Resilience in Action

NEW YORK PUBLIC RADIO



Annual Report
Fiscal Year 2021

Mission

To make the mind more curious, the heart more open and the spirit more joyful through excellent audio programming that is deeply rooted in New York.

Through independent journalism, telling stories that matter, leading courageous conversations, and celebrating the power of music, we create impact—deeper understanding, richer conversation and more engaged and enlightened communities.



Resilience in Action

Dear New York Public Radio Community,

As we reflect on the challenges our city and nation have faced over the last few years, one word resonates loudly, over and over again.

Resilience.

To be resilient is to be able to withstand tremendous challenges. To change and adapt as the ground shifts under our feet. But resilience is not only the ability to persevere. It is the stubborn determination to find joy, come together, and be bold and creative—in the face of whatever may come our way.

Resilience is the stuff our city is made of. It's paved into our streets and written into our collective psyche. And it is fueled by the essential public service only New York Public Radio can provide.

When we couldn't enter each other's homes, the hosts on our airwaves made their way in, as familiar voices and trusted guides.

When people couldn't tell up from down, WNYC and Gothamist cut through the noise with critical plain-speech explainers, breaking down everything from COVID case numbers and citywide reopenings to the rollout of ranked-choice voting.

When the cultural community was struggling, we launched the WQXR STAR program, a pandemic support initiative giving emerging classical artists a platform to create new work, and providing NYC cultural institutions $1.5 million in free promotion on our airwaves.

When our city's most treasured communal traditions were at risk of not happening, we partnered with The Public and Lincoln Center to transform Shakespeare in the Park and Mostly Mozart for radio, amplifying their reach by an order of magnitude.

When rioters stormed the U.S. capitol, *The Brian Lehrer Show* mounted a series of national call-in specials about a nation on the brink, running through the first 100 days of the Biden administration.

And this only skims the surface of the ways New York Public Radio strove to be responsive and meet the moment, as we experienced countless seismic shifts. New York Public Radio teams led local and national conversations and influenced public policy. They were recognized with numerous honors, including three duPont-Columbia Awards. We provided our community with the tools, information, and inspiration they needed to stay strong and resilient. And we, in turn, were able to do the same because of the support of our generous members and donors.

Thank you for everything you do, on behalf of New York Public Radio and everyone we serve.



Timothy A. Wilkins
Chair of the Board of Trustees



Cynthia King Vance
Interim President & CEO



We strive to live our values on and off the air

Listen deeply and embrace all voices

Listening is our core strength. We listen with curiosity and empathy to each other, our city, our audiences and our work.

Embrace equity

We believe in equity and inclusion in the stories we tell and in the ways we treat each other. We invest in our people and help them chart their paths. We have courageous conversations.

Push the boundaries of what is possible

Creativity is a hallmark of our work and our service. Through bold moves as well as continuous improvements, we push the boundaries to drive impact. Every day, we challenge ourselves to be better.

Explain the why

We explore and explain the why—with our colleagues and with our audience.

Build trust through positive collaboration

We believe that we can be better together. We support each other, participate in good faith, and deliver honest feedback. We invest in each other's success.

Be accountable, expect excellence and celebrate

We strive to do the right thing. We are accountable to each other and to the entire New York Public Radio community. We expect excellence and have fun celebrating our successes and insights.

NY PR

New York Public Radio was a familiar friend in a year of pervasive uncertainty. We were a resource for public health information, a source of factual reporting, and a place to find community amid unprecedented isolation. WNYC, Gothamist, and the podcasts of WNYC Studios brought you the stories of a summer of protests demanding racial justice, a fraught presidential election, the miracle of COVID vaccines, and the tentative return to life that wasn't quite what we once knew.



Alison Stewart, Host,
All of It with Alison Stewart


Kai Wright, Host, *The United States of Anxiety* and Executive Producer Karen Frillman




Nancy Solomon,
New Jersey Public Radio





Sean Carlson, Host,
All Things Considered


Jeff Spurgeon, Host,
WQXR

While we were separated by the pandemic, New York Public Radio forged community with a monthly virtual book club, "**Get Lit with All of It**," in partnership with the New York Public Library. We opened the phones to talk on ***The Brian Lehrer Show*** and ***The United States of Anxiety***.

WQXR offered a reprieve with the joy and power of classical music, and, through **The Greene Space**, hosted outdoor music events such as pop-up Mostly Mozart concerts in all five boroughs, in conjunction with Lincoln Center.

During this most extraordinary year—that began in July 2020 as the initial COVID-19 rampage through New York was temporarily abating—we were resilient in all aspects of our operations, so that we could be there for our City and our listeners.



In FY21...

...**people spent more time listening to WNYC FM and WQXR** weekly (six hours) than any other FM station in the market, in every month.

...esteemed New Jersey journalist **Michael Hill** became the new voice of ***Morning Edition*** and veteran WNYC reporter **Sean Carlson** became the host of ***All Things Considered***.

...Gothamist developed the **COVID-19 Tracker** and provided up-to-date science information and health guidance.

...WQXR launched the **Artist Propulsion Lab**, a new grant program for six early- and mid-career New York area musicians.

...***On the Media*** brought you its 20th year of comprehensive media analysis.

...***Radiolab*** welcomed new hosts: **Lulu Miller**, *Radiolab* alum and co-founder of NPR's *Invisibilia;* and **Latif Nasser**, longtime Director of Research and host of the acclaimed podcast mini-series ***The Other Latif***.

...WNYC's **Kai Wright** transformed the podcast ***The United States of Anxiety***, a show about the unfinished business of our history and its grip on our future, into a weekly live call-in show where listeners could process history together in real time.

...WNYC reached #1 during morning drive time in November and stayed there for 5 months straight (Nov-Apr).

Nielsen Audio New York Metro PPM, November-December 2020, January-April 2021





Michael Hill
Host, *Morning Edition*

WNYC is the region's most trusted news source.

WNYC

As fewer and fewer local news outlets exist to provide fact-based journalism, we brought you...



...watchdog journalism on the City's many problems at the polls. **Brigid Bergin** broke the story of nearly 100,000 incorrect ballots sent to voters in Brooklyn and Queens, leading legislators and citizens to demand action from the Board of Elections.



...a look at the profound toll that the pandemic took on men in New Jersey's Latino communities, and the multiple reasons why COVID-19 disproportionately impacted the state. **Karen Yi** reported this series for ***The Takeaway***.

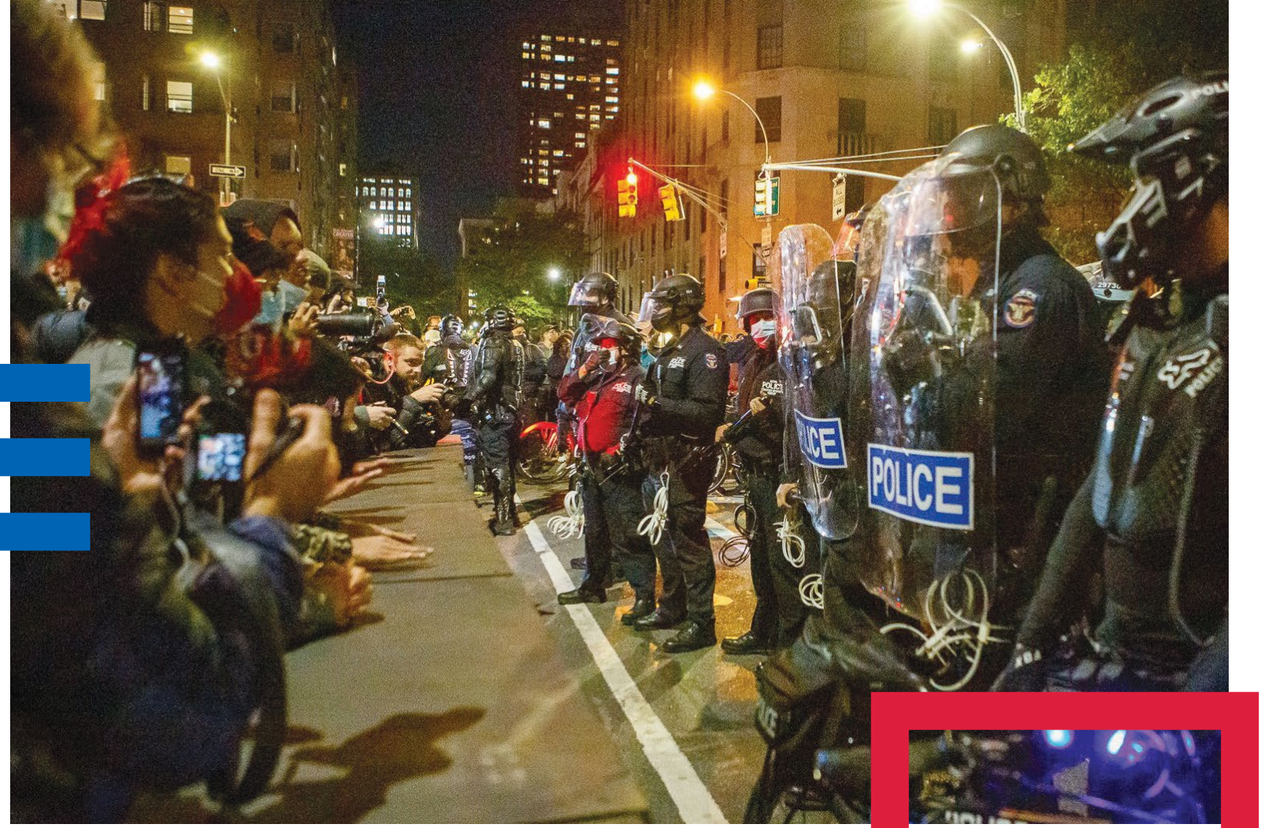


...ongoing coverage of the response to the pandemic from the nation's largest public school system. **Jessica Gould** continued to examine how the pandemic affected teaching and learning and we became a go-to resource for parents on fast-changing rules and conditions in the schools as they reopened.

...an investigation of rampant police corruption in Mount Vernon by **George Joseph** in partnership with *Esquire* and Gothamist. This piece led directly to disciplinary action against offending officers and a Federal Civil Rights investigation.



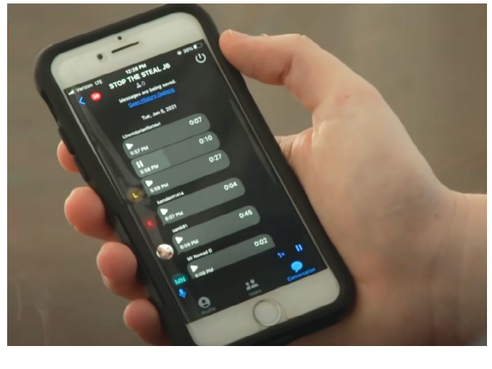
WNYC has national impact. We produced...



...***America Are We Ready?***, a series of 11 national call-in shows hosted by Brian Lehrer from September 2020 through the first 100 days of the Biden administration. The series elevated the voices and concerns of listeners across the country and reached audiences on 263 public radio stations nationwide.



...**coverage of dozens of daily Black Lives Matter demonstrations** in all five NYC boroughs, including Mott Haven in the Bronx, which prompted a Human Rights Watch report that found that the NYPD committed human rights violations—and led to some protesters being released from jail.



...essential reporting on the tech platform Zello, which served as a home for militia recruitment and organizing during, and long before, the January insurrection. This coverage by **Micah Lowinger** from ***On the Media***, in collaboration with the newsroom, was used by the FBI to identify multiple insurrectionists.



...the nationwide call-in show, ***The United States of Anxiety***, exploring our lives during the pandemic, a summer of protest and activism, and the blow to our nation's peaceful transfer of power. **Kai Wright** asked, who matters in America?

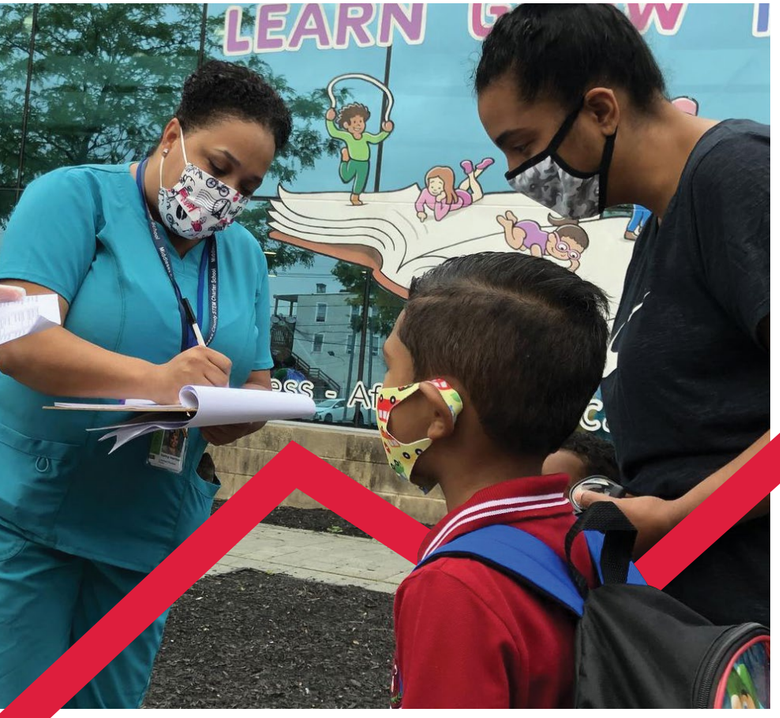


...an extended series by ***The Takeaway*** before the 2020 election which interrogated the media's often-monolithic view of Latino voters. ***The Takeaway*** team addressed common misconceptions and examined the many subgroups among the record number of Latino voters, providing insight into the 2020 and future elections.

GOTHAMIST

Gothamist is a reliable source of local news for New York, reporting on corruption and injustice, and providing the vital civic information that people across our region's diverse neighborhoods need.

In FY21, Gothamist...



...tracked COVID-19 stats in constantly updated charts showing cases, deaths, and vaccines by neighborhood and demographics. When schools reopened, we tracked the spread of the virus in the city's education system across schools and districts.

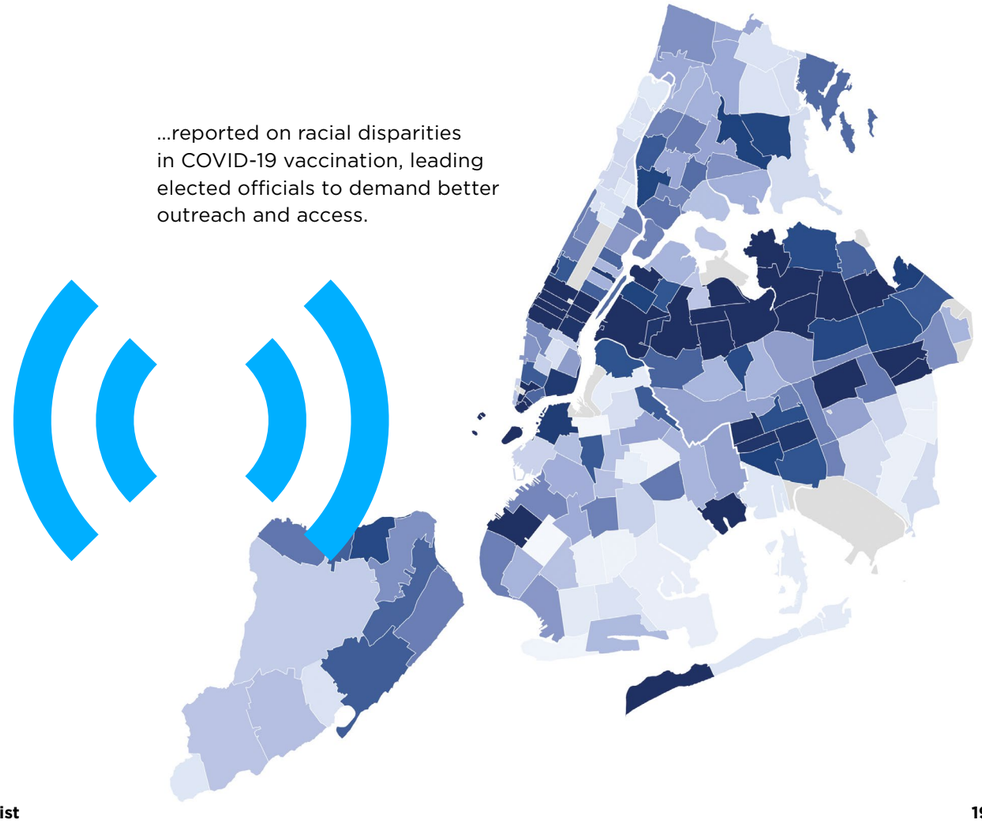
...produced a guide to help New Yorkers navigate the vaccine requirements at performance venues, restaurants, and gyms, as the city began to reopen





...reported live from the dozens of daily Black Lives Matter protests throughout New York's five boroughs, providing readers with updates in real time.

...reported on racial disparities in COVID-19 vaccination, leading elected officials to demand better outreach and access.





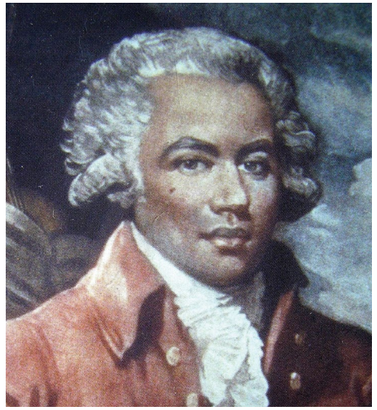
WQXR

WQXR is one of the nation's most listened-to classical music stations. We make extraordinary music accessible without barriers.

When New York's concert halls were dark, WQXR's role as a torchbearer for classical music became more important than ever, as we...

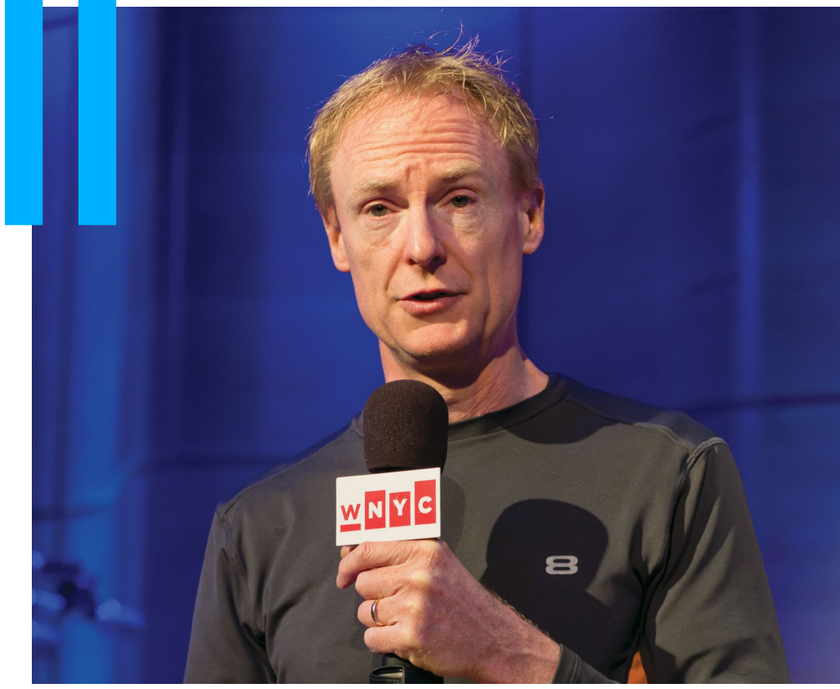


...reimagined the ***Mostly Mozart Festival*** as a multimedia experience, preserving Lincoln Center's summer mainstay when audiences could not gather in person. WQXR presented a suite of original programming, which included a series of pop-up concerts presented live in each of the five boroughs and streamed online, and **Camp Wolfgang**, a virtual kids' fair for our youngest listeners.



...celebrated **Juneteenth** with a **24-hour marathon** of music by composers and performers of African descent from the 16th century to the present.

...continued to feature **John Schaefer's *New Sounds***, a familiar voice introducing the up-and-coming and the hidden gems of all musical genres to sustain and enlighten.



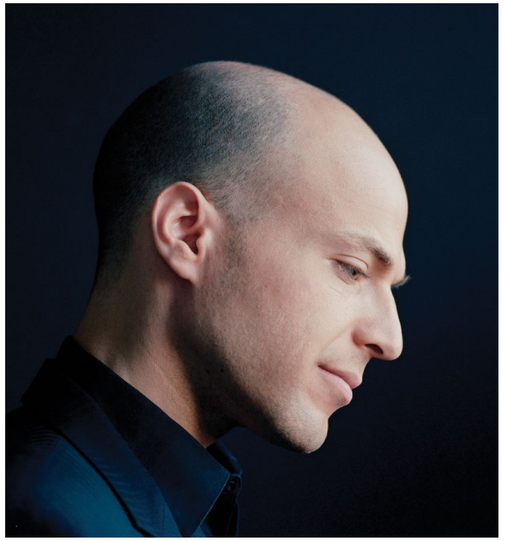


...kept the Metropolitan Opera's artists and performances alive for listeners with the podcast ***Aria Code***, with an extended season hosted by **Rhiannon Giddens**.

...explored the ***Black Experience In The Concert Hall*** with host **Terrance McKnight**. In this format-breaking live call-in show, Terrance McKnight was joined by Black luminaries to share the challenges they face in classical music, career highlights, and a shared passion for the art form.















...sustained local artists, orchestras, and nonprofits through the **WQXR STAR (Salutes The ARts)** initiative, which provided access to our platforms, $1.5 million dollars worth of complimentary on-air promotions, and sustained partnerships with our city's most beloved artists and institutions—including Apollo Theater, 92Y, Harlem Chamber Players, New York Philharmonic, Orchestra of St. Luke's, and Roundabout Theatre.

WNYC STUDIOS

WNYC Studios is a leading producer of podcasts that inform and inspire. In FY21, many of our podcasts explored questions around the nature of the “American experience.”

From the past...





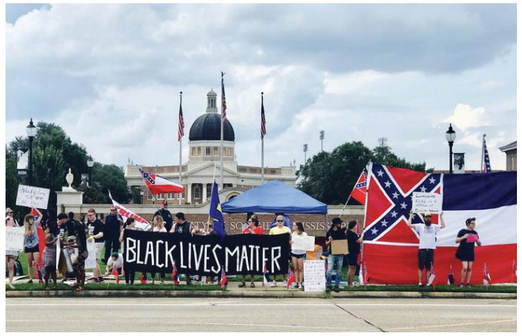
Blindspot: Tulsa Burning, in partnership with The History Channel and KOSU in Oklahoma, and hosted by **KalaLea**, the podcast tells the story of the events that led to the Tulsa Race Massacre and destruction of the thriving Black residential and business community nicknamed “Black Wall Street.” It won the prestigious duPont-Columbia Award.

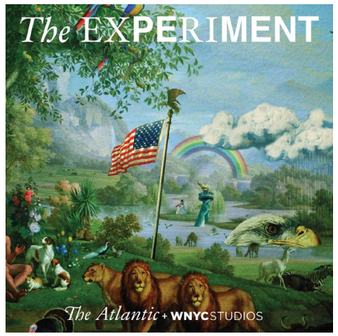
To the present...

La Brega: Stories of the Puerto Rican Experience explored *la brega* (the struggle) that defines so many aspects of life on an island that is part of, but not integrated into, America. Produced in both English and Spanish, this series was created in partnership with Futuro Media, and was named by *The New York Times* and *The New Yorker* as one of the 10 best podcasts of 2021.



***Radiolab*’s, "The Flag and the Fury"** examined the complicated past of the Mississippi state flag.





The Experiment: Stories From an Unfinished Country probed the contradictions and realities of our national ideals. This podcast was co-produced with *The Atlantic* and was an Apple Podcasts Top Ten for 2021.



The New Yorker Radio Hour covered topics from a summer of activism and protests to *The New Yorker* writers’ reflections on the convulsions of former president Trump’s final days in office.



Anna Sale continued to have the hard conversations on ***Death, Sex & Money***, from a conversation with Supreme Court Justice Sonya Sotomayor, to the mini-series ***Game Changer***, which dove into the many ways that COVID-19 upended the lives of athletes.

The Jerome L. Greene Performance Space, located in the heart of SoHo, hosts live events and performances from the best of public media and beyond.



THE GREENE SPACE

Live and archived videos from The Greene Space garnered 2.8 million views in FY21 as we found ways to safely host live performances during the pandemic...

...**The Harlem Chamber Players** presented an immersive video performance series filmed across New York City and streamed online. The series included an exploration of grief and healing through music, dance and poetry at Brooklyn's historic Green-Wood Cemetery.



...***The Catalyst Quartet: Uncovered*** offered rare performances of works by historically important and contemporary Black composers, bringing to light these beautifully crafted and, in some cases, never-recorded works.



...***Imara Jones: Lives at Stake*** presented frank conversations by and for trans people about the issues facing their communities. The series was hosted by The Greene Space's first-ever Journalist-in-Residence, Emmy and Peabody Award winner, Imara Jones.



...***First People's Week***, our first-ever multi-day celebration of North American Indigenous life and history, featured Native creators, artists, podcasters, poets, photographers, and others for vibrant conversations on land treaties, mascots, Indigenous representation, and storytelling. Community leaders from The Lenape Center and the American Indian Community House helped to design this event.

Awards

Alfred I. duPont-Columbia University Awards

Blindspot: Tulsa Burning
Winner

Ambie Awards

Death, Sex & Money
Best Interview Podcast

2021 GANYC Apple Awards

Mostly Mozart Festival on WQXR
Nominee: Outstanding Achievement in NYC Radio Program or Podcast (Audio/Spoken Word)

National Association of Music Merchants (NAMM) Awards

Mostly Mozart Across the Boroughs: All Five Live
Finalist: Creative Excellence

City & State

Goli Sheikholeslami, New York Public Radio (NYPR) President and CEO, was included in *City & State's* ***2021 Telecommunications Power 50***, a list honoring the industry's leading figures in New York.

For the second year in a row, Goli Sheikholeslami was included in the ***Women's Power 100 list***.

EMpower: 2021 Ethnic Minority Role Model List

Monique D. Jefferson, Chief Human Resources Officer

Timothy Wilkins, New York Public Radio Board Chair

Bard College: The 2021 John Dewey Award for Distinguished Public Service

Nsikan Akpan, Editor, Health and Science Unit

Manhattan School of Music: 2021-2022 Roster of Artist Scholars

Ed Yim, Senior Vice President and Chief Content Officer, WQXR

2022 iHeartRadio Podcast Awards

Anna Sale
(Death, Sex & Money)
Nominee: Best Overall Host

2021 Regional Edward R. Murrow Award

WNYC Radio and **YR Media, *18-to-29 Now: Young America Speaks Up***
Excellence in Innovation

46th Annual Gracie Awards

Gwynne Hogan, Crisis Coverage
Radio – Non-Commercial Local

2021 Mirror Awards

***On the Media,* Micah Loewinger, Hampton Stall, Brooke Gladstone, and Katya Rogers, "How Zello Became a Recruitment & Organizing Tool for the Far Right"**
John M. Higgins Award for In-Depth/Enterprise Reporting

New York Press Club Awards

Sara Fishko, Olivia Briley, Wayne Shulmister, and Karen Frillmann, "Two American Dramas"
Critical Arts Review

Sara Fishko, Olivia Briley, Wayne Shulmister, and Karen Frillmann, "Escape into the Dark"
Entertainment News

Brigid Bergin, Patricia Willens, and William Moss, "Despite Tax Breaks, These City Institutions Shut Doors On Voters"
Political Reporting



Financials

Statements of Activities Year End June 30, 2021

Assets	Net Assets Without Donor Restrictions	Net Assets With Donor Restrictions	Total
OPERATING ACTIVITIES			
Operating support and revenue			
Contributions	60,890,045	8,364,361	69,254,407
Government grants	191,942	856,500	1,048,442
Donated services	1,138,186		1,138,186
Production and other income	4,479,868		4,479,868
Special events revenue, net of direct expenses of $350,016 and $369,241 in 2021 and 2020, respectively	617,186		617,186
Investment income, net	496,022		496,022
Revenues from collaborative arrangement	1,488,985		1,488,985
Net assets released from restrictions	10,995,016	(10,995,016)	
Total operating support and revenue	**80,297,250**	**(1,774,155)**	**78,523,095**
OPERATING EXPENSES			
Program services			
Programming	52,312,036		52,312,036
Technical operations	7,303,120		7,303,120
Marketing	4,385,790		4,385,790
Total program services	**64,000,946**		**64,000,946**
Supporting services			
Fund-raising	14,436,769		14,436,769
Management and general	8,237,422		8,237,422
Total supporting services	22,674,191		22,674,191
Total operating expenses	86,675,137		86,675,137
Increase (decrease) in operating activities	(6,377,887)	(1,774,155)	(8,152,042)
NONOPERATING ACTIVITIES			
Net Investment return, less amounts allocated for spending	11,409,794	18,703	11,428,497
Gain on forgiveness of refundable advance	9,020,324		9,020,324
Change in net assets	14,052,231	(1,755,452)	12,296,779
Net assets at beginning of year	**65,752,589**	**18,806,645**	**84,559,234**
Net assets at end of year	**79,804,820**	**17,051,193**	**96,856,013**

Statements of Activities Year End June 30, 2020

Assets	Net Assets Without Donor Restrictions	Net Assets With Donor Restrictions	Total
OPERATING ACTIVITIES			
Operating support and revenue			
Contributions	65,173,605	8,357,148	73,530,753
Government grants	194,030		194,030
Donated services	812,677		812,677
Production and other income	5,291,538		5,291,538
Special events revenue, net of direct expenses of $350,016 and $369,241 in 2021 and 2020, respectively	1,071,764		1,071,764
Investment income, net	77,838		77,838
Revenues from collaborative arrangement	1,502,561		1,502,561
Net assets released from restrictions	10,653,673	(10,653,673)	
Total operating support and revenue	**84,777,686**	**(2,296,525)**	**82,481,161**
OPERATING EXPENSES			
Program services			
Programming	57,537,039		57,537,039
Technical operations	7,017,559		7,017,559
Marketing	4,427,348		4,427,348
Total program services	**68,981,946**		**68,981,946**
Supporting services			
Fund-raising	16,541,788		16,541,788
Management and general	7,310,169		7,310,169
Total supporting services	23,851,957		23,851,957
Total operating expenses	92,833,903		92,833,903
Increase (decrease) in operating activities	(8,056,217)	(2,296,525)	(10,352,742)
NONOPERATING ACTIVITIES			
Net Investment return, less amounts allocated for spending	1,663,512	(24,359)	1,639,153
Gain on forgiveness of refundable advance			
Change in net assets	(6,392,705)	(2,320,884)	(8,713,589)
Net assets at beginning of year	**72,145,294**	**21,127,529**	**93,272,823**
Net assets at end of year	**65,752,589**	**18,806,645**	**84,559,234**

Statements of Financial Position, June 30, 2021 and 2020

Assets	2021	2020
CURRENT ASSETS		
Cash and cash equivalents	26,181,884	18,399,071
Pledges and grants receivable, less allowance for doubtful accounts of $1,073,932 and $270,000 at June 30, 2021 and 2020	7,602,376	7,296,397
Accounts receivable, less allowance for doubtful accounts of $924,191 and $929,552 at June 30, 2021 and 2020, respectively	5,438,921	4,995,073
Due from partners in collaborative arrangement	517,677	666,362
Prepaid expenses and other current assets	1,805,650	1,661,913
Total current assets	**41,546,508**	**33,018,816**
NONCURRENT ASSETS		
Pledges receivable, net, long-term portion	3,921,738	6,979,309
Investments	56,362,238	44,049,010
Fixed assets, net of accumulated depreciation and amortization	11,522,655	13,242,661
FCC licenses	29,242,387	29,242,387
Other assets	1,748,142	1,940,710
Total noncurrent assets	**102,797,160**	**95,454,077**
Total assets	**144,343,668**	**128,472,893**

Liabilities and Net Assets	2021	2020
CURRENT LIABILITIES		
Accounts payable and accrued expenses	8,205,191	6,972,834
Wages and payroll liabilitites	7,402,628	6,620,122
Deferred revenue	904,579	1,275,554
Current portion of refundable advance	-	8,936,017
Current portion of debt payable	247,103	-
Due to partners in collaborative arrangement	463,252	181,862
Total current liabilities	**17,222,753**	**23,986,389**
NONCURRENT LIABILITIES		
Refundable advance	1,000,000	1,000,000
Debt payable	25,520,780	15,749,377
Deferred rent	1,856,002	1,992,337
Wages and payroll liabilitites	763,505	-
Other liabilities	1,124,615	1,185,556
Total noncurrent liabilities	**30,264,902**	**19,927,270**
Total liabilities	**47,487,655**	**43,913,659**
COMMITMENTS		
Net assets		
Without donor restrictions	79,804,820	65,752,589
With donor restrictions	17,051,193	18,806,645
Total net assets	**96,856,013**	**84,559,234**
Total liabilities and net assets	**144,343,668**	**128,472,893**

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FY21 and FY22 Board of Trustees
As of June 2022[1]

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Nicki Newman Tanner
Oral historian; speaker and writer on
women's philanthropy

Emily Tow
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Senior Diversity Officer
Boston University

Wilma S. Tisch
Philanthropist

Lulu C. Wang
CEO
Tupelo Capital Management, LLC

Alan G. Weiler
Principal
Weiler Arnow Management

Frank D. Yeary

[1]Goli Sheikholeslami was President and CEO until January 2022

* non-voting
+ served in FY21
^ served in FY22

Key Metrics

8
radio stations

750+
affiliated radio stations carry WNYC and WQXR programming

30.6 million
unique Gothamist readers

104
original live events produced by The Greene Space

1.2 million
weekly listeners to our radio stations and their streams

4.5 million
weekly national radio audience that tunes in to our nationally distributed shows

53.2 million
podcast listeners

2.8 million
video views of The Greene Space content (new and archived)

8
nationally distributed radio programs (7 WNYC and 1 WQXR)

6
consecutive months WNYC FM was #1 in morning drive in New York Metro area

315 million
podcast downloads

219,618
supporting members



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Together, we are building a stronger, more vibrant community.

For a complete list of individuals and institutions who supported our work in Fiscal Year 2021, please visit **nypublicradio.org/impact**

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