

Section 6: Local Content & Services Report– CPB Station Activity Survey for 2021

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 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 increase the accessibility of our content.

NYPR STRATEGIC PLAN

As part of our strategic plan, we not only produce and deliver public service content on multiple platforms to serve 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 at regular intervals to gather public comments, advise on the programming and policies of WNYC and WQXR and provide feedback on how we are meeting the specialized educational and cultural needs of our community. The CAB reviews our programming goals, services, and policy decisions. 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 who address the issues relevant to our local residents and audience members. By providing airtime and promoting the events of our media partners online through media spots, social posts, and newsletters, we increase the opportunities for listeners in the metropolitan area to have access to programming, conversations, information, and activities that inform, inspire, and cultivate greater understanding and awareness. As a result of the marketing support NYPR offers our media partners, listeners often learn about cultural, artistic, educational, and civic events that they might not have otherwise.

DIGITAL COMMUNITIES

NYPR's social media and digital strategies help us identify and reach new audiences in our area and generate more dialogue across our local communities. Our social media and digital teams collaborate with our content teams to foster community dialogue through the WNYC Studios Listener Panel (a collective of volunteer testers for our new shows) and social media platforms like Facebook, Twitter, Instagram, Instagram Stories, and YouTube. We continuously look for ways to use the unique power of our digital platforms to make our programming more relevant. NYPR uses our social media and digital resources to engage new audiences and open up conversations that are traditionally more challenging to have daily in our communities.

Below are just a few of the ways we have used digital and social technologies to increase the reach of our programming this year.

Newfest Media Partnership

This year, we partnered with Newfest for their 32nd Annual New York LGBTQ Film Festival by providing promotional support through social media and utilizing our partnership with LINK NYC. We helped Newfest reach diverse audiences by facilitating their broadcast on LINK NYC screens across the five boroughs.

PODCASTS

NYPR recognizes the unique ability of podcasts to engage a wider spectrum of listeners in our local communities through its highly accessible format. NYPR has continued to work this year to offer more programming on issues that matter most to our listeners through thought-provoking podcasts, including *Radiolab*, *On the Media*, *Death, Sex & Money*, *The New Yorker Radio Hour*, *The Takeaway*, and *The United States of Anxiety*. New podcasts this year included *La Brega* and *Blindspot: Tulsa Burning*.

RADIO ROOKIES

Radio Rookies is WNYC's youth media arts education program that provides young people with the skills needed to produce compelling narratives about their lives, told in their own voices. Radio Rookies empowers young people with the communication skills, technical know-how, and confidence they need to tell their own stories, express their opinions, and ultimately become informed, engaged adults. The program not only serves the young people who participate in it, but it also gives WNYC and national public radio listeners the chance to better understand the lives and perspectives of underserved young people.

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. A communal meeting place, The Greene Space invites 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.

This year, through its unique facility and experience with digital platforms, The Greene Space continued to provide New Yorkers with vital access to arts and cultural performances and conversations during the COVID-19 pandemic.

Increasing Access and Inclusion

As live, in-person events throughout New York were cancelled following New York's PAUSE order in 2020, The Greene Space shifted from in-person events to an all-virtual format with all programming being free to the public via live-stream and on-demand. Our teams produced livestreamed performances and conversations from the homes of featured artists and panelists, continuing to encourage community dialogue and participation. The Greene Space plans to continue to provide New Yorkers with the opportunity to experience live art, culture, and conversation as performance venues across New York City remain closed.

In FY21, The Greene Space produced 87 shows in an all-digital format, 84% of which were free to the public via live-stream and on-demand viewing. The Greene Space featured approximately 373 individual artists, hosts, and speakers, and an additional 37 group performers of all genres. Live and archived content garnered 1,000,000 total views in New York, for both new and on-demand content.

The Greene Space's commitment to diversity, equity, and inclusion continues to be woven throughout its programming. 64% of our events were hosted by BIPOC individuals. 60% of performers and speakers featured were BIPOC. And our artist residencies were led by, and predominantly featured, BIPOC creators and speakers.

NEWS

This year WNYC's newsroom undertook a massive reorganization effort aimed at better coordinating the historic WNYC radio and Gothamist website parts of the operation. This reorganization was designed explicitly for optimizing resources to better serve our audiences across platforms with a variety of news and information.

This reorganization was formed under a clear news vision: To make the New York City region work better for the people who live here, and to earn new audiences that help power and improve America's largest metropolis.

This effort to grow the newsroom and increase our already ambitious journalistic efforts has been centered in three main areas, including building out a robust audio team that includes a podcast division, the daily radio show production, and a community partnerships team; establishing a digital department that will grow our reach via social, newsletters and off-platform solutions, a breaking news operation and a data visualization team; and a core reporting department that includes nine topic-based desks providing multiplatform news on issues that impact residents' daily lives. To accomplish this, the newsroom spent the year deciding its core newsroom values, writing new workflows and, most recently, implementing a nuanced story-planning tool designed to improve publication strategies and enabling editors to find peak audiences for their most impactful work. The nine multiplatform reporting desks also produced work this year that changed policies, spurred investigations, and held the powerful accountable to the people who live here.

People and Power

The team that covers politics and political power in the region had a busy year covering the most important NYC municipal election in a generation. That coverage included thorough issue-based reporting as well as investigative reports on the health of the city's election system. WNYC uncovered how the state had failed to approve necessary software to run the city's first ranked-choice election, reporting that forced the state back to discussions with city officials. The team also uncovered problems with mail-in ballots and issues with vote tabulations.

Public Safety

The public safety team has been on top of the deteriorating situation at New York City's Rikers Jail, including an analysis of how delayed court dates means people are being recklessly held for long waits in the jail facility. WNYC was also the first media outlet to report on how hacked membership records from a notorious anti-government militia showed local cops, firefighters, and enlisted military personnel among its ranks. The reporting inspired dozens of similar reports from outlets around the country, as well as local investigations.

Community Health and Science

The WNYC health team also had a busy year keeping up with the lingering pandemic. Their investigative reports on a multitude of issues included dogged reporting on the poor ventilation at NYC schools, which also bought weaker air purifiers than the industry norm. Those schools have seen higher cases of COVID among students and staff. Other work included maintaining NYC's best data on COVID transmission and vaccines and repeated scoops about the opening of the nation's first drug-injection sites.

Race and Justice Unit

The newsroom created a Race & Justice Unit ("RJU") in late 2020 that helps inform all our work by keeping issues of race, justice, equity and culture at the forefront of all our reporting. The RJU also organized significant work this year, including coverage of race crimes, the anniversary of the Attica Prison Uprising, and a series that coincided with the 20th anniversary of the September 11th attacks. The RJU also explored how the NYPD's current issues with race can be traced back to reactions after the catastrophe at the World Trade Center.

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.

This fiscal year, our New Jersey team continued to provide need-to-know news, like quick updates about unsafe drinking water or applying for rental assistance, as well as in-depth enterprise, such as our stories about how the COVID epidemic has disproportionately killed Latino men in the state. We were one of the only outlets to stay on the unfolding mysteries about politicians' support for ICE detention centers in New Jersey. We also held a light up to the New Jersey elections, such as our scoop uncovering homophobic comments by a gubernatorial candidate, an analysis about how property taxes routinely

determine statewide races, a look at the incredibly flawed ballot design, and in-depth reporting about the nonrepresentative redistricting commission.

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 one million-plus 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.

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 numerous organizations in the New York City metropolitan area, providing media resources, supporting multicultural arts, promoting learning initiatives and producing collaborative projects and reporting.

MEDIA PARTNERSHIPS

One of our annual key initiatives is our media partnership with a variety of cultural institutions and organizations. This year, some of the partners NYPR collaborated with included the Nonprofit NYC, Bomb Magazine, Princeton University Concerts, Mass Moca, The Honey Pump, and public radio stations across the country. We also worked with DOC NYC, Shakespeare in the Park, and Pop Up Magazine to help promote events that connect and strengthen our communities.

PROGRAMMING PARTNERSHIPS

NYPR participated in a number of programming partnerships this year including the following:

Radio Rookies

Radio Rookies was involved in both local and national partnerships this year.

Global Kid

When COVID hit and New York City became an epicenter of the pandemic, Radio Rookies staff decided it was imperative to connect with young people in the city. Producers partnered with the nonprofit Global Kids and with William Cullen Bryant High School in Queens to create a virtual audio documentary workshop for a group of high school students in Queens. Four teenagers reported on how the pandemic upended their lives. Below is an example of the reporting by one of the Radio Rookies in the collaboration this year:

- Guadalupe produced *Our Feelings Are Not Our Fault: How Science Can Explain Our Emotions about stress during COVID-19*. Guadalupe described seeing her mom struggle with anxiety as the pandemic ravaged communities throughout NYC. Her interest in

neuroscience led her to talk to Dr. Amy Arnsten, neuroscience professor at Yale, about what happens to our brains and bodies when stress levels build up, and how we can reduce anxiety levels during these uncertain times. Her story aired on 07/14/21.

YR Media

The Peabody award-winning, youth-focused media programs, Radio Rookies, based in New York, and YR Media (formerly Youth Radio), based in California, partnered for a workshop that aimed to recruit a team of young media makers (18-29) from across the United States to report on what was really at stake for young Americans as they would wrestle with the issues at the heart of Election 2020. The two youth media organizations created "18-to-29 Now: Young America Speaks Up," a nationwide election reporting workshop with 13 young reporters from across the country.

- This project was the first national-level media training workshop conducted by Rookies staff. The cohort of 13 Rookie reporters were from nine states, from New York to Minnesota to Kentucky and California. They represented a range of political perspectives. Four participants were Black, three were Latinx, five were white, and one was South Asian. Ten participants were between the ages 18-24, and three were in their late twenties.
- Radio Rookies and YR Media trained the young reporters on how to use their audio kits, conduct interviews, and edit their stories. Radio Rookies planned to fly participants to New York for an intensive three-day broadcast training, but due to the COVID-19 pandemic, Radio Rookies and YR Media had to change course and initiated remote training as they guided the cohort on the techniques of remote reporting. The participants were led by professional producers from both organizations. Editorial oversight of the project was shared between Radio Rookies and YR Media to meet high journalistic and narrative standards across the reporting.
- Plans for the cohort's reporting also shifted as the COVID-19 pandemic impacted almost all aspects of participants lives and, in turn, storytelling and production. Nine stories were published via broadcast and online in October and November of 2020.

WQXR

In the absence of live performances, WQXR continued to strengthen our partnerships with cultural organizations to produce performances like *The New York Philharmonic This Week*, *Carnegie Hall Live*, *Mostly Mozart*, and *New York in Concert*.

For its 10th consecutive season, *Carnegie Hall Live* returned, featuring newly produced episodes with favorite performances from the past nine years.

Mostly Mozart

WQXR partnered with the Lincoln Center to reimagine *Mostly Mozart* for the airwaves when audiences could no longer gather in person. From August 10-16, 2020, The *Mostly Mozart Festival* on WQXR presented a suite of original programming, honoring the great composer's legacy and addressing some of the most pressing issues of our time. Highlights included an opening-night broadcast weaving together Mozart's *Requiem* with music by Arvo Pärt; a recreation of Beethoven's 1808 Akademie concert; Camp Wolfgang, a virtual kids fair to engage

our youngest listeners; and *Mostly Mozart Across the Boroughs*, a series of pop-up concerts presented live in each of the five boroughs and streamed online. The program significantly expanded the typical reach of *The Mostly Mozart Festival*. WQXR's online listenership went up nearly 40% during the festival, and the program was featured on NY1 and in *The New York Times*.

New York in Concert

WQXR's *New York in Concert*, first launched in the early days of the pandemic, also returned with a new season that celebrated the small and mid-sized performing arts organizations, artists, and composers who make New York City so vibrant. Hosted by John Schaefer, episodes featured numerous arts organizations including the Naumburg Bandshell, Le Poisson Rouge, Bargemusic, National Sawdust, Green-Wood Cemetery, and Orpheus Chamber Orchestra.

The Greene Space

WQXR and The Greene Space partnered this year with Death of Classical and the Green-Wood Cemetery to produce a live performance event, *To America*, inspired by the poetry of James Weldon Johnson. The Greene Space also presented a multi-part Artist Residency by the Harlem Chamber Players, which included a Juneteenth concert commemorating the 100th anniversary of the Tulsa Race Massacre, featuring the world premiere of Adolphus Hailstork's *Tulsa 1921 (Pity These Ashes, Pity This Dust)*.

Podcasts

In March of 2021, WQXR launched the third season of the critically acclaimed podcast *Aria Code*, in partnership with The Metropolitan Opera and hosted by MacArthur Fellow and Grammy Award-winning musician Rhiannon Giddens. The ambitious new 18-episode season opened with a moving exploration of "Nessun dorma" from Puccini's *Turandot*, an enduring ode to resilience during the COVID-19 pandemic. WQXR also launched a new season of *Helga*, hosted by artist and convener Helga Davis, in partnership with the Park Avenue Armory. The season featured intimate conversations with artists, scholars, and cultural change-makers.

New Sounds

The New Sounds 24/7 digital music stream at www.newsounds.org and John Schaefer's seminal new music program New Sounds have played a vital role to showcase New York's vibrant musical community during the pandemic. John reprised his regular New Sounds Live collaboration with Brookfield Place, with a special two-part series recorded in October 2020 without an audience, featuring Sō Percussion with guests Angélica Negrón and Darian Thomas. And in January 2021, trailblazing string quartet ETHEL joined John on Zoom to present exciting new repertoire and talk about the challenges of making music during a global pandemic.

STAR Initiative

In February of 2021, WQXR launched the WQXR STAR (Salutes The ARTs) Initiative, a multi-pronged plan to sustain New York-area artists and performing arts organizations through the ongoing impacts of COVID-19, marshalling WQXR's greatest assets, our platforms, and our audience. Ongoing components of the STAR Initiative included the following:

The Artist Propulsion Lab

The Artist Propulsion Lab (APL) supported six early and mid-career artists with an honorarium of \$15,000, a budget of \$5,000 to engage collaborators and commission new music, and opportunities to use WQXR's numerous platforms to reach audiences. The inaugural APL artists were violist Jordan Bak, mezzo-soprano Kara Dugan, flutist Brandon Patrick George, violinist Kelly Hall-Tompkins, The Junction Trio (violinist Stefan Jackiw, cellist Jay Campbell, and pianist Conrad Tao), and pianist Orion Weiss. These artists were featured on WQXR, in The Greene Space, and on WNYC's *Morning Edition*, and will be creating more programming for FY22.

Project Airlift

Project Airlift provided free broadcast airtime to New York-area cultural institutions to help them build relationships with audiences in the absence of live programming. Project Airlift assisted over 40 nonprofit cultural organizations in the greater New York area with a total of more than 3,200 complimentary on-air spots, including those for the Brooklyn Youth Chorus, New Music USA, and Kaufman Music Center. The program emphasized support of BIPOC-led organizations such as the Noel Pointer Foundation, Nuyorican Poets Café, and the Harlem Chamber Players. With spots valued at \$400 each, Project Airlift has made a total in-kind contribution of \$1.3 million in support of New York's cultural organizations.

WNYC News and WNYC Studios

Below is just one example of our news and WNYC Studios partnerships this year:

Brooklyn College Internships

This year, WNYC Studios and the WNYC newsroom continued our partnership with Brooklyn College and the Tow Foundation to provide four internships for Brooklyn College students with our newsroom, Gothamist, and *The United States of Anxiety*.

15TH Annual WNYC MLK Celebration: MLK and The Fierce Urgency of Now!

In FY21, NYPR partnered with The Apollo Theater and The March on Washington Film Festival to present *MLK and The Fierce Urgency of Now!* It was the eighth consecutive year that we have partnered with The Apollo Theater for this annual event. The show shifted to a virtual pre-recorded format due to the global pandemic.

This year's event focused on the implications of the 2020 U.S. Presidential Election through the prism of civil rights, modern-day social justice movements, and the global pandemic. The concept behind this year's theme stemmed from the Black community's historic relationship with law enforcement and western medical institutions. Through powerful, nuanced conversations, the program explored how Dr. King's saw racial and social injustice as an existential threat to democracy and the nation. The event focused on Dr. King's theme that he revisited throughout the last few years of his life - the fierce urgency of now! and how there was (and still is) no time to engage in "the luxury of cooling off or to take the tranquilizing drug of gradualism."

Featured guests included the following:

- Gurbir Grewal
- Letitia James
- Dr. Uche Blackstock
- Queen Afua
- Dr. Jeff Gardere
- Nikole Hannah-Jones
- Reverend William Barber Jr.
- Dr. Bernard Lafayette
- Leslé Honoré

Founder and CEO of Advancing Health Equity, Dr. Uche Blackstock, discussed health inequalities revealed during the COVID pandemic. Queen Afua and Dr. Jeff Gardere addressed safety protocols around COVID-19. Nikole Hannah-Jones related the 1619 Project to slavery and on-going narratives and influences in the nation today. Reverend William Barber Jr. and Dr. Bernard Lafayette related their experiences as organizers in the civil rights movement dealing with voter suppression, their thoughts on the modern-day suppression tactics, and the record-breaking turnout in the general election. And Leslé Honoré presented her poem “Get Your Hands Off My King.”

The Greene Space

In FY21, The Greene Space continued our commitment to regularly partnering with other New York City cultural organizations. This year’s cultural partners included The Public Theater for a premiere of the play *Romeo y Julieta* in March of 2021 and the Nuyorican Poets Café for four shows from August of 2020 through March of 2021.

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 219,046 (up from 73,000 in 2000). Our programming creates a number of opportunities for artists, writers, policymakers, and educational, business, and civic leaders to strengthen conversational ties across diverse neighborhoods on air and in our live event space.

COMMUNITY FEEDBACK

From Our Listeners and Readers

This year, NYPR listeners sent in the following feedback about why they listen and how our programming helped them learn more about critical civic issues and music. Listeners reported being grateful for the fact-based news reporting and diverse and comforting music that helped connect them during this especially isolating year.

“Because the music and the hosts have sustained me during the pandemic. Because you present live performances and I learn so much, especially this month highlighting black performers and composers.” – Eileen from South Orange, New Jersey

“Absolutely invaluable service. Everything I know I learned from the Brian Lehrer Show (and all the news from your local reporters and other resources that you provide daily). Thank you.”- Sarah, Brooklyn, New York

“WNYC has been my resource for independent and objective perspectives on current events, as well as, my resource for continued education!”- William, Bloomfield, New Jersey

“I listen to you in the car, enjoy the music and always learn something from the knowledgeable hosts!” – Gerard, Bloomfield, New Jersey

I listen to you on way to & from work. Your music provides the calm that we need so badly. It's an education. I am trying to teach myself more about classical music. – Suzanne, Chatham, New Jersey

“Simply put, WQXR delivers high quality, diverse programming for the classical music lover. As a listener, I'm always learning something new. Thanks!” – Janna, Cranford, New Jersey

“love the music sat morning” classic for kids” and” know it all NYers” plus I learn about the composers and the history” - Fred, LK Hopatcong, New Jersey

“I listen to WQXR almost every day at every conceivable time. I love listening to Terence McKnight and his knowledge and particularly history of Black musicians. I love dancing to the music as well.” – Marilyn, Paramus, New Jersey

“I love the programming especially the inclusion of Afro-American & other minority composers. The diversity in Green Space performances is enlightening and inspiring.”- Sandra, Teaneck, New Jersey

“Music helps all of us to stay connected. During this difficult time, music is just as important as ever! Thank you to everyone at WQXR for all you do!”- Leda, Union, New Jersey

"WQXR has sustained me every single day for 365 days during lockdown and I am so grateful for your music, your hosts & for all you do for our community. I've been a listener for 20 years!"- Cynthia, Long Island City, New York

"We need community more than ever during these challenging times. Classical music brings people together with its message of hope, which we could all use more of." – Jennifer, New York, New York

"I've always loved WQXR, but during this pandemic year, it has been a critically sustaining part of living at home. The music is calming and inspiring, but even more is the sense of community."- Roderick, Pelham, New York

"Terrific and increasingly diverse programming. The music lifts our minds and spirits."- Clark, New York, New York

"You are the best and only FM station that offers classical music whenever I want to listen to it, and your programming has become increasingly diverse."- Herbert, New York, New York

"For the sheer joy and elation of music. WQXR provides insight and context and constantly expands our awareness of music, its creators and the times that inspired it. It's also the hippest programming."- Jane, New York, New York

"I am grateful for the thoughtful and reliable news analysis as well as for the diversity of programming which has broadened my understanding of issues impacting populations outside of my own."- Nina, Brooklyn, New York

"In a time when journalism and news is under attack, I want to support a news source that I trust, that I appreciate, and continue to spread awareness that we can and should be critical thinkers." - Manuel, Brooklyn, New York

"I believe in Public Radio as an important way to foster sense of community & awareness. My main link to WNYC is New Standards (& QXR so I can still listen on my radio)! Programmer is doing a good job." - Daryl, New York, New York

"Calm delivery of information. Love the special shows & diversity of voices (Reveal, Glen Washington, Kai Wright, On the media, Christa Tippett, and more); Love the calls, respectful, inclusive"- Shirley, Califon, New Jersey

"NYC builds a progressive and inclusive community of New Yorkers, sharing our cultures and celebrating justice and opportunity for the betterment of all...and it is such fun!"- Robert, Brooklyn, New York

"Love your station- inclusive- informative and impassioned."- Meg, New York, New York

"I listen to so many of your wonderful programs on a daily basis. Especially in the past pandemic year, your programs have helped me to feel less lonely and more connected to others. Thank you!"- Vicky, Englewood, New Jersey

"although on the fringe of the metropolitan area, I feel more connected to the city through your station. you bring sanity through the airwaves every day."- Robert, Forked River, New Jersey

"WNYC keeps me connected to the world, to my state, and my community. It has been a lifeline during the pandemic isolation!"- Linda, Saddlebrook, New Jersey

"Always great information being shared. It keeps me enlightened and informed. I learn a lot and share with my family, friends and co-workers."- Robin, Monmouth, New Jersey

"I've become a listener since the early days of the pandemic. I've enjoyed daily updates on that, as well as what seems to be fair coverage of local and world events. I've learned a lot. Thank you!"- Jennifer, Manville, New Jersey

"I know that whenever I tune in, I will learn something or question myself or just smile and laugh. I enjoy being surprised"- Kimberlee, Chester, New Jersey

From Our Media Partners

This year, through our media partnerships, we helped nonprofits learn model management practices and strategies, and we offered local audiences more opportunities to experience artistic, cultural, educational, and civic 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:

"By having NYPR be our media partner, we were able to expand our reach and raise the visibility of all of the ways Nonprofit New York serves as a partner with the sector. Without NYPR's support as Media Partner, Nonprofit New York would not have seen such a large amount of engagement and interest with the programs shared on their platform." - From Nonprofit New York, from Meg Barnette, CEO

"As soon as our theater doors closed, we made an instant pivot toward digital initiatives and were proud to partner, almost immediately, with WNYC for the world premiere of The Public's first venture into an audio play with RICHARD II. We could not have wished for better partners. Truly authentic and great collaborators, they understand our mission and what it means to bring high quality art and culture to the widest number of people for free. WNYC helped us save Free Shakespeare in the Park as we made a pivot to Free Shakespeare on The Radio. We reached more people in 2020 than we could ever have in person, and we were able to deliver the show beyond NYC and serve hundreds of thousands of people across the country. We love WNYC and

are incredibly proud to be longstanding partners.” - Shakespeare in the Park, from Tom McCann, Senior Director Finance and Administration

“We value our history and partnership with WNYC that we've built over many years. When we bring our live magazine show to New York, Michelle Xu and the Audience Engagement team understand our goals and help us to achieve our mission of reaching diverse audiences through placing our radio spots, email and social media promotions. With each show, our community of supporters grows in meaningful ways, and we're thrilled to be doing it with WNYC. - From Roseli Ilano, Director of Community Engagement and Partnerships, Pop Up Magazine

From Our Radio Rookies

Below are just some of the compelling stories that resulted from Radio Rookies' partnership with YR Media this year:

- “Beyond Boeing: My Town, My Peers, Our Future” - Surya Hendry grew up in Everett, home of Boeing and good manufacturing jobs. Hendry examined the political narrative of places like her hometown, and what the future looks like for her and her peers. Audio story reported from Everett, WA on 10/6/20.
- “Latinx Voices: The Politics of Language in Borderland, America” - Antonio Villaseñor-Baca was especially attuned to the politics of language at the U.S.-Mexico border, and the way it shaped the so-called Latinx vote. But as for anyone growing up on the border, words opened windows onto whole new ways of life. Text story reported from El Paso, TX on 10/26/20.
- “How My Dad's Prison Release Changed My Views This Election” - After 27 years, Kharon Benson's father was released from prison. Ahead of the election, Kharon investigated some of the flaws in the criminal justice system and what the candidates would do about it if they won. Video story reported from Brooklyn, NY on 11/02/20.
- “Connecting the Dots on Climate Change and the Cost of Rent” - Laura Bratton reported on hurricanes and climate change. But even she didn't realize how climate change was making it harder for her to find a place she could afford. Text story reported from Wilmington, NC on 11/10/20.
- “Notes From a DACA Recipient: - Finally A Weight Is Lifted” - For reporter Juan Mireles-Palomar, there was reason for hope again, after living in limbo with DACA under Trump. Text story reported from San Francisco, CA on 11/10/20.

We received the following feedback from participants in this year's collaboration with YR Media:

“I had my story on All Things Considered, something it would have taken me years to do if I'd tried to get this done on my own, if it could have happened at all. This fellowship gave me a platform to talk about issues I cared about and how to tell stories in an effective way...Working in this cohort encouraged me to apply to a grad school program.” – Laura Bratton

"It definitely changed my goals. I am now set on applying to journalism jobs and continuing to freelance. It made me more comfortable talking to strangers with differing ideas. I also gained a stronger sense of what my views are in words. My goal is to continue to pursue opportunities like this in the future." - Sher Delva

From Our 15TH Annual WNYC MLK Celebration Audience

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.

This year, WNYC nationally syndicated the event to over 400 public radio stations across the nation. The event was rebroadcast nationally during Black History month and carried on local stations.

The Apollo website and Facebook page for the event received 9,700 views. The WNYC Facebook page for the event received 2,967 views. The Greene Space Facebook page for the event received 230 views. *The Takeaway* Facebook page for the event received 660 views. The YouTube video for the event received 1,100 views. Comments from community members about the event this year included the following: "Thank you Apollo and The Takeaway for presenting this thought-provoking event/celebration."

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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 diverse audiences in the metropolitan area.

WQXR

Family and Community Programming

WQXR continued and expanded our Active Listening Challenge, a special radio series designed to engage young listeners with individual works of classical music. In December of 2020, we created "WQXR Bingo" as part of WQXR's Beethoven Immortal festival, encouraging young listeners to engage actively through Bingo cards translated into English, Spanish, and Mandarin. And WQXR's Classical Kids Fair on August 15, 2021, our first Kids Fair in the Bronx, and our first in-person Kids Fair since the start of the COVID-19 pandemic, held outdoors at Bronx Park East, served approximately 150 families, in partnership with Bronx-based music organizations including Bronx Arts Ensemble, and Bronx Children's Museum.

Connection and Community

To commemorate one year of the pandemic and look forward to brighter days ahead, WQXR produced "Music of Comfort and Hope," a three-day, listener-curated live radio event at the end of March 2021.

And on September 11, 2021, WQXR presented “We Shall All Be Changed,” a musical reflection on the twentieth anniversary of 9/11, weaving together interviews from musicians and composers with musical selections such as John Adams’ *On the Transmigration of Souls* and Robert Moran’s *Trinity Requiem*. This past year, WQXR and WRTI partnered to present *This Week with Yannick*, an eight-week radio series hosted by acclaimed conductor Yannick Nézet-Séguin. Episodes featured music celebrating spirituality, Wolfgang Amadeus Mozart, and a rich program of music from cultures around the world.

Amplifying Diverse Voices

Focusing on inclusion and representation, WQXR’s additional initiatives in the past year have included Terrance McKnight’s conversation series “Black Experience in the Concert Hall,” all-day musical marathons on International Women’s Day, Juneteenth, and Asian Pacific American Heritage month, and *Educate Yourself*, a series of stories about Black classical artists and the challenges they’ve faced in the industry. Editorials included a collection of stories being shared across social media, a reading list on classical music and race, as well as a discussion with the previous generation’s Black musicians. Also, throughout Black History Month, WQXR celebrated Black artists who helped shape classical music history by presenting special recordings and radio programs. Highlights included *A Beautiful Symphony of Brotherhood*, a documentary show on Martin Luther King, Jr., and *I, Too, Sing America: Music in the Life of Langston Hughes*, a radio special focusing on Langston Hughes’s lesser-known musical compositions. This year, writer James Bennett wrote *On Taking Lip [Service]*, a powerful essay reflecting on the murder of George Floyd, challenging classical institutions to go beyond “statements of solidarity,” and proposing actions that the performing arts community should take to continue moving forward.

WQXR also worked actively this year to further expand the diversity of our repertoire. Over the past three years, airplay by composers of color has increased by 286%; tracks by women composers have increased by 218%; and tracks by contemporary composers have increased by 105%. WQXR plans to continue to increase its efforts on inclusion.

THE GREENE SPACE

NYPR designs programming and hosts events in The Greene Space to offer an inclusive meeting place for diverse audiences to experience performances, engage in community conversations, and participate in live cultural events. Some of this year’s events included the following:

First People’s Week Festival

In October of 2020, The Greene Space celebrated Native history and culture by convening conversations with Patricia Morroquin Norby, the Metropolitan Museum of Art’s first ever full-time Native American Curator & Director, and by presenting performances by poet Natalie Diaz and musician Samantha Crain. The Greene Space also hosted an online exhibition curated by artist Maria Hupfield. The works were by 11 contemporary Indigenous artists and collectives and featured photo essays, oral histories, and poetry.

Food for Thought

From September of 2020 through May of 2021, in partnership with the Museum of Food and Drink, The Greene Space presented nine shows that explored the unique connections of food, music, visual art, and

culture. The shows featured chefs, historians, and restaurateurs in conversation and cooking demonstrations with audiences.

(Still) Live from NY

From July through December of 2020, The Greene Space continued to curate a compilation of NYC-based artist performances from home as an effort to support local artists during the pandemic. The eight shows presented included visual arts, dance, and musicals.

Get Lit with All of It

From July of 2020 through June of 2021, The Greene Space presented a monthly book club series with WNYC host Allison Stewart, in partnership with the New York Public Library. The series provided free online access to the book of the month and featured a musical performance and acclaimed authors such as Brit Bennett and emerging novelists such as Mateo Askaripour.

Artist Residencies

From July of 2020 through May of 2021, The Greene Space presented 13 shows by artists-in-residence. The shows included a second installment of “Live at Stake” with journalist Imara Jones, a 7-part series of cultural and educational conversations by and for trans people on the issues affecting their communities, with guests including Andy Marra, from the Transgender Legal Defense & Education Fund, Victoria Cruz, veteran trans rights activist, and artist Mojo Disco. Also included in the series were the “Punishment & Profit” series with prison reform advocacy organization Worth Rises. Worth Rises Founder/Executive Director Bianca Tylek led weekly discussions with a total of 49 speakers, from reporters, legal advocates, filmmakers, and activists to those targeted by the prison.

PODCASTS

La Brega

La Brega was a bilingual podcast series foregrounding stories of the Puerto Rican experience. The series was created by a team of Puerto Rican journalists, producers, musicians, and artists from the island and diaspora. As a result of this series, we saw a significant increase in listeners from Puerto Rico and had highly engaged social media users who were passionate about the program. This is the first time we produced an entire series in both English and Spanish.

Death, Sex & Money Older Listeners Series

We wanted to reach listeners over 60 years-old to hear their stories, especially in a year where 80% of COVID-related deaths in the U.S. have been people over 65. Despite the statistics available, we felt less was said about what it’s like to be over 60. We heard from our older listeners in this episode and partnered with AARP in an event to promote the show and talk about podcasts.

Blindspot: Tulsa Burning

Blindspot: Tulsa Burning was the second season of *Blindspot*, done in collaboration with *The HISTORY Channel* and in collaboration with KOSU and Focus Black Oklahoma. The podcast series explored the repercussions of The 1921 Tulsa Race Massacre through the stories of people who lived there and their descendants. We partnered with a local Tulsa radio station for the reporting and to promote the series locally.

RADIO ROOKIES

Summer/Fall 2021-2022 Workshop

This past year, Radio Rookies teamed up with WNYC's Race and Justice Unit to conduct a New York City focused multimedia training workshop to amplify the distinct perspectives and voices of five young BIPOC New Yorkers who have in some way been impacted by the criminal justice system. In early July of 2021, Radio Rookies started an intensive, 30-week-long documentary workshop focused on providing journalism training with a race and justice lens. To ensure the safety of our participants, Rookies will continue to conduct the workshop remotely this year. The cohort is currently learning how to develop a story, conduct interviews, craft a script, edit audio, as well as how to write for multiple platforms.

Next year, Radio Rookies program training will consist of both audio and digital reporting. Additionally, each participant will be partnered with a producer from different WNYC Studios programs, including *The United States of Anxiety*, *On The Media* and *The Experiment*. This partnership will be more focused on narrative storytelling and will allow Rookies to obtain a multifaceted level of training and mentorship. Radio Rookies is focused on empowering young people who are interested in growing their communication and advocacy skills, as well as those who are interested in becoming journalists, as they pursue media arts training.

Participants and their story ideas for next fiscal year include the following:

- Rainier Harris is from South Ozone Park, Queens and a freshman at Columbia University. His love for media began in high school when he started freelance writing. He's been published in *The New York Times*, Business Insider and City Limits. Harris is passionate about writing stories of youth activism, justice, and policing. Rainier will explore how young people's lives are affected by a secretive database the NYPD uses to label people as gang members. Rainier will report on the surveillance tactics officers use to add people, mostly Black and Latino and some as young as 13, to the list and consider the ways in which the database is a continuation of the department's unconstitutional stop-and-frisk program.
- Folashade Olatunde is a senior at Lehman College, where she majors in journalism and minors in sociology and Africana studies. Folashade was born and raised in the Bronx and will be the first in her family to graduate college. Olatunde's dad has been incarcerated since she was two years old, and just this past summer, she visited him in prison for the first time in 12 years. Folashade will document the process of rebuilding her relationship with her dad and explore the trauma that his absence and incarceration has caused for her and her mother. She hopes her story will help other young people with incarcerated parents feel less alone.
- Kayla Ollivierre was born in Brooklyn and is a junior at Bryant High School in Astoria, where she has participated in student council and made the National Honor Society. Kayla remembers picking up the phone and calling the police at age 12, while she watched her mother experience violence at the hands of her stepfather. She felt scared and anxious. She worried the police wouldn't do anything about the situation, and they didn't. Now, Kayla wants to explore the role

police currently have in our society and look at how communities across the country are coming together to create alternatives to policing.

- Betsy-Jane Paul-Odionhin moved to New York from Nigeria three years ago and lives in Far Rockaway, Queens. She is a senior at Manhattan Village Academy and a member of her school's debate club, book club, newspaper club and creative writing club. Betsy-Jane wants to know why self-defense isn't taught in schools. When Betsy-Jane moved to Queens, she felt alone in unfamiliar surroundings. Betsy-Jane will explore how self-defense can build confidence in young people and make them feel more safe and ready for the world.

Distribution and Amplification

Radio Rookies plans to distribute stories on a range of platforms including the following: local and/or national editions of *Morning Edition* and *All Things Considered*, WBUR's *Here and Now*, WNYC Studios programming such as *The United States of Anxiety* and NYPR digital news site Gothamist. Radio Rookies will also pitch completed stories to WNYC's local daily program *The Brian Lehrer Show* and other national programs and publications such as WNYC's *The Takeaway*. NYPR estimates that over 100,000 people will get to hear one or more Radio Rookies stories on air. These efforts will help fulfill Radio Rookies goal of increasing the presence of contemporary youth voices on both WNYC local and national broadcast, podcasts, and other digital publications. Through this work, Radio Rookies aims to help diversify the next generation of media professionals, as well as WNYC content.

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?

This year's CPB grant funding was used to support NYPR's ability to expand the quality and scope of our services we provide to our community through local and national programming and call-in shows.

ALL THINGS CONSIDERED

Because of grant funding from CPB, we were able again this year to offer our audience the co-production from NPR and the WNYC newsroom *All Things Considered*. The daily show provides a wrap-up of the day's news, with features and interviews about the latest developments in New York City and around the world.

THE BRIAN LEHRER SHOW

CPB funding enabled us this fiscal year to continue to produce our weekday, local call-in show, *The Brian Lehrer Show*. The program invited conversation between guests and audience members about what mattered most in local and national politics and in our own communities and lives.

THE TAKEAWAY

CPB funding this year also enabled *The Takeaway* to continue its local and national coverage, and focus on a few special reporting projects, including the following:

Derek Chauvin's Trial

From March through May of 2021, *The Takeaway* reviewed developing events in the Derek Chauvin trial each week with Brandt Williams, correspondent for Minnesota Public Radio News. Conversations explored public safety, criminal justice, and racial disparities.

The Future of Policing in America

This past fiscal year, *The Takeaway* presented an ongoing series of five voices, across law enforcement, advocacy, and academia, and asked them to come together to talk about the way forward. They asked, "What is the future of policing in America?" In our ongoing coverage, we tackled what's broken in today's system and what it would take to fix it.

Voter Suppression

In early 2021, *The Takeaway* reported on the following: lawmakers in Texas advancing legislation for new restrictions on voting, Georgia's newest voting law aiming to reduce access to the polls, corporations taking a stand against Republican voting laws, Kentucky passing a law to expand voting access, proposed voting restriction laws in Arizona suppressing Native communities, a Democratic bill seeking to combat voting restriction legislation, and the Democrats' uncertain path forward on voting rights legislation following the GOP filibuster.

THE UNITED STATES OF ANXIETY

As a result of CPB funding this year, we were also able to produce *The United States of Anxiety*, a national call-in show about the unfinished business of our history and its grip on our future. Each week, listeners were invited to gather for intimate conversations and deeply reported stories about the choices we've made as a society and the new choices we can imagine now. We examined how we learned from our past, met our neighbors, and shared the joy and work of living in a plural society.

What Covid Revealed

This year's special pandemic coverage by *The United States of Anxiety* covered topics including the following:

Inside the Pandemic's First Days

What did we learn from our short, grim history with Covid-19? Former New York City Health Commissioner Dr. Oxiris Barbot reflected on the opening weeks of the nation's largest outbreak.

ACT UP, Fight Covid

With the HIV epidemic nearly 40 years old, what did we learn from the pandemic, as we approached a year of living with COVID-19?

Tell It to Me Straight, Doc

Two Black physicians described the racist history the medical world carried into the COVID-19 vaccine rollout -- and answered listeners' questions about why we should still get vaccinated.

Lessons From a Year in Isolation

A first draft of history for 2020, told through three very personal efforts to find -- and keep -- human connection amid a pandemic.

Collective Loss, Collective Care

We looked back at a year with Covid-19 to reflect on our tremendous losses and the remarkable ways communities have come together to take care of themselves.

Future of Black History

As a result of CPB funding, *The United States of Anxiety* was able to produce a series of conversations this year about the complicated origins of Black History Month and its role in Black lives today. Episodes for this special series addressed the following:

The Origin Story of Black History Month

We have complicated relationships with this annual celebration -- from joy to frustration. To launch our Future of Black History series, we asked how it began and what it could be.

The 'Beautiful Experiments' Left Out of Black History

In the second installment of our Future of Black History series, Saidiya Hartman introduced our host to the young women whose radical lives were obscured by respectability politics.

Blackness (Un)interrupted

Our Future of Black History series concluded with conversations about self-expression. The last of the series addressed how it can be hard to find yourself when you carry a collective history in your identity.