

## Section 6: Local Content & Services Report– CPB Station Activity Survey for FY2023

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

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

### **NYPR STRATEGIC PLAN**

One of the many ways we strengthen community connections throughout the New York metropolitan area is through our development of diverse content across the station’s distribution channels and platforms on-air, online, and on the ground. Through our groundbreaking local news and inclusive programming, we invite ongoing civic dialogue and support New York culture. We invest in partnerships and special events to provide resources and cultural experiences for our local communities. Constantly working to expand our reach, we explore new services and tools that increase the accessibility of our content.

In early January of 2023, LaFontaine E. Oliver joined New York Public Radio as our new President and CEO, bringing over 20 years of experience in both local and national public radio. In addition to his commitment to ensuring that NYPR serves everyone in the communities we represent, and that we listen to and engage authentically with the diverse communities of the New York region, our new CEO has highlighted the importance of engaging public media’s next generation.

### **COMMUNITY ADVISORY BOARD**

New York Public Radio has a Community Advisory Board (“CAB”), a volunteer group of interested listeners who meet at regular intervals to gather public comments, advise on the programming and policies of WNYC and WQXR, and provide feedback on how we are meeting the specialized educational and cultural needs of our community. The CAB reviews our programming goals, services, and policy decisions. Deliberating independently of station management and New York Public Radio’s Board of Trustees, the CAB determines its own agenda and elects its own leadership. The CAB is an advisory body and conveys its findings and recommendations to the Board of Trustees based on the public’s input.

### **MEDIA PARTNERSHIPS**

Media partnerships are a key part of our efforts to engage meaningfully with our local communities. We seek and select media partners who address the issues relevant to our local audiences. By providing airtime and promoting the events of our media partners online through media spots, social posts, and newsletters, we increase opportunities for listeners to access programming, conversations, information, and activities that inspire and increase awareness and understanding. As a result of the marketing support NYPR offers our media partners, listeners in the metropolitan area often learn about cultural, artistic, educational, and civic events that they might not have otherwise.

## **DIGITAL COMMUNITIES**

NYPR's social media and digital strategies help us identify and reach new audiences in our area. We continuously look for ways to use the unique power of digital platforms to make our programming more responsive to our local audiences. NYPR uses social media and our digital resources to engage new audiences and invite conversations that are traditionally more challenging to have daily.

Our social media and digital teams collaborate with our content teams to foster dialogue across our local communities through social media platforms like Facebook and X, as well as Instagram, and YouTube. We frequently engage listeners by soliciting user-generated perspectives via email, social media, and SMS. In 2023, Gothamist relaunched several newsletters, including a transportation-focused weekly newsletter and the WNYC weekly newsletter.

In April of 2023, the newsroom launched *NYC NOW*, a podcast feed dedicated to daily news updates catering specifically to New Yorkers. In addition to delivering essential information daily, the podcast feed featured *Imminent Danger*, a special investigative series that reached broader audiences through an *NPR One* tap-through promotion. *NYC NOW* surpassed our fiscal year download goals by over 50%. Our cross-promotional efforts have brought in new listeners, including 5,000 new devices that had not accessed an episode within 60 days.

In FY24, NYPR is working on the redesign our WNYC app to provide a more robust digital home for our live and on-demand programming.

## **WNYC STUDIOS**

To support show leaders in setting their strategic and editorial direction and in developing new, ongoing talk shows, WNYC Studios hired a new Vice President this fiscal year. Our new Vice President worked closely with other departments in the organization to ensure show leaders had the skills, culture, and structure they needed to thrive.

In addition to relaunching *The United States of Anxiety* as *Notes from America with Kai Wright*, now a nationally-syndicated radio show broadcast on more than 100 stations across the country, in FY23, WNYC Studios launched the following new series and special new episodes:

### ***Terrestrials***

In September, *Radiolab* premiered *Terrestrials*, its first project created specifically for young audiences, with the mission of cultivating the innate curiosity of young minds and encouraging them to discover and connect with the earth's natural wonders.

### ***On the Media: The Divided Dial***

In November, *On the Media* launched a five-part series examining the history of conservative talk radio and its power over American politics, with a focus on the growth of Salem Media Group, an influential Christian network.

### ***More Perfect***

In May, WNYC Studios launched a new, 12-part season of *More Perfect*, the Supreme Court podcast series that brought audiences historic cases that have led to debates around some of our nation's most pressing issues, from our religious freedom to our artistic expression, from our reproductive choices to our voice in democracy. *More Perfect* has been an essential contribution to WNYC Studios' mission to tell deeply-reported, well-produced stories that illuminate the historical events that have shaped our democracy and explain why they are relevant to our lives today.

### **WQXR**

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

In September of 2022, WQXR welcomed its first-ever Executive Producer for WQXR Podcasts, Elizabeth Nonemaker, to oversee the development of a suite of classical music podcasts focused on an approachable take on classical music.

### **THE GREENE SPACE**

Our live performance space, The Jerome L. Greene Performance Space ("The Greene Space"), provides an access point for audiences not traditionally served by public radio. The Greene Space seasonally presents a diverse array of public affairs, performing arts, and cultural events that are responsive to our local communities and increase the depth and reach of our on-air programming. A communal meeting place, The Greene Space invites public dialogue about the issues shaping our world, both locally and beyond, through live radio, live and on-demand video streaming, podcasts, and tapings of WNYC and WQXR's radio programs.

### **NEWS**

WNYC's newsroom entered the last year of NYPR's three-year strategic plan, which focused on integrating the legacy digital and audio operations, growing new audiences through strategic platform investments, and increasing journalistic ambitions by producing more long-form investigations and short-term utility content.

The year included redesigning and relaunching Gothamist, the station's news website. With this effort, together with a new project that focused on e-mail acquisition, the station was able to nearly double the number of repeat loyal visitors to its content, which included both a live streaming button, podcast access, as well as daily news content. Traffic this fiscal year was generally about 20% to 25% up over pre-pandemic levels. We also launched a novel local news podcast, *NYC Now*, which took daily newscast content and repurposed it for an on-demand audience three times a day and with occasional investigative deep dives on weekends. The project has exceeded new audience goals by more than 200%. This project has also been replicated at stations around the country.

In an effort to reach and engage deeply with audiences, WNYC launched a pop-up radio show, "The People's Guide to Power," which ran for 10-weeks leading up to the November election. And as part of a

station-wide suite of programming for Mental Health Awareness Month, in May WNYC mounted “Hold On,” a series of live national call-in shows about mental health and getting help, carried on 105 stations nationwide.

The newsroom has grown its in-person community building, a major focus of the last fiscal year. Building on previous years’ experiments, the station broadcast several days of *Morning Edition* and *All Things Considered* from outside the studio, including a community garden in Brooklyn, a New Jersey diner, and a Long Island community college. These efforts get the newsroom’s journalists into communities and speaking with people who are making a difference in the NYC region. WNYC also formed a first-of-its-kind partnership with Street Lab, a nonprofit group that works on new ways to cultivate public space. The project combines the distinct skillsets of both organizations to help New Yorkers tell their own stories in their own words. After inaugural sessions in Jackson Heights and East Harlem, we followed up with efforts in dozens of neighborhoods.

### ***New Jersey News***

In 2011, we launched New Jersey Public Radio (“NJPR”) News to expand our stations’ coverage of New Jersey across our multiple broadcast and digital platforms, and to contribute original journalism that addresses important public policy, civic, and social justice issues for the state and region.

In addition to being aired on NJPR stations, NJPR News content also runs on WNYC AM and FM. This ensures that our reports and the voices of New Jersey residents are heard by the nearly one million people in our region who tune in to those stations every week, and by the many hundreds of thousands more who listen online or via their mobile devices. NYPR’s broadcast reach covers approximately 75% of the total New Jersey state population. Combining WNYC, WQXR, and NJPR, we now count approximately 424,200 New Jersey residents as listeners.

## **2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you’re connected across the community and engaged with other important organizations in the area.**

NYPR partners with numerous organizations in the New York City metropolitan area to provide media resources, support multicultural arts, promote learning initiatives, host community events, and produce collaborative reporting. This year we partnered again with a variety of cultural institutions and organizations, including Scholarship Plus, The Apollo Theater, and public radio stations across the country.

### **MEDIA PARTNERSHIPS**

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

## **EDUCATION PARTNERSHIP**

New York Public Radio partnered again this year with Scholarship Plus to offer paid internships and mentorship to students between high school and college. All students who participate in the program come from economically disadvantaged backgrounds, and most are the first in their families to attend college. We hosted two Scholarship Plus interns this past summer.

## **WQXR PARTNERSHIPS**

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

This year's programs included *Carnegie Hall Live*, the *Metropolitan Opera Radio Broadcasts* and *The New York Philharmonic This Week*, and the *Naumburg Orchestral Concerts in Central Park*.

In January of 2023, WQXR also began a new schedule of live concert recordings Monday through Saturday, "The Evening Concert Hall," underpinning WQXR's unique offering and essential partnership with music institutions in New York and nationwide. Organizations featured have included Gateways Music Festival, the Chamber Music Society of Lincoln Center, and the LA Philharmonic. Additional WQXR partnerships this year included those with The Public Theater and Park Avenue Armory.

WQXR also expanded its partnership with The New York Philharmonic this year to produce a new five-part podcast that explores the history of our city through the lens of its most prominent orchestra. *The NY Phil Story: Made in New York* was hosted by Jamie Bernstein, author, filmmaker, and daughter of conductor Leonard Bernstein.

WQXR and Brown University's Brown Arts Initiative partnered this year to produce a new season of *Helga*, with guests including poet Claudia Rankine, jazz vocalist Somi, and dancer and choreographer Bill T. Jones.

In October of 2022, approximately 500 children and parents enjoyed WQXR's Classical Kids Fair at the Queens Theatre, as a result of WQXR's partnership with the Copland School of Music at Queens College, Louis Armstrong House Museum, and Musiquita. And in June of 2023, WQXR hosted another Classical Kids Fair at the Brooklyn Children's Museum, with approximately 1,200 attendees. Partners included the Brooklyn Conservatory of Music, Little Orchestra Society, and Dancers from the Met Opera.

## **NEW SOUNDS PARTNERSHIP**

New Sounds hosted by John Schaefer continued its partnership this year with the Ojai Music Festival and presented *Ojai on the Air*, a weeklong series of exclusive performances, live recordings, and interviews from last summer's festival, with a look towards the 2023 Festival with Music Director Rhiannon Giddens.

## **WNYC PARTNERSHIPS**

### ***News & Community Partnerships***

Community partnerships that NYPR participated in this past year through our Community Partnerships Desk included the following:

- WNYC partnered with Branch Brook Park Alliance in Newark, New Jersey to set up a “story booth” in the park in August of 2023 to collect and share stories from the Newark community.
- WNYC partnered with the Committee to Protect Journalists to hold a training for journalists across the New York-metropolitan area on best practices to assess and reduce risk while newsgathering in volatile and dangerous environments. This was held in The Greene Space in February of 2023.

### ***Radio Rookies Partnership***

New York Public Radio continued its partnership this fiscal year with the Margaret Neubart Foundation to produce Radio Rookies, WNYC’s Peabody award-winning youth media arts education program that empowers young people with the communications skills, technical know-how, and confidence they need to tell their own stories, share and express their opinions, and ultimately become informed, engaged adults. The program not only serves the young people who participate, it also gives listeners the opportunity to better understand the lives and perspectives of young New Yorkers as they navigate the complex environments of their schools, their communities, and our city.

At the start of FY23, Senior Producer Carolina Hidalgo and Community Partnerships & Training Editor George Bodarky worked together to re-envision and restructure the core components of the Radio Rookies program. This included strategizing around ways to increase the reach of the program to partner with more schools and community groups and serve more students.

In November of 2022, Carolina spoke with four classes (the entire 12th grade, approximately 100 students) at Flushing International High School, which is part of a network of international schools in the city that are open to students who have arrived in the United States in the previous four years and who are English language learners.

From January 2023 through to September 2023, the Radio Rookies program worked with a group of teenagers to produce stories about gentrification, public housing, and the meaning of home. Participants spent several months receiving one-on-one mentorship as they each produced their own individual seven-minute audio story.

- Sixteen-year-old Christina Adja’s story looked at the issue of gentrification in her South Bronx neighborhood and in New York City. Her story brought attention to how changing neighborhoods affect adolescents’ sense of belonging and stability.
- Seventeen-year-old Fanta Kaba examined a controversial program that has been putting public housing units in the hands of private developers and what has been at stake for public housing residents.
- Sixteen-year-old Saldon Tenzin shared a personal story about how she went from being ashamed and embarrassed of her Tibetan heritage to feeling proud and wanting to connect with her culture.

### ***Bodegas & Barbershops Partnership***

During this past year, Health and Science Editor Dr. Nsikan Akpan worked with a network of community organizations to explore the feasibility of a bidirectional information partnership with New York City bodega owners. *Bodegas & Barbershops*, a partnership between New York Public Radio, the Bodega and Small Business Group (BSBG) and research institute Knology, was a pilot and feasibility study to develop an understanding of how authoritative health and science information, and misinformation, circulate through media outlets and neighborhood businesses (bodegas) to influence community engagement and understanding of science and health issues. Surveys were conducted on-site in both English and Spanish and were focused on documenting community perspectives on three subjects: the health and commercial dimensions of cannabis legalization, the mental health impacts of crime, and inflation.

### ***Annual Health Convening Partnership***

In June of 2023, WNYC continued its annual health convening partnership with the Sloan Foundation to bring together health experts and journalists in discussion of urgent topics in health and health policy. Moderated by our Health and Science Editor Dr. Nsikan Akpan, the event program “New York City’s Enduring Crises” centered on three complex challenges that place pressure on the city’s healthcare system:

- “Protecting Abortion Access in New York” was moderated by WNYC Health Reporter Caroline Lewis, who was joined by Executive Director of the New York Civil Liberties Union Donna Lieberman and Planned Parenthood of Greater New York Chief Medical Officer Gillian Dean. Their conversation explored the reverberations of the Supreme Court’s decision in *Dobbs vs. Jackson Women’s Health Organization* and the implications of the proliferation of legal restrictions on abortion for New York.
- Health and Science Reporter Rosemary Misdary moderated “The Lasting Imbalance of Vehicle Emissions” in conversation with Columbia University Mailman School Professor of Public Health Dr. Marianthi-Anna Kioumourtzoglou and CUNY Graduate Center School of Public Health’s Professor of Environmental, Occupational, and Geospatial Health Sciences Dr. Ilias Kavouras. Panelists discussed the environmental impacts of fossil fuel-burning vehicles in New York City.
- “The Health Needs of Asylum Seekers” was moderated by Data Reporter Jaclyn Jeffrey-Wilensky, and included Dr. Gunisha Kaur, Lab Director at Weil Cornell Medicine’s Human Rights Impact Lab, and South Bronx Mutual Aid Community Organizer Desiree Joy Frias. The conversation assessed New York City’s efforts to extend medical care and health resources to over 100,000 newly arrived asylum seekers from the United States’ southern border.

### ***Health, Policy, and Science Experts Partnership***

WNYC regularly engages with the area’s leading experts in the fields of public health, medicine, epidemiology, and environmental science, connecting them to our local and national audiences. In this last fiscal year, the WNYC Health Unit continued its partnership with the area’s leading scientific experts, highlighting their latest contributions in public health, including the following:

- Dr. David Robinson, New Jersey State Climatologist, Professor, Rutgers University. [Climate change is making NJ and NY into wildfire hotspots](#). May 24, 2023.

- Dr. Ziyad Al-Aly, Director of Epidemiology at the Washington University School of Medicine in St. Louis and the Chief of Research and Development for the Department of Veterans Affairs Healthcare System in St Louis. [Long COVID Three Years Later](#). April 6, 2023.
- Dr. Craig Spencer, Associate Professor of the Practice of Health Services, Policy, and Practice, Brown University. [What forced psychiatric hospitalization is like in New York City, as Mayor Adams pushes for more](#). December 2, 2022.
- Dr. Leslie Kantor, Professor and Chair, Department of Urban-Global Public Health, School of Public Health, Rutgers University. [Is monkeypox an STI? Why the answer matters for slowing New York’s outbreak](#). August 10, 2022.
- Dr. Celine Gounder, Senior Fellow, Kaiser Family Foundation, Clinical Associate Professor of Medicine, NYU Grossman School of Medicine. [What To Know About COVID Variants](#). July 13, 2022.

### ***Terrestrials Partnership***

This past fiscal year, we entered into a new partnership with Pinna, a subscription-based audio streaming service focused on children’s content, enabling them to feature all *Terrestrials* episodes, music, and activity sheets on a dedicated *Terrestrials* feed and promote the show via multiple channels.

We also established a similar relationship with Yoto, a screen-free radio for kids of all ages that will distribute *Terrestrials* content and promote the series for one year. The show has also appeared in education-focused subscription boxes like Black Girl MATHgic and Music Library Box. *Terrestrials* content has also been showcased and promoted by established kids podcasts like *Brains On!* and *Flip and Mozi’s Guide To How To Be An Earthling*, as well as *Draw Together*, an interactive digital art class and learning universe.

Going forward, *Terrestrials* plans to grow the show’s formal educational engagement channels through licensing and strategic partnerships with schools, libraries, and potentially Science Sandbox and the Simons Foundation.

### ***WNYC MLK Partnership***

In FY23, NYPR partnered again with The Apollo Theater in the 17TH Annual WNYC MLK celebration, *MLK: Blueprint for the Culture*, exploring the relationship between Dr. King and the civil rights movement of the 1960s and contemporary social and civil justice movements. This year, the host was Kai Wright of *Notes from America with Kai Wright*, a WNYC Studios’ national call-in radio show and podcast about the unfinished business of our history and its grip on our future. WQXR extended our reach this year by broadcasting the event to over 131 public media stations throughout the country.

### **THE GREENE SPACE PARTNERSHIPS**

In FY23, The Greene Space and *New Sounds* continued its partnership with The Augustine Foundation to produce The New York Guitar Festival, hosted by John Schaefer. The event featured two nights of performances by Louis Cato, JIII, Steve Gunn, Sessa, Yasmin Williams, Brandon Ross and Stomu Takeishi, and Bill Frisell and Luke Bergman.



**3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

NYPR is one of the most substantial member-supported organizations in the New York City with a current membership of 161,000. Our programming creates opportunities for artists, writers, policymakers, educators, and civic leaders to strengthen conversational ties across diverse neighborhoods on-air, online, and in our live event space.

## **FEEDBACK**

### ***Listeners***

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

*“WQXR is an amazing resource of culture and grace, and the music continues to enrich my life every day. Thank you!” – Lindsay from Stamford, Connecticut*

*“Your news is the one to which I turn first, and it’s your cultural programming through podcasts for which I get most excited when I see it in my feed!” – Martha from Brooklyn, New York*

*“My son, my daughter and I are listeners. We stay informed or learn something new on each car ride while we listen. Thank you for the excellence in content.”– Jenniffer from Bayonne, New Jersey*

*“I am new to NYC and am enjoying all the amazing programming on WNYC....thank you!!!” – Michelle from New York, New York*

*“I drive for a living and WQXR makes my day so much better! Thank you, WQXR!”  
Michael from New Brunswick, New Jersey*

*“I just moved to New York and becoming a WNYC member was high up on the move to-do checklist. Proud to support!” – Nicole from Bedford Hills, New York*

*“For 45 years WQXR has been my companion, from waking up, at work and travels. Thank you WQXR, can’t go through the day without your beautiful music you play.” – Rebecca from New York, New York*

*“WNYC is part of my every day. Thank you for the broad coverage keeping me connected to the world.” – Anna from Brooklyn, New York*

*"I don't remember a time as a child and now for a long time, an adult that the radio was not tuned to WQXR.....Thank you! and thank you from my dog as well!!!!!" – Candace from East Elmhurst, New York*

*"I love that WNYC covers news in New Jersey as well, and keeps me feeling connected to my greater NYC community." –Bryna from Jersey City, New Jersey*

### **Media Partners**

This year, through our media partnerships, we connected our audiences with nonprofit leaders and offered local audiences more opportunities to experience artistic, cultural, educational, and civic events. We provided our partners (often small nonprofits with no advertising budget) with much needed marketing support.

We received the following feedback from our media partners this year:

*"The NYPR Media Partnership with WNYC has continued to serve as a core element of our communications and outreach strategy at Nonprofit New York in 2023. Through this ongoing collaboration over the past year, we have further expanded our reach and visibility within the nonprofit community in New York City and beyond. By sharing details on WNYC this year about our educational events, nonprofit resources, and the launch of our improved nonprofit job board, more nonprofit leaders and professionals have gained access to the critical resources we offer. As a result of this partnership, Nonprofit New York has been able to advance our mission of championing and strengthening nonprofits through advocacy and capacity building to cultivate a more unified, just, and powerful sector. We value WNYC's continued support in 2023 in elevating the profile of our work and ensuring nonprofits across the region can fully leverage the programs and services we provide." - Nonprofit New York, from Sonali Jhurani, VP of Development and Communications*

*"WNYC plays an indispensable role connecting DOC NYC, New York's Documentary Festival, with the New York community. Curious New Yorkers who tune in to shows like Morning Edition, Weekend Edition, or follow WNYC's social media, can learn about opportunities to engage with over 300 documentary films and events. WNYC is a vital partner in helping DOC NYC meet its core mission of cultivating new audiences, creating community, and spotlighting the magic of NYC." - DOC NYC, from Raphaela Neihausen, Executive Director*

### **Scholarship Plus**

Scholarship Plus students from our annual program often report back that the internships provide them with direction and valuable experience for their future careers. WNYC received the following feedback from this year's students:

*"Enriching exposure to a range of specialists—sound engineers, classical music hosts, journalists, producers, video editors—which helped me shape the path I want to take." - Nicholas Jun (Diversity, Equity & Inclusion Intern)*

*"I really enjoyed the work-life balance, and the positive encouragement everyone on the team gave me and to each other. The culture was very nice! I appreciated the efforts made to bring the interns together and network with others in the building." - Redwana Choudhury (Development Intern)*

### **News & Community Partnerships**

Through our Community Partnerships Desk, we have been helping to amplify voices in underrepresented communities through initiatives and partnerships. Below are just some of the examples of the impact and feedback:

- Our collaboration with the Queens Memory Project helped amplify voices and highlight the significance of capturing oral histories in communities.

*"We've gotten such a nice response to the pieces that are airing. This is so helpful for raising the visibility of Queens Memory across the city. Thanks for collaborating. 😊"*  
- Natalie Milbrodt, Director of the Queens Memory Project

- Our project around family recipes has been resonating with audiences, sparking conversations, and amplifying voices in diverse communities.

*"I heard Lisa Gross talking about her grandmother's crab recipe on WNYC this morning, and it made me think of my mother who made this recipe on special occasions... Thank you for sharing this beautiful story, it transported me back to my mother's kitchen all those years ago." – Jiwon*

- A listener heard a series of stories we collected in Jackson Heights, Queens as part of our Street Lab collaboration:

*"Just heard your segment on ME! It was excellent. My husband and I literally stopped what we were doing to listen to it. Also made me realize I need to go walk around Jackson Heights!"*

### **MLK Partnership**

In FY23, NYPR partnered again with the Apollo Theater to present the sold-out event *MLK: Blueprint for the Culture*. Online, our YouTube livestream reached nearly 120,000 individuals with a total watch time exceeding 300 hours. Our engagement also extended to social media platforms, further fostering community dialogue and participation.

Comments about the event from community members submitted to NYPR include the following:

*"Thank you for streaming today's program. Exactly what we need and to gather as community at this moment."*

*"#Brooklyn in the house! I was driving and honking at the young people on the Brooklyn Bridge!!!! #BLM"*

### **Radio Rookies Partnership**

All of this year's stories from the Radio Rookies work with teenagers were amplified on *The Brian Lehrer Show* through each participant's segment. In their own show segments, they further explained the issues in their stories and responded to questions and comments from callers. These stories reached 215,600 listeners on local *Morning Edition*, local *All Things Considered*, and *The Brian Lehrer Show*. Their stories reached an additional 11,000 people who downloaded WNYC's *NYC NOW* podcast.

Christina and Saldon's stories also aired nationally on *Here & Now*. Fanta's story has been adapted into a full episode for WNYC's *Notes from America with Kai Wright* and aired in December of 2023. The episode focused on the New York City Housing Authority plan and deepened listeners' understanding of the issue of privatizing public housing. Radio Rookies is working on another episode covering this issue with NPR's *Code Switch* set to air in January of 2024.

Below is feedback from our Radio Rookies and a listener of the show this past year:

*"This was the best experience I've ever had, thank you so much... now that I've done something like this, I'm able to communicate better with people face to face... not only was I really happy with the piece and how it turned out... But I was also really pleased at how much it helped me self-reflect and self grow." - Saldon Tenzin, high school senior*

*"I think it also helped me kind of become a leader in a sense. Because a lot of teenagers, they're kind of afraid to speak up or they don't have the platform to speak up. So the fact that I had the opportunity to do this and amplify the voices of other teens within my community... I feel like a very important part of being a leader is also helping people show off their strengths, show off their experiences, show off their own feelings in a safe space. And I felt like I was able to do that through my interviews with my friends."- Christina Adja, high school junior*

*"I heard the piece this morning and it absolutely knocked my socks off and I encourage the entire listening audience to seek it out. It was so sophisticated. The writing was on such a high level. It just grabbed me in every way, culturally, socially, politically, economically, emotionally. Christina, long may you report and write and contribute. You are a vital voice in New York City." - Leo, Rutgers Journalism adjunct professor*

The following institutions shared Rookies stories in their Twitter/X feeds: The Furman Center, advancing research and debate on housing and urban policy, shared Christina's story with its nearly 9,000 followers; International Campaign for Tibet, a DC-based NGO, shared Saldon's piece to its 25,000 followers; and City Limits NYCHA reporter Tatiana Turner shared Fanta's story, praising her deep reporting into NYCHA's PACT and Preservation Trust Initiative.

## **AUDIENCE AND IMPACT**

This past fiscal year, WNYC’s weekly audio audience across broadcast and streaming platforms averaged approximately 1M, while Gothamist’s digital readership numbers included 2M active monthly readers. *Notes From America with Kai Wright* reached a weekly broadcast audience of over 200,000 listeners. This represented significant growth from its earlier iteration (*The United States of Anxiety*), which reached an audience of roughly 45,000 listeners. WNYC reporting is also frequently featured on the nationally distributed NPR news programs *Morning Edition* and *All Things Considered*, reaching over 10M.

WNYC’s Health Unit’s reporting serves as an important accountability measure for public and private sector institutions impacting public health. Our reporting often creates shifts in policy and civic action. After Gothamist reported on the presence of toxic fumes at Royal Palms, a popular shuffleboard club in the Gowanus neighborhood in Brooklyn, New York City’s Department of Environmental Conservation clarified their public-facing notice of the violation and the risks posed to guests.

WNYC’s reporting also often informs legislative action at the state and local level. Our early reporting on plans to dump radioactive waste from decommissioned nuclear facility Indian Point helped provide early publicity for the plan, leading to forceful residential opposition that resulted in legislation known as the “Save the Hudson” Act.

The Greene Space hosted a total of 73 live events in FY23. These included the WQXR Christmas Concert in 2022, WQXR Celebrates Pride in 2023, and the monthly series Wunderlust Wednesdays, involving conversations with leaders in arts, culture, media, journalism, and civic. Over 50% of The Greene Space events in FY23 featured BIPOC panelists, hosts, and performers.

**4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.**

NYPR continued this year to expand our programming and engagement activities in response to the needs of our local communities.

## **AUDIENCE SURVEY**

In 2023, we conducted an in-depth survey of our on-demand (podcast) listeners to determine gaps in our coverage. We identified opportunities to reach more BIPOC listeners through the programming offerings listed below.

### ***La Brega***

Season Two of *La Brega* (WNYC Studios’ co-production with Futuro Studios) launched in January of 2023, with a focus on the history of Puerto Rico told through eight songs. Each episode was released in both English and Spanish, opening more programming to Spanish-speakers. Using

music as a lens, the show explored the broader issues of LGBTQIAP+ rights, colonialism, race, and feminism. The second season of *La Brega*, a pioneer in dual-language podcasting, was #1 on Apple podcasts' "New and Noteworthy" list, just after launching.

***Notes From America with Kai Wright: 'Black History Is Now'***

In February of 2023, *Notes from America with Kai Wright* launched their *Black History is Now* series, focusing on the background, triumphs, and challenges faced by notable Black figures in America. The series featured guests including ballerina Misty Copeland and director Gina Prince-Blythewood. It also explored Black popular music and the Afro-punk music genre.

***Every Voice with Terrance McKnight***

In February of 2023, we launched a new podcast by WQXR host Terrance McKnight built on McKnight's radio documentaries and spotlighting underrepresented voices in classical music and their influence on contemporary American culture. The debut season explored representations of Blackness in opera. The podcast reached 14,000+ listeners after just three episodes.

***Black Here Category Feed***

In 2024, WNYC will be launching the new podcast feed *Black Here*. With curated selections of shows and segments, the feed plans to offer opportunities for Black audiences to discover and engage with more WNYC content.

## **WNYC**

***Radio Rookies***

In FY24, Radio Rookies will conduct two, six-month long journalism workshops for New York City teens and young adults. Rookies staff also plan to serve additional groups of high schoolers in partnership with schools and other youth development organizations in New York City.

Radio Rookies also anticipates working closely with an additional eight to nine teens and young adults, with ages ranging between 15-24. The first cohort will run from January of 2024 through June of 2024, with a second workshop spanning from July through fall/winter 2024. Rookies Senior Producer Carolina Hidalgo will continue to oversee and manage the workshops. Individual Rookies will be supplied with audio recording equipment, learn how to use audio editing programs, and receive monthly stipends. Each participant will also be provided with mentorship opportunities, including conversations with WNYC producers and reporters where they will discuss their career paths to journalism and other media. They will also participate in journalism training workshops with Community Partnerships and Training editor, George Bodarky. Radio Rookies will continue to focus on empowering young people interested in growing their communication and advocacy skills, not just those interested in becoming journalists.

We plan to collaborate with community organizations and schools to select a pool of 2024 applicants and explore themes that may include stories about housing insecurity, environmental justice, or the presidential elections.

Mini Workshops: As part of Radio Rookies commitment to share its expertise and reach as a leading youth media arts training program, Rookies staff will partner with three to five community groups to provide one-day trainings or week-long workshops, with the goal of reaching an additional 35-50 young people throughout the year. Rookies will seek to work with youth-centered community organizations that are already running their own media programs and potentially collaborate with schools or groups to provide mini-workshops, which may consist of interview and communication skills coaching, trainings on narrative storytelling for podcast/audio, or fostering interest in media representation and careers in media, depending on organizational needs. Rookies is currently in discussion with the Queens Museum, the Queens Teens Institute for Art & Social Justice, and We Build the Block, which works with violence-involved youth, about conducting mini-workshops in 2024.

Radio Rookies also plans to distribute stories on a range of platforms including local and national editions of *Morning Edition* and *All Things Considered*. Radio Rookies will also pitch completed stories to WNYC's local daily program *The Brian Lehrer Show*, and other national programs and publications such as WNYC's *Notes from America with Kai Wright*. NYPR estimates that thousands of people will hear one or more Radio Rookies stories on-air. These efforts will help fulfill Radio Rookies' goal of increasing the presence of contemporary youth voices on both WNYC local and national broadcast, podcasts, and other digital publications. Through this work, Radio Rookies aims to help diversify the next generation of media professionals, as well as help WNYC reach younger, more diverse audiences.

### **News & Community**

This past year, we had numerous new initiatives and partnerships from our Community Partnerships Desk that were focused on engaging local minority and other diverse communities across New York City:

- WNYC's partnership with the nonprofit Street Lab placed us on the streets of underrepresented communities to engage with residents and better understand their needs and interests. In FY23, this helped inform the coverage of the various desks in our newsroom, as well as to amplify voices in communities across New York City's five boroughs. We visited the communities in FY23:
  - Kensington, Brooklyn
  - Addisleigh Park, Queens
  - Sunset Park, Brooklyn
  - Washington Heights, Manhattan
  - Washington Square Park, Manhattan
  - Brownsville, Brooklyn
  - Belmont, Bronx
  - Tompkinsville, Staten Island
  - Manhattan's Upper, Upper West Side
  - Jamaica, Queens,
  - Prospect Leffers Gardens, Brooklyn
  - Fordham Road, Bronx
  - Jackson Heights, Queens
  - East Harlem, Manhattan
- WNYC's Community Partnerships Desk held a panel discussion in The Greene Space in December of 2023 focused on the challenges and opportunities for immigrant entrepreneurs in New York City. A

key voice in the conversation was Hot Break Kitchen, a nonprofit that creates economic opportunity through careers in food.

- WNYC's Community Partnership Desk partnered with Queens Memory Project to engage with residents in Queens about cherished family recipes, and to tell stories about food that celebrate cultural heritage. We attended two events in Queens in 2023 in which we set up "story booths." We also collaborated with Queens Memory Project in December of 2023 to produce an evening of storytelling, education, and food to celebrate the diverse cultural heritage of our communities through treasured recipes and stories in The Greene Space.
- WNYC's Community Partnership Desk met with representatives from the Chinatown Partnership, Bronx Community Foundation, Brooklyn Community Foundation, Queens Community House, Red Hook Initiative and Staten Island Foundation to discuss issues impacting communities.
- WNYC's Community Partnership Desk also helped to organize a panel discussion in Newark, New Jersey in October of 2023 focused on the pervasiveness of segregation in New Jersey schools and what can be done to tackle the problem. This was a partnership with [Chalkbeat Newark](#) and [NJ Spotlight News](#). The event brought together residents and journalists with researchers who were deeply involved in examining the issue across New Jersey. It encouraged community participation and input to contribute to the ongoing statewide conversation, and to help inform media coverage and policy.
- In our efforts to create more first-person narratives, we've been engaging with various community organizations to help identify voices in communities. This year we marked the 50th anniversary of Hip Hop with a series of first-person narratives, collaborating with Ladies of Hip Hop, a nonprofit organization that provides artistic opportunities for girls and women in Hip Hop Culture. The project culminated with a panel discussion in The Greene Space in the summer of 2023.
- WNYC's Community Partnerships Desk is now collaborating with laundromats across our region to engage with communities ahead of the 2024 elections, particularly in communities with historically low voter turnout. The campaign aims to leverage the accessibility of laundromats and the power of public media to empower residents to become informed and engaged citizens. To date, laundromats in Brooklyn, Queens, Manhattan, and Staten Island are on board to participate.

## WQXR

- WQXR celebrated AAPI Heritage Month in The Greene Space with an evening of performances hosted by cellist and Artist Propulsion Lab member Andrew Yee and featuring violinist Anne Akiko Meyers, Korean percussionist Ji Su Jung, pianist David Fung, and other guests.
- WQXR's Artist Propulsion Lab (APL) continued to support emerging New York area artists to produce innovative programming across WQXR's platforms. Programming highlights for the Class of 2022 included Layale Chaker's "Radio Afloat," a musical reflection on the intertwined destinies of people



and the natural world; and The Aizuri Quartet’s “Song Emerging,” featuring Canadian Inuk vocalist, multi-disciplinary artist, and activist Tanya Tagaq; and the Aizuri Quartet performing “The Aizuri Songbook,” a curated collection of commissioned and pre-existing songs that hold special meaning for the group. WQXR also announced a new cohort of five artists for 2023: Zlatomir Fung, cellist; Alexi Kenney, violin; Briana Hunter, mezzo soprano; Curtis Stewart, violin/composer; and Shelley Washington, saxophone/composer.

- WQXR’s Project Airlift concluded its second year in a three-year initiative to provide complimentary on-air promotion to 30 BIPOC-led cultural organizations with budgets of under \$2 million to help them extend their reach to new audiences. This work has yielded the following results for our partner organizations: a survey conducted after the first year of the program found that 58.8% of responding groups saw an increase in general brand awareness; 35.3% noticed increased ticket sales; and 23.5% logged increased visits to their websites and social media accounts. During the second year of the initiative, we built on the lessons learned from the first year to support the participating organizations to maximize and track the impact of the program on their work.
- WQXR launched a new classical music email newsletter for families in May of 2023, reaching an initial audience of just over 1,000 subscribers. This newsletter served as a unique resource for parents, listing cultural activities across our local area in one central place. It featured videos, bedtime stories, and active listening challenges.

## **THE GREENE SPACE**

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

- *Terrestrials* had its official launch event in September of 2022 in The Greene Space. Designed for children ages 8-12 and hosted by Lulu Miller, the live event featured entomologist and educator Sebastian Echeverri, a performance from harpist Aviva Jaye, and catering provided by Brooklyn restaurant Citrico that incorporated edible insects.
- The Greene Space hosted its second annual First Peoples Week in October, a celebration of North American Indigenous life and history. The event featured award-winning Smoke Dancers; a chef teaching about indigenous cooking practices; a staged reading of a new play by Kaili Y. Turner; and vibrant conversations about land treaties, food, dance, Indigenous representation, storytelling and more.
- In celebration of both Women’s History and Pride Months, The Greene Space hosted three concerts with drag artist and violinist Thorgy Thor, featuring performances from Grammy Award-winning Catalyst Quartet, New York City Youth Poet Laureate Stephanie Pacheco, and other artists.
- On March 20, The Greene Space hosted The Future of Housing, an illuminating conversation about this critical issue affecting everyone in our region. The panel featured WNYC’s Josefa Velásquez with Mayor Eric Adams, as well four major players in urban planning and justice, including New York City

Comptroller Brad Lander. Gothamist's article on the event sparked further conversation about the mayor's views on housing and homelessness and was covered by multiple outlets, including *Politico*, *New York Playbook*, *Curbed (New York Magazine)*, *Urbanized NYC*, and *The Architect's Newspaper*.

**5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?**

This year's CPB grant funding was used to continue to serve our community through local and national programming, news, and call-in shows.

***ALL THINGS CONSIDERED***

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

***THE BRIAN LEHRER SHOW***

CPB funding enabled us this fiscal year to continue to produce our weekday, local call-in show, *The Brian Lehrer Show*. The program invited conversation between guests and audience members about matters in local and national politics and in our communities. Because of CPB funding, coverage that was possible this year included reporting and call-in specials on climate change, affordable housing, the COVID-19 pandemic, wildfire smoke, nursing strikes, mpox, healthcare policy, and mental health.

The following news coverage and digital initiative were made possible this fiscal year because of our support from CPB:

**WNYC NEWS AND GOTHAMIST**

- Bahar Ostadan's exclusive investigation of a baby in Mount Sinai's NICU who died during the January nurses' strikes called into question the staffing decisions and preparations made by hospital executives in advance of the strike.
- Karen Yi and Nancy Solomon broke the news of the impending Rutgers faculty strike in February. They continued to lead coverage as faculty walked out in April for the first time in the University's 257-year history, profiling the voices on the picket line and offering deep background and rich context.
- NJPR broke the news that the Murphy Administration would wind down its COVID relief fund for undocumented workers and reallocate the majority of the remaining \$34 million to the state budget. Following NJPR's reporting and the response by advocates and other media outlets, the Governor announced that he would restore the money his office diverted from the fund.

- As wildfire smoke from Canada blanketed our region with smoke in June, the community turned to WNYC for critical updates. Brian Lehrer and Brigid Bergin spoke to experts and answered community questions live on the air, while Gothamist published regularly-updated data on the crisis, analysis of the City’s response, and a guide to making your own air cleaner.
- Mere days after Gothamist reported last summer on a landlord’s use of a “Frankenstein” loophole to evict tenants of rent stabilized units and redo their apartments, a state agency proposed a rule change to close the loophole. In June of 2023, New York lawmakers passed a ban on the practice, requiring rent regulation for buildings with at least one stabilized apartment.
- The WNYC newsroom led coverage on the government’s response to migrants arriving in New York City. Reporters Liz Kim and Jon Campbell, respectively, were the first to report on an executive order that allows the city to bypass parts of the longstanding right-to-shelter law, and the news that Mayor Adams was backing off his controversial plan to house migrants in an Orange County hotel.
- In an exclusive story, reporter Matt Katz published a harrowing look inside the Rikers Island prison, including exclusive photos and videos depicting “the squalid and deadly conditions.” Katz continued his coverage of the crisis at Rikers, with stories on record-breaking deaths at the prison; a new federal lawsuit that alleges NYPD officers have been transporting people to Rikers illegally and without trial; and state-published data on prison officials who illegally continue to hold inmates in solitary confinement for long stretches of time.
- WNYC was a leading voice of critical information about the 2022 elections. In addition to regular reporting including concise, digestible guides on pressing topics like incumbent reelection and absentee vote status in the primary and general elections, we launched *The People’s Guide to Power*, a 10-week pop-up live radio show aimed at helping New Yorkers navigate their right to vote. Plus, WNYC’s Brigid Bergin’s story on a loophole she found in registration rules for the August primary elections that would have allowed voters to change their party registration through Primary Day prompted the State Supreme Court to issue a decision moving up the deadline to August 12.
- The WNYC Newsroom launched the new series *Imminent Danger*, a five-part investigation into why an OB/GYN who New York State found negligent and incompetent was still practicing medicine and what it said about the system for vetting doctors.

#### **NEW JERSEY PUBLIC RADIO (NJPR)**

- In advance of a Superior Court ruling on whether New Jersey’s school segregation is unconstitutional, NJPR and NJ Spotlight co-led “Segregated,” a collaboration with newsrooms across the state to bring attention to the issue. NJPR has been a leader in its coverage, with reports including reporter Karen Yi’s piece on local resistance to affordable housing and a recent in-depth discussion on *The Brian Lehrer Show*.

- In June of 2020, Karen Yi reported on how the unregulated temp worker industry disregarded health and safety regulations during the pandemic, particularly affecting immigrant workers. Over the past year, that work informed a bill in the New Jersey State Legislature to improve conditions for temp workers. The bill's sponsor, State Senator Joe Cryan, cited our reporting for bringing attention to the issue.

#### **GOTHAMIST WEBSITE**

- In October Of 2022, NYPR launched a substantial redesign of the Gothamist website, streamlining navigation and increasing access to timely information.