



# NEW YORK PUBLIC RADIO

**MAKE  
THE MIND  
MORE  
CURIOUS**







# MISSION



## MISSION

*New York Public Radio's mission is 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.*



## REINVENTING AUDIO FOR A NEW GENERATION OF LISTENERS

**New York Public Radio** is both a global leader in audio content creation and the largest public radio station group in the nation. It produces award-winning enterprise journalism, nurtures today's most creative talent and brings the best in audio content to listeners everywhere. Each month in Fiscal Year 2016, an audience of more than 20 million turned to New York Public Radio for news, music, conversation, culture and compelling programming.

DUBLING  
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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 Studios, 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.

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The future of New York Public Radio depends on our community of listeners. Our Listeners Legacy Circle was formed to recognize a singular group of like-minded listeners who believe in the importance of strong, independent public media that is guided by the highest principles of broadcasting. By creating a legacy in support of this institution, members of the Listeners Legacy Circle have chosen to place their stamp on the future, declaring that our 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” has been especially meaningful during their lifetimes and deserving of their continued support. For their generosity and listenership, we are profoundly grateful.

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Freda Levine  
Alvin Lurie  
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## OUR SPONSORS

### Corporate Supporter Spotlight: Audible/ Squarespace

Two pillars in the podcast community, Audible and Squarespace continued their dedication to the space by increasing their support of New York Public Radio from the previous fiscal year. Squarespace solidified their commitment by sponsoring many of the newly launched WNYC Studios productions including More Perfect and 2 Dope Queens. Audible was this year's presenting sponsor of The Greene Space, and invested in More Perfect, other WNYC Studios national podcasts, The Brian Lehrer Show and The Leonard Lopate Show.

### A Case Study for Podcast Sponsorship: New York Life

In Fiscal Year 2016, New York Life sought to influence mature millennials ages 25-44 and chose podcasting, among other channels, as a way to engage this target group. In partnership with New York Public Radio, New York Life conducted a landmark case study, undertaken with the help of third-party research firms, to track how their 90-day podcast campaign impacted brand awareness, preference and purchase consideration among listeners, especially those in the 25-44 age group. The study found that brand awareness rose 14%, brand preference rose 47% and purchase consideration rose 33% as a result of the campaign. These results underscore the efficacy of the podcast medium for major international brands as the mobile branding vehicle of choice.

## Podcast Measurement

Illustrating the growing popularity of the on-demand audio as a mechanism to reach key audiences, New York Public Radio was a leader in an industry effort to create standard measurement guidelines for podcasting this fiscal year. Before this effort, producers used various protocols to measure audience and reach, resulting in a confusing marketplace for sponsors who were looking at how to allocate their marketing dollars. In addition to New York Public Radio, NPR, Southern California Public Radio, Minnesota Public Radio/American Public Media, KPBS, WBUR, Public Radio International, WBEZ, WXPB, the Canadian Broadcasting Corporation, National Public Media, KQED, PRX and WAMU took part in this collaboration which aspires to standardize measurement and enable the industry as a whole to realize the full business opportunities of the medium. The Public Radio Podcast Measurement Guidelines are now being adopted across the on-demand audio ecosystem.



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*New York Public Radio gratefully acknowledges the top 50 sponsors whose support made its unique programming and offerings possible in Fiscal Year 2016.*

23 & Me	Legal Zoom	Roadside Attractions
A24	Lincoln Center	Rutgers University
Audible	LV Wood Floors	Showtime
Betterment	Memorial Sloan Kettering	SoFi
Blue Apron	Metropolitan Museum of Art	Sony Pictures Classic
Braintree	Montefiore Medical Center	Squarespace
Canon	Moo.com	Staples
Carnegie Hall	Morgan Stanley	Sy Syms Foundation
CUNY TV	NatureBox	The City of New York/Bonds
Current Designs - Tekserve	Netflix	The Jackson Lab
Earthjustice	New York Community Trust	TripIt/Concur
First Republic Bank	New York Life	Twentieth Century Fox
Geico	New York Philharmonic	Udacity
Goldman Sachs	New York Presbyterian	Universal Pictures
Hospital for Special Surgery	One Medical	Vital Projects Fund
IFC Films	Paramount Pictures	Wealth
Janovic	Penguin Random House	





A LETTER FROM OUR BOARD CHAIR AND PRESIDENT AND CEO



## To Our Loyal Listeners and Supporters,

New York Public Radio's mission is *"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."* This statement captures the essence of our work more than ever, and the difference that work makes in peoples' lives and communities. Our mission was front and center this year as we considered critical investments and discussed our plans with our most dedicated supporters. Time and time again, we hear that it continues to resonate and how an enduring sense of curiosity is fed by the journalism, the music, the community, and the programming we uniquely provide.

In every story we tell, every podcast we make, and every live show we produce, we endeavor to reach and connect with our audience in ways that provide deeper insight and meaning. Through our initiatives large and small over the last fiscal year, we have strived to be a lightning rod that electrifies the spirit, making the mind more curious and, inherently, more alive and engaged.

Among many other things in Fiscal Year 2016:

**WNYC Studios — our new creative development, production, and distribution unit — launched as a focused enterprise within the organization.** This was an exciting and bold move that positions us to lead in the podcasting space for years to come.

**WNYC Studios launched six productions:** *The New Yorker Radio Hour, Only Human, The Season, There Goes the Neighborhood, 2 Dope Queens, and Radiolab Presents: More Perfect.* This slate epitomizes our commitment to collaborating with the best partners, cultivating our own talent, using narrative storytelling to produce journalism of consequence, and broadening the audiences we serve.

**WNYC kept the residents of our region informed** on the issues that mattered most in the 2016 Presidential election and in their local neighborhoods

every day, exploring topics like race, inequality, and social and criminal justice through enterprise reporting and discussion.

**Q2 Music's *Meet the Composer* won a George Foster Peabody Award,** a podcast that dives inside the minds and works of today's greatest living composers.

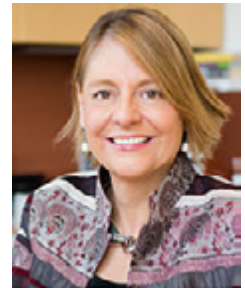
**WQXR launched the WQXR Classical Moonlighters Competition** and delivered special festival programming and more than 96 live broadcasts to an audience hungry for more classical music.

**We produced live original programs in The Jerome L. Greene Performance Space and venues throughout the city like BAM and the Apollo Theater** that included world premieres, new podcast series launches, and unique New York conversations going.

It has been our privilege and honor to serve you this year with news, culture, conversation, and music. We hope our efforts have made your spirit more joyful because we could not have accomplished what we did this year without such generous support from all of you. Thank you for believing in our mission and for always being curious.



*Cynthia King Vance*  
**Cynthia King Vance**  
Chair of the Board of Trustees



*L. Walker*  
**Laura R. Walker**  
President and CEO





FEEDING OUR CURIOSITY





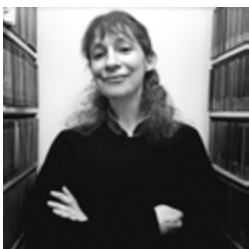
“I love WNYC. No matter where I am in the world, I’m always able to stay connected to my city through WNYC. Even if I’m just traveling 12 blocks in my car during rushhour, it’s not an hour of time wasted when I can catch up on WNYC programming.” — Questlove, drummer, DJ, producer, culinary entrepreneur, *New York Times* best-selling author, cofounder of The Roots and New York Public Radio trustee.



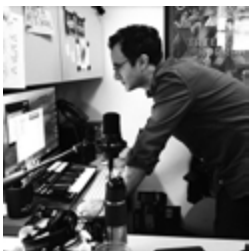
“I remember learning years ago—when I was covering Mayor Bloomberg—that if there wasn’t really a story, we didn’t have to put it on the air. I saw colleagues at other places have to do a bunch of reports on something that was clearly just a press release issued by the mayor’s administration. You cringed knowing this is the way news sometimes works. Our editors want us to be digging deep into these stories and going back and going back and going back to understand what’s really happening.” —Arun Venugopal, Reporter, WNYC; Host, *Micropolis*



“My favorite stories are focused on people but are about a policy. I did a series on people who were put in prison in New Jersey as kids—adult prisons, not juvenile prisons. They talked to me about what it’s like to be a young person in an adult prison, and I looked at the data and found racial disparities in who ended up there. I like to go into communities where they’re not listening to WNYC. I think it’s important to hear from people that we might not hear from otherwise.” —Sarah Gonzalez, Reporter, WNYC and New Jersey Public Radio



“Well, New York City is the greatest city on Earth, of course. So you feel you owe it to New Yorkers to put the best out there. They deserve the perfect soundtrack for their day, and we deliver that with the greatest music there is. **Classical music just makes everything better.**” — Jenny Houser, Music Director, WQXR.



“I think you just have to commit. You have to be all in. Every story we do starts as just kind of ordinary, but if you commit to it, then suddenly, at some point, it gets smart and it gets interesting and it gets surprising. It asked you to just commit. **That’s one thing I’ve learned. Just go all in.**” —Jad Abumrad, Founder and co-host, *Radiolab*; Creator, *More Perfect*



“My favorite music is whatever is needed in the moment. **For me, music is functional.** People are looking for answers to what’s going on in society: How do I deal with death? How do I cope with shootings? And whatever we’re dealing with now is just a variation of what our ancestors dealt with and music gives us answers. Sometimes musicians were asking questions and proposing solutions, and we can hear that in the scores.” —Terrance McNoght, Host, WQXR



“*The New Yorker* and WNYC share so many of the same values—a commitment to journalistic rigor and balance, one-of-a-kind storytelling and innovation. **In this media landscape we find ourselves in, it’s important that we stay true to these principles**, creating the kinds of stories that help our listeners (and readers) make sense of the world. —David Remnick, Editor, *The New Yorker*; Host, *The New Yorker Radio Hour*



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**More Perfect**

**“Obsessively curious...”**

*The Los Angeles Times*



**There Goes the Neighborhood**

**“...took us places we’ve never been.”**

*New York magazine*



**Meet the Composer**

**“Fascinating, intelligent, enlightening”**

*Peabody Awards*



**2 Dope Queens**

**“...breaking all sorts of barriers.”**

*Peabody Awards*



**Radiolab**

**“consistently makes my life better!”**

*Madelyn A. — Listener*





## SETTING THE STANDARD FOR EXCELLENCE

During Fiscal Year 2016, New York Public Radio continued to set the standard for excellence across public media. WQXR's Q2 Music team brought home the Peabody for its innovative podcast *Meet the Composer*, the WNYC Newsroom received the DuPont for its investigative series on the New York Police Department, and Matt Katz was named "New Jersey Journalist of the Year."



### MEET THE COMPOSER

Q2 Music's podcast *Meet the Composer*, hosted by violist Nadia Sirota, was honored with a prestigious George Foster Peabody Award in the radio/podcast category in May. The podcast takes listeners into the minds and creative processes of the composers making some of the most innovative, compelling and beautiful music today. Driven by the love of the concept and a devotion to sharing great music and the stories of the minds behind it, WQXR originally funded the program with Kickstarter campaigns. Of *Meet the Composer*, the Peabody judges wrote, "Fascinating, intelligent, enlightening podcasts devoted to the work of current classical composers. The show integrates music with thoughtful conversation about it without distracting from either." This is the fourth Peabody Award in WQXR's history. Previously, WQXR won in 1949, 1960 and 1962.



### NYPD BRUISED

In January, WNYC was honored with an Alfred I. duPont-Columbia University Award for its investigative series "*NYPD Bruised*," which documented excessive use of force by NYPD officers in low-level arrests. More recent reports in the series looked at the practice of "testilying," when cops lie under oath; and how many states do not make police misconduct records public. "*NYPD Bruised*" also won a Deadline Club Award in 2016 and the Sigma Delta Chi Public Service Award two years in a row.



### MATT KATZ - NEW JERSEY JOURNALIST OF THE YEAR:

In May, the New Jersey Chapter of the Society of Professional Journalists named WNYC's and New Jersey Public Radio's Matt Katz "New Jersey Journalist of the Year." The society said: "Katz was selected from among all of our winners because his tenacious reporting on Bridgegate and Governor Chris Christie set the standard for coverage of an important statewide and national story that promises to continue to dominate headlines. Katz's work is best described by Nancy Solomon, managing editor of New Jersey Public Radio, who says his stories demonstrate 'his dogged determination, investigative skills and a passion for transparency and open records.'" Listen to Matt Katz's work [here](#).

## AWARD LISTING

### **The Alfred I. duPont-Columbia University Awards**

WNYC News – “NYPD Bruised” Jim Schachter, Robert Lewis, David L. Lewis, Noah Veltman, John Keefe

### **2015 SPJ’s Sigma Delta Chi Award – Public Service in Radio Journalism**

WNYC News – “NYPD Bruised” Robert Lewis, Noah Veltman, David Lewis

### **2016 National Edward R. Murrow Awards – Use of Sound**

*The Takeaway*, - “Elevators: John Hockenberry”

### **Academy of Podcasters at Podcast Movement – Best Sports Podcast**

*The Season* Ilya Marritz, Matt Collette, Karen Frillmann, Cayce Means, Sean Bowditch and Charlie Herman

### **2016 National Association of Black Journalists Salute to Excellence Awards – Interactive Feature**

WNYC Digital - “Interactive Talkbox Connects Underrepresented Black and Brown Voices to Our Newsroom” Lee Hill, Wayne Shulmister, Rob Christiansen, Paula Szuchman, SHoP Architects

### **2016 National Association of Black Journalists Salute to Excellence Awards – Top 15 Market – Sports**

WNYC News - “Young Harlem Athletes Are ‘Cross-Checking’ Hockey Stereotypes” Andrew Mambo, Karen Frillmann, Wayne Shulmister, Cayce Means

### **2016 National Association of Black Journalists Salute to Excellence Awards – Top 15 Market – Feature**

WNYC News – “Family and Faith Guide Eric Garner’s Mother a Year After His Death” Karen Rouse, David L. Lewis, Wayne Shulmister, Jim Schachter

### **2016 National Association of Black Journalists Salute to Excellence Awards – Top 15 Market – Commentary**

*The Takeaway* - “Challenging Racism in America: From James Baldwin to Ta-Nehisi Coates” John Hockenberry, Rupert Allman

### **RTDNA Kaleidoscope Awards – Network Radio/Syndication Service/Program Service**

*Radio Rookies* - “Not the ‘Right’ Kind of Gay” Dakota Salcedo

### **American Bar Association Awards – Silver Gavel**

*On the Media* - “Bench Press” Brooke Gladstone, Bob Garfield, Katya Rogers, Jennifer Munson, Alana Casanova-Burgess, Kimmie Regler, Meara Sharma, Jesse Brenneman

### **2016 The Women in Media Gracie Award – Podcast Host**

*Death, Sex & Money* Anna Sale

### **2016 Women in Media Gracie Award – Series Public**

*The Takeaway* - “Being a Woman Online” WNYC and PRI

### **2016 Gabriel Award – Radio**

WNYC News – “Why Left Turns Are So Deadly” Kate Hinds

### **2016 Gabriel Award – Documentary**

*Radio Rookies* - “Why Do I Stay?”

### **2016 National Headliner Award – 2nd Place, Radio – Breaking News or Continuing Coverage of a Single News Event**

WNYC News – “The Cost of Our Water” Jim Schachter

### **2014 New York State Associated Press Awards: 2nd Place, Best Continuing News Coverage**

WNYC News, “A Child Moves From ‘She’ to ‘He’ With Confidence” Yasmeen Khan

### **2016 Regional Edward R. Murrow Awards – Investigative Reporting, 1st Place**

NJPR – “Black Mothers Judged Unfit at Higher Rate than White Mothers in NJ” Sarah Gonzalez

### **2016 Regional Edward R. Murrow Awards – News Documentary, 1st Place**

*The Season* – “The Worst Part About Our Sport” Ilya Marritz, Matt Collette, Karen Frillmann, Cayce Means, Sean Bowditch and Charlie Herman

### **2016 Regional Edward R. Murrow Awards – News Series, 1st Place**

WNYC News - “Living Cancer” Paige Cowett, Mary Harris, Amanda Aronczyk

### **2016 PRNDI Awards – Series, 1st Place**

WNYC, *The Long Way Home* Mirela Iverac

### **New York Festivals – Gold Trophy**

*Only Human* – “Keep the Baby, Get the Chemo” Mary Harris, Molly Messick, Leital Molad, Amanda Aronczyk, Paige Cowett

### **2016 National Headliner Award – Radio Networks and Syndicators Documentary or Public Affairs, 2nd Place**

*Radio Rookies* – “Crushed: Teens and Dating Abuse”

**2016 PRNDI Awards – Best Multi-Media Presentation, 2nd Place**

WNYC News – “[Being 12: The Year Everything Changes](#)”

**2016 PRNDI Awards – Breaking News, 2nd Place**

WNYC News – “[East Village Explosion](#)”  
Richard Hake, Stephen Nessen, Sean Bowditch, Julianne Welby, Jennifer Vanasco, and Richard Yeh

**2016 PRNDI Awards – Continuing Coverage, 2nd Place**

WNYC News – “[Pope Francis Visits NYC](#)”

**2016 PRNDI Awards – Podcast, 2nd Place**

*The Season* – Episode 8, “[The Worst Part About Our Sport](#)” Ilya Marritz, Matt Collette, Karen Frillmann, Cayce Means, Sean Bowditch and Charlie Herman

**2016 PRNDI Awards – Series, 2nd Place**

WNYC, *The Season* Ilya Marritz, Matt Collette, Karen Frillmann, Cayce Means, Sean Bowditch and Charlie Herman

**2016 PRNDI Awards – Soft Feature, 2nd Place**

WNYC News – “[A Child Moves From ‘She’ to ‘He’ With Confidence](#)”  
Yasmeen Khan

**National Headliner Awards - Feature, Radio Networks & Syndicators, 2nd Place**

*Studio 360* – “[The Peculiar Sadness of a Toothbrush](#)” Kurt Andersen, Jenny Lawton, Andrew Adam Newman, Julia Lowrie Henderson, Louis Mitchell, Colette Davidson

**Association of Healthcare Journalists – 2015 Awards for Excellence in Health Care Journalism- 3rd Place, Beat Reporting**

WNYC News – Fred Mogul’s 2015 Body of Work  
Fred Mogul

**New York Festivals – Best Special Report, Finalist**

*Studio 360* – “[Compounding the Paris Tragedy, a Blow to Culture](#)” Kurt Andersen, Jenny Lawton, Andrew Adam Newman, Julia Lowrie Henderson, Louis Mitchell, Colette Davidson

**2016 New Jersey Society of Professional Journalists’ Excellence in Journalism Award – New Jersey Journalist of the Year**

NJPR  
Matt Katz

**2015 New York State Associated Press Awards – Best Continuing Coverage**

WNYC News – “[East Village Explosion](#)”  
Richard Hake, Stephen Nessen, Sean Bowditch, Julianne Welby, Jennifer Vanasco, and Richard Yeh

**2015 New York State Associated Press Awards – Best Enterprise Reporting**

WNYC News – “[How Long Is Too Long To Wait For An Ambulance?](#)”  
Brigid Bergin

**2015 New York State Associated Press Awards –1st Place, Best News Series**

WNYC News – “[Who’s Buying New York?](#)” Charles Herman, Janet Babin, Ilya Marritz, Jessica Gould, Jim O’Grady and David Lewis

**2015 New York State Associated Press Awards –1st Place, Best Documentary**

*The Season* – “[Episode 8: The Worst Part About Our Sport](#)” Ilya Marritz, Matt Collette, Karen Frillmann, Cayce Means, Sean Bowditch and Charlie Herman

**2016 Deadline Club Award – Radio or Audio Reporting**

WNYC News – “[NYPD Bruised](#)” Robert Lewis, Noah Veltman, Xander Landen, David Lewis

**2016 New Jersey Society of Professional Journalists’ Excellence in Journalism Award – 1st Place**

NJPR – “[Dirty Little Secrets](#)” Sarah Gonzalez and the WNYC Data News Team

**New York Association of Black Journalists Awards – Best Feature in Radio**

WNYC News – [A White Guy Walks Into a Black Barbershop](#)” Jorteh Senah

**New York Association of Black Journalists Awards – Best Radio Sports Feature**

WNYC News – Andrew Mambo

**New York Festivals – Social Issues Documentary, Gold Award**

*Radio Rookies* – “[Crushed: Teens and Dating Abuse](#)”

**New York Press Club Journalism Awards – Radio Documentary**

*On The Media* – “[Bench Press](#)” Brooke Gladstone, Bob Garfield, Katya Rogers, Jennifer Munson, Alana Casanova-Burgess, Kimmie Regler, Meara Sharma, Jesse Brenneman

**New York Press Club Journalism Awards - Rev. Mychal Judge Heart of New York Award**

*The Takeaway* – “[Tales from the Towers](#)”  
Rupert Gardener, Amber Hall, John Hockenberry, Jason Cowit

**New York Press Club Journalism Awards – Political Coverage**

WNYC News – “[The Tale of the Tape: Hillary Clinton’s Gay Marriage Evolution](#)” Andrea Bernstein

**New York Press Club Journalism Awards – Special Event Reporting, Radio**

*Studio 360* – “[Compounding the Paris Tragedy, a Blow to Culture](#)” Kurt Andersen, Jenny Lawton, Andrew Adam Newman, Julia Lowrie Henderson, Louis Mitchell, Colette Davidson



**2016 New York State  
Broadcasters Award –  
Outstanding Public Affairs  
Program / Series**

*The Takeaway* – “The Community College  
Challenge” WNYC and PRI

**2016 New York State  
Broadcasters Award –  
Outstanding Editorial**

*The Takeaway* – “The World Trade  
Center Elevators: John Hockenberry”  
WNYC and PRI

**2016 New Jersey Society  
of Professional Journalists’  
Excellence in Journalism Award –  
3rd Place, Best Podcast**

NJPR – “The Christie Tracker” David,  
Matt, Joe and Nancy

**2016 New Jersey Society  
of Professional Journalists’  
Excellence in Journalism Award –  
3rd Place, Radio Enterprise**

NJPR – “Family and Faith Guide Eric  
Gardner’s Mother a Year After His Death”  
Karen Rouse

A close-up photograph of two women. The woman on the left has long, dark, thick braids and is laughing with her mouth wide open and eyes closed. She is wearing a dark red top and a thin silver chain necklace. The woman on the right has long, reddish-brown braids and is wearing a black beanie. She has a shocked expression with wide eyes and an open mouth, and her hand is near her chest. She is wearing a white lace top and a black wristband. The text 'WNYC STUDIOS' is overlaid in white, bold, sans-serif font across the middle of the image.

**WNYC STUDIOS**

## CREATING THE CAPACITY TO TURN GREAT IDEAS INTO EXCEPTIONAL CONTENT

WNYC Studios is New York Public Radio's new national production studio dedicated to creating and distributing on-demand and broadcast audio. The Studios combines the values of a mission-driven nonprofit with the entrepreneurial drive of a 21st century media company. It is incubating the next generation of groundbreaking programs for listeners around the world. In its first year, WNYC Studios released six new podcasts and began national distribution of key WNYC productions across terrestrial radio.



### **THE NEW YORKER RADIO HOUR**

*The New Yorker Radio Hour* is a national radio show and podcast co-produced by WNYC Studios and the legendary magazine. It debuted on October 24, 2015. *The New Yorker* Editor David Remnick hosts an original mix of profiles, storytelling, and provocative conversations, along with an occasional blast of comic genius. Guests have included Ta-Nehisi Coates, Sofia Coppola, Larry David, Lena Dunham, and Cuba Gooding, Jr.



### **ONLY HUMAN**

*Only Human*, hosted by noted health journalist Mary Harris, offers a unique blend of first-person narratives and journalism about well-being, medical discovery and the revolution in healthcare. The program explores how our bodies work and what happens when they don't. In one episode this season, *Only Human* had a heart-to-heart with the scientist who traced the root cause of cystic fibrosis back to one faulty gene.



### **THE SEASON**

*The Season* was a limited-run podcast hosted by WNYC Business Reporter Ilya Marritz that followed the Columbia University Lions football team over the course of their 2015 season. The Lions, the worst college team in America, hired the winning-est coach in Ivy League history. *The Season* explored what it means to hit bottom and how to turn things around.



### **THERE GOES THE NEIGHBORHOOD**

*There Goes the Neighborhood* was a collaboration between WNYC News and *The Nation*. With enterprise reporting and the voices of the community front-and-center, this podcast, hosted by Kai Wright, took a close look at gentrification and race in a fast-changing Brooklyn neighborhood.





## 2 DOPE QUEENS

*2 Dope Queens*, featuring Jessica Williams (*The Daily Show*) and Phoebe Robinson (*Broad City*), debuted on April 5, 2016, and quickly rose to the number 1 spot on iTunes. The comedy podcast showcases a variety of diverse comedic voices speaking about the issues of our time. Of the podcast, *Tech Insider* wrote: “The best new comedy podcast out there was just released — and it’s breaking all sorts of barriers.”

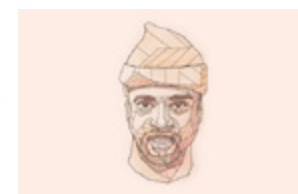
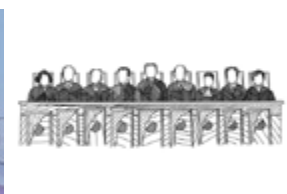


## MORE PERFECT

*Radiolab Presents: More Perfect* dives into the rarified world of the Supreme Court. Its debut episode “Cruel and Unusual” was released June 2, 2016, and climbed to the number 1 spot on the iTunes chart. With subsequent episodes like “The Political Thicket,” *More Perfect* remained at the top of the charts for weeks. *More Perfect* explores the workings and the cases of the Supreme Court and their impact on American life, and it has captivated the audience.

## FUNDING NEW CONTENT: RADIOLAB PRESENTS MORE PERFECT

*Radiolab* was able to develop and launch its first spin-off series in Fiscal Year 2016 with the generous support of funders and sponsors. First-time funders The Joyce Foundation and The William and Flora Hewlett Foundation provided New York Public Radio with essential grants to plan for and launch the initiative. Sponsors at launch also included Earthjustice and Audible. For more on *More Perfect*, click [here](#).





## PODCASTS AND NATIONAL RADIO PROGRAMS FROM WNYC STUDIOS

WNYC Studios creates some of the most acclaimed and beloved audio series. Programs include personal narratives, deep journalism, interviews that reveal, and smart entertainment as varied and intimate as the human voice itself.



### **RADIOLAB**

*Radiolab*, hosted by Jad Abumrad and Robert Krulwich, continues to use stories to arouse the world with its curiosity. Stories from the last year include a controversial portrait of a hunter setting his sights on an endangered black rhino in the name of conservation, and a rhapsodic rap tribute to the pathetic sex life of the deathwatch beetle with Hamilton's Lin Manuel Miranda.



### **FREAKONOMICS**

*Freakonomics Radio* upends conventional wisdoms and explores the hidden side of aspects of how we live, from the economics of sleep to whether migration should be a basic human right. Using the best available data, *Freakonomics Radio* host Stephen Dubner asked whether there are smarter and cheaper ways to prevent crime, whether handwriting is going extinct and challenges what we think we know about medicine and our health care delivery systems.



### **SNAP JUDGMENT**

*Snap Judgment*, hosted by Glynn Washington, brings us “storytelling with a beat,” a weekly collection of tales told by fresh talent, mining their lives and experiences and moving us in the process. It is now co-produced and distributed by WNYC Studios across the nation.



### **STUDIO 360**

*Studio 360* with Kurt Andersen, produced by WNYC and PRI, explores creativity, culture and ideas. The program received a New York Press Club Award this year for its intimate reflection on the impact of the November attacks in Paris in “Compounding the Paris Tragedy, a Blow to Culture.”



### **HERE'S THE THING WITH ALEC BALDWIN**

*Here's the Thing with Alec Baldwin* remains one of the most thought provoking and intimately produced interview programs. Heard as a podcast and occasional series on public radio stations across the nation, Alec brought the audience personal conversations with Molly Ringwald about life after John Hughes's films, and with Anthony Weiner about life after political scandal.



### **ON THE MEDIA**

*On The Media*, hosted by Brooke Gladstone and Bob Garfield, continued to examine the role media plays in the perception of reality. This year with elections on everyone's mind, On The Media forged a year-long partnership with Nate Silver's [fivethirtyeight.com](http://fivethirtyeight.com) to understand what makes voters tick and whether the media is reflecting or distorting the electorate and the campaign.



### **DEATH, SEX & MONEY**

*Death, Sex & Money*, the popular podcast about the things we should be talking about more, hosted by Anna Sale, delivered intimate portrayals of life in New Orleans since Katrina, what it's like to raise two boys with autism and life after heroin addiction.



### **NOTE TO SELF**

*Note to Self*, the podcast about being human in the digital age hosted by Manoush Zomorodi, challenged its audience to fight FOMO (Fear of Missing Out). In February, a series of episodes and challenges called "*Infomagical*" encouraged listeners to find focus and clearer thinking despite the technology buzzing around us. More than 30,000 listeners took part in the experiment.

## WERK IT! ELEVATING WOMEN'S VOICES IN PODCASTING

On June 15-17, WNYC hosted the second annual *Werk It! A Women's Podcast Festival*. This industry-wide conference provides women podcasters with networking opportunities and workshops to help them hone their craft. WNYC received 700 applications and close to 150 professionals were selected to take part in the event. Comedian Michelle Buteau delivered the opening day keynote, and panels explored everything from interviewing style to sound design. The festival included live tapings of *2 Dope Queens*, *Modern Love*, and *Ronna & Beverly*. Highlights from *Werk It!* were released in a 15-episode podcast series. Support for *Werk It!* was provided by the Corporation for Public Broadcasting and the Harnisch Foundation.





WNYC

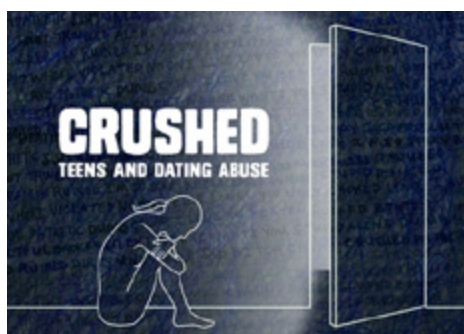
WELCOME TO  
WNYC  
COURAGEOUS  
CONVERSATIONS  
LIVES HERE

The city is our home, but we thrive beyond borders.  
tirelessly to tell the stories New Yorkers can't live  
In a sea of sameness and sound bites, we dare  
In pursuit of excellence, we flip the script, disrupt  
and rewrite the rules, expectations be damned  
Let's be fearless. Let's be fresh  
and never stop asking



# Examining the Issues That Matter

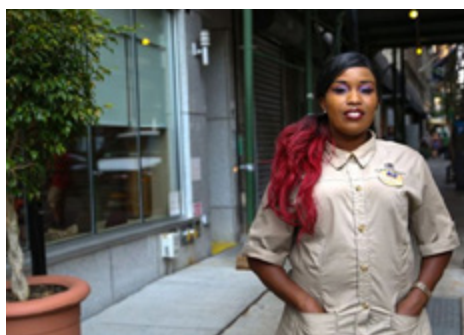
Day after day, story after story, the WNYC Newsroom affirmed the unique and vital role that public media play in our society in Fiscal Year 2016. WNYC was there every single day providing the news you needed to know in the moment, be it information about your commute or breaking news around the city. Out on the streets and in our communities, WNYC journalists used narrative storytelling, enterprise reporting and data analysis to explore and bring to the forefront the issues that our region and our citizens grapple with every day. WNYC's groundbreaking and award-winning work brought to light injustices and pushed forward important conversations about race, inequality, domestic violence, social and criminal justice, as well as infrastructure and environmental concerns. Here are just a few of the unique series and enterprise reports that distinguished WNYC's service this year:



**RADIO ROOKIES: "CRUSHED":** Just as teens are starting to explore romance and relationships, an estimated one in three say they've experienced some kind of abuse. In September 2015, *Radio Rookies*, the WNYC program that empowers teens to tell their own stories, aired a series on abusive relationships called "Crushed." The coverage drew national attention to the issue of how domestic violence affects teens, with pieces airing on *All Things Considered* and *This American Life*.



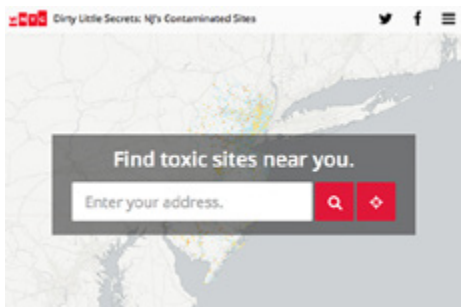
**ALVIN HALL GOES BACK TO SCHOOL:** In the early days of school integration, Alvin Hall became the first black valedictorian at Wakulla High School in Florida. But shortly after graduation, his photo was taken down from wall of the school's brightest and replaced with the photo of two white students from his year. After nearly 40 years, "*Alvin Hall Goes Back to School*" takes him on the small but important step in the struggle for racial justice in America. Through a four-part series told in his own voice, *The Takeaway*, produced by WNYC and PRI, captured Alvin's emotional homecoming.



**THE LONG WAY HOME:** For families in New York City's shelter system, the way out is long and hard, even with multi-million dollar anti-homelessness programs in place to help them. WNYC's four-part series "*The Long Way Home*" showed how difficult it is for a working homeless mother to find a landlord willing to take city housing vouchers. The week after the series aired, Mayor de Blasio visited the shelter where the family was living and vowed to take action; as a result, 85 landlords were investigated by the city for discrimination.



**RUNNING LATE:** Life in and around our city runs only as smoothly as our aging transit system. Through a series called “*Running Late*,” WNYC unpacked the region’s transportation infrastructure problems with reports looking at the poor conditions of the 42nd Street Port Authority Bus Terminal, the uncertain finances of the 2nd Avenue subway project and the impact that closed subway entrances have on train crowding and delays.



**DIRTY LITTLE SECRETS:** Eighty-nine percent of New Jersey residents live within a mile of a contaminated site. That is just one of the “dirty little secrets” WNYC uncovered in an investigative series looking at New Jersey’s toxic legacy. As part of the series, the WNYC DataNews team charted the location of more than 14,000 contaminated sites in the state of New Jersey and created a tool for residents to look up the sites near their homes and to see what plans – if any – were in the works for clean-up.

*“Robert Lewis and the WNYC Team produced an impressive series of reports with real value for the citizens of New York City. With strong editing and writing, the series was a fantastic collaboration within the newsroom that went above and beyond to expose toxic cops.” (Deadline Club Judges, May 11, 2016) See [Awards Page](#).*

## COVERING RACE IN NEW YORK CITY

In Fiscal Year 2016, New York Public Radio secured generous support from The Ford Foundation and The Andrew W. Mellon Foundation for a year-long series of reporting on race. This included the hiring of a new producer, Rebecca Carroll, to coordinate all coverage, the production of the podcast, “*There Goes the Neighborhood*” and over 100 WNYC news segments on race, including public conversations on *The Brian Lehrer Show*. *Radio Rookies* also contributed stories on growing up during the Obama years. This programming was augmented by live events in The Greene Space and in the community.



## Playing a Critical Role in Our Democracy



Independent media plays a critical role in our democracy, ensuring that citizens are informed on the issues and understand the agendas of those who represent them and those who seek public office. During an election cycle filled with complex stories, divisive campaigning and candidates with deep roots in the New York region, WNYC illustrated its deep commitment to accountability journalism and created the virtual public square where citizens could convene and take part in a civil and inclusive conversation about politics and policy.

**EXPOSING VOTER IRREGULARITIES:** During the 2016 New York Primary, WNYC’s City Hall Reporter Brigid Bergin broke the story that thousands of voters had been dropped from the voting rolls in Brooklyn . When the WNYC DataNews team dug deeper into the numbers, it turned out that 120,000 voters were dropped and that Hispanics in the 7th congressional district were hit hardest in the purge. The coverage resulted in numerous investigations and calls for reform, as well as the suspension of two Board of Election officials.

**CONNECTING CONGRESS:** This year, WNYC hired its first Washington Correspondent —John O’Connor —to cover members of the House and Senate who represent New York, New Jersey and Connecticut directly from the nation’s capital. He is heard frequently on *The Brian Lehrer Show*, which launched the “Connecting Congress” series to interview every member of the tri-state delegation, bringing a new level of accountability to our representation in Washington.

**EXAMINING THE CANDIDATES FROM NEW YORK:** With deep histories in New York and New Jersey, WNYC was uniquely positioned to offer insights on both Hillary Clinton and Donald Trump. WNYC reporter Andrea Bernstein has covered Hillary Clinton for 16 years, since Clinton first ran for Senate. On the eve of the New York Primary, Bernstein conducted an exclusive one-on-one interview with Clinton and discussed everything from work, family and campaigning to gay marriage and health care. In June, New Jersey Public Radio reporter Matt Katz produced an eye-opening report looking at Trump's deep political connections in New Jersey.

**PROVIDING SPECIAL PRIMARY NIGHT CALL-IN SHOWS:** On April 19, when New Yorkers went to the polls on primary day, Brian Lehrer hosted a statewide call-in show to track the results, in partnership with other public radio stations around New York. On June 7, the evening of the New Jersey and California primaries, WNYC produced and Brian hosted the first hour of NPR's national coverage, with a focus on results from the garden state. Brian opened up the phone lines to hear what was happening at the polling sites and to talk to citizens about the reasons behind their votes.

# Leading the New York Conversation Every Day



**THE BRIAN LEHRER SHOW:** Leading up to and taking us through the Presidential election, *The Brian Lehrer Show* launched “30 Issues in 30 Weeks” to explore, in-depth, a host of issues that are shaping the race. Brian and his guests in partnership with his listeners looked at taxes, healthcare in America and paid family leave in Fiscal Year 2016 and the conversations continue. This year, *The Brian Lehrer Show*’s standing as New York City’s preeminent civic forum was also affirmed when Mayor de Blasio began a weekly segment on the show to address questions from the public. Anyone can submit a question any time on Twitter @BrianLehrer with the hashtag #AskTheMayor.



**THE LEONARD LOPATE SHOW:** With over thirty years on WNYC, The Leonard Lopate Show continued to lead the cultural conversation in New York. In Fiscal Year 2016, the program welcomed a variety of guests, including Hall of Fame pitcher Bob Gibson, Patrick Kennedy, John Fogerty, soprano Sondra Radvanovsky, Marlee Matlin and Camryn Manheim from *Spring Awakening*, Julie Andrews and her daughter Emma Walton Hamilton, Kevin Costner, Priscilla Presley, Elvis Costello, Nobel Prize winning economist Joseph Stiglitz and Ted Koppel.



**JAMI FLOYD, HOST OF ALL THINGS CONSIDERED**

In Fiscal Year 2016, WNYC welcomed a new host to the anchor chair for the local broadcast of *All Things Considered*: Jami Floyd, an award-winning broadcast journalist and legal analyst.



### **SOUNDCHECK AND NEW SOUNDS**

*Soundcheck* and *New Sounds*: Hosted by John Schaefer, *Soundcheck* and *New Sounds* offer listeners a chance to discover and revel in music. This year, *Soundcheck* hosted conversations with Elvis Costello about his memoir, *Unfaithful Music and Disappearing Ink*; with Moby about his autobiography, *Porcelain*; and with actor Don Cheadle about on his portrayal of Miles Davis in *Miles Ahead*. Yo-Yo Ma and the Silk Road Ensemble, Mexican pop star Natalia LaFourcade and the Seattle band Hey Marseilles all stopped by the *Soundcheck* studios to perform. In conjunction with the New York Guitar Festival, *New Sounds* presented two concerts of unusual guitarists in The Greene Space. This year, *New Sounds* also interviewed author of *The Other Classical Musics*, Michael Church; introduced new music commissioned by Kronos Quartet; and premiered music from Laurie Anderson's film *Heart of a Dog*.



### **THE SATURDAY SHOW AND THE SUNDAY SHOW WITH JONATHAN SCHWARTZ SHOW AND THE JONATHAN CHANNEL**

Jonathan Schwartz celebrated Frank Sinatra's 100th birthday, hosting the "Sinatra at 100 Marathon" at Symphony Space, "Radio Sinatra" with the author James Kaplan in The Greene Space, and a four-hour celebration of Sinatra's life and music on his 100th birthday on WNYC FM and The Jonathan Channel. Schwartz also launched the new show and podcast, *The Naked American Songbook* with Julian Fleisher. Season one featured conversations with Edie Falco, Chris Noth, Martha Plimpton, Rachel Dratch, Isaac Mizrahi and Mo Rocca.





DIGITAL INNOVATION

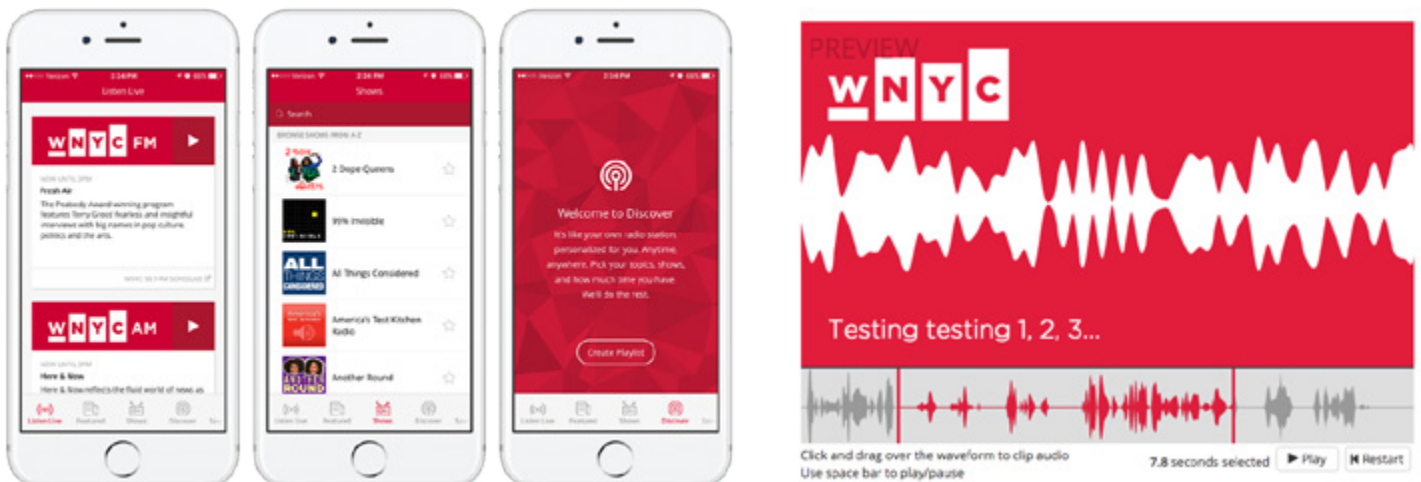
# Listening on Your Own Terms

**New York Public Radio is constantly innovating to deliver the best in public radio to audiences everywhere, no matter how they listen.** With more and more people accessing content on mobile, the Digital team worked on and launched a fully optimized [WNYC.org](http://WNYC.org) for mobile users this fiscal year. With this work, WNYC made it dramatically easier for audiences to read, listen, and otherwise engage with content on [WNYC.org](http://WNYC.org) on any device. Work to improve the overall user experience for the WNYC app and its Discover feature, which enables listeners to set up their own preferences for curated playlists, took place throughout the fiscal year and the new offerings were released in the summer of 2016.

Digital innovation is also enhancing the way WNYC tells stories and highlights community voices. In the beginning of the fiscal year, WNYC unveiled the WNYC TalkBox. Created with support from the Knight Foundation and in collaboration with SHoP Architects, WNYC's TalkBox is a retrofitted New York City pay phone that was turned into a community recording station. Posing a question, WNYC deploys TalkBox to communities throughout the city to record answers. TalkBox was unveiled on the anniversary of Eric Garner's death and its first deployment was to Staten Island to record reflections on community policing and race. The recordings were featured prominently in WNYC news stories and the voices included Garner's own stepfather. TalkBox was honored with a Salute to Excellence Award from the National Association of Black Journalists in the interactive feature category.

Social media has become a primary vehicle for sharing and finding news, however audio discovery and sharing on social media is still a hurdle. To tackle this issue, WNYC introduced "audiograms" to the social landscape. In-house developers created a tool so that audio clips could be shared easily on Twitter, Facebook and other social platforms. The tool enables audio makers to create clips of their long form audio content, the goal is that these clips that live on social media accounts can be used for sampling and discovery. The source code created by WNYC is being shared openly throughout the media industry.

With the generous support of The Jerome L. Greene Foundation's \$8 million grant for digital innovation (awarded in Fiscal Year 2014), New York Public Radio is redefining public radio in the 21st century.



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

**John Borthwick\***, *Co-Chair*

CEO and President  
betaworks

**Anton Levy\***, *Co-Chair*

Managing Director  
General Atlantic LLC

**Richard S. Brail\***

Managing Director, Head of Media,  
Entertainment, Communications and  
Technology Group;  
Peter J. Solomon Company

**Greg Clayman**

President  
Vertical Networks

**Karin Klein**

Founding Partner  
Bloomberg Beta

**John Lambros**

Managing Director,  
Head of Digital Media Banking  
GCA Savvian Advisors

**Nathaniel Landau**

Senior Vice President and Chief Digital Officer  
New York Public Radio

**Geraldine Laybourne**

Media Entrepreneur

**Peter Low**

President and CEO  
Ensequence

**Judy McGrath**

Founder and President  
Astronauts Wanted

**Andrew McLaughlin**

Head of Content,  
New Business Opportunities, NYC  
Operation  
Medium.com

**Jonathan Miller**

Partner  
Advancit Capital

**Howard Morgan**

Founding Partner  
First Round Capital

**Katherine Oliver**

Principal  
Bloomberg Associates

**Michelle Peluso**

Chief Marketing Officer  
IBM

**John Rose\***

Senior Partner and Managing Director,  
The Boston Consulting Group

**Joshua Sapan\***

President and CEO  
AMC Networks

**Ann Misiaszek Sarnoff**

President  
BBC Worldwide America

**Herb Scannell\***

Principal  
Scannell Consultant

**Lisa Shalett**

Advisor

**Mayo Stuntz\***

Member  
Pilot Group

**Cynthia King Vance\***

Adjunct Professor and Strategic Advisor  
Hunter College

**Laura R. Walker\***

President and CEO  
New York Public Radio

\*New York Public Radio Board of Trustees



A male conductor in a black tuxedo with a white bow tie is captured in a dynamic pose, holding a baton high in his right hand. He is looking upwards and to the right. In the background, the blurred figures of orchestra members playing violins and cellos are visible. The scene is set in a concert hall with warm lighting.

WQXR



## CELEBRATING THE MUSIC IN LIFE

WQXR endeavors to bring the joys of classical music to as many people as possible through radio broadcasts, digital services, immersive music festivals, live events and deep exploration of the music and the masters behind it. From the one of the most vibrant cultural capitals in the world, WQXR is uniting a community of passionate classical music fans, introducing new generations to the genre and celebrating the music in life.



### Carnegie Hall Live

WQXR's *Carnegie Hall* Live brought listeners 12 performances live from Carnegie Hall's 2015-16 season, featuring some of the world's most celebrated orchestras and performers. The season launched with Carnegie Hall's Opening Night featuring pianist Evgeny Kissin, and also included the New York Philharmonic, Boston Symphony Orchestra, Berliner Philharmoniker, and pianist Yuja Wang, as well as new commissions from leading and emerging composers as part of Carnegie Hall's 125 Commissions Project in honor of the institution's 125th anniversary. Performances aired and streamed live on WQXR 105.9FM and WQXR.org, and were made available for on-demand listening. The recordings were post-produced by WQXR and distributed to more than 200 stations across the country.

## WQXR in The Jerome L. Greene Performance Space

WQXR presented 23 live events in The Greene Space featuring performances by and conversations with a variety of established and emerging artists. Superstar pianist Daniil Trifonov performed to a sold-out audience in The Greene Space, and The Metropolitan Opera previewed its new production of Bizet's *The Pearl Fishers* with its stars Diana Damrau and Matthew Polenzani. Other highlights included Grammy Award-winning violinist Augustin Hadelich; duo pianists Christina and Michelle Naughton performing a world premiere from John Adams; and 2015 Richard Tucker Music Foundation Winner, mezzo-soprano Jamie Barton. Q2 Music presented a special evening with opera, theater, and festival director Peter Sellars and musicians from the Ojai Music Festival. WQXR also catered to the youngest classical music fans with a performance featuring students from the New York City Department of Education Summer Arts Institute and a New York Philharmonic Very Young People's Concert.



## Frédéric Chopin Marathon

On June 4, 2016, WQXR held an all-day Frédéric Chopin marathon in The Greene Space hosted by WQXR's Elliott Forrest and Terrance McKnight. The marathon let fans immerse themselves in Chopin's music, offering more than ten hours of Chopin's solo piano pieces performed by today's brightest piano virtuosos and the day's performances were made available to all through WQXR's site and mobile app.



**WQXR'S NEW DAILY PLAYLIST:** In October 2016, WQXR newsletter subscribers began receiving a morning rundown of the day's playlist, helping them plan their listening. Sign up [here](#).

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## Looking at the Future for WQXR

The Thompson Family Foundation provided WQXR with a significant planning grant in Fiscal Year 2016 to help WQXR look at the opportunities for building both its local brand, as well as opportunities to create a national classical music brand to serve audiences craving for more classical music across the country.



## WQXR's Classical Moonlighter's Competition



With a goal of highlighting the best undiscovered classical musicians from all around New York City, WQXR launched the Classical Moonlighters Competition and invited amateur musicians to compete in a live performance setting. From 800 audition videos, ten semifinalists were selected for each of the three age categories, and 11,000 online votes selected the three finalists in each age category. The finalists performed in The Greene Space in May and winners in each age category were selected: the Memmiani Piano Trio (age 13-18), soprano Sarah Lucero (age 19-34), and the Violas of Camarata Notturna (35+). Winners got professional, private coaching and the chance to perform at Lincoln Center's Rubenstein Atrium.



## WQXR's Second Instrument Drive

In April 2016, at an event in Lincoln Center with New York City Schools Chancellor Carmen Fariña, WQXR kicked off the second Instrument Drive. The effort called upon listeners and members of the community to donate their gently used instruments to be refurbished and then placed in New York City, Newark and community music programs. During the ten-day drive, instruments were collected at drop off locations in all five boroughs, in Newark, New Jersey, and delivered by Uber. More than 2,000 instruments were collected. Key partners included New York City Department of Education, Newark Public Schools, Materials for the Arts, Sam Ash Music Stores and Uber. This year a documentary film inspired by WQXR's 2014 Instrument Drive called *Joe's Violin* was also featured at the Tribeca Film Festival.



**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:

**Martha J. Fleischman\***, *Chair*

**Susan Braddock**

**Judith M. Carson\***

Arts Educator

**Alain Coblenz**

Attorney

Coblenz & Associates

**Paul Guenther**

Retired President, PaineWebber

Chairman Emeritus,

New York Philharmonic

**Robert M. Kornreich**

Senior Partner

Wolf Popper, LLP

**Marianne C. Lockwood**

Co-Founder, Orchestra of St. Luke's &

DiMenna Center for Classical Music Arts

Advisor, The Enoch Foundation

**Lawrence Maisel**

Chief Legal Officer

Chanel

**Joanne Banks Matthews\***

Philanthropist

**Christina McInerney**

Jerome L. Greene Foundation

**Bethany Millard\***

Philanthropist

**Richard A. Pace\***

Retired Executive Vice President

Bank of New York Mellon

**Graham Parker**

General Manager of WQXR and Vice

President of New York Public Radio

**Ellen Polaner\***

**Roberta Schneiderman**

**Lauren Seikaly\***

**Nicki Newman Tanner\***

Oral historian; speaker and writer on

women's philanthropy

**Cynthia King Vance\***

Adjunct Professor, Hunter College

**Grace Lyu Volckhausen**

Tiger Baron Foundation

**Laura R. Walker\***

President and CEO

New York Public Radio

**Alan G. Weiler\***

Principal

Weiler Arnoff Management Co., Inc.

**Mary White, MD**

\*New York Public Radio Board of Trustees

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## WQXR FY16 Cultural Partners

*American Composers Orchestra*

*American Pianists Awards*

*Arts Brookfield*

*Astral Artists*

*Apollo Theater*

*Avery Fisher Career Grant*

*Berlin Philharmonic*

*Bronx Museum*

*Brooklyn Music School*

*Caramoor Center for Music and the Arts*

*Carnegie Hall*

*Chamber Music Society of Lincoln Center*

*Edward T. Cone Composers Institute*

*Evin Rising Stars*

*The Frick Collection*

*George London Foundation*

*Gina Bachauer Piano Competition*

*The Glimmerglass Festival*

*Honens Piano Competition*

*InterContinental New York Barclay*

*International Young Artists*

*Piano Competition*

*iPalpiti Festival*

*Kaufman Music Center*

*Keshet Eilon String Mastercourse*

*(le) Poisson Rouge*

*Library of Congress*

*Lincoln Center*

*London Symphony Orchestra*

*Lucerne Festival*

*Lyric Chamber Music Society of New York*

*Manhattan School of Music*

*Precollege Philharmonic*

*Marilyn Horne Song Competition*

*Marlboro Music Festival*

*Martina Arroyo Foundation*

*Massachusetts Institute of Technology*

*Materials for the Arts*

*Medici.tv*

*Metropolitan Museum of Art*

*The Metropolitan Opera*

*Music Academy of the West*

*National Orchestral Institute*

*National Sawdust*

*Naumburg Orchestral Concerts*

*at Central Park*

*Newark Public Schools*

*New Jersey Symphony Orchestra*

*New York City Department of Education*

*New York Gilbert and Sullivan Players*

*New York International Piano Competition*

*New York Philharmonic*

*NJPAC*

*Ojai Music Festival*

*Opera Philadelphia*

*Pro Musicis International Award*

*Richard Tucker Foundation*

*Royal Opera House*  
*Sam Ash Music Stores*  
*Sarasota Orchestra*  
*Salon de Virtuosi*  
*Snug Harbor Cultural Center*

*Sound Cloud*  
*Summer Arts Institute*  
*Symphony Space*  
*Tureck Bach Competition*  
*Uber*

*Yale School of Music*  
*Young Concert Artists International*  
*92nd Street Y*



A close-up photograph of a woman with dark hair and a large, ornate necklace, singing into a professional microphone. The background is dark with out-of-focus red and blue stage lights. The text 'THE JEROME L. GREENE PERFORMANCE SPACE' is overlaid in white, bold, sans-serif capital letters.

# THE JEROME L. GREENE PERFORMANCE SPACE

## Bringing Audiences One-of-a-Kind Experiences

The Jerome L. Greene Performance Space is WNYC's and WQXR's lab for new ideas, an incubator of fresh talent, a living-room-meets-public-square convening honest conversations about the life, art and politics of our city and our world. In Fiscal Year 2016, The Greene Space produced 112 events and sold almost 12,000 tickets. These shows reached millions of viewers and listeners around the world: 110 of them were streamed live online for digital audiences, 108 became online video on demand, and 35 were edited to become podcasts or radio broadcasts on WNYC or WQXR. The programming season included world premieres, original series and an incredible line up of talent and guests like Misty Copeland, George Takei, Chrissie Hynde, Anna Deveare Smith, Javier Muñoz, Ayad Akhtar, Ira Glass, Lea Salonga, Daniil Trifonov, Rosie Perez, Neko Case, Mark Bittman, Peter Sellars, Arturo O'Farrill and Cornel West.



## World Premieres

On November 21, 2015, The Greene Space hosted the world premiere of *The World Is Round*, by Arthur Yorinks. This production charmed kids and adults with its dream-like story that takes a mother and her daughter around the world from Africa to India to Haiti to Denmark. The show featured New York City public school students singing excerpts from an original opera by Israeli composer Ronnie Reshef.

On December 4 and 5, 2015, The Greene Space premiered *The Soul Now Sings*, a musical Christmas journey, composed and directed by Damien Sneed, that followed a New Yorker on a single December night, weaving classical, gospel and jazz music into a story about hope and transformation.





## Original Series Highlights

In October 2015, The Greene Space launched ***Hodgepod***, an ongoing monthly series giving audiences a unique opportunity to be in the studio as their favorite podcasters record brand new episodes live. *Death, Sex & Money*, *Note to Self*, *Song Exploder*, BuzzFeed's *Another Round*, *The Sparkful*, *For Colored Nerds*, *Bullseye*, *Dinner Party Download*, *Ronna & Beverly*, *Modern Love*, *The Pub* and *Snap Judgment* all participated in the first season of *Hodgepod*.

The Greene Space also teamed up New York City Center Encores! to co-produce ***Encores! Unscripted*** — conversations and live piano-vocal performances that expand on the center's series exploring how Broadway musicals have reflected and shaped American life. In December, Tony winners Sheldon Harnick, Ruben Santiago-Hudson and Jeanine Tesori discussed how today's artists deal with the sexism and racism embedded in revivals from the golden age of Broadway. In February, legendary orchestrator Jonathan Tunick, music director Rob Berman and Tony Award-winning composer Jason Robert Brown taught a master class in how great arrangers and orchestrators can transform musical scores. In March, *Who Tells Their Stories* built on the *Hamilton* phenomenon with a discussion among *Hamilton* stars Javier Muñoz and Betsy Struxness, composer Michael Friedmand, director Garry Hynes about bringing historical figures to life.

The ongoing series the ***Next New York Conversation*** launched in February as *Political Party* with Keli Goff, a monthly series of live conversations that are post-produced as a podcast for WNYC. Author and journalist Keli Goff leads an eclectic group of thinkers, scholars and artists in clever, passionate and political, yet civil conversations, sidestepping the horserace to take a closer look at the people and ideas shaping our political landscape. The series has also included two live Convention Watch Parties, a Presidential Debate Watch Party, and culminated in an Election Night Party. Guests have included Congressman Charles Rangel, Rick Lazio, Rev. Dr. Calvin Butts, Ron Christie, Sister Simone Campbell, Imam Sohaib Sultan, Kevin Merida, Jose Antonio Vargas, Ari Melber and Sherrilyn Ifill.







## COMMUNITY EVENTS





## Partnering With Others

### The Apollo

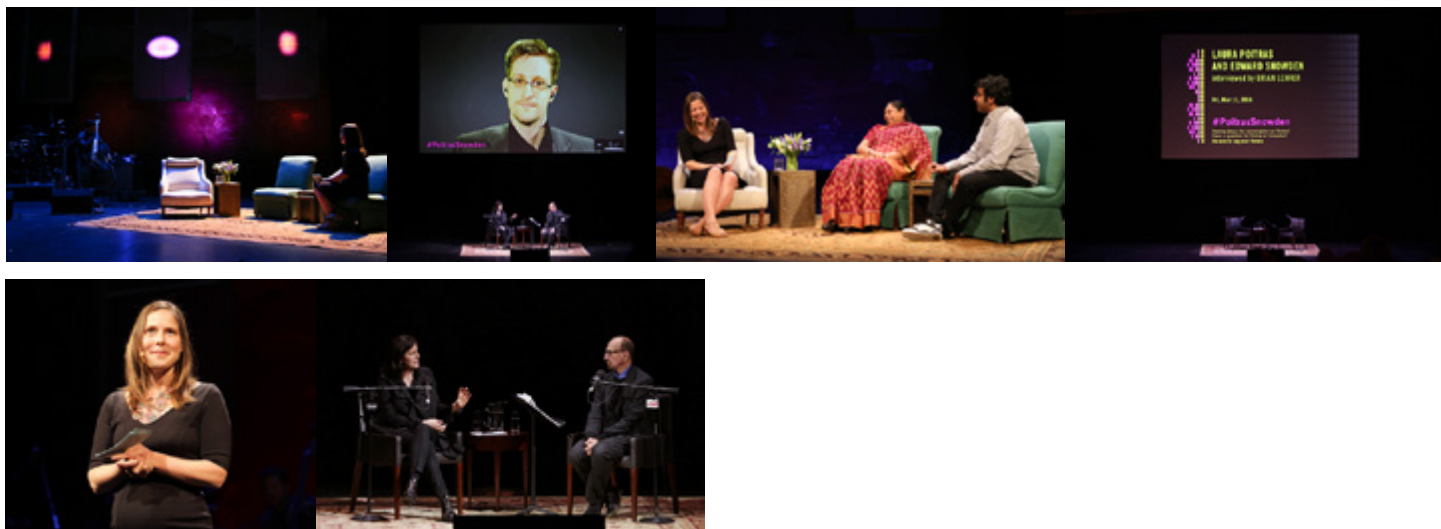
On Sunday, January 17, 2016, WNYC hosted the 10th annual Martin Luther King, Jr. Day celebration. This was the third year WNYC partnered with the Apollo Theater and presented the program as part of the *Apollo Uptown Hall* Series. The event, entitled “Race and Privilege: Exploring MLK’s Two Americas,” was moderated by Brian Lehrer and Jami Floyd, local host of *All Things Considered* on WNYC. The discussion focused on disparity in America, looking at the persistence of institutional racism and how individuals can combat racism every day on multiple fronts. Participants included former Attorney General Eric Holder, filmmaker and Pulitzer Prize-winning journalist Jose Antonio Vargas, Race Forward Executive Director Rinku Sen, and Color of Change Executive Director Rashad Robinson. The March on Washington Film Festival was a partner in the event.





## Brooklyn Academy of Music

From March 10 through March 12, 2016, WNYC and BAM collaborated on the 3rd annual [RadioLoveFest](#). The festival brings the most popular programs in public radio to live audiences. *This year*, Brian Lehrer hosted a conversation about the intersection of human rights, privacy, and national security with former intelligence officer Edward Snowden and filmmaker Laura Poitras. Snowden is the subject of Poitras' Academy Award-winning film *Citizenfour*. The festival also featured live tapings of NPR's *Wait Wait...Don't Tell Me!*, WNYC Studios' *Death, Sex & Money* and *The Moth*. *The Garrison Keillor: Radio Revue* and *Selected Shorts* rounded out the festival, along with curated film screenings and live music.



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## NJPAC, Newark Museum, Bedford Stuyvesant Restoration Project



In July, Brian Lehrer held a public meeting at NJPAC, “Obamacare: A Report Card from New Jersey.” This frank discussion (including live interviews from Washington with Reps. Frank Pallone and Donald Payne Jr.) offered our audience and listeners a chance to interact directly with policy experts and politicians making the decisions.

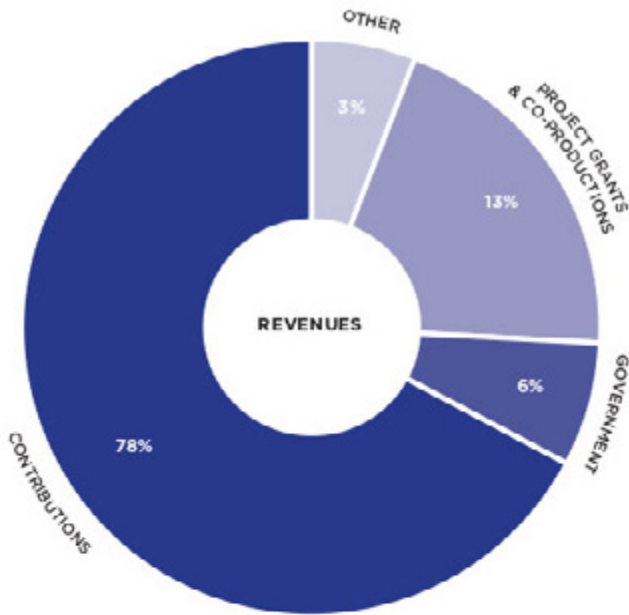
The background of the image is a dense, overlapping field of three-dimensional numbers. The numbers are rendered in two primary colors: a vibrant teal and a darker, forest green. They vary in size and are scattered across the entire frame, creating a sense of depth and complexity. The lighting appears to come from the upper left, casting soft shadows and highlighting the edges of the numbers, which gives them a tangible, blocky appearance.

FINANCIALS/KEY METRICS



## FINANCIALS

Our financial position in Fiscal Year 2016 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 2016, underscoring how critical this support is to our success. In Fiscal Year 2016, 72% 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 resources we need to serve 21st-century audiences in meaningful ways.

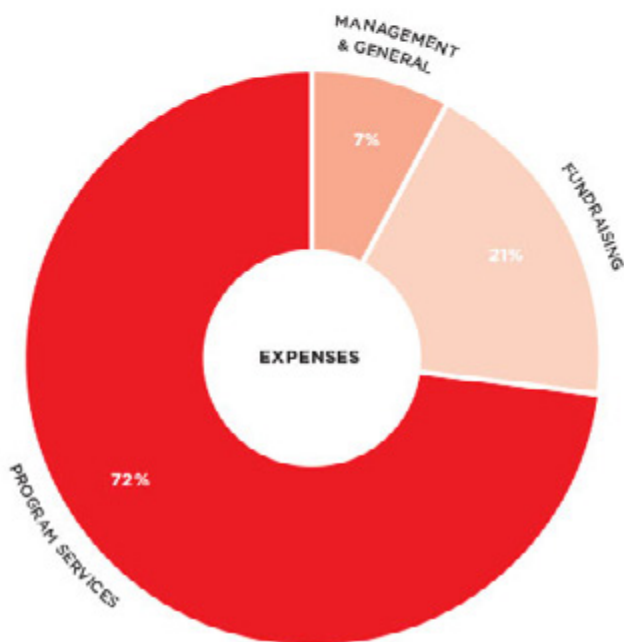


### Revenues

<b>Membership &amp; Other:</b>		
Contributions	33,146,661	40%
Underwriting	21,956,588	27%
<b>Government:</b>		
CPB Community Service Grant	3,208,658	4%
Other Government	596,409	1%
<b>Project Grants &amp; Co-Productions</b>	<b>7,335,018</b>	<b>9%</b>
<b>Campaigns</b>		
Campaign Phase 1 (\$25m)	3,728,314	5%
Campaign Phase 2 (\$50m)	9,314,396	10%
Other	3,078,127	4%
<b>TOTAL REVENUES</b>	<b>82,364,071</b>	<b>100%</b>

### Expenses

<b>Program Services:</b>		
Programming	49,868,427	60%
Technical Operations	5,940,605	8%
Marketing	3,315,031	4%
<b>Fundraising</b>	<b>17,364,744</b>	<b>21%</b>
<b>Management &amp; General</b>	<b>5,807,192</b>	<b>7%</b>
<b>TOTAL EXPENSES</b>		<b>100%</b>



For a complete copy of our FY2016 audited financial statements, please call 646-829-4011 or visit [WNYC.org](http://WNYC.org).



## KEY METRICS

8

radio stations

6

new podcast releases from WNYC Studios

80

Data News visualizations

20+ M

listeners experiencing our radio/digital content each month

200,000+

members supporting NYPR and its programming

46%

of our members monthly sustainers

80

WQXR and Q2 Music remote broadcasts

62%

increase in NYPR on-demand listens, year over year

65+ M

hours streamed

# 500+

public radio outlets broadcasting NYPR-produced content

# 112

live events in The Greene Space

# 2,000

instruments collected in the WQXR Instrument Drive

# 6

mobile apps

# 1,394,900+

Twitter followers (NYPR brands + personalities)

# 1,377,000+

Facebook fans (NYPR brands + shows)

# 350+

employees creating content and running NYPR properties



THANK YOU



## THANK YOU TO OUR 200,000 MEMBERS



“It was a guy who used to work with me who introduced me to WNYC ... Listening more, you learn more. You hear more ... **It's good to listen—to learn more about life.**” —Ali Al Shella, clerk, Sam's Deli



“I have WQXR playing in the store most of the time. I spend about twelve hours here. This music makes me feel better. And the customers like it! They say I'm the only cleaning place that plays classical music. I would like to restate: **The radio is on all the time.**” —Aram Gozuvuyukian, owner, Pleasant Cleaners



“Each morning, I attach a Bluetooth speaker to my bike, and, as I'm riding, I'm streaming the app. I love the quality of the stories [on WNYC]. **It feels like I'm listening in on a great conversation about what's happening each day.**” —Tom Mullen, Principal, Leaders High School



**“I probably started listening to WQXR 50 years ago!** And I’ve learned about a lot of the things that are going on in New York City—bands and concerts. It alerts me to different things that I might want to participate in or go to.” — Francesca Heller, WQXR member



“Well, I’ve learned that the Trans-Pacific Partnership is a thing that exists. I’ve learned what runs the financial systems ... all sorts of stuff! **For now, it’s fun. But who knows? Maybe I’ll become an economist.**” — James Tai, podcast listener



“I count on WNYC to keep me company every day! Whether it’s the newscasts, human interest pieces or even listening to music with my daughter on those rainy New York days, **I leave my dial on WNYC and never change it.** It is the best source for unbiased information, entertainment and a slice of New York as diverse as the city itself.” — Scarlett Johansson, actress



“We are indebted to our grand composers for what they have given us, and we owe it to our children to move them forward—and to make WQXR a viable state-of-the-art classical radio station that will serve as an ever-present respite from a noisy, busy life.” — Kathy Dean, WQXR member



“I’m a barber and I’m proud to be that. And I have created a wonderful clientele. They are intellectuals, business people. They are well-suited for this type of music. Sometimes they come in very hyper—you know, there’s some business they’re thinking about. But they come in, sit down in the chair and they’re going to relax. The late chairman of Morgan Stanley used to come in and say to me, **“I want one and a half hours of your time. Just put on your music.”** — Salvatore Macri, owner, Salvatore Macri Hair Salon



“Wherever I am, it makes me feel at home. I can turn on WNYC and I know that other people think this is important. It makes me feel connected. I think WNYC is really one of the things that makes New York City such an amazing place. It’s such a special thing.” — Marisa Wu, owner, The Salty Road