Kristen John Fay, rabbi Sharon Kleinbaum and Vy Higgensen's Gospel for Teens.

In addition to co-producing our 12th annual WNYC MLK celebration with our partner the March on Washington Film Festival, we again this year integrated our WNYC TalkBox into the annual MLK event. The WNYC Talkbox offered the public a personal way to participate and share individual feedback on a number of community issues.

We also again this year featured a local Harlem bookstore offering books by our panelists. Participants had the chance to support a local business and learn about new authors and resources.

This year's event was an inspiring educational opportunity once again. More than 85 middle school students from Harlem Academy, a local independent school, attended this year's program.

Schools, Youth and Families

In FY18, our News team focused more on partnerships, including work with NPR on a multi-part series on MS-13 gangs on Long Island. The series explored how schools responded to immigration authorities.

We also partnered with community youth groups throughout the year in pieces about activism, civic engagement and politics. One example was a roundtable discussion with teen activists in our city who were pushing for more equity in their school sports.

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 is one of the most substantial member-supported organizations in the New York City with a current membership of 252,577 (up from 73,000 in 2000).

Our programming creates a number of opportunities for artists, writers, celebrities, politicians, business people and policy makers to strengthen conversational ties across diverse neighborhoods on air and in our live event space.

This year, NYPR listeners sent in the following feedback about our how our programming increased their awareness and knowledge about critical civic issues and augmented their appreciation for, and understanding of, classical music. Listeners reported being especially grateful for the connection we provided to vital resources such as fair and balanced news reporting and music that inspired more civility and serenity.

"We enjoy listening to such intelligent local radio. Many segments and conversations are of interest to us and show different points of view, world news, and culture." - Jackie from Millwood, New York

"We rely on WNYC to keep us up to date with an intelligent and well-informed approach to news and local happenings. We also love your more theatrical programming and extend much gratitude." - Mary Elise from Brooklyn

"I value WNYC's innovative reporting on local and global issues, as well as their dedication to the arts. Thank you for keeping me informed!" - Emma from Hackensack, New Jersey

"For the investigative journalism, the fascinating and unusual stories about people, places, things, for the range of programs from serious to funny. It's informative and entertaining. It's New York!" - Julia from Westfield, New Jersey

"I love classical music and my long New Jersey car rides would not be the same without it." - Nertil from Morristown, New Jersey

"Because there needs to be at least one classical music station in a city like New York and I am glad to support it." - Ellen from Bellmore, New York

"I'm a new listener. My daily commute on the Garden State Parkway is no longer so horrible." - John from Jamesville, New York

"WQXR is the only station in New York that plays classical music, and it is delightful." - Richard from New Rochelle, New York

"I believe that classical music should be easily available to everyone. And I often cook to WQXR." - Nancy from Manhattan

"This is the best radio station in New York. WQXR provides a perfect balance of well-known favorites as well as more obscure pieces. I always learn new music whenever I listen." - Salvatore in Fanwood, NJ

"The greatest music in the world in the greatest city in the world." - Arnold in Manhattan

"I enjoy getting unbiased local, national and international news. Your journalists get access to our leaders in the govt and ask the tough questions." - Edwin in Whitehouse Station, New Jersey

"Fair and balanced local, national and international news reporting" - Cynthia in Brooklyn, New York

“Because it is important to keep this music/format in the Tri-State area (and the hosts are great, too).” - Glen in Mountainside, NJ

“Brings serenity to my office as a NYC high school Guidance Counselor... Soothes my day” - Sherilyn in Brooklyn

“Local news is so important in a world of conglomerate media companies. Now with the Village Voice gone, your Gothamist “voice” is even more important. Once a New Yorker, always a New Yorker.” – Margaret in Sun City, AZ

“I have a long commute in famous NYC area traffic every morning, and WNYC & new addition Gothamist have been my best friends! Hyper local news makes me feel like a part of a strong community.” – Erin in Jersey City, NJ

“WQXR is an oasis of civility and beauty in a sometimes coarse and chaotic world.” – Mary in Briarcliffe, NY

Media Partnerships

This year, through our media partnerships, we continued to generate more awareness for social concerns, including hunger relief, human rights and tree recycling, and offered opportunities for more local audiences to experience artistic and cultural events. We provided our partners (often small nonprofits with no advertising budget) with much needed marketing support.

We received the following feedback from our media partners this year:

“The Brooklyn Book Festival is the largest, annual, literary festival in New York City- featuring over 300 authors from more than 20 countries- in programs that are presented free to the public. We are very appreciative of the support we receive from WNYC, which, as a public service, informs the public about the Festival with radio spots and promotes our celebration of reading. The WNYC audience is such a great pairing with the Festival as our mutual audiences enjoy culture and education! Love their programming and proud of their support.”- Carolyn Greer, Brooklyn Book Festival

“The partnership with WNYC has been instrumental to the success of the 17th edition of the New York Asian Film Festival. Asian cinema is largely under-represented in North America. NYAFF and its volunteers continue to bring the best of popular Asian cinema to New York. Thanks to the partnership with WNYC we have been able to bring the festival to the attention to new target groups and did NYAFF welcome the most visitors in its 17-year history.” - Bianca Kujiper, New York Asian Film Festival

“... I can attest to the vital aid provided by WNYC’s media partnership for the International Human Rights Art Festival. We did not have an advertising budget this

year, and WNYC filled a vital space for us, allowing us to reach a far wider audience with our programming, which unites art, society and the spirit. With their help— 6 monthly spots throughout the summer and fall advertising our interim art-activist events, and then 21 spots run in the two weeks leading up to our full-week festival,... we were able to increase our audience 100% over our inaugural year, 2017... Already, thanks in no small part to WNYC’s imprimatur as our media partner, we have developed ongoing project relationships with the NYC Commission on Human Rights, Muslim-Jewish Solidarity Committee of NY, Overseas Chinese Democracy Coalition, Center for Interfaith Community Engagement at Xavier University and others...” -Tom Block, The International Human Rights Arts Festival

“In 2018, CityParks SummerStage presented 90 arts performances in 18 public parks around New York City, reaching over 200,000 New Yorkers. SummerStage is the catalyst for communities to gather and enjoy, free of charge, the highest quality performing artists reflecting each community’s interests - within their own neighborhoods, in the informal setting of a neighborhood park, and on their own terms. The media partnership with WNYC provides us with impactful broadcast spots and additional marketing exposure that helps us promote our programming to WNYC’s diverse and culturally engaged listeners, helping us to expand and grow our audience numbers. - Christina Petit, City Parks SummerStage

“Our media partnership with WNYC has provided invaluable support to Open House New York. An innovative and trusted news organization that shares our commitment to engage our community around critical issues, WNYC has helped us connect with passionate civic-minded New Yorkers who share our values of an open and inclusive city, and to provide programming that sparks informed conversations about the future of New York City.” - Elis Shin, Open House New York

“The partnership with WNYC was a blessing for our Sinfonietta event. I received calls and messages from people all over New York City who were surprised and excited to hear over the airwaves... that our ambitious performance would be taking place in the northwest Bronx... it really lets our community know that we are working together with one of the great New York institutions to bring our cultural resources to every corner of the City.” - Mark Mandarano, Sinfonietta Riverdale

“WNYC radio has been a terrific partner for NYC Parks. From promoting our Parks Without Borders lecture series, to our family Fall Field Day event, to Mulchfest, our tree recycling initiative, WNYC helps spread the word to New Yorkers of all ages about NYC Parks free and valuable programs.” - Christine Dabrow, NYC Parks

“I run an annual event that supports local businesses and promotes hunger relief activities in New York City. We’re a tiny nonprofit that can use all the help we can get. For the past four years, we’ve been fortunate enough to have a strong partnership with WNYC in terms of their on-air promotion of our event. This affiliation has done wonders in attracting attendees and bolstering the event’s position as an annual

standby in the NYC food calendar. It's a partnership I look forward to continuing as our event becomes even larger and more impactful in the community." - Scott Weiner, Slice Out Hunger

Scholarship Plus

Scholarship Plus students from our annual program often report back that the internships provide them with direction and valuable experience for their future careers. WNYC received the following feedback from this year's students:

"I've taken away the importance of perseverance. On the outside, I've always thought radio was hopping behind a mic and just having a conversation. However, there's so much more... Not everything is as easy as it seems, so this whole experience taught me to always go into things expecting to do more than what I think something will ask of me."—Arianna Jones

"... one thing I took away from working at WQXR was to not be afraid to ask for help."—Joselyn Lopez Bonilla

Radio Rookies

Over the course of its run, our new juvenile justice podcast series *Caught* sparked a national conversation about juvenile incarceration and challenged listeners to think in new ways about how we respond to kids who break the law. It was downloaded more than one million times, featured on *The New Yorker* top 10 list of Best Podcasts of 2018, and won a DuPont award. Versions of *Caught* episodes were featured on NPR's *All Things Considered*, *Latino USA*, *Death, Sex & Money*, and *Criminal Podcast*.

WNYC also held two live radio shows which focused on the broader policy implications of the stories presented by *Caught* and asked listeners to call in and share what might have helped them as teenagers. One woman called in to say she was incarcerated at 13 and that what she needed at the time wasn't jail time: "I think I needed a child psychologist and some help ... I was scared and treated like a number."

On social media, lawyers, advocates, academics and judges responded to the series. WNYC also organized two live events: one featuring notable advocates, and another focusing on creating a community conversation with young people directly impacted by incarceration and people whose stories are featured in *Caught*.

Fast Company, referencing contributor Dwayne Betts, stated, "What the justice system should be, Betts says ... is 'a moment to breathe.' It's clear, though, listening to the youths' stories, it's still very far from that."

12TH Annual WNYC MLK Celebration: 50 Years After MLK: A Dream Deferred

In FY18, NYPR partnered with the Apollo Theater to present the sold-out event *50 Years After MLK: A Dream Deferred*. Online, our Facebook Live stream reached over 1.8M Facebook users around the

world, with more than 151,000 tuning in on the streaming directly and with nearly 920 individual shares. More than 16,900 users clicked on the livestream post alone, and our hashtag #WNYCMLK trended in New York. More than half of the live audience (52%, or 782 people) signed up for our WNYC weekly newsletter after attending the event.

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

“Current heroes @BrianLehrer and @TalibKweli, among others, come together to talk enduring hero MLK at the @ApolloTheater @WNYC #wnycmlk” - ava lee sullivan

“So excited and taken aback being in the @ApolloTheater for the @WNYC #ApolloUptownHall #WNYCMLK” – CHEYENNE

“This #wnycmlk event at the #ApolloUptownHall is 🙌 @WNYC . Where do we go from here? There's work to do.” - kara

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

NYPR is honored to be considered by many as a community leader. We directly shape our programming, production and engagement activities to address the concerns and interests of our minority and other diverse communities in the metropolitan area.

MEDIA PARTNERSHIPS

This year, we worked closely with Afropunk to raise awareness for their festival promoting music, film, fashion and art produced by black artists. We also helped them to raise awareness around, *Solution Sessions*, their new podcast built on helping communities take action and tackle conversations about culture, activism, and politics.

We also worked with *The New York Asian Film Festival* to increase attendance at their festival and raise awareness of, and appreciation for, Asian popular film and culture.

NYPR also worked with the Brooklyn Hip Hop Festival to draw attention to the celebration and preservation of hip-hop culture. We presented a panel at the festival that addressed the life of hip hop star Prodigy, his struggle with sickle cell anemia, and the current and historical state of health in the black American community.

THE GREENE SPACE

NYPR designs programming and hosts events in its Greene Space to offer an inclusive meeting place for minority and other diverse audiences to experience performances, engage in community conversations and participate in live cultural events.

For FY19, we have begun planning capital improvements including 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.

In 2018, NYPR continued to cultivate The Greene Space as a home for new talent and a broad spectrum of ideas and diverse voices. Following are major programming highlights from this past season:

WQXR PRESENTS

In FY18, WQXR launched a new strategic plan to bring classical music to new audiences and invite all audience members to enjoy live classical music, regardless of geographic location, income level, racial/ethnic background, ability, or previous exposure to classical music.

As part of this effort, WQXR added Classical Up Close, a new initiative to expose more audiences to the wonders of classical music, through intimate music and conversation. The Greene Space hosted four shows including one with bel canto tenor Lawrence Brownlee. Brownlee shared a deeply personal program of arias and art songs core to his artistic identity and led a discussion about the black male experience and changing the narrative through his craft.

This year, The Greene Space, in conjunction with the New York Guitar Festival and WQXR's New Sounds, featured female musicians in two concerts. One was an intimate concert of classical guitar music and flamenco with both Pepe Romero and classically trained guitarist and singer Marija Temo. The second concert featured *She Shreds* magazine creator Fabi Reyna and her Latina power band built on traditional cumbia and chicha rhythms - Savila. Other featured performers of the night included Sterling Rhyne and Shana Cleveland.

DIVERSE CONVERSATIONS

As New York Public Radio has become increasingly locally and nationally recognized for its coverage of critical current issues including race, gender, politics, health, and social justice, The Greene Space continues to serve as a live extension of NYPR's work. The Greene Space amplifies minority voices and carves out an inclusive space for critical conversations that inform and engage all our diverse communities.

NYPR has been working to encourage more public discourse and bring multiple perspectives and voices into conversations at The Greene Space. One example this year was the first event in the special series *REBEL*, hosted by WNYC's editor of special projects Rebecca Carroll. This series unpacked accountability within the media in Trump's America.

Jami Floyd hosted in The Greene Space this year *The Other Box Project*, a project featuring public conversations and a museum installation curated by Floyd; and a discussion with experts on breaking down the intersection of race and gender, the relationship between white feminists and women of color, and the recognition of diverse voices in the conversation around #MeToo.

Also this year, The Greene Space hosted a discussion on multiracial parenting and how to talk to children about race and color. The Greene Space collaborated with *The Guardian* to unpack the stories of 2017, including the rise of white nationalism, sexual harassment and politics.

The Greene Space was a part of the PEN World Voices Festival again this year, hosting two sold out shows that brought together influencers like musician and poet Laurie Anderson, whistleblower-turned-activist Chelsea Manning, author Dave Eggers, and young Yemeni businessman Mokhtar Alkhanshali.

Also this year, WNYC and Echoing Green partnered to introduce a new series in The Greene Space titled *Citizenship Now*, bringing together leaders in social entrepreneurship working on the ground to untangle complex issues, empower their communities, and galvanize change. The four-part series focused on one central topic per show and included civic engagement, climate change, education and immigration. Through our partnership, we hosted panels with leading female changemakers in their respective fields and communities.

Also new this year, we began a collaboration with The Center for Fiction to present a three-part series “I am America”, including discussions with literary figures about what it means to be a part of these (sometimes) United States. Two of the events took place during FY18. The first, “Violent Streets/Warring Hearts,” was a conversation that dealt with the ways Americans have been defined by turmoil, at home and abroad, and featured writers Lee Child, Walter Mosley and Philip Gourevitch. The second, “The Weight of History,” featured authors Terese Marie Mailhot and Angela Flournoy as they discussed how we as Americans reckon with the historical legacies that are handed down to us, and how they become part of our personal stories.

Susan Fales-Hill continued in FY18 a four-part series of Icons and Innovators, intimate conversations with groundbreaking thinkers and artists. Included was a performance of, and an in-depth interview with, jazz giant Arturo O’Farrill and tap dancer and choreographer Ayodele Casel about their personal histories, how they fit in to the cultural and musical exchange between the U.S and other Latin American countries.

LIVE RECORDINGS AND POPULAR PODCASTS

New this year was *Podcast Mixtape*, a regular new programming initiative incorporating tapings of podcasts, sneak peaks into unreleased pilots and works-in-progress, audio experiments and conversations with the people who make the tape. Included was the monthly New York Times Podcast Club IRL; the launch of WNYC Studios’ new podcasts *Caught: The Lives of Juvenile Justice* and *Trump, Inc.*; a podcast pilot of *Black Folks*; a lively debate hosted by Radiolab’s Perfect podcast; an event that highlighted the work of WNYC’s five-part refugee reporting series *Unsettled*; live tapings of NPR’s *Full*

Disclosure and BuzzFeed's *Thirst Aid Kit*, along with other popular podcasts like *Mash-Up Americans*, *Puck Soup Live*, *Tape* and *Future of Sex*. The series also featured conversations and musical performances from up-and-coming artists like Connor Oberst and Aminé. Podcast Mixtape also hosted *Inside the Power of #MeToo*, a conversation about sexual assault and gender.

THEATER AND FILM

Theatrical events in The Greene Space this year included six, free monthly theatrical readings presented in partnership with Theater of War Productions. The performances sparked conversations around public health and social issues such as gun violence, war, mental health, incarceration, the failure of the legal system, and substance abuse. Readings by minority and other diverse performers were followed by conversations about the unique challenges faced by veterans and others who experience homelessness; a discussion between members of the law enforcement community, victims and perpetrators of gun violence and the general public about gun violence; a conversation about the challenges faced by military families; a discussion of the opioid crisis and the impact of substance abuse and addiction on individuals, families and communities; a discussion about the failure of the American legal system; and a discussion about the current criminal justice system.

In the spring, The Greene Space collaborated with award winning theater producer Katie Cappiello to showcase two of her popular plays: *SLUT*, boldly exploring gender norms and today's culture shame, and shedding light on the challenges facing adolescents as they explore their developing sexuality and identities, and *Now That We're Men*, created from conversations with teenage boys. Cappiello used the boys' unfiltered stories of adolescence, power, consent, porn, manning up, and sexuality to provide audiences an inside look into high schools across the country and how teen boys are defining what it is to be a man. Both performances of each play included a Q&A with the cast and creative team in The Greene Space and were sold out.

Also this year, The Greene Space offered a unique experience for bilingual audiences with *Departures*, a live, dramatic performance of the phenomenon of Cuban emigration from 1959 through the present. The performance was presented by the Havana-based theatrical group El Ciervo Encantado and featured actress Mariela Brito as Cuba's everywoman, telling her own story and those of the many who fled. Brito used photographs of both renown and unknown Cubans who left to escape hunger, censorship, persecution and terror, and led audiences in a follow-up discussion. The performance was in Spanish and accompanied by English subtitles.

WOMEN'S PODCASTING FESTIVAL

Werk It was initially launched in recognition that women are grossly underrepresented in the field of podcasting. The festival's ultimate goal has been to achieve parity in podcasting with women as 50% of hosts of the top 100 podcasts on the iTunes charts. As a leader in the field, NYPR was well-placed to help create networks for established women in podcasting and opportunities for rising talent to learn more about podcasting and connect with potential mentors. In March of 2018, 46% of WNYC Studios podcast hosts were women.

In 2017, WNYC Studios presented the third annual women's podcasting festival with support from CPB. On the recommendation of Pat Harrison, we held the festival on the West Coast. Moving the festival from New York to Los Angeles allowed us to reach a new pool of talented women.

Below are highlights from the festival which included an introductory Podcast Academy with 10 sessions on the first day and 40 sessions on days two and three:

AUDIENCE

Over the festival's three days, 615 women in audio gathered for workshops, conversations, presentations, and live podcast tapings, all created by and for women. Participants came from 32 states and 13 countries, with 2,500 attending the live podcast tapings. The #womenpodcasters hashtag reached 49.4 million with 330 million impressions. Additionally, we connected with an even broader audience online as we recorded all of the sessions for the *Werk It* podcast and as on-demand video. *Werk It's* live streamed videos reached an estimated 1.5 million.

PROGRAMMING

Podcast Bootcamp

We began the festival with a new feature: the Podcast Bootcamp, a one-day workshop preceding the conference specifically designed for women who are newcomers to the industry and are looking to expand their technical, storytelling and production skills. With over a third of all attendees having only 0-2 years of podcasting experience, this introduction was especially valuable.

Werk It

There were 40 sessions held over the two days with some of the most knowledgeable and inspiring women hosts and producers in the business. Of the 70 presenters, many represented public radio stations including WNYC, KCRW, KPCC and WBEZ.

By providing a space and a structure for women to mentor other women, *Werk It* aimed to build a community that remained active well past the festival's three days. Key to this was connecting women new to the field with experienced women podcasters. With more women producing groundbreaking audio, we hope to support a ladder of leadership for women by forging connections that can help foster participation by women at all levels to achieve parity in the industry. In service to newcomers to podcasting, we matched 143 women with mentors. And, dozens of women received one-on-one engineering and sound design advice from top women in the field. 94% of the attendees who participated in a festival survey reported making new contacts in the industry and 35% said they received good job leads.

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, below are specific examples of how CPB funding has increased our ability to serve our community:

Media Partnerships

CPB funding allows us to offer airtime to a diverse set of mission-driven partners who would not otherwise be able to afford radio spots. We are able to advocate for, and raise awareness around, important cultural and community-driven events that would never otherwise reach such a large audience.

Women's Voices – Phase 2

In addition, with the generous funds from the Corporation for Public Broadcasting, between January 1, 2018 and June 30, 2021, we were able to continue to support WNYC's Women's Voices initiative. Women's Voices – Phase 1 continued to nurture the careers of women podcast hosts by supporting and promoting their work and identifying new voices to develop across the public radio system. This past year we hosted our annual women's podcast festival, *Werk It* in Los Angeles, and continued to cultivate more women's voices.

Project Management

Paula Szuchman, 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 help cultivate and showcase their talents.

Existing Women-Hosted Podcasts

Death, Sex & Money/Anna Sale – *Death, Sex & Money* with Anna Sale continued to have a profound impact on listeners. Anna's reputation as a skillful, empathetic yet incisive interviewer continues to grow. Her conversations, whether with everyday people or celebrities, exemplify her genuine interest in people and their stories. Anna's interviewing style often brings out the unexpected in her guests while listeners are increasingly drawn into an intimate conversation. NYPR produced and released 21 new episodes of *Death, Sex & Money*. Among these was a program including two stories about heroin addiction; a two-part special featuring listeners calling in to ask questions about their student loans; and interviews with Katie Couric, Niecy Nash, Gabrielle Union and Lisa Ling.

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

- **Finding Love, And a Kidney, On Tinder:** Two people on Tinder talked about how they started their relationship with organ donation. (November 22, 2017)

- **Ellen Burstyn’s Lessons on Survival:** Ellen Burstyn talked about learning how to mother, leaving an abusive marriage and confronting death. (October 4, 2017)
- **As Harvey Hits, Looking Back at New Orleans:** After the latest storm to hit the Gulf Coast, we returned to the people we met two years ago, for the series we put together around the 10th anniversary of Hurricane Katrina. (August 30, 2017)

Note to Self/Manoush Zomorodi –In *Note to Self* this past year, Manoush Zomorodi continued to explore the impact of ubiquitous technologies on all our lives. *Note to Self* examined the many threads of our use of, response to, and often ambivalence toward technology. Manoush produced a series of programs exploring issues of digital privacy and the impact of technology on our personal relationships. WNYC produced and released 23 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:

- **You Deserve to Die: and Other Fun Conversation Starters:** Dylan Marron talked with Manoush to explore the benefits of talking to our haters while being internet famous. (December 6, 2017)
- **The Lawsuit that Could Shine a Light on Cambridge Analytica:** Manoush explored how a single American’s quest for his own digital marketing profile may show us all how our data travels the world and may even end up in the hands of foreign governments. (November 22, 2017)
- **Spy Terms of the Internyety:** Manoush and Molly McKew examined how Russian spy tactics have been upgraded since the Cold War. (November 8, 2017)
- **Where Do I Go Now?** Manoush looked at how we have put ourselves in big and small ways on autopilot and what we have gained and lost as a result. (October 25, 2017)

Mary Harris – While *Only Human* did not release any new health podcasts this fiscal year, Mary Harris as the host and managing editor of our health unit developed and produced two new special podcasts, *Aftereffect* and *The Realness*. *Aftereffect*, an 8-episode podcast, covered what happens when a police shooting makes one autistic man’s disability suddenly visible, and *The Realness*, a 6-episode podcast aired in FY19, explored what happens when race and medicine collide in America through the story of the late rapper Prodigy.

Additionally, during the grant period Harris’ reporting was included in a special series on health policy on WNYC’s national radio program, *The Takeaway*. *On the Media* presented another of Harris’ features on abortion. Examples of Harris’ reporting during this past year include:

- **Canadians Have Universal Health Insurance. Why Not the U.S.?** (*The Takeaway*): Harris reported on the sordid story of how a revered politician delivered universal healthcare to

Canada in 1962, while the charismatic, politically savvy President Kennedy failed the U.S. (December 14, 2017)

- **Why Drugs Can Be So Expensive** (*The Takeaway*): Harris explored with Deby Provost why her drug for multiple sclerosis that has been around for 20 years costs so much and how Congress is asking the same question. (December 13, 2017)
- **Your Healthcare: What Happened?** (*The Takeaway*): Harris examined what went wrong with the U.S. healthcare system, and how we might get it right. (December 11, 2017)
- **The State Legislator Will See You Now** (*On the Media*): Harris talked with an OB-GYN on the rules state legislators have made about how she can communicate with her patients. (August 4, 2017)

Talent and Content Development

During the past fiscal year, WNYC continued to cultivate new voices and 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, participated in two panels during the *Werk It* conference, worked on a new digital project for WNYC and is developing a podcast centered around themes on the work of W.E.B. DuBois.
- Shumita Basu continues to contribute to newsroom coverage of local issues on WNYC's *Morning Edition*. Her reporting covers politics to culture and encourages listeners to think about how news plays a role in their daily lives. This year, Shumita was also co-host of *Pickle*, the new WNYC ethics podcast for kids.
- This year, Sarah Gonzalez, in addition to reporting from the WNYC newsroom, was the host of the 2017 *Werk It* podcast and moderator of a panel at this year's *Werk It* conference.
- Also this year, we developed a new podcast, *Late Night Whenever*, with Michelle Buteau.

Community Engagement

Live Community Engagements Featuring New Talent

In late 2017, we held four different live events featuring new talent. In October, Rebecca Carroll and Sarah Gonzalez were featured on three panels at *Werk It*. Sarah discussed audience engagement, and Rebecca discussed her work on *There Goes The Neighborhood* and representation. In November, Rebecca Carroll led a panel at the Studio Museum of Harlem to discuss the artist-in-residence program in conjunction with an exhibit in New York Public Radio's Jerome L. Greene Performance Space.

Community Engagements for Existing Women-Hosted Podcasts

Metrics and Impact

Total Number of Episodes Produced in FY18

- *Death, Sex & Money*: 42
- *Note to Self*: 26
- *Aftereffect*: 4

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

- *Death, Sex & Money*: 7,856,826 downloads from July 1 to December 31, 2017
- *Note to Self*: 5,475,927 downloads from July 1 to December 31, 2017
- *Only Human*: 198,139 downloads from July 1 to December 31, 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 1,051,788 downloads to date.
- The *Werk It* podcast, hosted by Sarah Gonzalez, received 14,000 downloads.

Number of Listeners and Analysis of Trends

- *Death, Sex & Money*: 631,108 unique listeners in December 2017
- *Note to Self*: 369,155 unique listeners in December 2017
- *Only Human*: 9,324 unique listeners in December 2017

Analysis of Trends in Social Media Usage*

- *Death, Sex + Money*: 51,394 Facebook likes; 25K Twitter followers; Anna Sale: 26.1K Twitter followers
- *Note to Self*: 18,982 Facebook likes; 28.3K Twitter followers; Manoush Zomorodi: 30.7K Twitter followers
- *Only Human*: 5,563 Facebook likes; 2,632 Twitter followers; Mary Harris: 2,071 Twitter followers

*Note: calculated on 2/13/18

Attendance of Community Engagement Events

Anna Sale:

- August, 2017: In conjunction with Los Angeles' Annenberg Center for Photography's Generation Wealth Exhibit, Anna hosted a *Death, Sex & Money* live interview on stage (approximate attendance: 100)
- September, 2017: Anna hosted two nights of live call-in radio specials about student loan debt in September on WNYC (also streamed on Facebook Live)

- October, 2017: Anna interviewed Chris Hughes in conjunction with the Economic Security Project (approximate attendance:200)
- October, 2017: Anna delivered the keynote at *Werk It* to kick off the Podcast Academy (approximate attendance:300)
- October, 2017: Anna hosted a live taping of *Death Sex & Money* at *Werk It* (approximate attendance: 600)
- November, 2017: Anna interviewed Gabrielle Union for the Commonwealth Club (approximate attendance: 550)

Manoush Zomorodi:

- October, 2017: Manoush was a speaker at the Aspen Ideas Festival (approximate attendance: 300)
- October, 2017: Manoush also was a presenter on a *Werk It* panel about on engagement (approximate attendance: 400)

Mary Harris:

- October, 2017: Mary moderated a *Werk It* panel which asked whether there are any “rules” in podcasting (approximate attendance: 400)

Mentorship and Professional Development Activities

Rebecca Carroll was mentored by Karen Frillmann, 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 was mentored by Paula Szuchman, Vice President of On-Demand Content and members of the WNYC Newsroom.

Sarah Gonzalez was mentored by editors in the WNYC Newsroom.

WNYC produced two Women’s Podcast Festivals during the grant period, which featured WNYC women podcast hosts.

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. During the festivals, we helped nurture networks of women by matching 143 women with mentors. We also created a Facebook group for attendees and a directory.

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 work to make more inclusive programming.