

Section 6: Local Content & Services Report– CPB Station Activity Survey for 2019

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 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, and the service provided and 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 and the arts, provide new learning opportunities, and offer ways to participate in community causes like environmental sustainability. This year, NYPR collaborated with media partners, including PEN America, The Public Theater, Nonprofit New York, Pop Up Magazine, and City Farm Presents. We also participated in numerous media partner events throughout the year, including the Tribeca Film Festival, Afropunk and the Brooklyn Hip Hop Festival.

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 access meaningful programming, conversations, education services, information and activities. 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. We use 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 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*, *The New Yorker Radio Hour*, *Snap Judgment*, *The Takeaway*, *The Stakes*, and *Fishko Files*. New podcasts this year included *The Anthropocene Reviewed* and *Aria Code*.

WNYC Studios Listener Panel

In late 2018, we created the WNYC Studios Listener Panel. Listeners received exclusive access to upcoming projects and the chance to offer input to help shape our new shows.

Werk It Survey

This year *Werk It*, our podcasting initiative for women and non-binary individuals, released its first-ever engagement project, *How Much Do You Get Paid to Podcast?* The survey was open to all U.S.-based podcasters, asking questions about jobs, employers, prior experience and pay. The survey was designed to focus on pay transparency as a way to counteract systemic discrimination in workplaces, and to enable podcasters to better value their work, negotiate fairer rates for themselves, offer fairer rates to their employees, and build realistic staff budgets for podcasts. The survey was circulated via *Werk It's*

dedicated newsletter, postings on radio and podcasting listserves, email to major podcasting companies and public radio stations, and on social media. We received 612 responses.

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 2019, with support from ProPublica's Local Reporting Network, NJPR undertook a year-long investigation of corruption by New Jersey's most powerful political boss. The series of reports, *The Real Bosses of New Jersey*, was cited or linked to in more than 100 news articles, including several editorials calling for change. NJPR investigated local county jails and their lucrative contracts with Immigration and Customs Enforcement, and the conditions of immigrant detention centers. We also continued reporting on the effort in the state to legalize marijuana, Governor Murphy's social justice agenda, and Newark's water crisis.

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 nearly 1 million people in our region who tune in to those stations 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 400,000 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 FY19, we expanded and increased access to our artistic and community programming and initiated significant online and onsite improvements. Through wide-ranging partnerships and events, we invited challenging conversations about community issues, connected diverse audiences through shared interests and needs, and increased artistic experimentation. This year, The Greene Space launched a more efficient and user-friendly website, hired a new senior producer, and hosted three artists-in-residence to celebrate our 10th anniversary. We continued to offer a variety of programming including classical music performances, theatrical plays, eclectic monthly variety shows with local emerging

musicians and performing artists, and conversations with notable influencers and changemakers. The talks covered a range of topics including race, gender, and politics.

During FY19, The Greene Space produced a total of 130 events. The Greene Space attracted approximately 14,710 in-person visitors and an estimated 4,069,220 individuals through video webcasts at thegreenespace.org and social media platforms including Facebook and YouTube. The Greene Space continued its commitment to maintaining a majority of tickets at free or low-cost to ensure concerts and events were accessible to New Yorkers of all economic backgrounds. In FY19, an estimated 83% of events at TGS were free or had a ticket price of \$25 or under.

SCHOOLS, TRANSIT AND POLITICS

Education

This year, our News team focused our schools and education reporting on student-on-student sexual assaults, school integration plans, and the student-teacher ratio for children in 3-K.

We the Commuters

Due to rising ridership and deteriorating infrastructure, we put a special focus this year on transit and curated a multiplatform experience, *We the Commuters*, covering issues across all modes of transportation in New York City. We surveyed our listeners and subscribers and gathered nearly 2,000 responses. The audience feedback included commuter stories, questions, and concerns that were shared on-air, by social media, in live discussions and at events at The Greene Space, and in transportation coverage via weekly digital newsletters that reached 93,000 subscribers. Some of the issues we focused on included homelessness in the subways, bicycling in the city, and station accessibility. We helped our metropolitan community express both their frustration and creative ways to make commuting more pleasant. In FY20, we plan to host more offsite meetings and forums, deepening our reach into specific communities and neighborhoods with whom we have not yet connected.

Your Voice, Your Choice – 2018 Midterms Election Coverage

With the midterm elections, WNYC launched, *Your Voice, Your Choice*, serving as a multiplatform home for valuable reporting, analysis, and commentary, empowering our listeners to become more informed, active voters. WNYC aired *America on the Line*, a national call-in show, every weeknight. We also created a *Politics Brief* podcast and a *Politics Brief* Newsletter. Through the *Ask A Reporter* program, listeners had the chance to send in their questions regarding the midterms to reporters. Through the *Count Me In SMS Campaign*, listeners were able to also sign up to receive a series of text messages with simple tips and actions that supported voter registration, created a voting plan, and got out the vote in their community. NYPR collaborated with ProPublica and HuffPost for this initiative.

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 Manhattan Night and Day Comprehensive High School, the March on Washington Film Festival, ProPublica, The Apollo Theater and public radio stations across the country.

KEY INITIATIVES

At the start of FY19, NYPR provided funding and administrative support for 30 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, South Asian Journalists Association and Asian American Journalists Association. We partnered with over 23 member stations across the country, including NPR, APM, WBUR, WHYI and PRI, to form Think.Public.Media for the fourth 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.

MEDIA PARTNERSHIPS

This year, we provided media spots for partners focused on nonprofits, film, human rights, and the environment. We worked with our partner organizations to promote learning and thoughtful engagement within the community through events such as Brooklyn Flea/Smorgasburg, Governor's Ball, Guitar Mash, The International Human Rights Arts Festival, SummerStage and Earth Day. We raised awareness of these events through radio spots, social posts and newsletters.

EDUCATION PARTNERSHIP

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 seven Scholarship Plus interns this past summer. All students who participated in the program came from economically disadvantaged backgrounds. Most will be the first in their families to attend college.

PROGRAMMING PARTNERSHIPS

NYPR participated in the following programming partnerships this year:

Radio Rookies

In FY19, Radio Rookies partnered with the Manhattan Night and Day Comprehensive High School (“MNDC”) in the East Village to run an audio production workshop with eight young New Yorkers, six recent immigrants and two native New Yorkers. MNDC is a transfer school with a focus on educating students of a non-traditional age and recent immigrants. Radio Rookies spent the first six weeks of the workshop focusing on teaching interview skills, ProTools, story idea development, story planning and recording techniques. The workshops were held at local partner organizations to increase accessibility for participants and to build stronger community connections. Radio Rookies were also invited to visit our radio station. Radio Rookies pitched their story ideas to NYPR editors, learned how to record and report, and spent several months producing their stories.

Investigative News

In January of 2019, NYPR launched a year-long partnership with ProPublica to investigate political corruption in New Jersey. Our reporting teams worked with the highest levels of state government to activists on the streets of Camden. We partnered with the state’s largest newspaper and WHYY, the NPR affiliate station in Philadelphia. Our reporting inspired political organizing around the state.

This year we also partnered with the investigations team at NPR to produce a podcast and news magazine version of our probe into the world of sub-prime lending in the auto industry.

In February, we collaborated with tenant advocate JustFix.nyc, a technology non-profit that analyses housing data, for a story that exposed how the city hired a slumlord to run part of its public-housing program under a privatization plan.

Also this year, our News team partnered with a prisoner advocacy organization to expose how faulty drug tests led to false positives for more than 2,000 prisoners in the New York State correctional system.

We also worked with ProPublica this year in a joint reporting project, *Trump, Inc.*, that dug deep into the basic questions about how the president’s business works, who might be profiting from his administration, what deals are happening and with whom they are happening.

13TH ANNUAL WNYC MLK CELEBRATION: *Unsung Champions of Civil Rights: From MLK to Today*

In FY18, NYPR continued its partnership with the Apollo Theater through the production of its 13th annual WNYC MLK celebration (6th consecutive program with the Apollo), “Unsung Champions of Civil Rights: From MLK to Today.” 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 paid homage to the many unknown women and men before, during, and after Martin Luther King’s lifetime who championed social issues during the first half of the century. The work of these highly influential individuals was instrumental in the successes of the Civil Rights Movement of the 1960s as well as more current social justice movements involving women’s and LGBTQ rights. Panelists and performers included President of the NAACP New York State Conference, Dr. Hazel Dukes, social justice activist and author Janet Dewart Bell, and Professor of Sociology at Northwestern University and

author Aldon Morris. The event also included “Foot Soldier,” a photo exhibition and discussion with acclaimed photographer Chester Higgins, Jr. and President & CEO of the Birmingham Civil Rights Institute, Andrea Taylor. The event featured special performances by Freedom Singer Rutha Harris and members of Urban Word NYC, a youth literacy arts organization.

Politics

Through the *Count Me In* SMS Campaign, a collaboration with ProPublica and HuffPost, listeners were able to sign up to receive a series of text messages with simple tips and actions that supported voter registration, created a voting plan, and got out the vote in their community for this year’s midterm elections.

The Greene Space

In FY19, NYPR continued our commitment to regularly partnering with other New York City cultural organizations for events in The Greene Space. We produced a total of 36 events with 17 cultural/academic institutions including recurring partners: the Cary Institute of Ecosystem Studies; The Julliard School; The Studio Museum in Harlem; PEN World Voices Festival; The New York Guitar Festival; and *The New York Times*. Additional partnerships this year included the following:

- The Center for Communication collaborated with The Greene Space to present *The Art of the Audio Interview*, an event in which WNYC hosts and reporters revealed how they produce and present compelling programming that is changing how we experience news, information and entertainment.
- Generator Collective worked together with NYPR, using their social media platform, to humanize government policy by sharing stories of everyday people and shedding light on how these policies directly impact young people. We presented two events with Generator’s co-founder and featured the candidates running for the then-vacant position of New York City Public Advocate.
- Reimagine End of Life partnered with The Greene Space to encourage a city-wide conversation about living and dying through art, experience and design, through an intimate performance and conversation with indie-rock band Cloud Cult.
- The Academy of American Poets partnered with The Greene Space to explore Hilton Als’ series with contemporary poets and how the written word and their craft reflects the current political climate.

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 234,000 (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 classical music. Listeners reported being especially grateful for our connecting them to the vital resources of fair and balanced news reporting and music that inspires more civility and serenity.

“In these challenging times, WNYC is the sane voice in the room. Thank you.”- Marcia from Bronx, New York

“It is the closest thing to public service broadcasting there is. As an immigrant, the quality of WNYC far outweighs any broadcast media elsewhere in the US.”—Joshua from Brooklyn, New York

“We listen while we prep! Thank you WNYC for giving us news and entertainment while we prepare delicious food for our friends and neighbors in Brooklyn. It's about time we give something back in return”—Southside Coffee from Brooklyn, New York

“To fund amazing reporting and the including of all communities!”—Kaelyn from Crompond, New York

“In addition to all of the previous reasons to support WNYC, bringing Gothamist back was so wonderful! This is the best source of local news available, and NYC is lucky to have it.”—Elizabeth from Detroit, Michigan

“Amazing reporting on African American accomplishments and culture.”—Kurt from Forest Hills, New York

“The combination of hyper-local and international news feels right for New Yorkers. I love both the Gothamist and the morning hour of BBC World Service. I appreciate regional investigative reporting.”— Rachel from Long Island City, New York

“Because everything you do at WNYC, from beautiful music to important news programming to Gothamist, is absolutely necessary for New Yorkers and beyond!”— Liz from New York, New York

“Could not imagine a day without you! Richard Hake gets me going. I head out informed about local, national and international events. And those shows! WNYC U- I learn something new every day.”—Amy from New York, New York

“I am 94. It is the only radio I listen to. I enjoy the music and it makes me feel connected to the world.”—Ann from Sleepy Hollow, New York

“Thank heaven for WQXR -- our lifeline to the transcendent world of the arts, with us for 24 hours a day, our sublime, thrilling & comforting reminder that we do live in a beautiful & inspiring world.”—Paula from New York, New York

“We must preserve classical music. You are an institution in our area. Today, because of the stress I feel listening to the political news, you help me stay calm and hopeful.”—Margaret from Morris Plains, New Jersey

“I work at the Metropolitan Opera and I love your coverage and insight into many of the works that are presented on your station.”—Peterson from Jersey City, New Jersey

“Just visiting the city but the hotel room was tuned into this station. Immediately fell in love and had to support the arts.”—Hasan from Lawrenceville, Georgia

“I am a recent graduate of the cosmetology school right by you, ARROJO, and on my way to the city from New Jersey, I always appreciate listening to your station. Thank you for all you do. :)”—Elizabeth from Atlantic Highlands, New Jersey

Media Partnerships

This year, through our media partnerships, we generated more awareness for environmental sustainability, helped nonprofits learn model management practices and strategies, 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:

“In 2019, The Public Theater continued to expand our audience initiatives for both our Astor Place Season downtown and our Free Shakespeare in the Park season, both of which aim to serve all of New York’s communities. WNYC has been a great ally of The Public Theater for years, and through our partnership with WNYC in 2019, we were able to create and manage campaigns that helped The Public fulfill our mission and serve more communities across all of NYC.”— Justin Dewey, The Public Theater - Shakespeare in the Park

“Our partnership with WNYC has been a fantastic way for us to connect our environmental sustainability work to engaged New Yorkers. Gaining visibility for what we do amongst people who are active and involved in their community has been a key piece of extending the impact of our programs and initiatives.”— John Oppermann, Earth Day Initiative

“By having NYPR be our media partner, we were able to raise the visibility and dissemination of excellent nonprofit management practices and increase the number of nonprofits learning and adopting excellent nonprofit management strategies. Nonprofit New York saw an increase in Conference event registration for the 2019 Best Nonprofit Conference when compared to the 2018 Best Nonprofit Conference and we believe that WNYC’s brand and radio spots were a significant part of increasing the visibility of and engagement with the event. In addition, due to the increase in visibility of and engagement with the event, potential corporate partners who heard the radio spots reached out to ask how they could get involved with Nonprofit New York. Without NYPR’s support as Media Partner, Nonprofit New York would not have seen such a large amount of engagement and interest with the Nonprofit Excellence Awards and Best Nonprofit Conference program or been able to connect with potential corporate partners or reach as many nonprofit organizations.”—Matt Cheng, Nonprofit New York

“WNYC supported the 2019 Capital One City Parks Foundation SummerStage season and helped us to reach a wide and culturally active community to increase awareness of our festival and attendance at our diverse shows across all five boroughs throughout New York City.” - Christina Pettit, SummerStage

“WNYC is a historic institution and to be able to partner with them is a major source of pride. WNYC’s cultural contributions are an invaluable part of the community. It truly is a voice for all New Yorkers.” - Varghese Chacko, City Farm Presents

“It is with great pleasure and appreciation that I can attest to the vital aid provided by WNYC’s media partnership for the International Human Rights Art Festival throughout 2019. Our advertising budget this year was quite small and WNYC expanded their coverage for us, providing 21 spots a month, providing nearly 200% more coverage than 2018. This filled a vital space, allowing us to reach a far wider audience with our programming, which unites art, society and the spirit. With their help advertising our interim art-activist events, our new publishing arm (which published 32 activist poems and stories from 9 countries and 10 states), three-week theatre performance and other activities, in addition to highlighting our full-week festival, December 9-15 at the Wild Project Theater in New York’s East Village— we were able to strongly increase our receipts, Facebook fans, website hits and general profile throughout New York’s cultural scene.... Thanks in no small part to WNYC’s imprimatur as our media partner, we developed new project relationships this year with various student organizations at Columbia University; New Sanctuary Coalition; Immigrant Families Together; Danspace; Amnesty International and others. It also

allowed us to deepen our mutual commitments 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 from The International Human Rights Arts Festival

"WNYC is our trusted partner when we bring our live magazine show to New York three times a year. Like us, WNYC has inclusion and deep community engagement at the heart of the storytelling and programing they produce and distribute... With each show, our community of supporters grows, and we're excited to be doing it with WNYC." – Roseli Ilano from Pop Up Magazine

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 learned how to be more than an intern. I was an investigator, a researcher, and even a bit of a radio board operator, but most of all I became a better analytical and global thinker."— Chelsea Gyimah

"Some highlights were connecting with a lot of people and learning more about their journeys of what they wanted to do and how they ended up at WNYC."— Maureen Awad

"The environment at work was so enjoyable that I did not care if I had to get up early to go to work. I enjoyed every second of this internship. I learned that life after college can be much better especially if you work in a place like NYPR."— Roselkis Morla Adames

Radio Rookies

Participants in this year's Radio Rookies said the project helped them understand their own experiences more fully. Radio Rookies produced and aired their stories on WNYC during *Morning Edition* and *All Things Considered*. Some examples of their stories include the following:

Radio Rookie Thaina Rezil came to New York from Haiti in 2016. She immediately started high school and began learning English, but sometimes it has been hard for her to stay focused on her life here, especially when the news from Haiti has her worried about her friends and family. Her story explored how the world is shrinking for all of us. Thanks to social media, we can live thousands of miles from our families and still stumble on a picture of what our cousin had for breakfast or a live stream of a graduation party. For refugees, a social media feed can be a mix of the mundane and the harrowing.

Radio Rookie Arame Sene came from Senegal in 2017. Until very recently, she did not quite understand why black people in America identify as black. She wondered, "why not African" like her? Arame is surrounded by many Senegalese people both at home and in school, but her world is expanding. She is now constantly confronted by questions of identity she never had to consider

before moving here, leading her to explore the complicated relationship between black Americans and African immigrants.

About 25 percent of New York City high school students struggle to graduate in four years. Rookie reporter Shamari Ridley is one of them. He dropped out in the 11th grade after years of moving and switching schools. All that instability left him under-credited and without a strong sense of connection to any one school. Finally, he landed in one of New York City's 51 transfer schools, Manhattan Day Night Comprehensive, for over-age and under-credited high school students. Shamari found the support he needed in a school designed to help him succeed.

13TH Annual WNYC MLK Celebration: Unsung Champions of Civil Rights: From MLK to Today

In FY19, NYPR partnered with the Apollo Theater to present the sold-out event *Unsung Champions of Civil Rights: From MLK to Today*. Online, our Facebook Live stream reached nearly 11,000 views. More than 115,891 listeners tuned in, streamed or downloaded the event through *The Brian Lehrer Show*. More than half of the live audience (52%, or 782 people) signed up for our WNYC weekly newsletter after attending the event.

In addition to co-producing our 13th 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 both a means of civic engagement and 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.

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:

“We’re so proud of you and the work you do for the People of our community. Keep up the good work” – Terry Paul

“What an awesome tribute!!!” – Shirley Weeks

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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 audiences 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 closely with Link NYC, providing them with free and discounted events from the five boroughs, ensuring we had events that reflected the diversity of the city. Some events included financial literacy workshops, adult English language practice sessions, and story reading time for kids at the Brooklyn Library.

The Media Partnerships program also has plans in FY20 to expand into organizations such as the Bronx Council on the Arts and Jamaica Center for Arts and Learning.

NEWS

In FY19, we continued *Micropolis*, an in-depth series that brings into view the unique cultures of New York's ethnically diverse communities. Some of our reporting included Sikhs in politics, the emigration of highly-educated immigrants, civic engagement without risking immigration status, Bollywood helping get out the vote, the internment of Japanese Americans, the nine Chinatowns of New York, the NYPD's struggle to build trust with the LGBTQ community, Muslims on TV, Arab American Theater, and refugees making art.

As part of our reporting on immigration, crime and policing this year, we covered child welfare family separations in black and brown communities in New York City, declining refugee admissions in New York, an activist who helped lay the foundation for Black Lives Matter, rising rape reports and domestic violence murders, immigration detention centers, DACA recipients, immigration courts, hate crimes, anti-Semitism, family separations at the border and deportations.

RADIO ROOKIES

This year, our Radio Rookies created audio pieces that helped our audience more fully understand the experiences of recent immigrants to the city. The stories explored how students have been struggling with very typical challenges for their age groups, while trying to navigate cultural and language barriers. Bintou Sylla, one of this year's Radio Rookies, investigated the needs and challenges of young immigrants through her reporting. She shared that through her experience as a Radio Rookie, she not only learned how to conduct an interview, use ProTools, cut tape, and improve her communication and writing skills, but she also reported on how challenging completing college applications could be for immigrants.

Additionally, the intensive workshop Radio Rookies ran in partnership with the Manhattan Comprehensive Night and Day High School on audio journalism and production, involved largely immigrant youth. The workshop served as a lens into the current immigrant experience in New York.

In FY20, in partnership with Global Kids at William Cullen Bryant High School in Queens, Radio Rookies expects to work with eight to ten students in an intensive broadcast workshop that is designed to join U.S.-based Muslim and non-Muslim youth from Queens, New York, foster relationships, and advance understanding between diverse Muslim and non-Muslim communities in New York City. Prospective students will range in ages from 16-18 years. Radio Rookies staff anticipates meeting with students twice a week for two to three-hour training sessions throughout the school year.

THE GREENE SPACE

NYPR designs programming and hosts events in The 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. Some of this year's events included the following:

- New American Economy and the United Nations High Commissioner for Refugees collaborated with The Greene Space to feature the original program *World Refugee Day: A Night of Music and Storytelling*. This event featured compelling narratives, performance, and conversation with refugees.
- The Pillars Fund, an innovative foundation that harnesses wealth in the American Muslim community to build power and create influence around key issues, co-presented with The Greene Space, our first Ramadan event, *Micropolis: A Night of Muslim Dramas*. The event showcased provocative recent works of theater written by Muslim-Americans and ended with a halal meal to break the holiday fast.
- The Greene Space collaborated with Sholay Productions, a New York-based event management group bringing dynamic events to diverse communities, to feature drag performers for colorful dance performances highlighting Bollywood styles and culture in the event *377 is Dead. Long Live the Queens: Love Wins in India!*
- The Greene Space hosted *24 @ 44*: A free, non-stop 24-hour marathon of live journalism, music, art, performances and parties, including an early morning Wake Up & Dance event with NYC-based DJ Dwai and an in-depth conversation with Pulitzer Prize winning playwright Suzan-Lori Parks. Music continued throughout the day with exclusive performances from

singer and multi-instrumentalist Andrew Bird and pianist Conrad Tao, and a world premiere from The Attacca Quartet. The marathon included live radio broadcasts on WQXR, *All of It* with Alison Stewart and *The Brian Lehrer Show* on WNYC, plus a live taping of the WNYC Studios podcast *Adulting* hosted by Michelle Buteau and Jordan Carlos.

- As part of The Greene Space's Artist-in-Residence program this year, Arturo O'Farrill presented *Radical Acts & Musical Deviancy*, a four-part program featuring transcultural, genre-fluid performances by artists from across the world, experimenting in jazz, afrobeat, and Latin fusion. The series sought to break metaphorical and literal barriers, musically and beyond, to benefit the greater good. The event culminated in a world premiere commissioned composition performed in The Green Space by O'Farrill's Afro-Latin Jazz Orchestra.
- Also, as part of The Greene Space's Artist-in-Residence program this year, the Greene Space commissioned work by photographer and curator June Canedo. The work resulted in the exhibition *Focus on Your Breath*. Canedo marked the opening of the exhibition by leading a conversation about authentic collaboration in art-making with artists, curators and subjects engaging as equal partners, and collective input on direction, process and intention.
- Classical musician Lang Lang returned to The Greene Space to perform selections from his new solo album *Piano Book*, a collection of the pieces that inspired him to play the piano.
- In a three-part series, *Black Icons of Podcasting*, WNYC's Cultural Critic and Editor of Special Projects, Rebecca Carroll, interviewed pioneers of podcasting. Interviews included those with Tracy Clayton, host of Netflix's *Strong Black Legends* podcast, Crissle West of the culture podcast *The Read*, and Bomani Jones, early pioneer of podcasting and current TV host and sports journalist.

For FY20, as part of the renovation of The Greene Space lobby, we will establish a place, both in the lobby and in the actual performance space, where artists and presenters can be photographed. This will help expand visibility of our programming through The Greene Space's social media platforms as well as the artists and audience's social media pages.

WOMEN'S PODCASTING FESTIVAL – WERK IT

Werk It was initially launched in recognition that women are grossly underrepresented in the field of podcasting. In 2015, New York Public Radio (NYPR)/WNYC Studios and the Corporation for Public Broadcasting (CPB) shared a vision to increase and equalize the number of women in podcasting. As a leader in the field, NYPR is well-placed to help create networks in podcasting and opportunities for rising talent to learn more about podcasting and connect with potential mentors.

In 2018, WNYC Studios presented the fourth annual women's podcasting festival with support from CPB. WNYC expanded *Werk It* this year to be a podcasting event for women and non-binary individuals. Industry professionals, podcasters, hosts, sound designers, and entrepreneurs took part in two days of community-centric conversations, workshops and events. *Werk It* also included one-on-one mentoring sessions and the Podcast Accelerator, and opportunity for participants to pitch a show, incubate a pilot, and obtain a development deal with WNYC Studios. The festival continues to nurture the careers of

women and non-binary podcast hosts and producers and identify new voices to develop across public media.

In FY20, *Werk It* will bring women and non-binary individuals from across the nation who host, produce, edit, and engineer podcasts to Second Home and the Ace Hotel in Los Angeles for three days of workshops, conversations, presentations, and live podcast tapings. Participants will gather to network, share experiences, mentor, and inspire each other to achieve both parity in podcasting and excellence in the field. *Werk It* will feature a Podcast Bootcamp for beginners as well as both large and more intimate conversations, the ins and outs of podcasting, plus breakout spaces for networking and one-on-one mentoring. This one-day workshop preceding the conference is specifically designed to provide valuable technical, storytelling, and production skills free of charge to for West Coast women and non-binary individuals.

Building on the momentum from past festivals, 2019 festival goals include:

- Festival attendance by over 600 women and non-binary individuals
- Full scholarships for 50 attendees
- Providing a Podcast Bootcamp– free-of-charge – for women and non-binary people from marginalized communities in Los Angeles/California/West Coast
- Matching at least 50 attendees with mentors
- Sharing approximately 80 posts about *Werk It* across WNYC Studios’ Facebook, Twitter and Instagram pages
- Production of the *Werk It* podcast and as on-demand video. We also anticipate releasing main stage sessions via Youtube and Facebook Premiere
- Providing a space where attendees can network with podcasting influencers and experts during and in-between workshop sessions
- *Ask an Engineer* and *Jobs! Jobs? Jobs?* will help connect participants with employment opportunities
- Online, alumnae and attendees can continue to connect and network via a private Facebook group “*Werk It* Podcasters” with currently over 775 active members.

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

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

NEWS PARTNERSHIPS

Through our partnership work with the Corporation for Public Broadcasting and American Public Media, we helped produce a national broadcast and podcast documentary on the last lynching in the city of Atlanta. A local version also aired on WABE in Atlanta.

WOMEN'S VOICES – PHASE III

In addition, with the generous funds from the Corporation for Public Broadcasting, between January 1, 2019 and June 30, 2019, we were able to continue to support WNYC's Women's Voices initiative. Women's Voices – Phase III continued to nurture the careers of women and non-binary podcast hosts by supporting and promoting their work and identifying new voices to develop across the public radio system. This past fiscal year, we hosted our annual podcast festival, *Werk It*, in New York and continued to cultivate more diverse voices.

Werk It Festival

NYPR's partnership with the Corporation for Public Broadcasting has been integral to increasing the reach and capacity of WNYC Studios efforts to raise the voices of women and non-binary people in podcasting and equalize their representation through our annual podcasting festival, *Werk It*. Over the festival's two days, 622 participants in audio gathered for workshops, conversations, presentations, and live podcast tapings. 75 (12%) of participants were return attendees. Responses from our 2018 attendee survey showed that 94% of post-event survey respondents said they made new contacts in the industry, 31% got good job leads, and 96% heard about a new podcast.

As part of the annual festival, we featured the Podcast Accelerator, a competition for attendees to pitch new podcast ideas on stage to a panel of judges before a large audience. Judges included Emily Botein (Vice President of On-Demand Content, WNYC Studios), Paula Szuchman (Vice President of On-Demand Content, WNYC Studios), and Christina Norman (former Interim Head of WNYC Studios). The event was emceed by Kathy Tu (co-host of the *Nancy* podcast). *Werk It* received over 50 submissions. The festival was proud to showcase the work of five emerging and active podcasters as they pitched their show ideas.

This year's winner, Destry Maria Sibley, submitted a podcast about the Niños de Morelia, the nearly 500 children who were evacuated from Spain during the Spanish Civil and took refuge in Mexico. The pilot is produced mainly in English, with Spanish interwoven as Destry interviews Spanish speakers. One or two segments from this work will air on the WNYC Studios podcast *The New Yorker Radio Hour* in fall of 2019.

Also showcased at the festival were the other finalists' work including the following:

- Mimi Hayes, a New York based author, comedian and podcaster, pitched her show *Mimi & The Brain*: an exploration into the workings of the human brain. Mimi created the podcast as an attempt to understand what happened to her after a traumatic brain injury (TBI) in 2014. Her injury led to an extensive four-year recovery that involved regaining her vision

and the ability to walk. Mimi's goal is to give a voice to millions of people who have experienced a traumatic brain injury (TBI). Her podcast aims to appeal to academics, comedy aficionados, children and TBI survivors.

- *Werk It's* third competitor was Melissa Slaughter, a podcaster and freelance writer focused on the intersection of pop-culture, fandom and race. She pitched her podcast *We Are All Not Ninjas*, a monthly movie review podcast focused on Asian American representation in Hollywood films. Every month, Slaughter and her two co-hosts break down a movie by actors, themes and casting with the goal of bringing Asian American perspectives into podcasting, with themes that surround colorism, race, representation and pop culture.
- Liz Murice Alexander, a doctoral candidate in literature at Cornell University, currently writing a dissertation on blues women, music techno culture, and Black speculative thought, pitched *Seven Seven Three*, a documentary-style podcast combining research, archival footage, guest interviews, and personal narratives to excavate the history of Englewood and West Englewood on Chicago's South Side. Liz hopes to not only bring an understanding of the violence and hardship of communities of color there but also to shed a positive light on the good that comes out of her culturally rich community.
- Cindy Y. Rodriguez, a Peruvian American writer producer and storyteller, submitted *That One Time*, a collection of stories about intuition. Her podcast will incorporate conversations with cultural and spiritual experts along with personal narratives of people's intuition stories.

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

Nancy

With the funding we received from Corporation for Public Broadcasting for Women's Voices- Phase III, the WNYC Studios *Nancy* podcast has been working to cultivate the talent of Temitayo Fagbenle. During the grant period, Temi received training in the following production skills: editing audio in ProTools; setting up recording studios for interviews and tracking sessions; recording kit handling and protocol; writing interview preps and host scripting; compiling story research; and transcript writing/editing. Temi also participated in editorial meetings by providing feedback on story pitches and episode drafts. She also worked on reporting and producing her own story, developing a pitch, recording interviews, and receiving edits on various drafts. As a producer, she was most involved in the following *Nancy* episodes:

- *Natalie Diaz Talks Love and Basketball*
- *Alexandra Billings Won't Stay Quiet Anymore*
- *Jill Soloway's 'Transparent' Reckoning*
- *I've Been Meaning To Tell You*
- *The First Queer Woman in Congress*

We are committed to developing programming that is created and hosted by individuals of diverse backgrounds. We regularly invite community feedback and work to have it actively inform our editorial decisions and the work of our production teams. NYPR continuously works to make our programming more inclusive.