NEW YORK PUBLIC RADIO
You Heard It Here
OUR MISSION
NEW YORK PUBLIC RADIO produces award-winning enterprise journalism, nurtures today’s most creative talent and creates innovative products that bring the best of public radio to listeners everywhere. Each month in Fiscal Year 2014, an audience of 14.2 million turned to New York Public Radio to stay up on the news, discover a new favorite song and join a conversation in which all voices matter. An independent and innovative nonprofit, New York Public Radio is both a global leader in audio content creation and the largest public radio station group in the nation.

NYPR’S MISSION STATEMENT

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.
A LETTER FROM OUR BOARD CHAIR AND PRESIDENT AND CEO
A LETTER FROM OUR BOARD CHAIR AND PRESIDENT AND CEO

To Our Loyal Listeners and Supporters,

When you think of the really compelling news stories, the best conversations and the most intriguing music you’ve ever heard, chances are you heard it here — on the stations, through the apps and in the programming produced by New York Public Radio. Thank you for listening and being a part of our community.

More and more people, like you, are turning to audio sources for news and entertainment, and that means our mission of service has never been more important. Our commitment to being the best source for independent news, the place for the exploration of curious ideas and the center of a vibrant community is unwavering – and we have never been prouder to serve you.

This past year, we continued to invest our time, energy and resources in digital innovation, much-needed journalism, and new and compelling content to meet your needs. Thanks to your support, we accomplished some incredible things.

**WNYC launched a new app with the Discover feature**, allowing you to create custom playlists and discover new shows. We are grateful to The Jerome L. Greene Foundation for supporting Discover and our continued digital innovation with a $10 million grant.

**The WNYC newsroom distinguished itself with enterprise journalism, crowd-sourced projects, and innovation** in data news that examined issues related to government accountability, the resiliency of our region, economic inequality, health and education.

**WNYC continued to invest in national programs** like *The Takeaway*, *Studio 360* and *On The Media*. We also launched a new slate of podcasts including *Death, Sex + Money* and *The Sporkful*; introduced the 24/7 streaming music service *The Jonathan Channel*; took *Radiolab* on a 21-city tour; and partnered with BAM (the Brooklyn Academy of Music) to produce *RadioLoveFest*, a five-day festival of public radio programs live in Brooklyn.
WQXR produced innovative festivals celebrating Mozart, Verdi, Strauss and Wagner. We also launched a drive to collect musical instruments from you for donation to music education programs in New York City.

The Jerome L. Greene Space recorded and produced live dramatic readings of all 10 plays in August Wilson’s American Century Cycle, preserving an American treasure for all of us.

In the pages that follow, we are pleased to share our Fiscal Year 2014 achievements with you. These are just some examples of the powerful news, compelling human stories and music you heard here in Fiscal Year 2014. Thank you for supporting our mission.

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President, BBC Worldwide North America

Lauren Seikaly  
Theater Producer, Writer, and Actress

Peter Shapiro  
Founder, Brooklyn Bowl, Lockn’ Music Festival; Publisher, Relix magazine; Owner, Capitol Theatre

Peter Tague  
Vice Chairmen and Co-Head, Mergers & Acquisitions, Global Banking, Citigroup

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Oral historian; speaker and writer on women’s philanthropy

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INNOVATION
DIGITAL INNOVATION

Discovering Radio On Your Own Time

In March 2014, New York Public Radio released a new version of the WNYC app, which was quickly named one of the iPhone App Store’s “Best New Apps” and won an award from the Society for News Design as one of 2013’s Best-Designed News Sites and Apps. In addition to the live streams of WNYC’s broadcast stations and a browsable index of shows and segments, the app introduced a novel on-demand audio feature called “Discover,” which merges smart technology with editorial curation. Once a user provides parameters such as topic preferences and listening time, Discover serves up a personalized playlist culled from a deep reservoir of content produced by WNYC; by other public radio producers, including NPR, APM and PRI; and by producers such as The New Yorker and Slate. Total WNYC app sessions increased by 64% year over year.
Supporting Innovation — The Jerome L. Greene Foundation: Concurrent with the launch of WNYC’s Discover app feature, New York Public Radio announced a record-setting grant of $10 million from The Jerome L. Greene Foundation. The gift, the largest ever made to a public radio station, was awarded to support the company’s digital innovation. A portion of the grant also ensures continued accessible ticket pricing at The Jerome L. Greene Performance Space.

New York Public Radio’s Digital Task Force provides support and guidance on the organization’s digital strategy and brings together leaders in technology and media. Task Force Members:

**John Borthwick**, Co-Chair
CEO and President
betaworks

**Anton Levy**, Co-Chair
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**Kevin Conroy**
President of Digital and Enterprise Development
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*New York Public Radio Board of Trustees
Playing off the cultural trend of binge-watching TV shows, WNYC launched a two-week campaign in June 2014 to encourage “binge-listening” of WNYC’s smart content. The SmartBinge campaign corresponded with surges in web sessions and on-demand listening for WNYC shows and podcasts.

WNYC’s daily e-newsletter Morning Brief launched in Fiscal Year 2014. It offers the day’s top headlines, the finest features across WNYC’s lineup of shows, relevant archival pieces, weather and great music from Soundcheck and WQXR. Sign up here.
This year, WNYC launched several new content initiatives by partnering with emerging talent in the marketplace and by cultivating ideas from its in-house talent. WNYC’s politics reporter Anna Sale, for example, now hosts and produces *Death, Sex + Money*, an intimate, person-to-person show about the big questions and the hard choices that are often left out of polite conversation. *Death, Sex + Money* launched in May, and a segment from its premiere episode was picked up by *This American Life*. That episode of *This American Life* and *Death, Sex + Money* topped the iTunes charts that week. [Listen here.](#)
WNYC’s *New Tech City*, which launched in Fiscal Year 2013, is one of the few tech podcasts hosted by a woman. Host Manoush Zomorodi was honored with a 2014 Alliance for Women in Media Foundation Gracie Award for outstanding host. This year, *New Tech City* was consistently one of the top tech podcasts on iTunes.

*The Jonathan Channel* — a 24/7 streaming music channel inspired by host Jonathan Schwartz and the American songbook. [Listen here.](#)

*The Longest Shortest Time* — a parenting podcast for new parents dealing with the good, the bad and the ugly of everything that comes with having a baby. WNYC now co-produces the podcast with Hillary Frank, who created it. [Listen here.](#)

*The Sporkful* — a podcast dedicated to eating rather than food. WNYC now co-produces the podcast with Dan Pashman, who created it. [Listen here.](#)
NEW YORKERS CAST SMARTER VOTES

After 12 years of Michael Bloomberg at the helm, New Yorkers knew the 2013 elections would determine not only their next mayor, but the future direction of the city. Listeners wanted smart, unbiased coverage of what was on their ballots, and they turned to WNYC for all the information they needed to go into the voting booth confident in their choices. The WNYC newsroom produced “Day in the Life” profiles of every mayoral candidate. The Brian Lehrer Show was the place for candidates to go to speak directly with constituents. Online audiences followed the candidates’ progress on the campaign trail through the Data News team’s Mayor Tracker. And when polls closed, voters turned to WNYC.org for real-time returns and demographic breakdowns by district for the primaries and the general election.

ON TRACK WITH CHRISTIE

WNYC/New Jersey Public Radio launched the Christie Tracker to keep pace with and fully cover the Chris Christie administration. With original reporting from New Jersey Public Radio’s Matt Katz, the tracker digs deep into the issues and concerns that affect the citizens of New Jersey. The Christie Tracker delivered responsible, up-to-the-minute news on the George Washington Bridge / Port Authority story and is following the more-frequent trips to Iowa as 2016 approaches. It will continue leading the coverage of New Jersey’s governor with features, blog posts and tweets.

LIFE IN THE MIDDLE

Paul Bhola moved to the Bronx from Guyana in 1982 with nothing but a degree from a technical school back home. He’s now a maintenance supervisor for the MTA; owns a $200,000 house; works Christmas and New Year’s; and lives in the neighborhood of Wakefield, where the median household income is $51,223 — right in the middle of household income figures for New York City, according to the U.S. Census Bureau. Bhola spoke to WNYC about the sacrifices he’s made to live a middle-class life, and his story is recorded in the WNYC newsroom’s series Life in the Middle. It profiles the struggles and joys of families in all five boroughs who live middle-class lives in a city whose income disparity is only increasing.
EDUCATING ON THE EDGE
At West Brooklyn Community High School, anywhere between 45% and 65% of eligible students earn a diploma within six years. But to hear it from students like Paula Dinh, the dropout crisis is not an abstract policy problem. It’s a matter of survival. As part of the newsroom’s Educating on the Edge series, in partnership with WNYC’s Radio Rookies, Paula was just one of a handful of students giving listeners regular check-ins as she followed through on her goal to walk off the stage with a diploma on Graduation Day.

THE SANDY RECOVERY ISN’T OVER, AND NEITHER IS OUR COVERAGE
Until all the victims of Superstorm Sandy are back in their homes, the politicians, government agencies and private firms charged with executing the recovery effort will continue to be held accountable by residents of New York and New Jersey. The hunger for updates, profiles and images is still strong, and WNYC has remained committed to providing that coverage. For the one-year anniversary, the newsroom released a series of features focused on life after the storm and produced a one-hour special incorporating original reporting and interviews from when Sandy hit. The news team received several awards for its Sandy-related coverage (see Awards on page 37). The Citizens Housing & Planning Council also honored WNYC with its Insight Award for its continuing coverage of Sandy and its service to New York.

911, WHAT’S YOUR EMERGENCY?
On the morning of October 12, 2013, the nuns of St. Joseph Hill Convent on Staten Island placed three 911 calls to report a fire. One of the nuns had to jump out a window, and she broke three vertebrae. Our audience could follow along online with a Data News piece that featured the actual calls between the nuns and the operators and dispatchers trying to respond. This belonged to a series of reports, some in partnership with WNBC-TV, that provided detailed, concrete examples of some of the larger problems with the city’s 911 emergency response system. Following the coverage and a subsequent City Council hearing, the de Blasio administration expanded its review of the current 911 system.

EVERY TRAFFIC DEATH MATTERS
In 2014, the WNYC newsroom and Data News team launched “Mean Streets,” an initiative to keep track of and analyze all traffic-related deaths on the streets of New York. The project aims to better understand the causes of these fatalities, so root problems can be addressed.
WNYC’S HEALTH UNIT

Delivering Impactful Reporting And A Better Night’s Sleep

Officially launching in Fiscal Year 2015, WNYC’s health unit has a goal of creating a community of engaged people who can use the information WNYC provides to become ambassadors for good health and good healthcare for themselves, their families and their communities. Throughout Fiscal 2014, WNYC conducted a pilot phase and established three core coverage areas — medical science and discovery, healthy living and wellness, and healthcare economics and policy. Pilot projects are below.

“The Antidote: DNA Secrets” was an hour-long radio special. The special focused on the innovations and implications of genetic testing. It included features and news segments on the topic, including an audio diary by a young woman named Kelly testing for Huntington’s disease that aired on This American Life and earned a Deadline Club of New York Award. Listeners were there with Kelly in the doctor’s office when she found out she didn’t have the genetic marker for the disease. Listen here.

“WNYC’s Clock Your Sleep Project” created digital tools and an online community, enlisting 5,200 people to track their sleep habits and share the data for analysis. During the tracking period, a number of WNYC’s national and local radio shows and podcasts presented interviews and stories about sleep. An impact survey with participants found that more than 40% noticed a change in their sleep after they started tracking it, 19.4% reported getting more sleep and 77% reported learning something new about their sleep patterns while tracking their sleep with the project. Listen here.

“Rx for the Bx: Prescription for the Bronx” was a week-long series that examined an urgent question: “What will heal the Bronx?” WNYC’s deep dive into health in the Bronx looked at innovation and pondered the possibility for change in New York’s least healthy county. The reporting looked at what community members are doing to promote healthy eating, examined supportive housing as a healthcare solution, and profiled HERO High School, which trains students for health-related careers. Listen here.
WNYC’S HEALTH UNIT

Reaching Beyond New York And Exploring Big Questions

FREAKONOMICS RADIO: MORE PEOPLE TURN TO FREAK

More and more people discovered Freakonomics Radio in Fiscal Year 2014. Was it because the show explored probing questions like: “Why Marry?” “Why Doesn’t America Love Soccer? (Yet)” and “What’s More Dangerous: Marijuana or Alcohol?” Was it because Freakonomics did several episodes based on Think Like a Freak, the new book by Stephen Dubner and Steven Levitt? In Fiscal Year 2014, the podcast was regularly in the top 10 podcasts on iTunes. On average, Freakonomics Radio episodes were listened to 3.6 million times each month during the fiscal year. Illustrating the strength of Freakonomics Radio’s unique audience, when the show made its first direct digital membership appeal this year in the episode “How to Raise Money Without Killing a Kitten,” 86% of the people who gave in the first month were new donors to New York Public Radio. Listen here.

RADIOLAB: THE ROAD BECKONS AGAIN

Radiolab hit the road again in Fiscal Year 2014 to explore historic endings like the demise of the dinosaurs with the show “Apocalyptical.” The tour, sponsored by Audible, traveled to 21 cities and did 29 performances for 60,000 fans. Radiolab wrapped up the fiscal year with the staging of “Radiolab Trusts No One,” another live show. “Radiolab Trusts No One” was a part of WNYC and BAM’s RadioLoveFest, and in it Jad Abumrad and Robert Krulwich explored the betrayers and backstabbers among us. In Fiscal Year 2014, Radiolab aired weekly on more than 505 public radio stations around the country and consistently ranked in the top five podcasts on iTunes. Listen here.
WNYC NATIONAL & LOCAL PROGRAMMING

Feeding Our Curiosity

IF THE STORY IS IN DALLAS, SO IS THE TAKEAWAY
With carriage on more than 224 stations, The Takeaway led the American conversation on foreign and domestic issues covering everything from the crisis in Crimea to the debate over whether corporations have the right to religious freedom. In November, The Takeaway commemorated the 50th anniversary of JFK’s death. John Hockenberry hosted the show live from the KERA studios in the days leading up to the anniversary and collaborated with the Dallas station on a series of segments looking at JFK’s life and legacy. Its coverage was recognized with a National Edward R. Murrow Award. Listen here.

STUDIO 360 IS ICONIC
Studio 360 with Kurt Andersen launched the third series of “American Icons” specials in Fiscal Year 2014. This series explored Richard Wright’s Native Son; Disneyland and Disney World; Ken Kesey’s One Flew Over the Cuckoo’s Nest; and the Vietnam Veterans Memorial. In Fiscal Year 2014, podcast subscribers to Studio 360 grew by 35%. Listen here.

ON THE MEDIA AT THE BORDER
On The Media shed light on the Department of Homeland Security’s lack of transparency with the press and U.S. citizens with a series of reports this year that included producer Sarah Abdurrahman’s award-winning firsthand account “My Detainment Story: Or How I Learned to Stop Feeling Safe in My Own Country and Hate Border Agents” and “Reporting Around DHS Opacity.” The coverage included a call to action for listeners. An interactive tool provided listeners with an easy way to reach out to their representatives to ask and document answers to questions about the transparency and policies of this agency. Listen here.

THE BRIAN LEHRER SHOW CALLS FAMILY MEETINGS
Never shying away from the tough questions and the big conversations, The Brian Lehrer Show hosted a variety of “Family Meetings” throughout the year. Devoting the entire two-hour show to the exploration of a single topic with different guests, lots of calls and various viewpoints, “Family Meetings” this year looked at navigating the city’s rental market; being a part of a mixed-race family; and the influence of sleep, noise, coaching and humor on our lives. Listen here.
THE LEONARD LOPATE SHOW TAKES ON POVERTY


SOUNDCHECK, SPINNING ON AIR & NEW SOUNDS: ALL YOU NEED IS MUSIC


On WNYC and WNYC.org

Ask Me Another
The Brian Lehrer Show
Danny Stiles’ Music Museum
Death, Sex + Money
Fishko Files
Folksong Festival
Freakonomics Radio
Here’s the Thing with Alec Baldwin
The Jonathan Channel
The Leonard Lopate Show
The Longest Shortest Time

Micropolis
Money Talking
New Jersey Public Radio
New Tech City
New Sounds
On The Media
Radiolab
Radio Rookies
The Saturday Show Jonathan Schwartz
SchoolBook
Slate’s Gabfest

Selected Shorts
Soundcheck
The Sporkful
Spinning on Air
Studio 360
The Sunday Show Jonathan Schwartz
Transportation Nation
The Takeaway
WNYC Data News
WNYC News

Radio Properties

93.9 WNYC-FM New York
820 WNYC-AM New York
88.1 WNJT-FM Trenton
88.5 WNJP-FM Sussex

89.3 WNJY-FM Netcong
90.3 WNJO-FM Toms River/Seaside Park
In Fiscal Year 2012 and Fiscal Year 2013, WQXR declared November “Beethoven Awareness Month.” In Fiscal Year 2014, Mozart kicked Beethoven to the curb and WQXR presented a “Month of Mozart.” The Mozart marketing continued the “street-art” aesthetic of the “OBEY-THOVEN” campaign and kicked off with an outdoor teaser campaign that playfully suggested a dethroning of Beethoven, until the Mozart I AM A DEUS art surfaced on street posters, billboards, social media and TV spots on WNET.

WQXR offered up daily Mozart-themed programming. The festival included a child-friendly version of *The Magic Flute* performed by the Amore Opera at The Greene Space and a screening of the movie *Amadeus* at Symphony Space preceded by a conversation with WQXR Host Elliott Forrest and F. Murray Abraham. The month-long festival concluded with a live broadcast of the New York Philharmonic playing Mozart’s final three symphonies on November 30.
Studies show that participating in a music education program can have a meaningful impact on how well children do in school and on their ability to solve problems as adults. Too many schools have noted their lack of instruments for music programs, and WQXR set out to do something about it.

March 28 through April 7, WQXR held its first-ever musical instrument drive. Held in partnership with the New York City Department of Education, Sam Ash music stores and the Mr. Holland's Opus Foundation, the initiative reached out to the community and encouraged people to donate their used instruments. The instruments were then refurbished for distribution to underfunded New York City school music programs. With a strong on-air, social media and community engagement plan, and drop-off locations in all five NYC boroughs, Westchester, Long Island and Northern New Jersey, the goal was to collect 1,000 instruments. During the course of the drive, WQXR collected more than 3,000 instruments. Selected New York City schools received the instruments for their music programs in the fall of 2014.
The WQXR Advisory Group advises WQXR on its growth and development as a public radio station and destination for classical music. It is composed of New York Public Radio trustees as well as other supporters from cultural and philanthropic organizations in New York. Members include:

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Kennedy Galleries, Inc.

Judith M. Carson*
Arts Educator

Alain Coblence

Alexander Kaplen*
Executive, Time Warner
President of The Kaplen Brothers Fund

Marianne C. Lockwood
Co-Founder, Orchestra of St. Luke’s &
DiMenna Center for Classical Music Arts
Advisor, The Enoch Foundation

Joanne Banks Matthews*
Philanthropist

Christina McInerney
Jerome L. Greene Foundation

Bethany Millard*
Philanthropist

Richard A. Pace*
Executive Vice President
Bank of New York Mellon, Retired

Ellen Polaner*

Susan W. Rose

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Anne Spitzer
Faculty Marymount
Manhattan College

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

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Advanced Strategies LLC

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Tiger Baron Foundation

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DIVING DEEP INTO MUSIC WITH FESTIVALS
In addition to producing programs such as *Carnegie Hall Live* that are distributed nationally, WQXR programmed a variety of festivals in Fiscal Year 2014 to provide listeners with a deeper, richer and more contextualized experience of music. To mark the bicentennial of Richard Wagner’s birth, WQXR offered a week of music and commentary focused on his life and works. In October 2013, WQXR celebrated the *Verdi* bicentennial with a week of music, commentary and full-length operas online. In November 2013, WQXR produced a “*Month of Mozart*” (see separate story above). In June 2014, WQXR marked Richard Strauss’s 150th birthday with a week of special programming showcasing his major work, a documentary program and special podcasts.

THE BEST GIFT OF THE SEASON IS MUSIC
Music remains the best gift of the holiday season. WQXR again programmed its popular Holiday Channel stream and produced nationally syndicated specials such as “*A Chanukah Celebration Across the Globe*” and “*Musical Gifts: Joshua Bell and Friends.*”

LIVE FROM THE GREENE SPACE
HELLO, WESTCHESTER.

WQXR shares the joys of classical music with the widest audience it can reach. This year, WQXR was proud to say hello to Westchester. In July 2013, New York Public Radio acquired a Westchester radio station and extended the reach of WQXR in central and northern Westchester. Today, the new WQXW-FM 90.3 (formerly known as WDFH) brings audiences from Sleepy Hollow to Bedford and from Chappaqua to Katonah the same programming heard on WQXR-FM 105.9 in New York City. The acquisition enabled WQXR to expand the audience it serves and to build cultural partnerships in Westchester with organizations like the Caramoor Center for Music and the Arts. The acquisition was funded in part by a $300,000 grant from the Ford Foundation, as well as by major donors.

On WQXR and WQXR.org

All Ears with Terrance McKnight
An Anonymous 4 Christmas
Around Broadway
Canadian Brass: Christmas Time
Is Here
Carnegie Hall Live
The Choral Mix with Kent Tritle
A Christmas Carol
Concerts from The Frick Collection
Concerts from the Lucerne Festival
Conducting Business
The McGraw-Hill Financial Young Artists Showcase
Month of Mozart
Movies on the Radio
Music Is a Holy Art: A Richard Strauss Celebration
Musical Gifts: Joshua Bell
Naumburg Orchestral Concerts from Central Park
Old School with David Garland
Operavore
Q2 Music
Reflections from the Keyboard with David Dubal
Spring for Music Festival from Carnegie Hall
Strauss Week
Verdi Week
Wagner Week
The Washington Report

Radio Properties

105.9-FM New York
90.3-FM Westchester
LIVE EVENTS
LIVE EVENTS

Filling The Room With Radio, Packing The House With Fans

THE JEROME L. GREENE PERFORMANCE SPACE

*August Wilson’s American Century Cycle* offers one of the most important depictions of the African-American experience in the 20th century, with 10 plays each set in a different decade. In its most ambitious programming effort to date, The Jerome L. Greene Performance Space presented live dramatic readings and made audio recordings of all 10 plays in cycle during August and September 2013. New York Public Radio was the first organization to ever be entrusted with the rights to record all 10 plays. Artistic Director and Tony Award winner Ruben Santiago-Hudson assembled a group of longtime Wilson collaborators and celebrated directors and actors to take part in the project, including Stephen McKinley Henderson, Kenny Leon, Phylicia Rashad and Marion McClinton.

Approximately 20,000 people came to The Greene Space to be a part of the live audience for this programming, and 61% of this audience had never been to The Greene Space before.

The Jerome L. Greene Performance Space hosted 184 events in Fiscal Year 2014. In addition to the August Wilson festival, its roster included conversations on the revival of Lorraine Hansberry’s *A Raisin in the Sun* and a convening on the Affordable Care Act with support from the Alfred P. Sloan Foundation; WQXR produced concerts with tenor Juan Diego Flórez, the Kronos Quartet and pianist Piotr Anderszewski; and the venue presented the fifth annual Battle of the Boroughs, a two-day *Soundcheck* “Gigstock” festival, the debut of WNYC’s Science Fair and *Dubliners: A Quartet*, four audio plays inspired by James Joyce’s iconic stories.

1 Performance of August Wilson’s *King Hedley*
2 Juan Diego Flórez
3 The cast of *The Dubliners*
4 Parquet Courts performing for *Soundcheck*’s Gigstock
5 James Vincent McMorrow performing for *Soundcheck*’s Gigstock
6 Kenny Leon, Sean Patrick Thomas and Anika Noni Rose for Inside Look: *A Raisin in the Sun*
**LIVE EVENTS**

**Reaching Out Into The Communities**

**Dreams for NYC Inspired by MLK**

On Sunday, January 19, 2014, WNYC hosted its eighth annual Martin Luther King Jr. event. The event was produced in partnership with the Apollo Theater in Harlem, expanding the annual conversation and programming into a new borough. *Dreams for NYC Inspired by MLK* brought together scholars, community leaders and activists to engage in conversation with host Brian Lehrer and journalist Farai Chideya about the legacy of King’s dream, and how his teachings can still inform our society today. Mama’s Foundation’s Gospel for Teens closed the program with an uplifting version of Sam Cooke’s “A Change Is Gonna Come.” More than 1,500 people attended, filling every seat in the Apollo. Excerpts from the event aired on *The Brian Lehrer Show.*

1. Grammy Award-winning guitarist Vernon Reid
2. WQXR host Terrance McKnight
3. WNYC’s Brian Lehrer with panelists Peniel Joseph, Christina Greer and Farai Chideya
4. Brian Lehrer with panelists Gadadhara Pandit Dasa and Reverend Paul Brandeis Raushenbush
5. Panelists Khalil Gibran Muhammad, Pedro Noguera, Brett Wright, Nelson George and Farai Chideya
RadioLoveFest
From June 4 through June 8, two iconic New York institutions joined in a celebration of radio. WNYC took up residence in BAM (the Brooklyn Academy of Music) to reimagine some of public radio’s most treasured programs as live, contemporary theatrical engagements. Fourteen events were produced, including special presentations of Radiolab, Wait, Wait... Don’t Tell Me!, This American Life, The Moth Radio Hour, Studio 360, Soundcheck and Ask Me Another! Members of WNYC, WQXR and BAM had early access to tickets, and many shows sold out within days. RadioLoveFest will be returning to Brooklyn in Fiscal Year 2015.

1 Brown Rice Family Band performs at the BAMCafe
2 Comedian Wyatt Cenac for Soundcheck Live at BAM
3 Brown Rice Family Band
4 Radiolab hosts Robert Krulwisch and Jad Abumrad
5 This American Life host Ira Glass and dancers from the Monica Bill Barnes Dance Company
6 Radiolab® Trusts No One
7 This American Life: One Night Only at BAM
FACTS AND FIGURES
FINANCIALS

Our financial position in Fiscal Year 2014 enabled us to move our strategic priorities forward while delivering on our mission every day. Membership & Other Contributions continued to represent the largest source of revenue for our organization in Fiscal Year 2014, underscoring how critical this support is to our success. In Fiscal Year 2014, 73% of our expenses were directly attributable to the creation and distribution of our programming and to our investments in strategic initiatives. This is a true testament to our commitment to putting the needs of our audience and the quality of our programming first. During the course of the year, we made strategic investments in our future, ensuring we have the digital capabilities, the content and the resources we need to serve 21st-century audiences in meaningful ways.

Revenues ($000)

<table>
<thead>
<tr>
<th>Contributions:</th>
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<tbody>
<tr>
<td>Membership &amp; Other</td>
<td>28,865</td>
</tr>
<tr>
<td>Underwriting</td>
<td>16,682</td>
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<tr>
<td>Campaigns</td>
<td>1,420</td>
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<tr>
<td>Government:</td>
<td></td>
</tr>
<tr>
<td>CPB Community Service Grant</td>
<td>2,785</td>
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<tr>
<td>Other Government</td>
<td>2,178</td>
</tr>
<tr>
<td>Project Grants &amp; Co-Productions</td>
<td>13,474</td>
</tr>
<tr>
<td>Other</td>
<td>4,481</td>
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<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>69,885</strong></td>
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Expenses ($000)

<table>
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<tr>
<th>Program Services:</th>
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</thead>
<tbody>
<tr>
<td>Radio Programming</td>
<td>38,511</td>
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<tr>
<td>Technical Operations</td>
<td>5,508</td>
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<td>Marketing</td>
<td>3,299</td>
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<td>Fundraising</td>
<td>12,363</td>
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<tr>
<td>Management &amp; General</td>
<td>5,224</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>64,905</strong></td>
</tr>
</tbody>
</table>

For a complete copy of our FY2014 audited financial statements, please call 646-829-4011 or visit www.WNYC.org.
KEY METRICS

8
radio stations

3
new WNYC podcasts launched

14.2 M
experiencing our radio/digital content each month on average

178,000+
members supporting NYPR content and programming

40%
of our members are monthly sustainers

475+
hours of NYPR programming each week

3,500
stories published online each month on average

75
remote classical music broadcasts (live and delayed)

3,000
instruments collected for New York Public Schools in WQXR’s first Instrument Drive

5,200
New Yorkers tracking their sleep for WNYC’s Clock Your Sleep Project
4,240
listener votes for WQXR's 2013 Classical Countdown

30%
increase in on-demand listens, year over year

61M
hours streamed

65M
visits to NYPR websites (via desktops + mobile)

500+
public radio outlets presenting NYPR-produced content

184
live events in The Greene Space

125%
increase in mobile sessions, year over year

7
mobile apps

844,500
Twitter followers (NYPR brands + personalities)
AWARDS
AWARDS

2014 The Deadline Club Award: Radio or Audio Reporting
WNYC News, “What Are You Doing for the Test of Your Life?,” Paige Cowett in collaboration with This American Life

2014 National Edward R. Murrow Award: Feature Reporting
Studio 360, “Can Trauma be Healed with Design?,” Eric Molinsky

2014 National Edward R. Murrow Award: Use of Sound/Video
The Takeaway, “Choir Project Captures JFK’s Unspoken Speech,” John Hockenberry, Rupert Allman, T. J. Raphael

2014 Regional Edward R. Murrow Award: Feature Reporting

2014 Regional Edward R. Murrow Award: News Documentary

2014 Regional Edward R. Murrow Award: Writing

2014 Garden State Journalists Association Award: 1st Place, Radio Investigative
WNYC News, “Sandy, Climate Change and Chris Christie,” Nancy Solomon, Andrea Bernstein, Kate Hinds, Sarah Gonzalez, Scott Gurian

2014 Garden State Journalists Association Award: 2nd Place, Radio Investigative
WNYC News, “No Plan in New Jersey for Long-Term Sea Level Rise,” Scott Gurian

2014 Garden State Journalists Association Award: 1st Place, Broadcast Radio: General News
WNYC News, “In Newark, Gunshot Detection System Falls Short of Booker’s Claims,” Sarah Gonzalez, Karen Frillmann

2014 Garden State Journalists Association Award: 1st Place Talk Radio
The Brian Lehrer Show, “Debating Newark School Reform,” Brian Lehrer

2014 Garden State Journalists Association Award: 3rd place, Radio Feature

2014 Alliance for Women in Media Foundation Gracie Award: Outstanding Host, Entertainment/Information
New Tech City, Manoush Zomorodi

2014 Alliance for Women in Media Foundation Gracie Award: Outstanding Reporter, Correspondent
On the Media, “My Detainment Story,” Sarah Abdurrahman

2014 S.I. Newhouse School of Public Communications Mirror Awards: Best Single Story, Radio, Television, Cable or Online Broadcast Media


New Tech City, “How Kids Are Like Software,” Manoush Zomorodi, Collin Campbell, Charlie Herman, Dan Tucker, Amy Pearl

Fishko Files, “Lenny’s Letters,” Sara Fishko, Karen Frillmann, Wayne Shulmister, Laura Mayer

New Tech City, “How Kids Are Like Software,” Manoush Zomorodi, Alex Goldmark, Dan Tucker, Charlie Herman

WNYC.org, “Know Your Neighbor,” Jennifer Hsu

2014 American Bar Association Silver Gavel Awards for Media and the Arts: Radio

2014 Citizens Housing & Planning Council’s Insight Award: Superstorm Sandy Coverage
WNYC Radio
2014 Headliner Award: 1st Place, Radio: Feature and Human Interest Story
Studio 360, “Mexico Uncovered: An Orchestra of Guns,” Marlon Bishop in collaboration with Round Earth Media

2013 New York State Associated Press Awards: Best Feature, Radio
Studio 360, “American Icons: Anything Goes,” Eric Molinsky, David Krasnow

2013 New York State Associated Press Awards: Best Website, Radio
WNYC.org, Paula Szuchman, Caitlin Thompson, Julie Whitaker, Amy Pearl, Jenn Hsu, John Keefe, Louise Ma, Jenny Ye

2013 Society of Professional Journalists Sigma Delta Chi Awards: Informational Graphics
WNYC News, “After the Flood,” Robert Lewis in collaboration with ProPublica

2013 Public Radio News Directors Incorporated Award: Soft Feature
WNYC News, “Hip Hop Battle Crowns a ‘Science Genius,’” Yasmeen Khan

2013 Public Radio News Directors Incorporated Award: Best Use of Sound
WNYC News, “Into the Woods, Cell Phone, iPod and All,” Amy Pearl, Karen Frillmann, Paul Schneider, Daniel P. Tucker

2013 National Association of Black Journalists Salute to Excellence Award: Radio News, Long Form

2013 National Association of Black Journalists Salute to Excellence Award: Radio Commentary
Radio Rookies, “My Education, Uninterrupted,” Sanda Htyte, Michael Brown, Marianne McCune

2013 Online News Association Award: Breaking News, Medium
WNYC Data News, “Superstorm Sandy,” John Keefe, Steven Melendez, Louise Ma

2013 Third Coast Festival Award: Best Feature News
WNYC News, “Woman Emerges From the Dark,” Marianne McCune, Karen Frillmann

2013 Third Coast Festival Award: Best Documentary, Silver Award

2013 Third Coast Festival Award: Radio Impact Award

2013 Newswomen’s Club of New York Front Page Award: Radio, Feature
Fishko Files, “Culture Shock 1913,” Sara Fishko, Karen Frillmann, Laura Mayer

2013 Newswomen’s Club of New York Front Page Award: Radio: Best Use of Mixed Media in News Reporting
WNYC News, “How New Jersey Transit Failed Sandy’s Test,” Andrea Bernstein, Kate Hinds in collaboration with The Record
THANK YOU
New York Public Radio gratefully acknowledges the many donors whose generosity has supported our award-winning news, cultural programming and music. Here, we are proud to acknowledge the individuals, institutions, foundations and Listeners Legacy Circle members that supported WNYC, WQXR, The Jerome L. Greene Performance Space, New Jersey Public Radio and all of the programming and work produced by New York Public Radio entities last year. We also thank each and every one of our 178,000+ members for their outstanding generosity.

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We honor the following Listeners Legacy Circle members whom we lost this past year, and extend our sympathy and heartfelt thanks to their loved ones for the legacies they created on behalf of New York Public Radio.

Sharon L. Baver
Vicki Cowen
Morris Schupack

SUPPORTING NEW YORK PUBLIC RADIO’S WORK

Alfred P. Sloan Foundation: Over the years, support from the Alfred P. Sloan Foundation has helped WNYC produce outstanding programming that advances the public’s understanding of science, technology, and economics. Radiolab, Studio 360 and The Takeaway have all benefited from the foundation’s commitment to supporting and nurturing new ideas, approaches, and public service programming. Sloan’s most recent support, for WNYC’s burgeoning health reporting unit, will help build the staff and capacity to deliver high-impact news and information about health, health policy and the delivery of healthcare in the metropolitan region.

The Charles H. Revson Foundation: In Fiscal Year 2014, the Charles H. Revson Foundation renewed its support of WNYC’s local journalism with a $750,000 grant. Illustrating Revson’s deep commitment to the welfare of all New Yorkers, this grant will support WNYC’s ability to deliver strong local news using data news and audience engagement as a way to shed light on inequality and to tell the untold stories. This grant will keep WNYC news on the leading edge and advance important work that was initiated with the support of a Revson grant of $1 million in 2010 for the digital transformation of the newsroom.
Corporate Supporter Spotlight: Lincoln Motor Company

This past year, Lincoln Motor Company was New York Public Radio’s largest underwriter, and the signature sponsor of the history-making series *August Wilson’s American Century Cycle* at The Greene Space. Lincoln’s brand ambassadors brought the 2013 MKZ to The Greene Space to share the red carpet with such celebrated performers as Phylicia Rashad and Michele Shay. Lincoln was also recognized in a wide variety of WNYC and WQXR platforms including podcasts, streams and email newsletters for its support for programs such as *On The Media*, *The Brian Lehrer Show* and *The Leonard Lopate Show*.

New York Public Radio gratefully acknowledges the top 50 underwriters whose support made its unique programming and offerings possible in Fiscal Year 2014.

A Gentleman’s Guide to Love and Murder  
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