

Section 6: Local Content & Services Report– CPB Station Activity Survey for FY2022

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

New York Public Radio (NYPR) is an independent nonprofit news and cultural organization that owns and operates a portfolio of radio stations, digital properties, and a performance space in Manhattan.

NYPR STRATEGIC PLAN

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 audiences through groundbreaking local news and inclusive programming that invite ongoing civic dialogue. We invest in partnerships, promotions, and special events to provide resources and cultural experiences for our local audiences. We are constantly exploring new services and tools that increase the accessibility of our content.

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 audiences and offer cultural events that provide free or low-cost access. 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 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 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 digital platforms to make our programming more responsive to our local communities. NYPR uses social media

and our digital resources to engage new audiences and invite conversations that are traditionally more challenging to have daily.

This year, we invested our financial and creative resources in increasing the online discoverability of our science, history, and journalism podcast *Radiolab*. We hired animators and enlisted our digital marketing staff to help publish classic and new *Radiolab* episodes and our full back catalog of special and spin-off *Radiolab* episodes on YouTube.

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 thought-provoking podcasts, including *Notes from America with Kai Wright*, *Aria Code*, and *Helga: The Armory Conversations*.

WNYC STUDIOS

WNYC Studios hired a new Senior Vice President this fiscal year to set the overall strategic direction for our portfolio of shows and help connect with new audiences and craft ambitious audio journalism.

WNYC Studios launched new series and special episodes this year, including the following:

- *Radiolab* presented their episode *The Helen Keller Exorcism*. The audio was translated into digital Braille Ready Files, an innovative technology that can increase the accessibility of podcasts.
- *Dead End: A New Jersey Political Murder Mystery* launched in April of 2022 as a seven-part investigative podcast. The podcast was the result of more than two years of reporting on the killing of prominent political couple John and Joyce Sheridan.

WQXR

This fiscal year, WQXR launched a new three-year strategic plan that included attracting more diverse audiences with opportunities to experience classical music; participating in New York City cultural partnerships; supporting the discovery of classical music for young people; and ensuring that our programming and our team reflect the communities we serve, their voices, and the time in which we live.

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.

In January of 2022, we created the new role of Executive Director of The Greene Space to work closely with senior leaders across NYPR to advance our cultural programming and amplify New York's performing arts field.

NEWS

Fiscal year 2022 marked the completion of the first year and the beginning of the second year of WNYC's 3-year strategic plan for our news department. The plan is a tiered approach to build a newsroom that can meet the news needs of America's biggest city by first integrating the historic WNYC and Gothamist newsrooms (year 1); setting up new workflows, procedures and training the staff to be able to serve multiple platforms (year 2); and then scaling that effort with new reporting hires, new product launches and increasingly impactful reporting that reaches more of the public living in the New York City region.

The year started with hiring key leaders to oversee the newsroom's journalism, digital efforts, audio production, and operations. With that leadership team in place, the newsroom focused on establishing nine new beat desks: People & Power; Investigations; NYC Accountability; Equity and Economics; Race & Justice; Public Safety; Community Health and Environment; Culture & Arts; and New Jersey & Suburbs. Those teams worked closely with the Day-Of News desk to make sure that both our air and website had the latest news and best investigations and enterprise reporting about the NYC region. The reorganization included writing job descriptions and detailing career paths for every newsroom position; developing a first-ever story-tracking system that concurrently showed future plans for air and text reports; and writing detailed workflows for how all platforms would be served by the integrated audience.

We hired dozens of journalists, bringing our newsroom's demographic diversity beyond 45% BIPOC representation. Some of our new journalists included a Poverty and Economic Instability reporter and a Community Health and Science reporter. Their work included breaking news of New York City being the first U.S. city to open drug-injection sites, the Governor cutting the housing voucher program from the New York State budget, and the increased length of stay of families in New York City's homeless shelters.

In addition, this year we hired a new Director of Digital News & Audience to, along with overseeing an audience development team, develop a social, newsletter, and audience-acquisition strategy; a data visualization team to create utility-based content for our readers and listeners; a web production team to help program a redesigned local news website; and the Day-Of News desk to bolster our daily news report.

We also created a new role of Deputy Editor to oversee our news coverage, work with the editors for our multiplatform desks, align our journalistic priorities, grow our audience, and produce impactful journalism for our metropolitan area.

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 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 450,000 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 to provide media resources, support multicultural arts, promote learning initiatives, host community events, and produce collaborative reporting.

MEDIA PARTNERSHIPS

One of our annual key initiatives is our media partnership with cultural institutions and organizations. This year, some of the partners NYPR collaborated with to help promote events that connect and strengthen our communities included Nonprofit New York, DOC NYC, and Shakespeare in the Park.

PROGRAMMING PARTNERSHIPS

Some of the programming partnerships NYPR participated in this year include the following:

Radio Rookies

Radio Rookies is WNYC's youth media arts education program that amplifies the voices and perspectives of young New Yorkers by working collaboratively with them to produce compelling narrative-driven stories. This fiscal year, Radio Rookies partnered with the Margaret Neubart Foundation, WNYC's Race and Justice desk, and WNYC Studios, New York Public Radio's podcast division, to provide a 40-week reporting workshop for teens and young adults on stories about policing, public safety, and the criminal justice system. Our team worked with more than 30 different groups and individuals across the city, including high school teachers, community organizers, and the Legal Aid Society, who helped identify young people from a variety of neighborhoods across the city who were interested in reporting on race and social justice. Our partner-editors met with participants several times throughout the development of Rookies reporting to provide guidance, brainstorm ideas, and help problem-solve. Toward the end of the production process, editors worked closely with participants to script drafts. Radio Rookies

expressed receiving benefit from the comprehensive media training and access to our experienced WNYC reporters and producers.

Participants and their broadcast stories included the following:

- **Rainier Harris**, a freshman at Columbia University from South Ozone Park, Queens. Rainier's piece, *How a Secretive Police Database Affects Young Black and Brown Men*, explored how young people's lives, particularly those from Black and Latino communities, were affected by a secretive database the New York Police Department used to label individuals as gang members.
- **Kayla Ollivierre**, born in Brooklyn and a junior at Bryant High School in Astoria, Queens. In her audio piece, *Imagining a World Without Police*, Kayla shared a deeply personal childhood story of witnessing a domestic violence incident in her home, calling 911 for help, and experiencing a police interaction that ended in disappointment.
- **Betsy-Jane Paul-Odionhin**, a rising senior at Manhattan Village Academy, moved to New York from Nigeria as a child and lives in Far Rockaway, Queens. In her story, *Finding Ways to Feel Safe as a Young Black Girl in America*, Betsy-Jane explored identity, race and what it meant to feel safe – or not safe – as a young Black woman in America.
- **Deborah Ugo-Omenukwa**, a junior at Manhattan Village Academy from Bronx. Deborah's piece, *Taking a Restorative Approach to Youth Justice*, gave listeners a crash course on restorative justice, a process that allows people to take responsibility for their actions, confront the harm they have caused, and work to repair it.
- **Folashade Olatunde**, a rising senior at Lehman College when she began her mentorship with *Radio Rookies*, was born and raised in the south Bronx. Olatunde produced *A Journey to Reconnect with an Incarcerated Father*, an account of self-identity, trauma, and her journey to rebuild her relationship with her incarcerated father, after her first visit to the prison in more than a decade.

WQXR

WQXR's cultural partnerships this year have continued to increase access to classical and new music performances and showcase the vibrancy of New York on-air and on-demand.

In partnership with cultural institutions such as The Metropolitan Opera, Carnegie Hall, and the Naumburg Orchestral Concerts in Central Park, WQXR presented on-air broadcasts of the Metropolitan Opera Saturday matinee performances, *Carnegie Hall Live*, and outdoor concerts from Central Park's Naumburg Bandshell, respectively.

In addition, WQXR presented *New York in Concert*, featuring episodes with performances from a broad range of New York's musical organizations and celebrated the re-opening of many uptown and downtown music and art venues.

WQXR's podcasts this year included the third season of *Aria Code* in partnership with the Metropolitan Opera; and *Helga: The Armory Conversations*, a partnership with the Park Avenue Armory.

In FY22, WQXR partnered with The Green-Wood Cemetery on an immersive performance video, "An American Mosaic," featuring pianist Simone Dinnerstein performing a debut work written for her by Richard Danielpour and commemorating Americans who have been affected by the pandemic.

Throughout the month of September, WQXR partnered with the New York Philharmonic to showcase music written by nine teenagers, all participants in the New York Philharmonic's Very Young Composers program. Middle-and high-schoolers in the program spent the summer writing music inspired by the theme of reconnecting and reuniting.

In August of 2021, WQXR hosted a Classical Kids Fair for the first time in the Bronx, and for the first time since the COVID-19 pandemic, in collaboration with partners Bronx Arts Ensemble, the Bronx Children's Museum, Bronx House, Bronx Opera, and Bronx Heritage Music Center.

On February 3, 2022, WQXR and The Greene Space partnered with the Apollo Theater and the American Composers Orchestra to present "Deep River: Black Currents in Classical Music," a free, virtual recital delving into the rich repertoire of Black American composers.

On March 14, 2022, WQXR partnered with The Metropolitan Opera to broadcast "A Concert for Ukraine," a benefit with all the Met's proceeds supporting relief efforts.

WNYC

On the 20th anniversary of 9/11, WNYC Studios presented a special episode of *Blindspot: The Road to 9/11*, co-produced with The HISTORY® Channel. Considered by *The Atlantic* as "an essential treatise on 9/11" and one of the best podcasts of 2020, the program told the largely unknown story of the lead-up to September 11, 2001.

On June 9, 2022, WNYC Studios premiered *Keeping Score*, a new project reported in partnership with The Bell, a nonprofit organization that prepares NYC students from underrepresented backgrounds for journalism careers. *Keeping Score*, a four-episode series, explored racism in girls' high school varsity volleyball teams and the legacy of education policies in New York City.

To celebrate International Women's Day, *The Takeaway*, in partnership with the Center for American Women and Politics (CAWP), created a new series called *Women Leading Locally*. Co-Hosted by *The Takeaway's* Melissa Harris-Perry and Debbie Walsh, Director of CAWP at Rutgers University, the series included Florida State Representative Anna Eskamani, the first Iranian American to be elected to the Florida State Legislature; Philadelphia Councilwoman Helen Gym; Ohio State Representative Emilia Sykes; and New Jersey Senate Majority Leader Teresa Ruiz.

Vox Media also announced a partnership with WNYC Studios to distribute *Today, Explained* to public radio stations nationwide beginning in 2022.

In our continued partnership with *The New Yorker*, in an episode of *The New Yorker Radio Hour* this year, we covered the story of Facebook and misinformation in our interview with Filipino American journalist Maria Ressa.

WNYC's *All of It* continued the *Get Lit with All of It* book club, its partnership with the New York Public Library to help get New Yorkers to read together through the offering of free e-books and conversation with some of our local authors. The Greene Space continued to host live video stream events throughout the year with authors including Hernan Diaz, Jennifer Egan, Jason Mott, Gary Shteyngart, Lauren Groff, Jonathan Lee, Nghi Vo, and Zakiya Dalila Harris.

16TH Annual WNYC MLK Celebration: MLK – Activism and the Arts

In FY22, NYPR partnered with The Apollo Theater and The March on Washington Film Festival to present *MLK – Activism and the Arts*. The show was presented in a virtual pre-recorded format due to the continuation of the global pandemic.

This year's event was co-led by a roster of WNYC and WQXR hosts: Melissa Harris-Perry, host of WNYC Studios and PRX's *The Takeaway*; WQXR host and author Terrance McKnight; Jami Floyd of WNYC's Race and Justice Unit; Brian Lehrer, Host of WNYC's *Brian Lehrer Show*; Alison Stewart, host of WNYC's *All of It*; and Kai Wright, host of *The United States of Anxiety*. This year's discussion focused on how Dr. King leveraged the influence of artists in the civil rights movement and how that legacy of activism in the arts continues today. Focusing on the long-standing connection between activism and artistry, participants discussed how the struggle for social justice affected icons from Nina Simone to John Legend and how they, in turn, helped drive the struggle for social justice.

The artistic presentations and performances included Gregory Hopkins who directed The Gathering Quartet in a preview performance from Joel Thompson's oratorio *Seven Last Words of the Unarmed*, a powerful, multi-movement choral work honoring black men killed by police or by authority figures. The event also featured a video presentation by classical music curator Garrett McQueen on the history of activism by Pan-African musicians. Rappers Javier Gooden and JSWISS closed out the program with an electrifying tribute to black trailblazers.

New Sounds

New Sounds renewed its partnership with the Ojai Music Festival by presenting *Ojai On the Air*, a weeklong series in October of exclusive performances, live recordings, and interviews from last summer's festival.

The Greene Space

In FY22, The Greene Space continued our commitment to regularly partnering with other New York City cultural organizations. One of our partnerships included the following:

WQXR and The Greene Space presented an Alumni Celebration for the Luna Composition Lab, a program launched by composers Missy Mazzoli and Ellen Reid with the Kaufman Music Center.

The project elevated underrepresented voices in the world of classical music by providing mentorship and resources for young female, non-binary, and gender non-conforming composers across the country.

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 173,500. Our programming creates opportunities for artists, writers, policymakers, educators, and civic leaders to strengthen conversational ties across diverse neighborhoods on air and in our live event space.

FEEDBACK

Listeners

This year, NYPR listeners sent in the following feedback about why they listen and how our programming helped them connect to their communities and learn more about music:

"I want to support and ensure the availability of high-quality news programming at the local and national level. I value the in-depth reporting and analysis of shows."- Irene, New York, New York

"WNYC helps me see the world, and WQXR keeps me from exploding due to the insanity of it all." – Janice from Brielle, New Jersey

"I've learned so much from all your programming. The passion you speak about music is infectious!" – Michael from Rockville Centre, New York

"I love WQXR Beautiful music! I am constantly learning about the music and composers I enjoy I especially enjoy Saturday opera from the Met." – Ellen from West Orange, New Jersey

"WNYC has helped to sustain our collective mental health through the entire COVID-19 crisis!"- Renard, Bloomfield, New Jersey

"WNYC is my daily companion, from news over breakfast to New Sounds as a palette-cleansing end to the day." – Katie from Brooklyn, New York

"I am a devoted listener for over 50 years and have learned a lot about classical music over the years. WQXR is the ONLY music station I listen to." – Deborah from Lyndhurst, New Jersey

"For 30 years, WNYC has eased my soul and fed my mind. I run a mental health clinic in the Bronx and commute from Manhattan. You are my companion, trusted friend, and teacher." – Donna from New York, New York

"Your commitment to the truth and to our great communities is invaluable." – Charles from Summit, New Jersey

"Valued community and cultural resource." – Wallace from Norwalk, Connecticut

"My husband and I are professional singers, but our toddler son learns the most about music from listening to the radio!" – Heather from Mt. Vernon, New York

"WQXR provides us with something soothing and uplifting! The music transports us, and all the amazing hosts share their knowledge and warmth and humor, in such a personal way, making us feel very connected! Thank you for all you do for us!" – Georgene from Woodmere, New York

Media Partners

This year, through our media partnerships, we connected WNYC and WQXR audiences with nonprofit leaders and 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:

"The NYPR Media Partnership with WNYC has served as an integral part of our overall communications outreach strategy at Nonprofit New York over the past few years. Via this partnership, Nonprofit New York has increased and expanded our reach and visibility, resulting in more nonprofits gaining access to the invaluable information, services, and resources we provide. In 2022, Nonprofit New York shared real-time updates to WNYC audiences about the important work we do on behalf of the sector, unique events that provided meaningful opportunities to reconnect in person with other nonprofit leaders, and the latest available resources on compensation and benefits for nonprofits. We are beyond grateful for the support in helping us build awareness of the programming and initiatives we offer that can benefit the 40,000+ nonprofit organizations in New York City." - Nonprofit New York, from Sonali Jhurani Development Director

"WNYC continues to be our #1 "go-to" radio station for us to reach as many New Yorkers as possible throughout the year and help us spread the word about our offerings and theatrical events. As a non-profit ourselves, with limited resources available, we know that we can also rely

on WNYC to help stretch our boundaries and reach into communities as only public radio can do. We are grateful for our continued partnership.” - Shakespeare in the Park, from Tom McCann, Chief Marketing Officer

“Each year, WNYC plays a crucial role in helping DOC NYC, New York’s Documentary Festival, connect its 200+ films with the New York community. Curious New Yorkers who tune in to shows like Morning Edition, Weekend Edition, or follow WNYC’s social media, can learn about in-person and online opportunities to engage with one-of-a-kind documentary events. WNYC is a vital partner in helping DOC NYC meet its core mission of cultivating new audiences, creating community, and making the most of NYC.” - DOC NYC, from Raphaela Neihausen, Executive Director

Radio Rookies

In their work this year, Rookie reporters brought listeners along as they searched for answers and offered insight into the issues that matter to young people right now. They also informed listeners about the court system diverting young people into restorative justice programs and the police department’s policies labeling people as gang members.

“This episode asks us to consider what kind of society we have built,” read one listener’s comment on a Rookies story that examined reducing our society’s reliance on police. The Radio Rookies did what the best journalism often does: raise questions, start conversations, introduce new ideas, and tell a bigger story through the lives of everyday people.

Recently, Rookie Folashade Olatunde had the opportunity to work with the team from WNYC’s live Sunday evening show *Notes from America with Kai Wright* (formerly the *United States of Anxiety*) to produce an 18-minute version of her story, which aired on August 31. (*Notes from America with Kai Wright* reaches a monthly broadcast and podcast audience of 330,000 listeners.) Folashade described the story-making process as therapeutic and found that sharing her story increased her desire to connect with other people with incarcerated parents. After completing the Radio Rookies program, Folashade went on to be a youth fellow with the Osborne Association’s *See Us, Support Us* program, where she created weekly agendas and co-led meetings for other young people with incarcerated parents.

The other five Rookies’ stories aired on WNYC’s *Morning Edition* and evening program *All Things Considered*. (WNYC reaches 800,000 weekly listeners.)

Rookie Rainier’s story was the top story on WNYC’s Twitter the week it aired, getting the most engagement out of all the newsroom’s stories that week. Although the NYPD database had been reported on previously, by both our newsroom and many others, this online engagement showed audiences were still eager to engage with information about how police policies affected Black and Latino communities.

Additionally, three Rookies participants joined our civic affairs program *The Brian Lehrer Show* (which reaches over 1M monthly via broadcast and podcast) to discuss their stories and experiences. And *The Takeaway*, WNYC’s national news program (reaching 2.6M weekly via broadcast), produced a segment

with two Rookies that discussed public safety and highlighted Rainier's and Folashade's personal stories. This expanded the reach of their stories and helped increase their skill in speaking publicly about their work.

Below is feedback from our Radio Rookies this past year:

"I didn't realize how powerful my story is and sometimes you don't realize until it's out there...I definitely want people to know that life isn't easy but there's some glimmer of hope." She added, "Creating my Radio Rookies story, it definitely helped me to find healing but also it helped me to realize that I have a love for talking and...it made me realize that I have what it takes to be a radio host or I have what it takes to create my own podcast....I want to create my own podcast one day whether it's by myself or with a group of people." –Rookie Folashade

"This is a story with my personal experience, my feelings, my heart, my soul — and a little bit of my liver — put into the story. So this story should hit you right in the chest, the esophagus, and inspire you...The first step to fixing a problem is awareness." – Rookie Betsy-Jane

"I was taken away by the fact that kids can be given a voice in such a broad way. I would've never thought that I would be doing something as grand as this, so I really took that opportunity and it's just been so heartfelt to have me just speak about what I've been through." She added, "I'm just really grateful that I was able to have this opportunity." – Rookie Kayla

IMPACT

Below are some additional examples of the overall impact of our other partnerships this year:

16TH Annual WNYC MLK Celebration: MLK – Activism and the Arts

For many, the annual 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 in partnership with WNYC's and PRX's *The Takeaway*. The event was rebroadcast nationally during Black History month and carried on local stations. The event received 5,300 total views across all platforms and broadcasts, and a national broadcast reach of 3,050,000 individuals.

Live Radio

Get Lit, the book club from the show *All of It*, continued to be a top driver to books being checked out of the New York Public library. In the last two years, this partnership has driven more than 150,000 checkouts.

WQXR

The Classical Kids Fair hosted in collaboration with the with Bronx Arts Ensemble and the Bronx Children's Museum in August of 2021 had 600 attendees, and the Kids Fair at the Brooklyn Children's Museum in collaboration with Brooklyn Conservatory of Music, Little Orchestra Society, and Dancers of the Met Opera in May of 2022 had 1,600 attendees.

WNYC Studios

The reporting for the WNYC Studios' *Dead End* podcast led the New Jersey Attorney General to reopen the murder case at the center of the podcast. In addition to reaching #3 on the Apple iTunes charts, *Dead End* was also prominently featured in *The New York Times*, *POLITICO*, *The Philadelphia Enquirer*, and other peer outlets.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

Some of NYPR's programming and engagement activities that responded to the needs of our local communities this year included the following:

WNYC News and Gothamist

Community Engagement

- To mark the 10-year anniversary of Hurricane Sandy, WNYC's Community Partnerships team launched a new series capturing first-person stories told by local residents, including a mixed audio-text story featuring ten New Yorkers' stories about how they weathered Hurricane Sandy and the lessons they learned. The audio features also ran on WNYC throughout the month of October, demonstrating the versatility and impact of NYPR's integrated, multiplatform newsroom.
- After Hurricane Fiona left more than one million people in Puerto Rico without power, and roughly the same number of residents in the Dominican Republic without running water, Gothamist compiled a list of organizations aiding relief efforts. Alana Casanova-Burgess, host of WNYC's *La Brega* podcast, interviewed Astrid Cruz-Negrón, a high-school Spanish teacher and activist, on her experience living through the hurricane for a story that was published *The New Yorker*.
- WNYC expanded its community engagement efforts with a first-of-its-kind partnership with Street Lab, a NYC nonprofit working on new ways to cultivate public space, called "Our City, Our Stories." The project combined the skillsets of both organizations to help New Yorkers tell their own stories in their own words in their own communities, with inaugural sessions in Jackson Heights, East Harlem, and Bed-Stuy.

WQXR

Family and Community Programming

From April 25 to May 1, 2022, WQXR presented our inaugural Kids and Family Week, with specially curated music programming, dedications to teachers, a daily trivia challenge, family concerts from The

Greene Space's archives, live performances, an instrument petting zoo, arts and crafts, and interactive music and dance programming.

Connection and Community

WQXR's radio program commemorating the anniversary of 9/11, "We Shall All Be Changed," hosted by John Schaefer, wove together artist interviews with works including John Adams' *On the Transmigration of Souls* and Robert Moran's *Trinity Requiem*. WQXR's annual International Women's Day celebration on March 8, 2022, featured a 24-hour marathon of music by women composers.

Amplifying Diverse Voices

WQXR offered dedicated programming throughout Black History Month that included Terrance McKnight's radio documentaries about Black artists who have shaped classical music, including Florence Price and Hazel Scott. WQXR's commemoration of Juneteenth included a marathon of music by composers of African descent; and a special rebroadcast of Damien Geter's *An African American Requiem* hosted by Terrance McKnight and in partnership with All Classical Portland.

WQXR celebrated AAPI Heritage Month with a concert in The Greene Space featuring tenor Nicholas Phan, pianists Myra Huang and Donna Weng Friedman.

WQXR celebrated Pride with a concert in The Greene Space hosted by pianist Sara Davis Buechner featuring musicians from the LGBTQ+ classical music community.

In February of 2022, WQXR announced six new artists in the Artist Propulsion Lab (APL), our program launched in 2021 to support and amplify early- and mid-career musicians. The 2022 cohort included the all-female Aizuri Quartet; Justin Austin, baritone; Steven Banks, saxophonist; Layle Chaker, violinist and composer; Emi Ferguson, flutist; and Andrew Yee, cellist and composer. The artists offered their diverse perspectives, from Emi Ferguson's inspiring collaboration with The Aizuri Quartet to celebrate Women's History Month; to Justin Austin's concert and panel discussion, *American Perspectives*, focused on what it means to be an American.

In January of 2022, WQXR launched the second phase of Project Airlift, our effort piloted in 2021 to provide free on-air promotion to New York-area cultural institutions. This new three-year effort, supported in part by a grant from The New York Community Trust, supported 50 BIPOC-led arts organizations with budgets of \$2M or less to help them market their work to new audiences.

Podcast

In FY23, WQXR will launch *Every Voice with Terrance McKnight*, a new on-air and podcast series focused on underrepresented voices in classical music.

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

The Greene Space hosted its second annual First Peoples Week in October, for a celebration of North American Indigenous life and history. The event featured the Smoke Dancers; a chef teaching about indigenous cooking practices; and vibrant conversations about land treaties, food, dance, Indigenous representation, storytelling and more. Kaili Y. Turner, a multidisciplinary performer, held a staged reading of her new play *Indian Country*.

Artist Residencies

The Greene Space's Artists-in-Residence Program featured Angélica Negrón's *El Living Room*, a playful multimedia exploration of belonging, personal history, sound, and story; pianist Eunbi Kim's *It Feels Like*, exploring rituals of healing and identities through music, performance, conversations, and food; and Staceyann Chin's *Prodigyal: Home is where the Hurt/Heart/Hope is*, expanding the concept of home and homecoming.

RADIO ROOKIES

Intensive Workshops

In 2023, *Radio Rookies* anticipates working closely with six to eight teens and young adults, with ages ranging between 14-24. The first cohort of three to four participants will run from January of 2023 through June of 2023, with a second workshop spanning from July through fall of 2023. Rookies Senior Producer will continue to oversee and manage the workshops, working with student participants both via zoom and in person. Rookies will be supplied with audio recording equipment, learn how to use audio editing programs, such as Descript and/or ProTools, and receive monthly stipends. Each participant will also partner with a producer from WNYC Studios programs, such as *Radiolab*, *Notes from America with Kai Wright* and *The New Yorker Radio Hour*, who will mentor and help participants develop their story ideas, provide guidance on a reporting plan, review their story outline, and edit scripts. Rookies will focus on empowering young people interested in growing their communication and advocacy skills, not just those interested in becoming journalists, as they pursue media training.

Radio Rookies will collaborate with community organizations and schools to select a pool of applicants interested in being a part of its next cohort. We plan to work with organizational partners that will be involved in the themes Rookies plan to explore. These could include stories around housing insecurity and potentially environmental justice. To finalize the Rookies' theme this year, staff will bring together small groups of young people and facilitate conversations to better understand the issues that are top of mind for young New Yorkers at this current moment.

Mini Workshops

As part of *Radio Rookies* commitment to share its expertise and reach as a leading youth media training program, in 2023, we will partner with three to five community groups to provide one-day trainings or week-long workshops, with the goal of reaching an additional 35-50 young people throughout the year. Rookies will seek to work with youth-centered community organizations that are already running their own media programs and potentially collaborate with schools or groups to provide mini-workshops, which may consist of interview and communication skills coaching, trainings on narrative storytelling for podcast/audio, or fostering interest in media representation and careers in media, depending on what the organization needs.

Radio Rookies has also joined the NYC Youth Journalism Coalition. The Coalition is made up of various stakeholders involved in youth journalism, from young people to professors and nonprofit providers. WNYC is pleased to be a part of this movement and looks forward to working with other youth development advocates in advancing media representation efforts and career opportunities for young New Yorkers.

Distribution and Amplification

Radio Rookies plans to distribute stories on a range of platforms including local and national editions of *Morning Edition* and *All Things Considered*. *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* and *Notes from America with Kai Wright*. NYPR estimates that thousands of people will 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 help WNYC reach younger, more diverse audiences.

Once audio pieces are ready to air, Rookies will produce a live listening event for each cohort, either at NYPR's The Greene Space, located in Manhattan, or at community space in the outer boroughs. These events will serve as "graduations" for each cohort, where friends, family, and the public will be invited to celebrate Rookies' stories and convene important conversations on the issues and themes addressed.

PARTNERSHIPS

Plans for FY23

For FY23, under the leadership of George Bodarky, our Editor for Community Partnerships and Training, we are working to develop a community advisory committee that would meet at least two times per year to help provide insight on the needs and interests of communities throughout the region. Likely to be included in the committee would be the Bronx Foundation, The Brooklyn Foundation, The Staten Island Foundation, and the Queens Community House. George is also leading our work with the New Jersey Center for Nonprofits to engage with New Jersey's nonprofit communities and better understand the work they are doing and the needs of the communities they serve. He will also work with the Queens Memory Project and the Queens Public Library to formalize a relationship that would allow for collaboration around the Food Memoirs project launched this holiday season. Additionally, we are discussing with the Weeksville Heritage Center in Brooklyn ways to collaborate around an Oral History Project for the 50th anniversary of Hip Hop in 2023.

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 continue to serve 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 matters in local and national politics and in our communities. Some of the coverage that was possible due to CPB funding included reporting and call-in specials on climate change, the 20-year anniversary of 9/11, the COVID-19 pandemic, the opioid crisis, the end of national protection for abortion, employment, and healthcare policy.

NEW SOUNDS

This fiscal year, WQXR's New Sounds platform, led by John Schaefer, continued to provide a vital platform for contemporary composers, musicians, ensembles, and the performing arts organizations that support them. Programming highlights in the past year have included music from Afghanistan; a curated list of contemporary music from Ukraine and by Ukrainians abroad; and a "New Sounds Live" presentation of John Luther Adams' electronic soundscape "Veils and Vesper" in October of 2021 at Brookfield Place.

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:

Special Projects

Aging While Queer

In October through December of 2021, we featured policy makers, advocates, activists, and elders who discussed aging in the LGBTQ community.

Women Leading Locally

In partnership with the Center for American Women and Politics, *The Takeaway* presented a Women's History Month special focused on highlighting women breaking barriers, shattering ceilings, holding office, and making change that directly touches real lives.

Black. Queer. Rising.

The Takeaway presented a special project series highlighting Black Queer people's impact on American culture and society. Throughout the series, we interviewed changemakers who were making impact in their industries, in their lives, and in our world.

NOTES FROM AMERICA WITH KAI WRIGHT

As a result of CPB funding this year, we were also able to produce *Notes from America with Kai Wright*, 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 pluralistic society.

On This Occasion

This year's special coverage by *Notes from America with Kai Wright* included a series on holidays and commemorations that invited us to reflect on our history and our places within it.

Can America Be Redeemed?

Eddie Glaude and Imani Perry considered the question of whether America could still be redeemed through the work of James Baldwin and Richard Wright and how our country could enter a period of "post-traumatic growth."

How the Dead Still Speak to Us

We examined Halloween's history and why connecting to the dead is important to so many, from Ireland, to Mexico, to NYC.

Face the Darkness, Welcome the Light

On the longest night of the year, we celebrated Yalda, a poetic Persian tradition and had a conversation with artist Gregory Porter about those we've lost.