

Section 6: Local Content & Services Report– CPB Station Activity Survey for FY2024

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 content across the station’s distribution channels and platforms on-air, online, and on the ground. Through our groundbreaking local news and 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 coverage of our content.

COMMUNITY ADVISORY BOARD

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

MEDIA PARTNERSHIPS

Media partnerships are a key part of our efforts to engage meaningfully with our local communities. We seek and select media partners who address the issues relevant to our local audiences. 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.

Multiplatform Content

As part of the strategic vision set out by our CEO, LaFontaine Oliver, in 2024 we expanded our multiplatform content strategy: broadcast programming was reimagined as on-demand and digital text offerings; podcasts were reformulated for local and national broadcast audiences; and we invested deeply in multiplatform storytelling and information sharing with both short- and long-form content. This work spanned NYPR brands. *NYC NOW* was established in 2023 as a podcast feed reimagining our on-air local news updates; in 2024, *NYC NOW* unveiled a deep-dive investigation into hundreds of sexual assault claims at the Rikers Island jail complex, accompanied by a series of written pieces on Gothamist. We also began a new service-oriented newsletter, *On the Way*, about regional traffic and transit issues, with segments on-air and significant outreach to the community soliciting topics to cover. As part of WNYC's Centennial, *All of It* built upon the success of their annual Public Song Project, producing on-air programming, live events and even a vinyl album of covers of century-old songs that entered the public domain in 2024.

WNYC STUDIOS

- After the October 7, 2023 Hamas attack, *On the Media* parsed through disinformation, reported on threats to journalists on the ground in Gaza and Israel, and explored signs of potential future geopolitical conflict. An infographic accompanying the episode was shared widely—including by U.S. House Representative Alexandria Ocasio-Cortez—as a guide to help news consumers cut through the noise of unverified information, sketchy sourcing, and misleading representations as war-related photographs, videos, screenshots, and news stories flooded the Internet.
- The first season of *Terrestrials*, *Radiolab's* special series created specifically for young audiences, was made available on PBS Learning Media. Produced with our partners at WNET, this collaboration featured new episode-specific instruction tips, discussion questions, and activities for teachers. The creation of this new resource on such a trusted and widely used public platform allowed us to connect with even more children and educators, meeting audiences where they are, both in- and outside of the traditional podcast space. Building on this success, a second season of *Terrestrials* is slated to launch in September of 2024.
- WNYC Studios' critically acclaimed podcast *Blindspot* launched Season 3: *The Plague in the Shadows*. Hosted by Kai Wright, this season explored the early years of the HIV epidemic in New York City, when the virus tore through some of our most vulnerable communities while the wider world looked away. Each episode featured testimonials from New Yorkers who changed the narrative about AIDS by demanding that they, and their illness, be seen.
- "We Don't Talk About Leonard," a special *On the Media* series in partnership with ProPublica about the influence of far-right activist Leonard Leo on the American judiciary, earned an Honorable Mention for the Silver Gavel Award for Media and the Arts—the American Bar Association's highest honor "recogniz[ing] outstanding work that fosters the American public's understanding of law and the legal system." The project was also a finalist for the 2023 IRE Award in Audio, honoring the best watchdog journalism of the year.

- *Radiolab* made history with its recent episode about a strange object orbiting Venus. After co-host Latif Nasser’s captivating reporting and the team’s persistence, the International Astronomical Union (IAU) officially named the quasi-moon Zoozve, after the title of the episode, and included *Radiolab* on NASA’s “Venus Facts” page. *Radiolab* then secured a partnership with the IAU to allow our listeners to name a quasi-moon of Earth. This unique investigation showed the powerful impact of *Radiolab* in facilitating engagement with the sciences, and the passionate engagement of the show’s global community.

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 wide 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 journalists showcased what it means to be a true multiplatform newsroom this year through critical breaking news moments, compelling narrative work, deeply reported investigations, and audience engagement projects. These pieces of content worked together to attract new and loyal audiences and then keep them engaged and returning to the station for civic information.

Across the news site Gothamist, WNYC broadcast and streaming channels, newsletters, social media and our local news podcast, we delivered our local reporting in new formats. And our audience grew as a result:

- *NYC Now*, a thrice-daily local podcast, reaches 20,000 listeners weekly. That audience grew significantly after the launch of a major, award-winning investigation, *Imminent Danger*.
- Our email subscribers list has doubled in size this year, reaching nearly 200,000 users.
- Repeat visits on Gothamist have doubled, driven primarily by our email strategy.
- The WNYC app is now more than twice as large as our wnyc.org live-streaming option and connects listeners to Gothamist reporting and WNYC live shows and podcasts.

We use several factors to measure success:

- Reach: Audience engagement
- Relevancy: Notable citations by other organizations – including staff media appearances, and awards – as a result of exclusive and authoritative reporting
- Change: Reporting is used to drive policy change and accountability

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 400,000 New Jersey residents as listeners.

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

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

MEDIA

In one of our annual key initiatives, NYPR again collaborated with cultural institutions and organizations to provide media partnerships to help promote events and programming that connect and strengthen our communities. We partnered with 20 organizations and institutions across New York (including Food Network's Food & Wine Festival, the Public Theatre, and BRIC) to help support the vital missions of our fellow regional institutions.

WQXR

WQXR's cultural partnerships this year have continued to increase access to classical and new music performances and showcase the vibrancy of New York performing arts organizations. This year's programs included *Carnegie Hall Live*, the *Metropolitan Opera Radio Broadcasts*, *The New York Philharmonic This Week*, the *Naumburg Orchestral Concerts in Central Park*, and shows *Aria Code* and *If This Hall Could Talk*.

In FY24, WQXR continued its series "New York in Concert" showcasing smaller presenters and ensembles throughout the New York area, such as the Peoples' Symphony Concerts and performances from the Morgan Library, the Chelsea Music Festival, and houses of worship across the city. Additionally, our series "The Evening Concert Hall," Monday through Saturday evenings, provided listeners with access to musical treasures from around the world.

WQXR's classical music podcasts and radio programs this year included the following:

- ***Every Voice with Terrance McKnight***: Conceived and hosted by WQXR host Terrance McKnight, this show examined representations of Blackness in opera. It was named 2023's Best Arts Podcast and Best Music Podcast by the Black Podcasting Awards and was a 2024 Webby Honoree.

- ***If This Hall Could Talk***: WQXR piloted this new show in partnership with Carnegie Hall, telling stories about items from the hall’s archive as a portal to iconic musical and social events. Episodes featured the autographed album cover from Judy Garland’s comeback concert in 1961; Benny Goodman’s clarinet; a booklet from a Women’s Suffrage Convention in 1910; Ella Fitzgerald’s glasses, and more.
- ***Aria Code***: WQXR released a new season of this podcast in partnership with the Metropolitan Opera, exploring the human emotions and stories behind opera’s greatest arias
- ***The Open Ears Project***: WQXR also released a new season of this podcast featuring musicians, celebrities and everyday New Yorkers sharing personal stories about music that shaped their lives.
- **WQXR’s Artist Propulsion Lab**: Through this program, WQXR supported 17 early-career musicians over its three years, providing much-needed financial support and a powerful platform to create original programming during the COVID-19 pandemic. The program amplified emerging talent, and several APL artists have gone on to receive prominent recognition. Emi Ferguson and Steven Banks were Avery Fisher Career Grant recipients. Andrew Yee was a finalist for the Third Coast Audio Award. And Brandon Patrick George won a GRAMMY Award for the album *Passion for Bach and Coltrane*.
- **WQXR’s Project Airlift**: This initiative completed its third year of providing on-air support for small-budget, BIPOC-led NYC cultural organizations to help them expand their reach to new audiences.

WQXR’s music education initiatives in FY24 included the following:

- Expanding the audience for our monthly Kids and Family email newsletter to 2,200 subscribers since launching in May 2023, highlighting opportunities to engage in family-friendly activities with performing arts organizations across the city.
- Holding two in-person Classical Kids Fairs this past year, in Brooklyn and Queens, engaging approximately 2,000 adults and children in hands-on performing arts exploration activities, in partnership with a range of artists and cultural institutions.
- Launching a new weekly children’s segment on Saturday mornings, “Once Upon a Composer,” hosted by Artist Propulsion Lab alum Emi Ferguson.
- Continuing our partnership with the New York Philharmonic’s Very Young Composers program, showcasing music written by fourteen extraordinary youth composers.

NEW SOUNDS

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

WNYC

News & Community Partnerships

The WNYC newsroom doubled down on covering quality of life issues ahead of the presidential election and the 2025 citywide election. This included working with interest groups and government agencies to execute reporting on affordability, transportation, recreation, sanitation and safety.

One of our key partnership initiatives was our innovative Suds and Civic initiative, where the community engagement team repeatedly visited residents at several of the region's laundromats to hear directly from voters about key issues for months leading up to the election. The effort yielded important lines of reporting and allowed community members to tell their stories in their own words.

WNYC also assumed a leadership role in the nascent New York Public Media Network, a group of state public media organizations that have worked together to share reporting and other resources. WNYC has offered free training sessions to the group, reaching dozens of journalists statewide. We also provide the primary support for the shared Albany bureau, which covers state issues for the entirety of the network.

WNYC also spearheaded other community engagement projects, such as poetry month, which drew submissions from hundreds of readers who had their poems read on the air. That event culminated in a live public event at our event center. Other community projects include Get Lit, the book club organized in conjunction with the New York Public Library. We also hosted *Morning Edition* and *All Things Considered* at remote locations such as the broadcast from a community garden that focused on the importance of such spots. At the site we were inundated with grateful neighbors who shared wonderful stories of the site and why WNYC was important in their lives.

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 and critical thinking skills, technical knowledge, 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, but 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.

In FY24, Radio Rookies supported eight young people in crafting personal and informative audio journalism narratives about the critical issues impacting their lives as young people in New York City. Rookies were supplied with audio recording equipment and a monthly stipend. One workshop included four participants and ran from January through August 2024. Participating Rookies took part in this intensive 24-week-long audio workshop where they learned the basics of audio journalism, and how to develop and script a story, conduct interviews, and edit audio documentaries. Radio Rookies senior producer, Carolina Hidalgo, met individually with each participant for an hour every week, via Zoom or in the Rookies' neighborhoods throughout New York to help prep or provide support as participants conducted and recorded interviews. Each Rookie dedicated approximately 65-75 hours to the workshop, including conducting research for their stories, receiving editorial assistance from WNYC editors and producers, audio recording, tracking, and finalizing their stories in the studio. By the end of the workshop, all four participants completed their audio stories, and one story aired on WNYC's *Morning Edition* and *All Things Considered*. Stories for the remaining Rookies are in the final editing stage and are slated to air on WNYC in FY25.

As part of Radio Rookies' commitment to share its reach and expertise as a leading youth media arts training program, in 2024, Rookies staff also partnered with five community groups to provide one-day trainings and short-term workshops, serving an additional 44 young people. Collaborators included the following:

- We Build the Block: 12 students from this Brooklyn-based youth-focused anti-gun violence organization visited the station in January 2024 for a tour and introduction to audio journalism.
- Queens Museum's Teens Institute for Art & Social Justice: 25 students from the program came for a station visit in April 2024. The students received training on how to fuse personal storytelling with current events and how to conduct research for reporting.
- YVote: This teen civic advocacy group welcomed the Rookies team to speak with young members of their "Democracy Camp" in July 2024 to find out what's on their mind ahead of the election. These conversations culminated in 5 short-form audio pieces that gave first-time voters a platform to speak on what matters most to them in this pivotal election year, including conversations focused on youth representation, environmental justice, and gun violence.
- Rookies conducted two individual short-term trainings with community groups in which students learned how to use audio recording equipment, developed their interviewing skills and interviewed their friends and family on a specific topic that hit close to home.

To provide longer-term mentoring, in late 2023, Radio Rookies formalized a Rookies Youth Advisory Council made up of former and current participants. The Council allows former participants to remain engaged post-program with quarterly meetups to help them build on their journalism and leadership skills, along with opportunities to shadow WNYC producers/editors as well as contribute editing and story feedback to future cohorts. Advisory Council members met quarterly with Rookies staff.

WNYC App Launch

We relaunched the WNYC app with significant modifications, including: an enhanced native player that allows for broadcast streaming as well as on-demand listening; the ability to read Gothamist and NPR articles in-app instead of needing to utilize a separate browser or app; functionality to set tune-in reminders for your favorite shows, and more. By providing a streamlined experience for our audience to engage with multiple New York Public Radio properties and listening formats, build brand affinity with our most loyal audiences and remove barriers to entry for adjacent and high opportunity demographics.

Radiolab Zoozve + Quasi-Moon Contest

Starting with the show naming of a new Quasi-Moon in the 'Zoozve' episode, Radiolab and the International Astronomical Union partnered on a contest to name another newly discovered planetary structure. Over 10,000 entries were judged by a panel featuring astrophysicists such as Dr Sofia Rojas, science communicators such as Bill Nye and Dr Moiya McTier, and actors such as Tony Award nominee Celia Rose Gooding (Uhura in Star Trek: Strange New Worlds) and 'YOU' actor Penn Badgley. The final seven names were released to the public, providing an opportunity for free digital connection across Radiolab fans and non-listeners alike, with a goal not only to name a Quasi-Moon, cementing Radiolab's legacy in the stars, but to convert people around the world to listeners of the show.

MLK

In FY24, NYPR partnered again with The Apollo Theater in the 18TH Annual WNYC MLK celebration, *MLK: The Inconvenient King*, focusing on a renewed commitment to understanding the context and complexity of injustice. The event was live streamed and received over 2,800 views. A one-hour version of the event was replayed on 168 public media stations across the country the following day.

THE GREENE SPACE

In FY24, The Greene Space and *New Sounds* continued its partnership with The Augustine Foundation to provide accessible and intimate classical music experiences unique to WQXR. Classical music events included a celebration of Earth Month with young artists from The Juilliard School on April 30; a celebration of AAPI heritage with the Metropolitan Opera on May 6; and Queen of the Night: PRIDE on June 7. Events continue to be available to stream free on The Greene Space's website.

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 approximately 178,000. 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:

"Our world NEEDS public radio - and WNYC is the best! Thank you all for ALL you do" – Cynthia from Rye, New York

"WQXR has always been a part of my life. Thank you so much for all the wonderful programming and especially for the Saturday afternoon opera." – Aline from Little Egg Harbor Township, New Jersey

"Brian Lehrer convinced me to increase my monthly support amount. I cannot imagine living in New York without WNYC." – Howard from New York, New York

"Dare I say that WNYC is one of my favorite things about NYC. Please keep doing what you're doing, love all programming" – Elona from Woodside, New York

“WQXR is awesome, if I'm stressed in my life, all I have to do is turn on the radio! The piano tones are absolutely serene, and the pianists that create these tones are absolutely fabulous! Thank you WQXR for playing classical piano music for us all!” – Jennifer from Larchmont, New York

“WNYC is my saving grace in these challenging and often frightening days. Thanks for the devotion to democracy, equality and intelligent coverage.” – Adrienne from Brooklyn, New York

“WQXR has been playing in my house since I was a child, for 6 decades!” – Debra from Phoenicia, New York

“My 22 year old daughter gave a contribution because she said she's been listening to wnyc since birth. If I set that example for her I had to give something too. Thanks for many years of wholesome listening time.” – Deanna from Bronx, New York

“There is no greater gift than the gift of music, and WQXR is like Santa Claus when it comes to giving us all the music we could ever want!” – Daniel from Redding, Connecticut

“I listen every morning. I don't know what I would do without your music. My two dogs Jenny and Rusty are soothed by the beautiful music and low-key atmosphere of your radio station. Bravo and Woof Woof!” – John from Garden City, New York

“Thank you WNYC. As I age...I'm 75 years old...I feel more alone...and then I turn my radio on. One host after another and my days or nights are filled with company I couldn't find elsewhere.” – Harvey from New York, New York

“Thank you for providing clarity and peace to listeners especially during these chaotic times.” – Chris from Sea Girt, New Jersey

“I have listened to WNYC since I moved to NY in 1999 - and now my kids listen to it. I have worked from home for 15 years and WNYC keeps me company and keeps me informed every day!” – Micil from Westport, Connecticut

“I can always count on hearing something that inspires or amazes me, no matter what time I tune in! Thank you so much.” – Andrea from Kew Gardens, New York

“Thank you for your balanced and thorough news coverage. You remain a beacon of light after 100 years. Keep it up!” – Nan from Jersey City, New Jersey

“My parakeets listen to you all day when I'm at work... they must be the most well-educated parakeets in Mount Kisco.” – Joyce from Mount Kisco, New York

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.

The following is one example of feedback from our media partners this year:

“WNYC is a vital partner for connecting DOC NYC, New York’s Documentary Festival, with the New York community. Both of our organizations have similar audiences – curious New Yorkers – who tune in to shows like Morning Edition, Weekend Edition, or follow WNYC’s social media, and in turn learn about opportunities to engage with DOC NYC’s 300+ documentary films and events. This is crucial in helping DOC NYC to meet its core mission of cultivating new audiences, creating community, and spotlighting the magic of New York City.” - DOC NYC, from Raphaela Neihausen, Executive Director

Education Services

Blindspot: The Plague in the Shadows (in partnership with the History Channel) premiered in January 2024, and was a 7 episode series highlighting the inequities in the fight against HIV & AIDS in New York City. The show traces how a virus tore through some of our most vulnerable communities while the wider world looked away, including women, women of color, children, and drug users. While the content of the show alone served to educate the community on this pivotal moment in history and how the New York City healthcare system felt the ripple effects from the HIV & AIDS crisis during COVID-19, there were additional initiatives that furthered the cause of education, namely events. For example, an event at CUNY’s Craig Newmark School of Journalism entitled “Revisiting the Early Days of AIDS” featured a nurse from the show as well as one of her patients, 40 years later, in conversation about their reflections on how to cover and serve communities in crisis.

Classical Kids Fair

The Classical Kids Fairs are a part of WQXR’s ongoing mission to celebrate classical music’s next generation of artists and audiences, and share pathways for kids to experience the joy, fun, and wonder of classical music. By engaging communities across the five boroughs, these festivals provide free music and interaction with the arts for all ages.

Suds and Civics

As part of our election coverage, the WNYC Community Partnerships Desk engaged in a year-long initiative across all five boroughs, highlighting a locus of community and conversation for local residents: laundromats. Dubbed ‘Suds and Civics’, this initiative garnered authentic responses to issues from affordable housing, education, and crime to democratic institutions and more. Amidst the backdrop of laundry-doing, these segments were aired on broadcast to inform the broader listenership about how regular people were approaching these issues.

Audience Reach

Each week, NYPR reaches nearly 600,000 people over the WNYC airwaves, nearly 400,000 on WQXR, and millions more who listen to our national broadcast and podcast programs.

In 2024, our Centennial efforts reached deep into the NYC region: Through a special collaboration with NYC Subways, we reached 10 million subway riders through in-train announcements featuring Brian Lehrer, Brooke Gladstone and Michael Hill; we brought thousands of people to events at Brooklyn Bridge Park, Central Park, NJ PAC and the Apollo, among others; and we met thousands more with our presence at events and gatherings across the region, from Harlem Week to the Hudson River Festival and many in between.

Radio Rookies Partnership

Completed Radio Rookies stories aired on WNYC's *Morning Edition* and evening program *All Things Considered* which reached an estimated 225,000 listeners via broadcast. Select reporting was also distributed on WNYC's *NYC NOW* local news podcast, reaching 32,400 podcast listeners. Additionally, 2023 Rookies workshop member Fanta Kaba collaborated with senior producer Carolina Hidalgo and NPR's *Code Switch* podcast to create a 40-minute episode that included recording new audio and working closely with Code Switch editors and producers at NPR's New York City studios to write a revised script. The episode, "New York City public housing is getting less public. How does that affect residents?" which was co-hosted by Rookie Fanta and longtime host Gene Demby, aired in late January 2024 and reached an estimated 590,600 listeners.

In addition to Radio Rookies reporting that they had a boost of confidence after seeing their stories publicly shared, below is feedback from listeners of the show this past year:

"Thought this one was particularly well written, and what a voice for radio! Congratulations, Radio Rookie. You have a bright future." - on one Rookie's coverage of subway surfing

"Love the inclusivity of the group! Representing the true census of the city!" - on the YVote series

"Just listened to Fanta's piece on Code Switch and I'm so thankful for the reporting, storytelling, and perspective as a resident she provided. When I found out she was still in high school, I was blown away and had to Google her. Keep up the great work Fanta, I can't wait to follow your career as a journalist and keep listening to your stories." -on one Rookie's extended reporting on NPR's Code Switch

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. 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.

RUN Survey Data

As part of our work to understand communities not aware of or currently being served by our work, NYPR participated in a multi-pronged local and national survey of public media and non-public media audiences. This survey gathered data on understandings of public media offerings, perceptions of public media utility and trustworthiness, as well as what is needed and wanted from public media coverage. Respondents included NYPR members, listeners and non-listeners from throughout the NYC region, as well as comparative cohorts from a national sample and from individual public media markets around the country. NYPR intends to use this data across brands to understand how we can better serve audiences not currently served by our programming and outreach through news, information, music and conversation.

Brian Lehrer Audience Research

In 2024, we worked with *The Brian Lehrer Show* to design a survey of the show's audiences across broadcast, on-demand and digital channels. The survey will be executed in FY25. The purpose of this survey is to understand which topics audiences are most interested in hearing about, as well as how often and how valuable audiences find segments on these topics. The results of this survey will be used to inform editorial decision-making and audience development strategies to ensure the maximum impact from show topics and discussions for our listeners and potential listeners who will hear or see this programming on digital and social channels.

Notes From America: Notes on a Native Son

This limited series aired on the *Notes from America* podcast feed and hosted by journalist Razia Iqbal, explored the enduring legacy of writer James Baldwin through conversations with prominent figures such as Ta-Nehisi Coates, Nikki Giovanni, Bryan Stevenson, and more who were deeply influenced by his work. Each episode discussed specific passages from Baldwin's writings and how they remain relevant today, particularly on issues such as race, class, sexuality, power and belonging.

WQXR

- WQXR hosted two Classical Kids Fairs this fiscal year: on October 8, 2023, at the Queens Theater and June 2, 2024, at the Brooklyn Children's Museum. The fairs welcomed more than 2,700 people, engaging kids and families with free live performances, an "instrument petting zoo," arts and crafts, and dance and songwriting workshops.
- WQXR is committed to amplifying the work of emerging musicians. Since 1978, WQXR's weekly radio show Young Artists Showcase has sought out and displayed the talents of young artists, including international competition winners and standouts from New York's prestigious music schools. And, WQXR has supported a total of 17 emerging and mid-career artists through the Artist Propulsion Lab, through which artists have created innovative, multi-media work, such as a new radio play by Zlatomir Fung—and have gone on to receive recognition such as the Avery Fisher Career Grant Award, Third Coast Audio Award, and other accolades.
- Over the past year, WQXR produced brand-new seasons of three podcasts: *Aria Code*, our partnership with The Metropolitan Opera that gives listeners new insight on some of the most famous arias in opera history; *The Open Ears Project*, featuring actors, authors, and musicians speaking about their favorite classical music; and *Helga*, produced in partnership with the Brown

Arts Institute, inspiring listeners with soulful conversations between host Helga Davis and twelve artists and thinkers about resilience, creativity, hope, and struggle.

- In May 2024, WQXR and Carnegie Hall released *If This Hall Could Talk*, exploring the history of American music through the history of the venerated and eccentric concert hall. This project continues WQXR's strategic aim of producing shows in partnership with the city's cultural institutions, engaging both new audiences and devoted listeners while championing the classical community.

THE GREENE SPACE

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

- Artist In Residence Kia LaBeija mounted a photography exhibit as a companion project to *Blindspot Season 3: The Plague in the Shadows*, featuring portraits from the series. LaBeija's residency included multiple evenings of performance, conversation, and celebration—including a reading of *I, of Course, Was Livid*, a documentary theater work based on an historic 1992 CDC hearing that included women in the clinical definitions of AIDS, with Elizabeth Koke and Theodore (Ted) Kerr.
- For years, *Morning Edition* has featured listener-submitted poems during National Poetry Month. This April, after drawing over 500 listener submissions, host Michael Hill welcomed seven local poets who have contributed over the years to perform their work in front of a live audience in The Greene Space. The evening's success spoke to the strength of NYPR's multimedia approach and cross-platform collaboration, as well as the impact of cultural programming rooted in community engagement.
- In May 2024, WNYC partnered with BBC Newshour to host a live conversation on immigration and the migrant experience. WNYC reporter Arun Venugopal spoke with BBC Newshour host Nuala McGovern and BBC Assistant Editor Heba Ayoub—going behind the scenes of BBC Newshour's coverage and taking audience questions about the situation in NYC and globally.

Radio Rookies

In FY25, our Community Partnerships Desk will continue to support the ongoing fall 2024 Radio Rookies workshop as participants develop and narrate their reporting of the November election and will work to feature even more youth voices and opinions across WNYC's reporting, building on initiatives such as WNYC's recent collaboration with the nonprofit organization YVote, sharing the voices and opinions of Gen Z New Yorkers ahead of the November election. To increase youth narratives on WNYC, we will step away from conducting group workshops and will work with community organizations to air more first-person narratives and stories reported by young people from across the New York metro region. WNYC will also work to engage with young underserved New Yorkers through listening sessions and public events that will inform and contribute to WNYC's coverage on a range of topics, from housing to climate change, to education, the 2025 mayoral election and more. WNYC will also distribute *Radio Rookies* reporting on local and/or national editions of *Morning Edition* and *All Things Considered*. We will also

pitch reporting to WNYC's local daily program *The Brian Lehrer Show*, and other national programs and publications. NYPR estimates that tens of thousands of people will hear one or more *Radio Rookies* stories on air. These efforts will help fulfill WNYC's goal of increasing the presence of contemporary youth voices on both WNYC local and national broadcast, podcasts, and other digital publications. Through this work, WNYC aims to reach younger, more varied audiences.

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, congestion pricing, local and national elections, healthcare policy, and local businesses.

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

BREAKING NEWS

- WNYC's Caroline Lewis investigated a longstanding dispute between Mount Sinai and UnitedHealthcare, which disrupted coverage for thousands of patients. Her reporting provided tangible instructions for residents who may be eligible for Mount Sinai's financial assistance program. Just six days after her report, Gothamist broke news that an agreement had been reached.
- WNYC was a regional leader in coverage of the April 5 earthquake that shook the metro area. Brian Lehrer was on-air as the quake hit, pivoting to special coverage that extended to four hours, and which was regularly cited across social media and other outlets. The newsroom published a breaking news email before all major national and local outlets, and continued to publish stories in the following days, including a detailed explainer and accountability journalism on why it took nearly an hour to send cell phone alerts to New York City residents.
- Other major stories Gothamist broke over the past fiscal year include:

- A unique \$75,000 settlement, paid by The Administration for Children’s Services (ACS) to Chanetto Rivers, a Black woman who accused ACS of racial discrimination for pursuing her on marijuana charges after it was made legal.
- Mayor Adams’ decision to suspend NYC’s right to shelter rules in a legal application that would affect all New Yorkers in need of housing—not just newly-arrived migrants.
- The MTA’s new congestion pricing plan, which was approved one week later. The plan introduces a baseline \$15 charge for most drivers entering Manhattan below 60th street.

WNYC NEWS AND GOTHAMIST

- *NYC Now*, WNYC’s new local news podcast, launched “Imminent Danger,” a five-part investigation into Thomas J. Byrne, an OB/GYN who, despite repeated accusations of negligence and incompetence, is still practicing medicine today. The powerful series extended the reach of *NYC Now* dramatically, as the podcast’s most downloaded episodes to date.
- Education reporter Jessica Gould produced a seven month-long investigation into how the New York school system works against students with dyslexia: from outdated teaching methods to circuitous and pricey legal requirements. This project was the first long-form feature to be released on *NYC Now*.
- WNYC investigated more than 700 lawsuits filed under the Adult Survivors Act, pointing to a pattern of institutionalized sexual abuse at Rikers Island and other city jails, and spurring immediate action. Within 24 hours of publication, state legislators promised new legislation and city leaders vowed to hold investigations. Other media pressed the mayor to account for our findings at a press conference the next day, and the Bronx DA stated publicly that the investigation drove her to launch a new team of prosecutors to review our findings. Most recently, council members demanded the city cut the number of women inmates.
- Gothamist was the first outlet to publish in-depth coverage of the ongoing attempts of municipal leaders in Millburn, New Jersey to skirt court orders to build an affordable housing complex, despite state law requiring all New Jersey communities to provide construction opportunities for its “fair share” of affordable housing.
- WNYC established a new early-career reporting fellowship on the Community Partnerships desk, as part of our commitment to fostering the next generation of public media journalists. Our first Fellow, Brooklyn College alum Jodi Malarbe, has produced a powerful body of work, including a piece on Black-owned bookstores and an innovative new project called Suds and Civics, turning laundromats across the region into hubs for civic dialogue during election season.
- In July 2023, reporter David Brand exposed a loophole in New York state law that has allowed insurance companies to refuse coverage to tenants with subsidized housing. Two days after the report, three lawmakers vowed to introduce legislation banning the discriminatory practice. In April 2024, measures were approved that will reduce inequity in the state’s housing market, eliminating unnecessary additional insurance costs for low income residents.
- In FY24, WNYC partnered with several New Jersey civic organizations to present two live events hosted by WNYC’s Michael Hill: “The State of Segregation” at the Newark Public Library, a necessary

discussion about school segregation in New Jersey and what can be done to combat it; and “Vote Your Values,” a sold-out debate among the NJ Democratic contenders for U.S. Senate, broadcast on WNYC, WHYI, and WBGO.

- On June 17, 2024, the New Jersey state attorney general announced an indictment of George Norcross, for, for “extorting others through threats and fear of economic and reputational harm.” This indictment was significantly advanced by the long-term accountability reporting of reporters Nancy Solomon, Matt Katz, and the broader newsroom, with the findings specifically citing Nancy Solomon’s groundbreaking investigative podcast *Dead End*.

WNYC CENTENNIAL

To commemorate WNYC’s 100th anniversary, we executed a yearlong plan of broadcast programs, live events, digital initiatives and promotional activities that were designed to excite our core listeners, engage a broader community of news, information and conversation seekers, and reach underserved communities across the New York City region.

On-air, the Brian Lehrer Show began a twice-weekly segment called ‘100 Years of 100 Things’, diving into a century’s worth of things that affected our lives, politics, and the world at large. In the Jerome L Greene Performance Space, we brought together NYC luminaries, a collection of musicians led by Arturo O’Farrill as well as WNYC talent in a live event and on-air simulcast reimagining our very first program from 1924. We partnered with Central Park SummerStage for a free event attended by over 3,000 people, at which Brian Lehrer guided both live and broadcast listeners through WNYC’s 100 years of service to the New York community, featuring multiple WNYC hosts and other standout guests such as This American Life’s Ira Glass. Other Centennial initiatives included “Rhapsody for This Land: The American Odyssey in Music,” a concert in partnership with St. Ann’s Warehouse held beneath the Brooklyn Bridge and hosted by Alison Stewart; ‘The New York Story Project’, a digital storytelling initiative in which we partnered with the Brooklyn Museum to collect uniquely New York audio stories to utilize on-air and in digital distribution efforts; and From The Archives, a weekly on-air segment remembering important moments in history that were also seminal moments in WNYC’s story. An intensive community outreach effort accompanied this programming, with the mission to educate audiences (in particular younger, more diverse, and outer-borough audiences) about the free programming and essential news we provide our community.