

2022

# Living Our Mission

New York Public Radio  
Diversity, Equity, and Inclusion  
FY2022 Annual Report

July 1, 2021- June 30, 2022

NEW YORK  
PUBLIC  
RADIO

WNYC

WQXR

gothamist

NJPR

THE  
GREENE  
SPACE

WNYCSTUDIOS



# Contents

3

I. Introduction

6

II. NYPR's Mission and Impact in Numbers

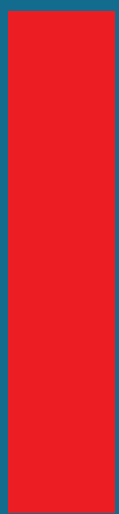
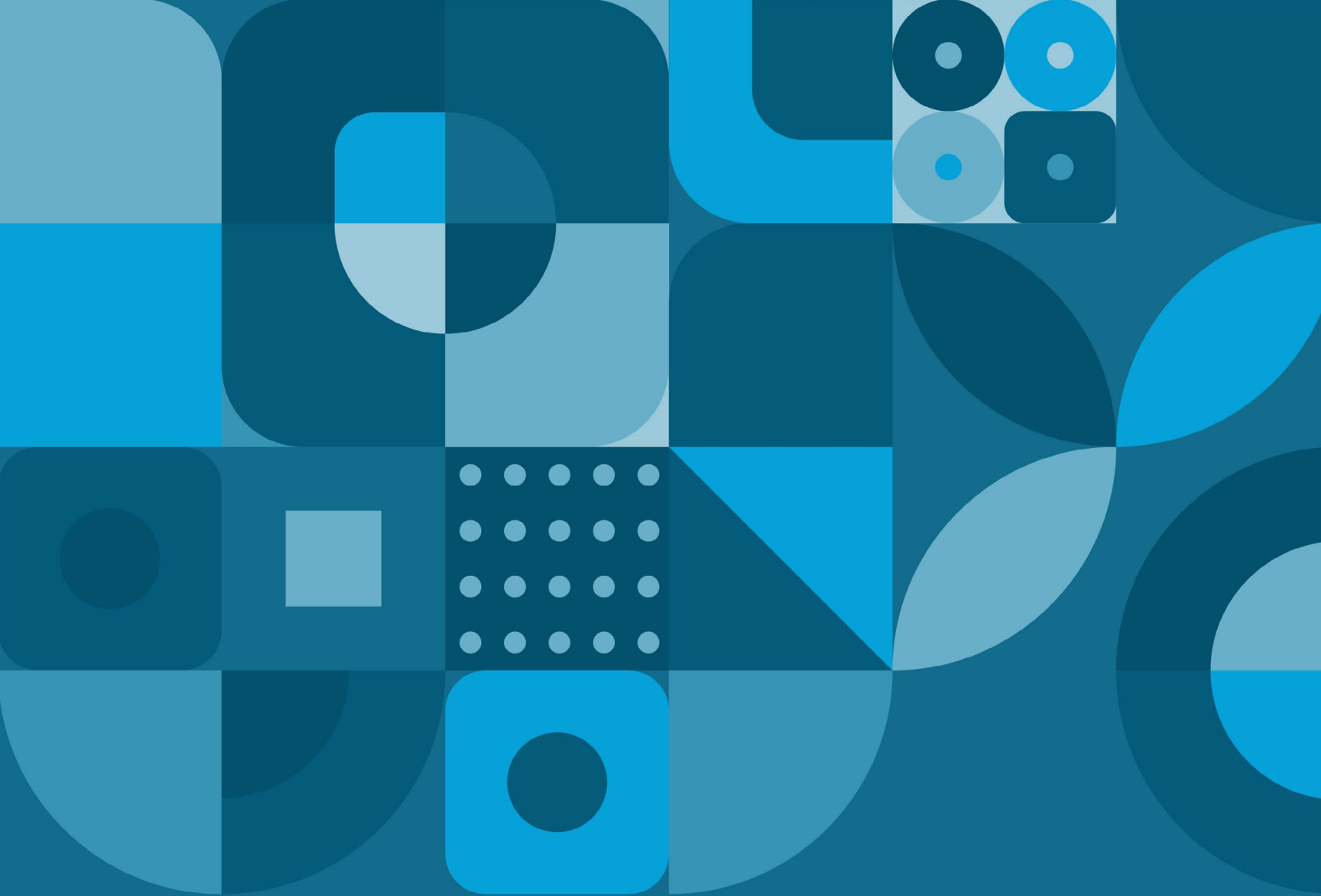
8

III. Our DEI Progress in Fiscal Year 2022 (FY2022)

- Our Staff and Leaders
- An Inclusive Workplace
- Our Audience
- Our Content

30

IV. What's Next For Us?



# Introduction







## A Message from Our Chief Diversity Officer, Brenda Williams-Butts

### Our commitment. Our ongoing work.

At New York Public Radio, we provide our audiences with rigorous journalism, civil conversation, and inspiring music—free and accessible to all. As a public media organization, we work to reflect the diversity of the many vibrant communities we serve: everyone who calls the New York City area home. And as a mission-driven organization, our urgent responsibility is to engage in the ongoing work of building an equitable and inclusive workplace culture that empowers all of our staff to thrive, grow, and build meaningful careers.

It is rewarding to be part of an institution that understands how deeply all of this is intertwined, and which views Diversity, Equity, and Inclusion (DEI) not as a discrete area of focus, but as the animating force behind everything we do.

In 2016, NYPR established a dedicated DEI department to formalize and sharpen our efforts to support DEI across the organization. Over the next several years, we rolled out impactful diversity trainings for staff, developed Employee Resource Groups, enhanced our recruitment processes to support a diverse pipeline of talent, among many other initiatives.

But in 2020, in the wake of the murders of George Floyd, Breonna Taylor, and other Black Americans, and a global pandemic that unearthed so many inequities in our society, NYPR accelerated programming and developed a coherent strategy to embed DEI into our DNA. We deepened our work to create real, lasting change, while also providing our staff with communities and training to build resilience as they navigated the pandemic and shifted to remote work.

“Central to our efforts is the NYPR Race Equity Action Plan, a set of tangible commitments across three strategic areas – Strengthening Our Internal Culture, Serving Diverse Audiences, and Transparency & Accountability – and a roadmap for how to achieve them.”

**Brenda Williams-Butts**  
Chief Diversity Officer

In 2020, a peer-nominated **Race Equity Culture Working Group** made up of 22 diverse staff and four executive leaders from across the organization was created to serve as an advisory body. They were charged with identifying blindspots, troubleshooting ways to remove obstacles toward progress, and acting as change ambassadors. This cohort drafted the inaugural **Race Equity Action Plan**, unveiled in 2021, with concrete commitments for advancing racial equity inside NYPR and in the content we create.

The publication of our first-ever **Diversity, Equity and Inclusion Report** fulfills one of the central commitments in our Action Plan: to increase our transparency and accountability to our staff and publically chart our progress for 2021/2022.

We made important strides to address the needs of our staff and the communities we serve:

Increased the diversity of our on-air hosts, our Executive Team, and other leaders across the organization, ensuring that people of color are better represented and in positions to lead, make key decisions, and set direction.

Completely overhauled our hiring process, with an aim to eliminate structural barriers and unconscious bias from interviews. We've expanded our recruiting efforts to ensure greater diversity among applicants, and instituted staff panels to ensure that candidates are interviewed by a diverse group of staff.

Increased the racial diversity of our newsroom, where close to 50% of the team is BIPOC journalists. The WNYC newsroom is now more diverse than most other newsrooms in the country.

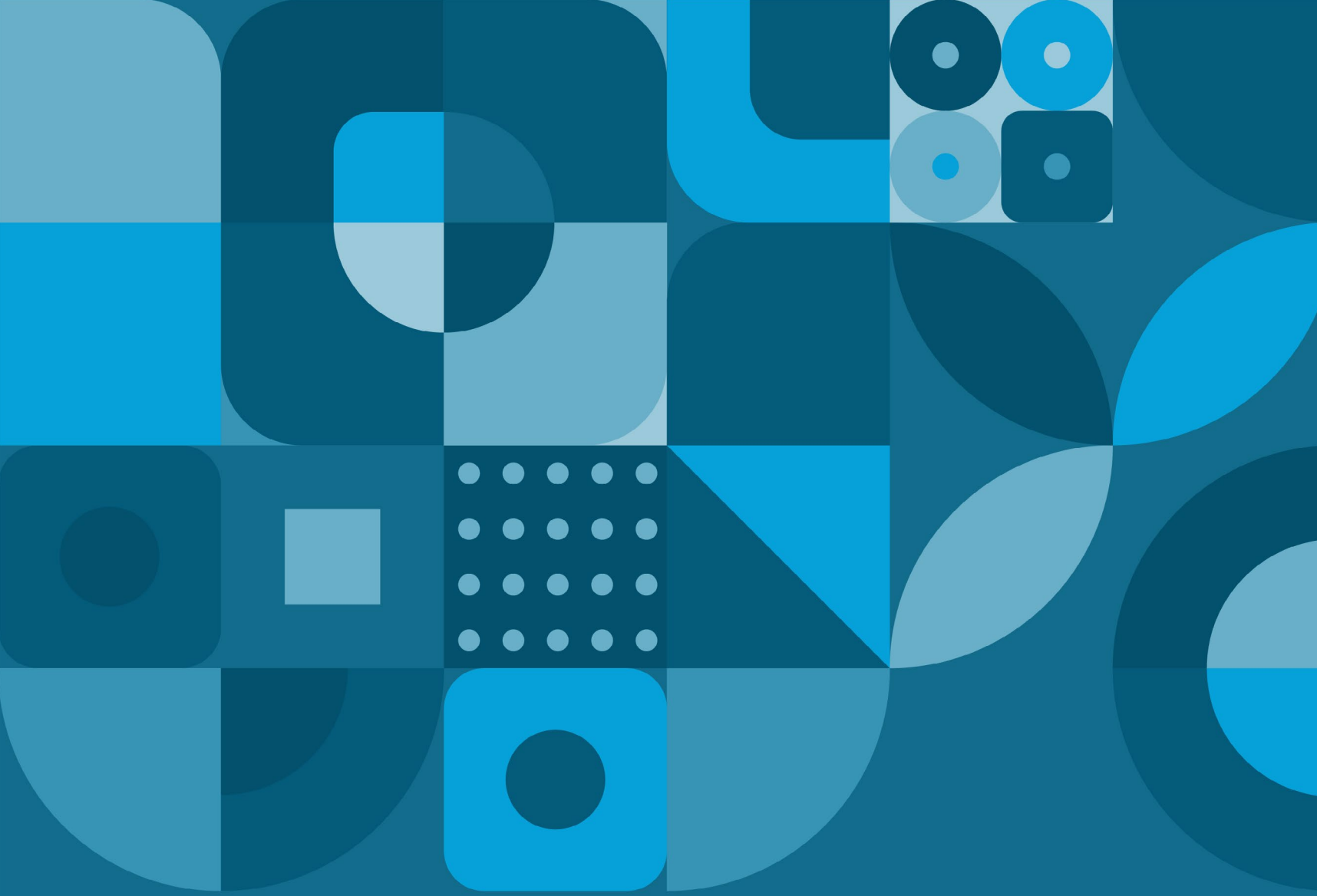
Invested in comprehensive training for our people managers, equipping them to better lead and support our staff.

Made headway with teams across the organization on the Source Project, which tracks the demographics of NYPR guests and sources.

**This work is our North Star.** We must do everything in our power to take this opportunity to be a leader of change and an employer of choice. The actions we're taking now have been part of a DEI conversation at NYPR that has grown and gained renewed urgency in recent years. Every one of us across the organization has a part to play in making our commitments a reality. We are excited to be on this journey together. It has been an honor to lead this work alongside our DEI team and the colleagues and partners at NYPR who continue to advocate for progress.

Onward,  
**Brenda Williams-Butts**  
Chief Diversity Officer





# NYPR's Mission and Impact in Numbers



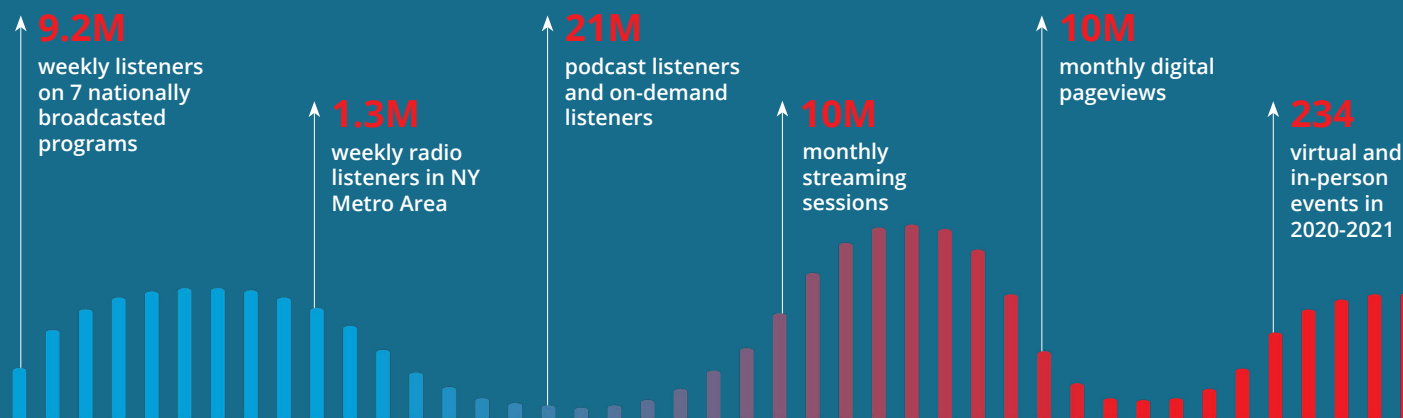


## NYPR's Mission

To make the **mind more curious**, the **heart more open** and the **spirit more joyful** through **excellent audio programming** that is deeply rooted in New York.

At NYPR, we seek a future filled with new perspectives and diverse voices that push the boundaries of what is possible. Through our programming, NYPR is an essential source for trustworthy local news and classical music for New Yorkers. We uphold our mission to the New York public by listening deeply and embracing all voices. It is our aspiration to amplify the voices of our diverse communities and to serve our audiences with excellent and representative journalism, conversation, and cultural programming.

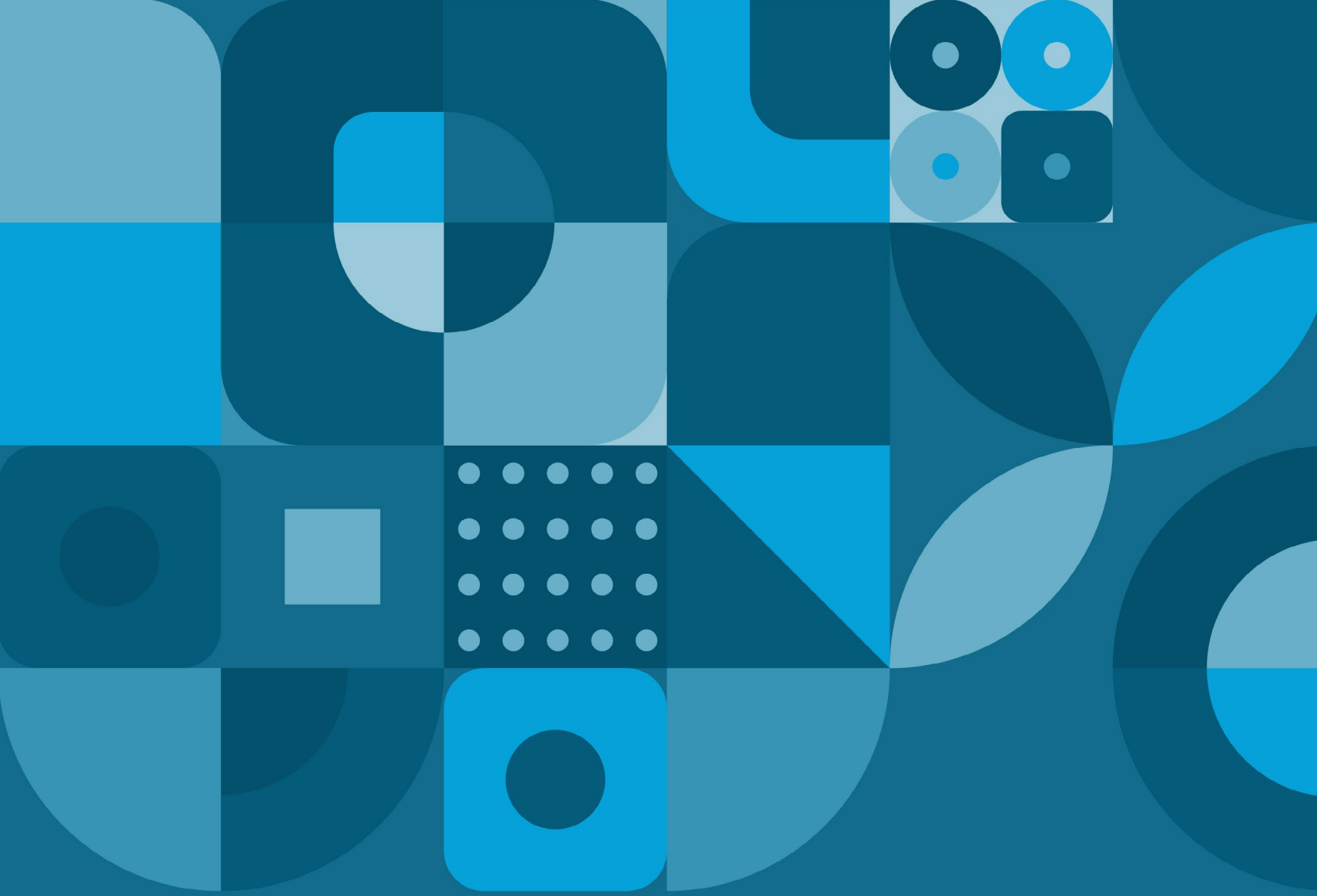
## NYPR's Impact in Numbers



## New York Public Radio's Commitment to Diversity, Equity, And Inclusion

At New York Public Radio, Diversity, Equity, and Inclusion is an integral part of our organizational mindset that we aspire to every day in our journalism, storytelling, conversation, and music programming. DEI is especially critical to our work as a mission-driven media organization because a diverse workforce is essential to delivering content that reflects and serves our audiences in New York City, the region, and beyond. Inside our organization and in the content we produce, we strive to be an institution where all voices are encouraged, valued, and heard.





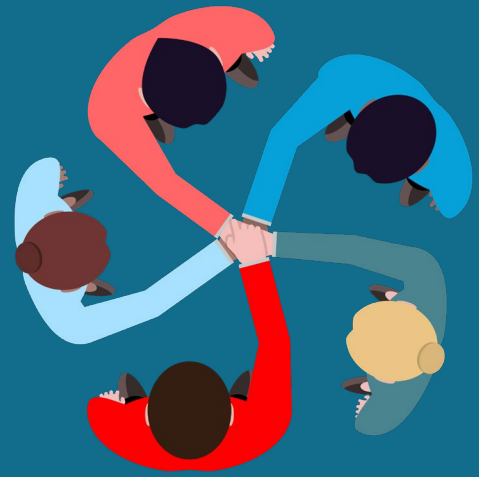
## Our DEI Progress in Fiscal Year 2022 (FY2022)





# Section A: Our Staff And Leaders

A diverse, representative staff and leadership that mirror and reflect the demographics of the NY Metro Area is a key area of focus for NYPR. We strive to steadily build a diversity of perspectives, experiences and voices within the organization and we made some gains towards that end in FY2022.



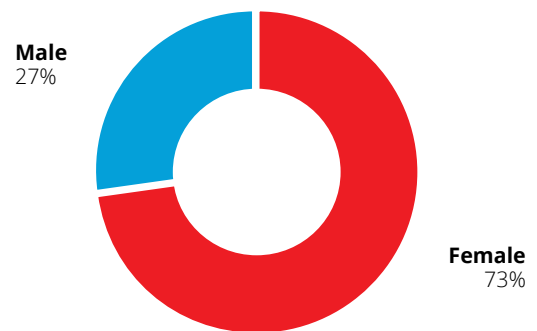
## FY2022 Key Highlights<sup>1</sup>:

- ▶ In FY2022, 38% of NYPR staff are Black, Indigenous, and People of Color (BIPOC), up from 34% in FY2021.
- ▶ We achieved a retention rate for BIPOC staff of 80% during FY2022. This is slightly higher than the overall staff retention rate of 78%.
- ▶ We have intentionally set out to comprise an executive leadership team that mirrors the communities we serve. NYPR met and exceeded this goal in terms of the race and ethnicity demographics of the NY Metro Area. In FY2022, 70% of NYPR executive team leaders are BIPOC. This is an increase of 7% compared to FY2021.
- ▶ The Board of Trustees' diversity sets the tone for inclusive governance and decision making. In FY2022, the number of BIPOC on NYPR's Board of Trustees changed from 6 to 7, a 15% increase.

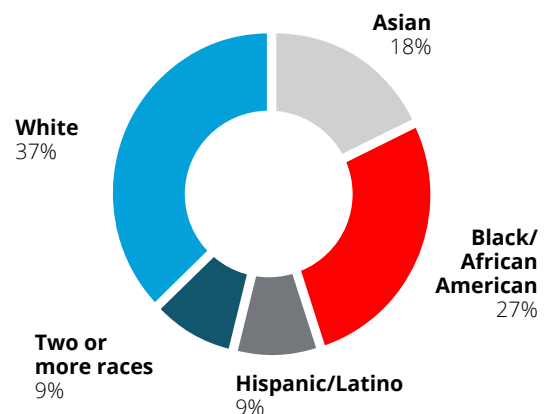
The following data gives a snapshot of our staff and leadership diversity and representation in FY2022. While we recognize that we have achieved some real and tangible results, we know much more work remains. We are fully committed to continuing to do the work to realize our vision of a staff and leadership composition that reflects the communities we serve.

<sup>1</sup>Language is ever-evolving. The term 'Latinx' was coined in 2004 to refer to a unique Latin American cultural and/or ethnic identity in the United States. The gender neutral (x) at the end of the term aims to recognize nonbinary individuals, which is typically not captured in the Spanish language. There is ongoing debate on the use of the term 'Latinx'. A recent [Pew Research Center survey](#) found that 65% of Hispanic and Latin Americans prefer the term 'Hispanic or Latino/a'. We will continue to follow this debate. However, throughout this report we use the Equal Employer Opportunity Commission's term 'Hispanic and Latino' instead of 'Latinx'.

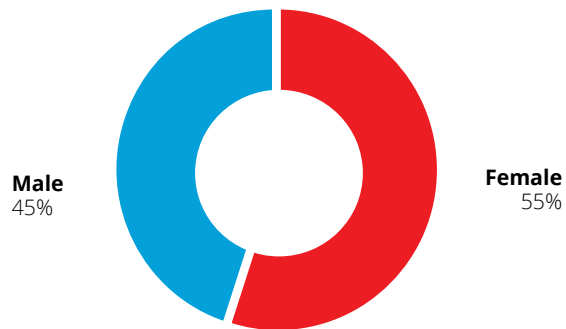
**Executive Leadership Team  
Gender Representation**



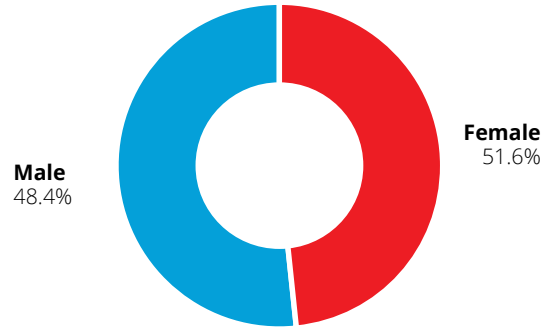
**Executive Team Race  
and Ethnicity Representation**



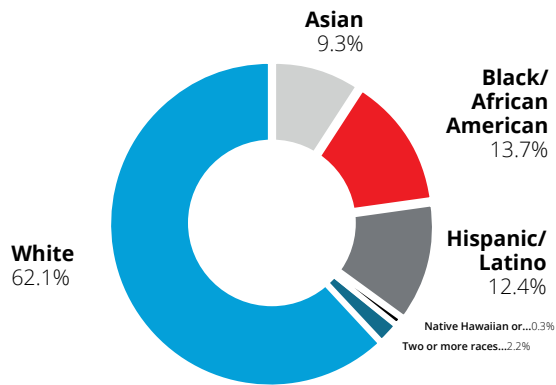
### All Staff Gender Representation



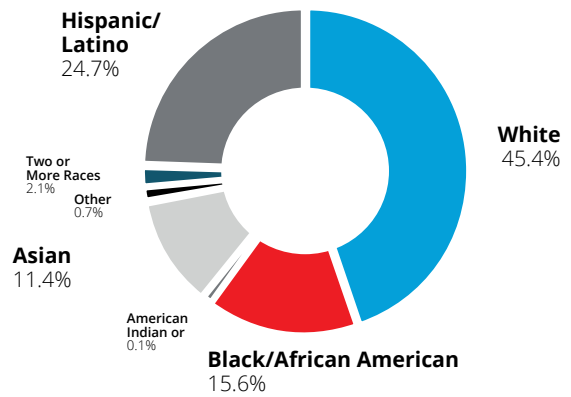
### New York Metro Area Gender Representation



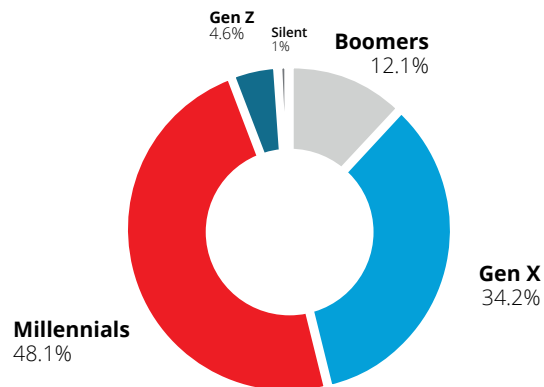
### All Staff Race and Ethnicity Representation



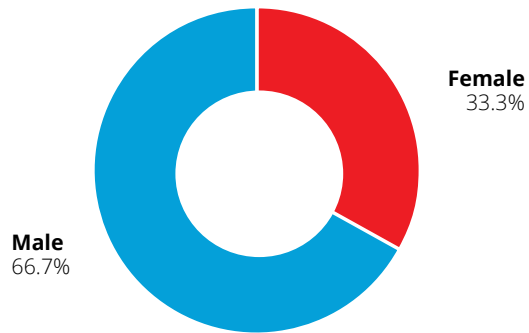
### New York Metro Area Race and Ethnicity Representation



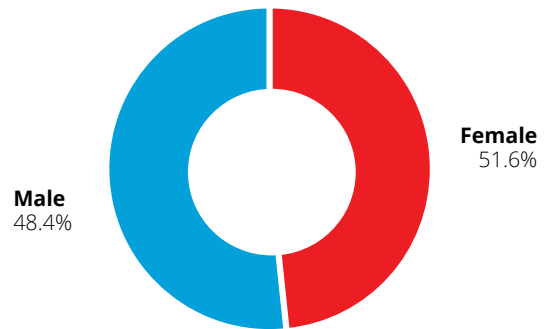
### All Staff Generational Representation



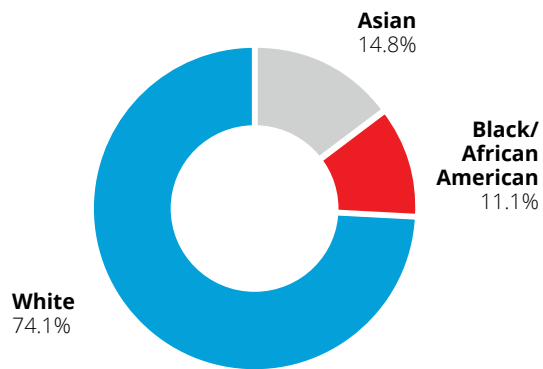
### Board Gender Representation



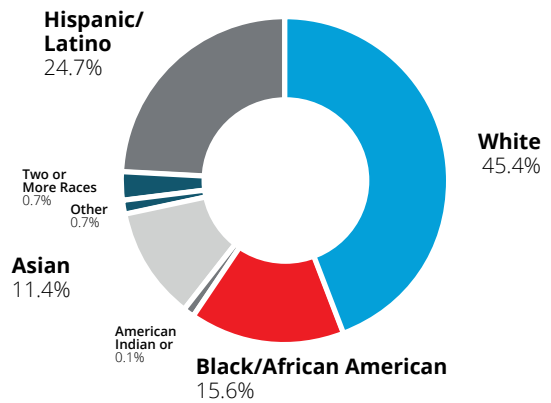
### New York Metro Area Gender Representation<sup>2</sup>



### Board Race and Ethnicity Representation



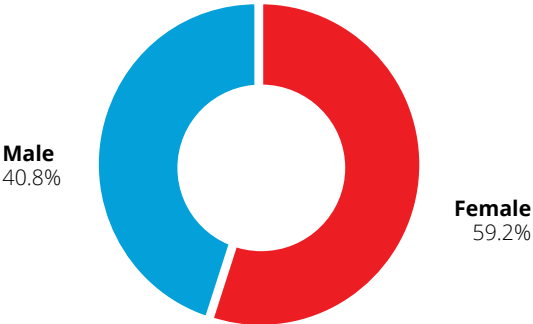
### New York Metro Area Race and Ethnicity Representation



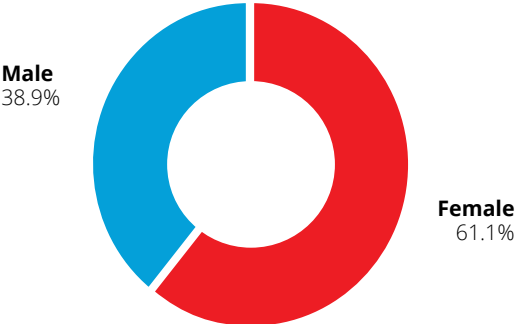
<sup>2</sup>The data for gender, race, and ethnicity for the New York Metropolitan Area were provided by [The Census Reporter](#). The areas included in the NY Metro Area are defined by the New York–Newark–Jersey City, NY–NJ–PA Metropolitan Statistical Area.

Comparison of FY2021 & FY2022 New Hires by Gender and Race/Ethnicity Representation

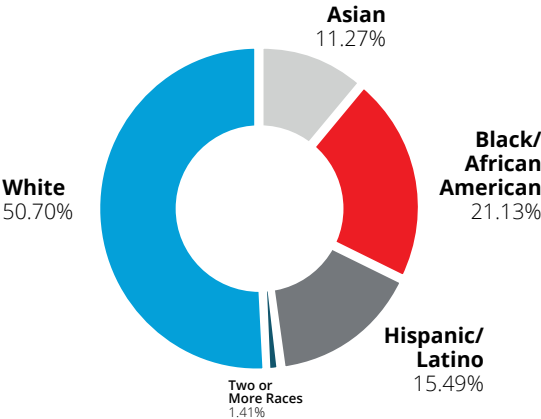
FY2022 New Hires by Gender



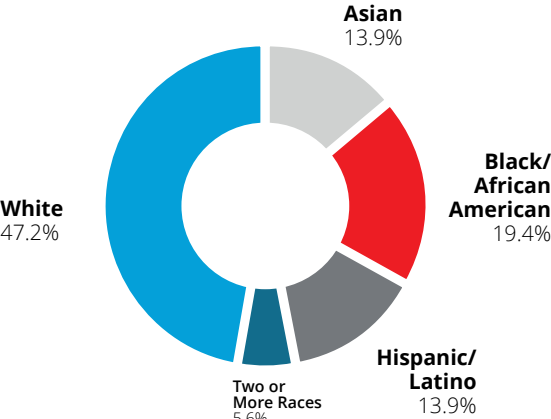
FY2021 New Hires by Gender



FY2022 New Hires by Race and Ethnicity



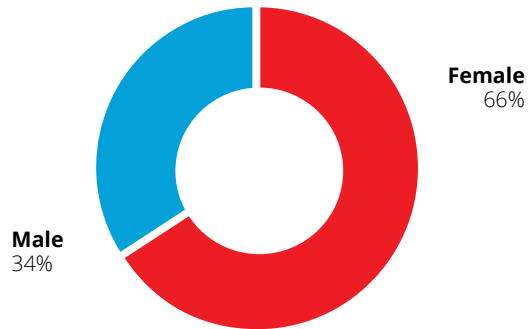
FY2021 New Hires by Race and Ethnicity



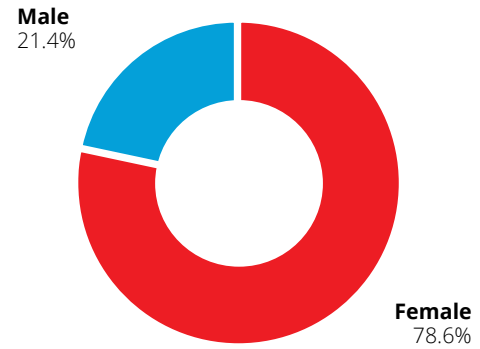


## Comparison of FY2021 & FY2022 Promotions by Gender and Race/Ethnicity Representation

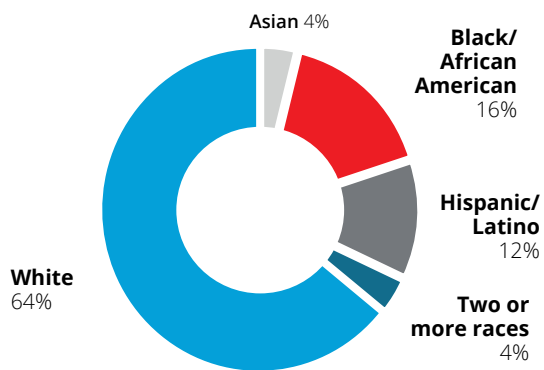
**FY2022 Promotions by Gender**



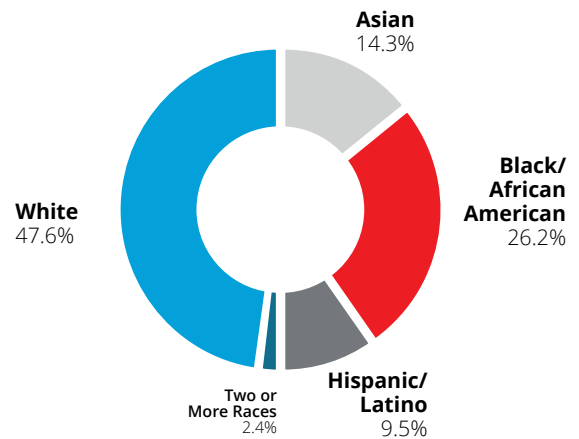
**FY2021 Promotions by Gender**



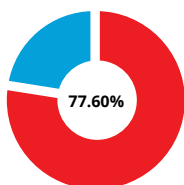
**FY2022 Promotions by Race and Ethnicity**



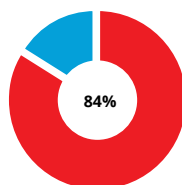
**FY2021 Promotions by Race and Ethnicity**



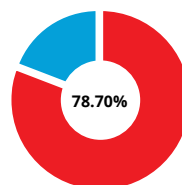
## Comparison of FY2021 and FY2022 Retention Rates



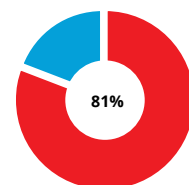
**FY2022 Staff Retention Rate**



**FY2021 Staff Retention Rate**



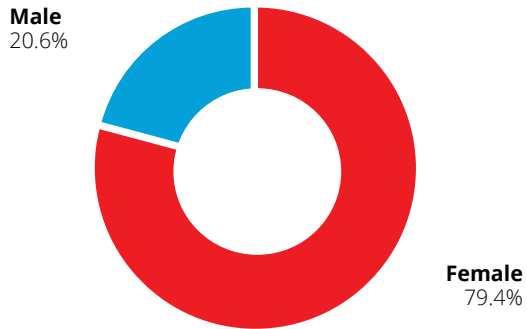
**FY2022 BIPOC Retention Rate**



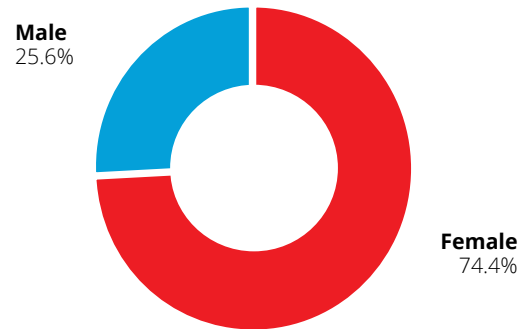
**FY2021 BIPOC Retention Rate**

## Comparison of FY2022 & FY2021 by Intern Composition

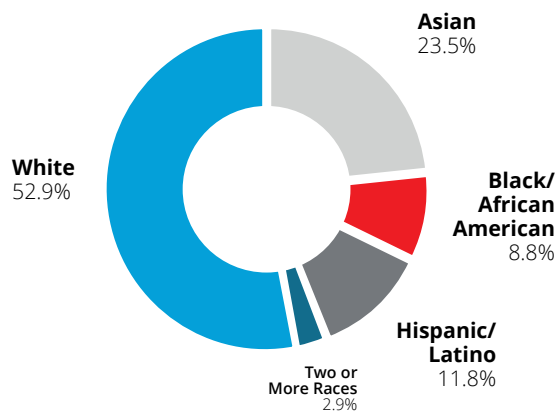
**FY2022 Interns by Gender**



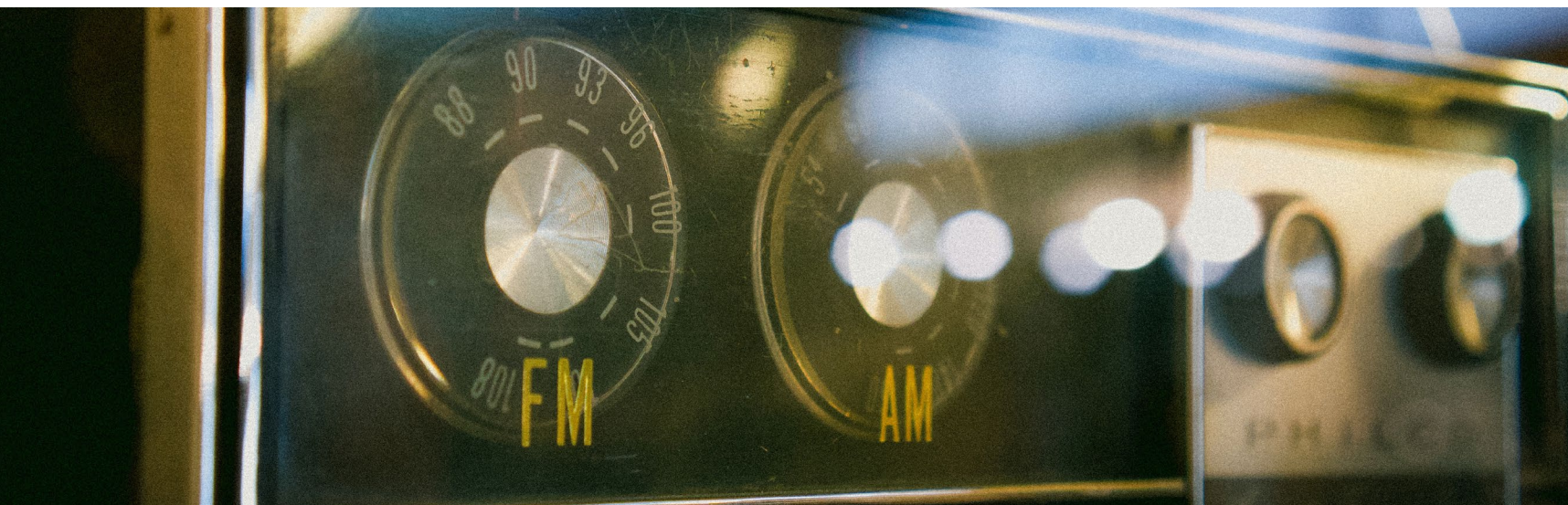
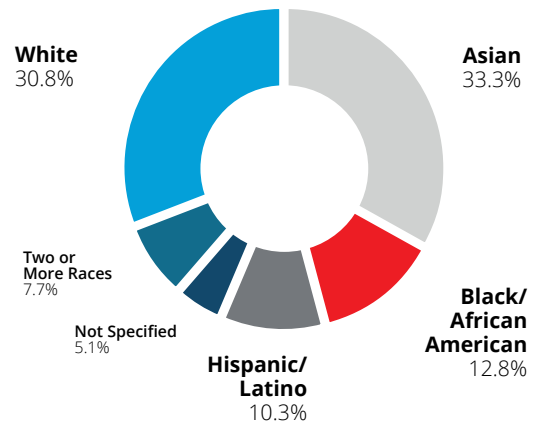
**FY2021 Interns by Gender**



**FY2022 Interns by Race and Ethnicity**

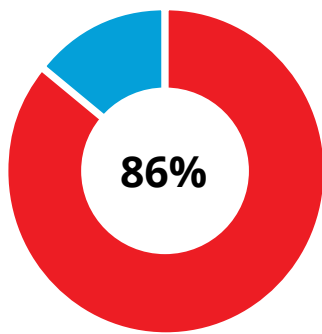


**FY2021 Interns by Race and Ethnicity**

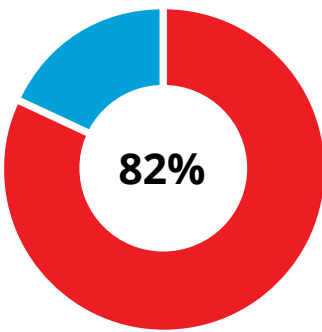


## Section B: An Inclusive Workplace

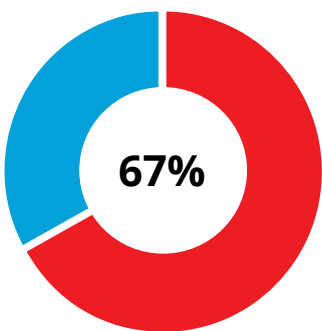
At NYPR, we're making a collective effort to ensure that the lived experience of all staff is that of feeling valued and included. Critical to our organization's health and well-being is a workplace culture that values its staff of diverse people who bring creativity, a unique perspective, and varied experiences to their work. At NYPR, we know that meaningful and long-lasting change requires looking inward. In FY2022, our staff engagement survey showed that:



86%  
of staff are proud to  
work at NYPR



82%  
of staff feel like part  
of the team



67%  
of staff feel they can  
be their authentic self  
at NYPR

Feedback from the staff engagement survey and listening sessions have encouraged us to place a greater emphasis on inclusive hiring practices, offer impactful DEI training, revamp our internship program, and improve our workplace culture.

### Accelerating Leaders of Color Program

Being the “only” in a room or a team is not uncommon for members of the BIPOC community. In FY2022, NYPR established the Accelerating Leaders of Color (ALC) program to support effective BIPOC talent development and retention. ALC supports BIPOC leaders to:

- ▶ Excel in their role
- ▶ Feel a sense of belonging and purpose at NYPR
- ▶ Be strong leaders who help create a vibrant, healthy, diverse, equitable and inclusive NYPR culture
- ▶ Build a BIPOC peer network and community

The program combines individual executive leadership coaching, team coaching, and 1:1 mentoring sessions with NYPR executive leaders. The program underscores that the responsibility for effective BIPOC performance does not rest only with BIPOC leaders. It is part of a holistic solution that involves everyone at all levels.

“ I've been through many mentorship programs during my career, and Accelerating Leaders of Color is arguably the best. I occupy a unique space as a Black news person in my field of expertise. ALC offered pinpoint guidance to navigate the professional and personal challenges specific to that space. ”

**ALC program participant**

## NYPR's Employee Resource Groups

In FY2022, our three Employee Resource Groups (ERGs) continued to foster inclusivity, enhance shared staff experience and build community for participants. This past year, our Women, Black, and Queer Employees Resource Group (ERGs) presented a proposal to expand our identity categories. We asked every staff member to update their demographics under three categories: female, male, or non-binary/gender-neutral. We also extended our ethnicity categories beyond the Equal Employment Opportunity (EEO) reporting categories to include Middle Eastern and North Africa (MENA) and added an entirely new section entitled LGBTQ+ as an optional question.

Another new initiative initiated by our ERGs was to include pronouns in employees' email signatures. Pronouns are a vital part of a person's identity. Self-expression and self-identification are values we prioritize for NYPR. With this effort, we encourage employees to use their pronouns to clarify how individuals would like to be referred to and show that we respect their gender identity.

### **BERG** Black Employee Resource Group

The Black Employee Resource Group has made it their mission to serve as a vital resource for talent, audience and content development. Members act as ambassadors across the organization and within the marketplace. BERG is available to all employees who wish to advocate for the personal and professional development of NYPR's Black community.

### **QuERG** Queer Employee Resource Group

The goal of the Queer Employee Resource Group is to create a strong sense of community and engage in conversation about inclusion of the queer identity. QuERG develops programming around queer identity to promote a queer-friendly environment. Acting as a sounding board, QuERG provides proactive guidance to NYPR content creators to encourage the inclusion of queer voices in storytelling and to educate around appropriate language and experiences.

### **WERG** Women's Employee Resource Group

The Women's Employee Resource Group is dedicated to cultivating an inclusive environment that supports women and non-binary people. The group encourages them to advance their skills and leadership potential through connection, mentorship, collaboration and discussion.

“ I'm so grateful to the DEI team for recognizing that leaders of color face unique challenges that are often hard to pinpoint until it's too late. I was lucky enough to be one of the first recipients of 1:1 coaching, and I can honestly say that the experience was nothing but positive. It was great to have a sounding board and ally to help me tackle specific issues, and on a cultural level, the fact that the organization invested in this coaching made me feel valued as an employee at NYPR for the first time. ”

**ALC program participant**





## Safe Resource for Staff Concerns

In an effort to provide a safe space for staff voices and concerns to be heard, NYPR continues to provide an anonymous third party resource that serves as a sounding board for difficult workplace issues.

## Culture, Equity and Inclusion Working Group

This Working Group is composed of 20 diverse peer-nominated staff members and executives who partner with NYPR's DEI team to develop and achieve the goals outlined in NYPR's Race Equity Action Plan. Some key results include:

- ▶ Two key DEI training sessions: "Building Racial Equity" and "Organizing for Racial Equity." Both trainings were designed to build a shared language around racial equity and learn tools to counteract racial bias in the workplace.
- ▶ Created a strong pipeline of early career candidates within our internship program and increased our pay wage for interns to \$17.50 per hour.
- ▶ Developed a talent management program and a career framework for staff with a DEI lens to promote career advancement within NYPR.

## Salary Disclosure

New York City enacted a new salary disclosure law that requires companies to add salary ranges to all job postings effective November 2022. In a spirit of transparency and to reinforce a culture of equity, NYPR added salary hiring ranges for all new job postings ahead of the effective date of this law and transparency.




## WNYC Newsroom

Today, WNYC stands as one of the few remaining sources for local NYC news. As other local news outlets shrink and shutter – even in the nation’s largest metropolis – and the city emerges from the pandemic with a web of complex challenges, WNYC is using this moment as an opportunity to further diversify staff in our newsroom, reimagine our beats and expand our coverage, and better serve and engage with our audiences and local communities.

### Highlights from this past year:

- ▶ In the newsroom and on our live radio talk shows’ teams, we have hired reporters, editors, hosts and producers with diverse racial, ethnic, and educational backgrounds who can bring a broad range of perspectives and expertise to their work. “As we thought about hiring new talent, we were intentional in asking ourselves what skill sets and perspectives we needed to truly serve this region,” Deputy Editor **Stephanie Clary** said. “Our mission is to pursue high quality journalism that matters most to all New Yorkers, which is why our newsroom must reflect the diverse experiences of the people who live here.”
- ▶ At the end of FY22, the newsroom’s staff overall was 45% BIPOC, up from 33% at the start of FY21. The newsroom editors are close to 50% BIPOC, up from one BIPOC editor during the same time period.
- ▶ Our commitment to DEI has also led us to think about where and how we are serving our audience. The acquisition of Gothamist in 2018 added a new capacity to tell stories online and serve a digital audience, which our market research indicates is critical to reaching a broader, more diverse audience. We are producing more multiplatform journalism in an effort to serve more audiences on air, online, on demand and via social media.
- ▶ We are telling urgent stories of a city in the midst of seismic change. “The pandemic laid bare racial, economic and structural inequities that have shaped the city for decades and has brought radical shifts in education, economics, climate, transportation, culture and everyday life for all residents across our region,” Editor in Chief **Audrey Cooper** said. “WNYC and Gothamist were there for our audiences during the pandemic’s earliest days, and we will continue to cover its impact in years to come.”
- ▶ We reveal the disproportionate impact of policies and practices across different NYC neighborhoods. Using data analysis and documents obtained by a Freedom of Information Act request, WNYC revealed that New York City public schools that relied on windows and portable air purifiers for ventilation saw **an increase in COVID-19 cases** compared to buildings with proper HVAC systems. After the deadly impacts of Hurricane Ida, we looked at how racist policies and a lack of investment in aging infrastructure explain why **one block in Queens has been flooding for decades**. And after the statewide moratorium on evictions expired, our reporting highlighted the **impact on people facing eviction**: a backlog of cases and lack of city-funded attorneys left many to face housing court without lawyers.
- ▶ We spotlight stories of ingenuity, solution-finding and community-building. The Community Health and Environment desk outlined how low-income homeowners, renters, and small businesses **have turned to community solar programs** in an effort to mitigate climate change while avoiding restrictive upfront costs. In another story, we profiled **Brooklyn Recess**, a group dedicated to sharing the game of Double Dutch in response to changes resulting from their rapidly gentrifying borough.
- ▶ The newsroom has also recommitted to building community engagement with the introduction of a new editor role dedicated to community engagement. This new capacity will allow us to foster authentic two-way communication with communities across the city and region to find and report the stories and issues that matter most to them.





“WQXR stands proudly and joyfully behind this truth: that quality and representation and inclusion go hand in hand.”

**WQXR** :|| 105.9 fm  
wqxr.org

## WQXR

For more than 85 years, WQXR has made classical music available on the radio, accessible and free to anyone within range of its signal. Accessibility, however, does not always ensure inclusivity and representation.

In recent years, WQXR has challenged itself to think critically about the traditional barriers to enjoying classical music. What can we – a public media platform based in the largest home to classical music in the nation – do to make our programming welcoming and relevant to everyone in our listening region and beyond?

“WQXR stands proudly and joyfully behind this truth: that quality and representation and inclusion go hand in hand,” said Ed Yim, WQXR’s Chief Content Officer. “We fulfill our mission and do our part to ensure classical music’s future only when we actively expand the idea of what ‘counts’ as classical and who it is for.”

Over the last few years, WQXR has made a concerted effort to expand its repertoire beyond the canon to showcase the work of underrepresented composers and performers.

## Recent highlights:

- ▶ WQXR has increased the representation of women, LGBTQ+, and BIPOC performers and composers in our daily playlists, as well as in special programs, features, and events. WQXR listeners can now regularly hear the compelling work of composers such as Chevalier de Saint-Georges, Florence Price, Paul Chihara, Jessie Montgomery and Wynton Marsalis. And our audiences hear the artistry of pianists Donna Weng Friedman and Lara Downes, clarinetist Anthony McGill, tenor Nicholas Phan, and violinist Randall Goosby, among many others.
- ▶ In the midst of reckoning with systemic racism in the summer of 2020, we honored Juneteenth with the “Black Experience in the Concert Hall,” a format-busting, two-hour call-in show, hosted by WQXR’s **Terrance McKnight**, which convened a conversation with Black classical music performers, experts, and fans.
- ▶ In May 2021, we marked the 100th anniversary of the Tulsa Race Massacre with the world premiere of Adolphus Hailstork’s *Tulsa 1921: Pity These Ashes, Pity This Dust*, a streaming concert presented in partnership with the Harlem Chamber Players, Harlem Stage, and the Harlem School for the Arts. The performance featured soloist J’Nai Bridges, violinist Lady Jess, harpist Ashley Jackson, and conductor Amadi Azikiwe leading the Harlem Chamber Players.



- ▶ In October 2021, Terence Blanchard's *Fire Shut Up in My Bones* was performed at the Metropolitan Opera, the first opera by a Black composer to be staged at the opera house. To mark this historic and long overdue event, WQXR and the Metropolitan Opera's podcast, *Aria Code*, produced an episode on the opera and hosted a live, online conversation between Blanchard and *Aria Code* host **Rhiannon Giddens**.
- ▶ Amid the pandemic, we launched **Project Airlift** in an effort to support community-based cultural organizations beyond the iconic concert halls with the opportunity to reach WQXR listeners through complimentary, on-air promotion spots. A second installment of this program focused on small, innovative BIPOC-led arts organizations; partners included the Bronx Academy of Arts and Dance, Korea Art Forum, Limón Dance Company, and the Laundromat Project.
- ▶ We launched the **Artist Propulsion Lab** as part of our core commitment to ensure inclusivity and representation of emerging artists who are the future of our city's vibrant music culture. The Artist Propulsion Lab's first cohort of six artists – hand-selected by the WQXR team – received financial support to perform, engage collaborators and commission works. These creative figures explored newer and lesser known works of trailblazing and underrepresented composers in both virtual and live events. Artists such as the Junction Trio, Kelly Hall-Tompkins, and Brandon Patrick George lent their voices to programs and initiatives that explore themes of identity and race and culture.

"The steps we've taken to make classical music more representative mark the beginning of a new era for WQXR," said Yim. "The entire team is committed to continuing this work and establishing WQXR as a leader creating inclusive and inviting spaces for classical music."





## WNYC Studios

As NYPR's national podcast production and distribution arm, WNYC Studios has striven to be an industry leader in representing diverse voices on both sides of the mic. Amidst the historic tumult of the last two years we reaffirmed this commitment – amplifying new voices, introducing new hosts and formats, and investing in internal systems and processes to ensure that our editorial processes and culture are equitable and inclusive.

As part of this commitment, we have expanded the Studios' leadership team to include BIPOC industry leaders with strong records of success in creating programming and engagement strategies for diverse audiences. In May 2022, **Kenya Young** was named Senior Vice President of WNYC Studios. Young joined NYPR following a 14-year tenure as a leader in NPR's news division where she led day-to-day news operations, oversaw the network's collaborations with public radio stations in communities across the country, and was the first Black journalist to hold the position of executive producer of *Morning Edition* and *Up First*. In June 2022, **Lindsay Foster Thomas** was named Vice President of WNYC Studios. Thomas has dedicated her 15-year career to broadening the audience for public radio and creating opportunities for new voices and creators in the industry through the development of inclusive programming – including *1A*, a national news show, and *The Story Stables*, a children's podcast for early readers from Black communities.

## Recent highlights:

- ▶ As the protests for racial justice reverberated in the summer of 2020, we expanded ***The United States of Anxiety*** podcast with **Kai Wright** to include a live weekly call-in show on WNYC. The new format offers a space for listeners to come together to process and engage on social and racial justice issues such as the Supreme Court's decision on *Roe v. Wade* and the significance of Juneteenth for Black Texans.
- ▶ In May 2021, on the occasion of the 100th anniversary of the Tulsa Race Massacre – one of the worst racial atrocities of 20th century American history – WNYC Studios released ***Blindspot: Tulsa Burning***, a six-part podcast hosted by WNYC Studios' producer **KalaLea** and co-produced with The History Channel. Through conversations with descendants, historians and local activists, the series considers how the traumatic two-day attack continues to take a toll.



- ▶ **The Takeaway**, WNYC Studios' nationally-syndicated weekday news program, added two new leaders with significant national news media experience. In October 2021, **Melissa Harris-Perry** was named Host and Managing Editor. For two decades, Harris-Perry has been a force in journalism and academia, exploring the intersection of race, gender, politics, and power. In March 2022, **Wonbo Woo** was named Executive Producer. Woo has over two decades of journalism and media production experience, including roles at ABC's *World News Tonight*, *Nightline* and *NBC Nightly News*. Together with the team, they bring incisive insight and reporting to the day's news, sharing perspectives and stories that are underreported across the broader news landscape.
- ▶ In January 2022, after 20 years, **Radiolab** host and founder Jad Abumrad stepped away from the show, and **Lulu Miller** and **Latif Nasser** were named sole co-hosts. Together they lead a collective of storytellers who are committed to continuing this iconic show's spirit of innovation through an expansion of voices, stories and formats.
- ▶ **"Keeping Score,"** one of the first releases from WNYC Studios' new documentary unit, explores a year inside a Park Slope Brooklyn educational campus, which houses four individual and segregated high schools. The documentary follows students on the girls' volleyball team in their attempt to overcome structural inequities after the four schools' athletics programs merge. Host **Alana Casanova-Burgess** worked with student reporters to document the merger and explore its impact. "Keeping Score" chronicles how hard it is to reverse entrenched racial inequities, even in a community eager for change.
- ▶ In May 2022, Futuro Studios and WNYC Studios announced that Casanova-Burgess' other key project, **La Brega: Stories of the Puerto Rican Experience**, was greenlit for a second season and will appear in 2023.



## Section C: Our Audience

We made some important strides in audience outreach and development in FY2022: We expanded our social media engagement, increased our YouTube presence, forged key partnerships, and redoubled our marketing efforts to reach a broader, more diverse audience in the NY metro area and beyond.



### FY2022 Key Highlights:

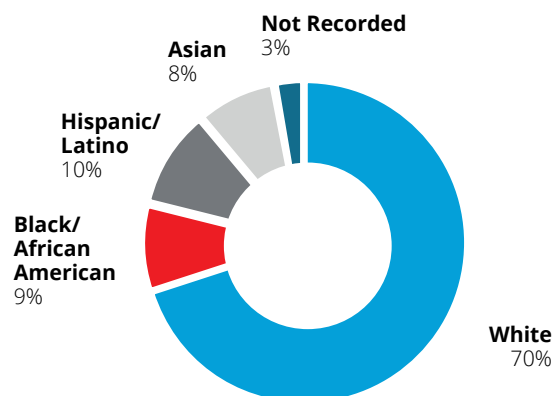
- ▶ In FY2022, NYPR took important steps to increase the accessibility of its digital and physical spaces for staff, guests, and visitors, including individuals with varying visual, hearing, cognitive, and motor conditions.
- ▶ A wealth of additional content was uploaded to NYPR's YouTube channels, widening the reach and scope of our audience.

## Understanding Our Audience

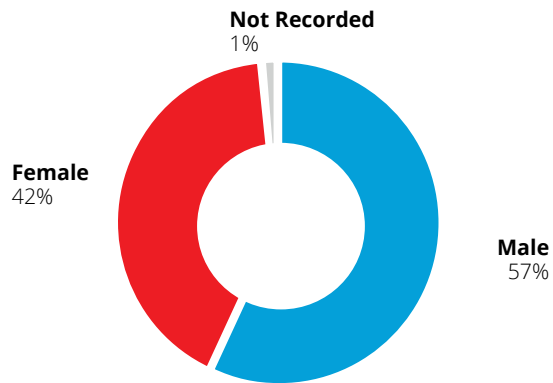
### Who We Serve Today



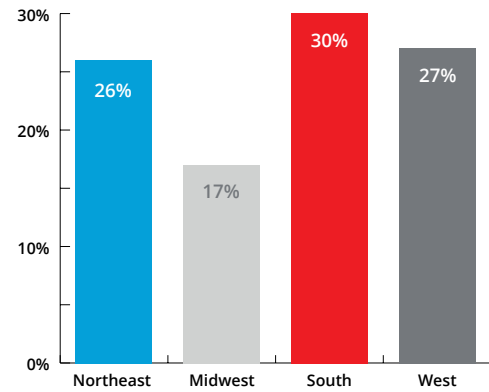
**WNYC Studios Audience  
by Race and Ethnicity**



### WNYC Studios Audience by Gender

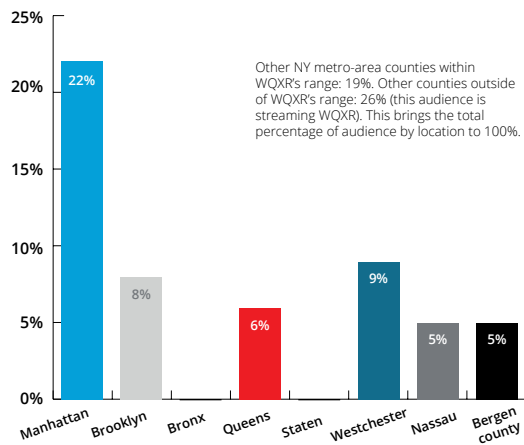


### WNYC Studios Audience by Location

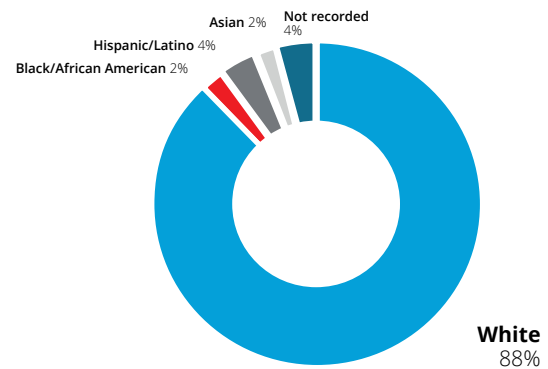


WNYC Studios tracks audience demographics across U.S. regions rather than NY boroughs

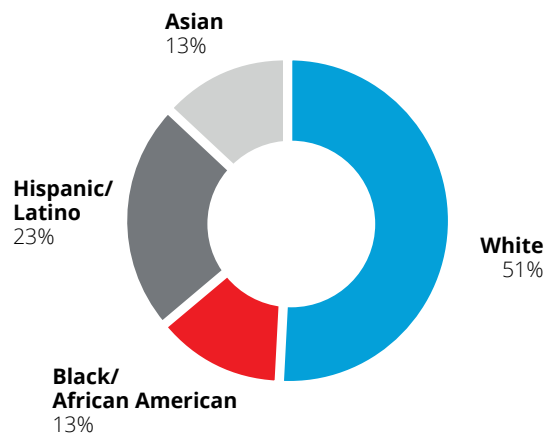
### WQXR Audience by Location



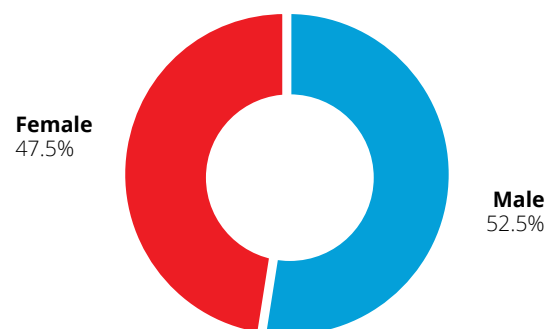
### WQXR Audience by Race and Ethnicity



### NYC Local News Consumer Audience by Race and Ethnicity

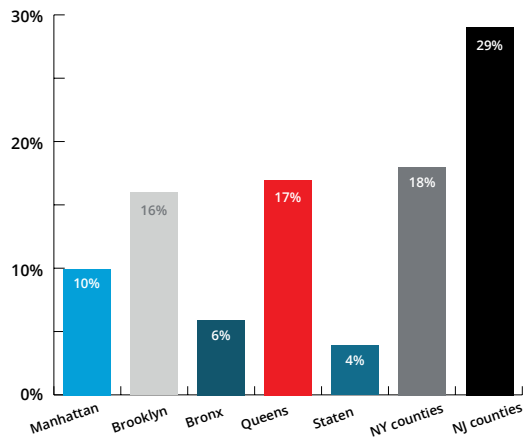


### NYC Local News Consumer Audience by Gender

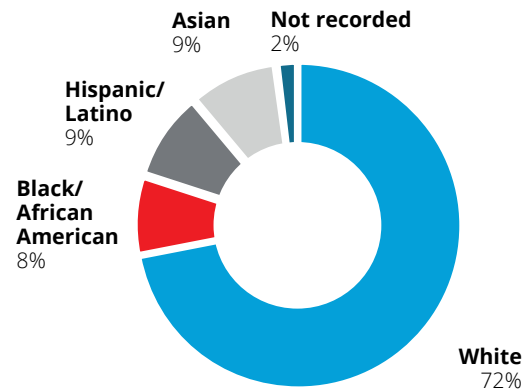




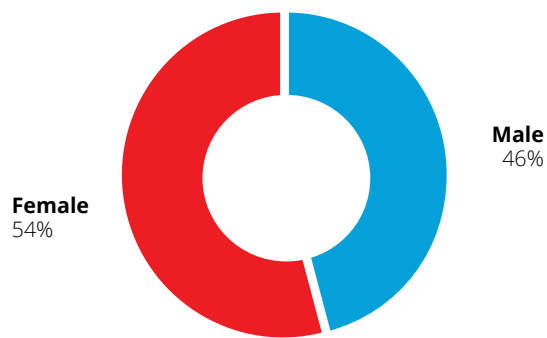
**NYC Local News Consumer Audience  
by Location**



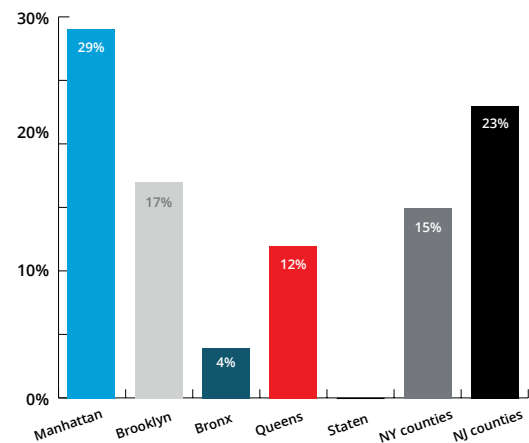
**WNYC Terrestrial (Radio) Audience  
by Race and Ethnicity**



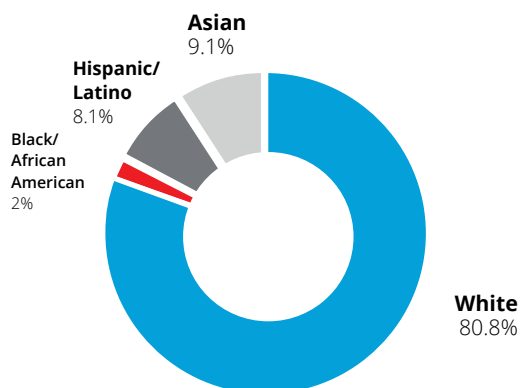
**WNYC Terrestrial (Radio) Audience  
by Gender**



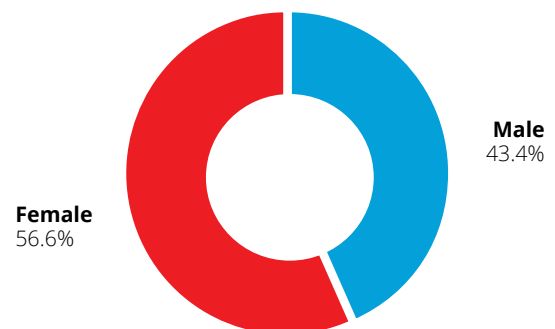
**WNYC Terrestrial (Radio) Audience  
by Location**

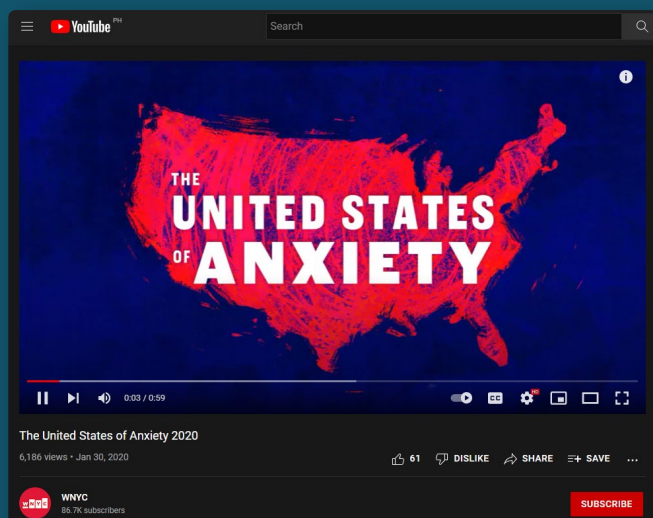
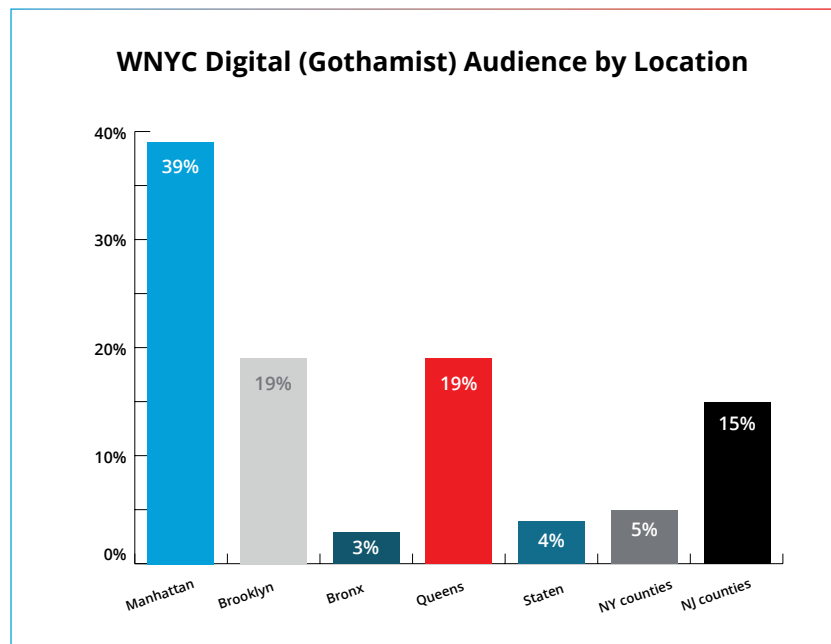


**WNYC Digital (Gothamist) Audience  
by Race and Ethnicity**



**WNYC Digital (Gothamist) Audience  
by Gender**





🔊 <https://www.youtube.com/c/WnycOrg>

🔊 <https://www.youtube.com/user/WQXRClassical>

🔊 <https://www.youtube.com/c/Radiolabpod>

## NYPR on YouTube

A major audience development effort to cultivate a more diverse viewership and listenership is through our YouTube channels. Capitalizing on YouTube's huge platform for on-demand listening and livestreams, NYPR revived *Radiolab's* YouTube channel, adding hundreds of accessible full-episode videos from the show and miniseries spinoffs. WQXR's and WNYC's YouTube channels are also attracting a widening audience with content that is fresh, relevant and on-demand.

## Enhancing Accessibility

NYPR took important steps this year to increase the accessibility of our digital and physical spaces for staff, guests, and visitors. We formed an accessibility sub-committee to the Culture Equity and Inclusion Working Group; appointed an accessibility coordinator; performed accessibility compliance assessments; compiled recommendations to increase access; and defined areas for future improvements. Other initiatives this past year included updating directional signage in our performance space; steadily increasing our volume of show transcriptions; expanding our use of braille, captioning, translation, and sign language; and conducting a self-evaluation of policies, practices, and programs to improve access for all.

## Section D: Our Content

NYPR is committed to earning the trust and time of diverse audiences with highly relevant content that amplifies their voices. In FY2022, we created a range of content that inspired, provoked, and enlightened our audience.



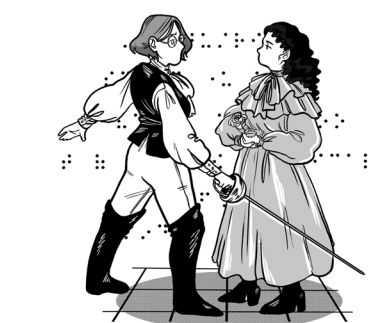
### Key Programming Highlights:

- ▶ Three special series launched in the last 18 months told distinct stories about the Puerto Rican experience, the legacy of Helen Keller in the Deafblind community, and the untold history of the Tulsa Race Massacre.



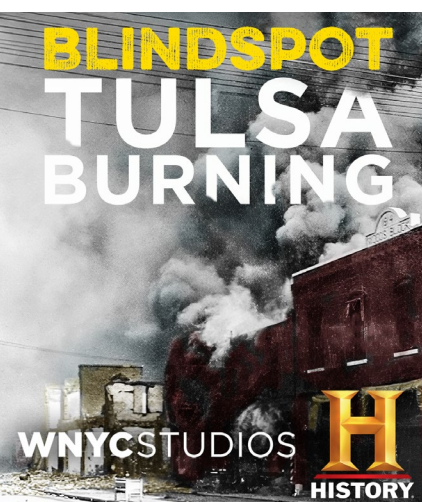
### La Brega: Stories of the Puerto Rican Experience

*La Brega*, a co-production of WNYC Studios and Futuro Studios, is a podcast series that uses narrative storytelling and investigative journalism to reflect and reveal how *la brega* has defined aspects of life in Puerto Rico. It was produced in English and Spanish by a team of Puerto Rican journalists, producers, musicians, and artists from the island and diaspora; and hosted by WNYC's Alana Casanova-Burgess.



### The Helen Keller Exorcism

*Radiolab* released "The Helen Keller Exorcism" by Deafblind writer Elsa Sjunneson and Lulu Miller, a story about the complicated and mysterious life of Helen Keller. The episode was the first in *Radiolab* history to be produced so that Deafblind audiences could access in its entirety. Accompanying the audio was an ASL YouTube video and a transcript specially formatted to load into digital Braille readers. The Deafblind community warmly embraced this episode.



### Blindspot: Tulsa Burning

On May 31, 1921, Tulsa, Oklahoma's Greenwood District was a thriving Black residential and business community - known as the "Black Wall Street." Within 24 hours, white supremacists, with the complicity of law enforcement, had reduced it to ashes. A co-production of The History Channel and WNYC Studios, in collaboration with KOSU and Focus Black Oklahoma, this six-episode narrative podcast by WNYC's KalaLea considers the Tulsa Race Massacre through the stories of people who lived there and their descendants. Until recently, this history was left out of newspaper archives and school curricula and rarely spoken about. This series won several awards: NAACP Image Award, Alfred I. duPont-Columbia University Award, and two Webby Awards; it was also nominated for a Peabody Award.





## Other NYPR Stories that Made Us Think About DEI

WNYC's *United States of Anxiety*: Kai Wright's interview with Errol Louis on Eric Adams



WNYC Studios' *Radiolab*: Latif Nasser's **The Other Latif**, a duPont-Columbia Award winner



WNYC Studios' **The Experiment: Who Belongs in the Cherokee Nation?**

WQXR's The Greene Space: **Artist Propulsion Lab**

## The Work of WNYC's Race and Justice Unit

The Race and Justice Unit continues to produce daily and long-form content covering news events and stories through a lens of racial and social justice, and convenes conversations to promote and inspire civil discourse and antiracist perspectives throughout New York Public Radio.



## WNYC's 16th Annual Martin Luther King Day Celebration / MLK--Activism and the Arts

In conjunction with the Apollo Theater, WNYC convened an impressive roster of civil rights leaders, activists, musicians, writers and artists to discuss the influence artists had in the civil rights movement and how that legacy of activism in the arts continues today. Guests included Tony award winner Trezana Beverly; Najee Dorsey, Founder of Black Art in America (BAIA) and a visual artist; Jonathan McCrory, Executive Artistic Director, National Black Theatre; Rashad Robinson, President, Color of Change; Reverend Al Sharpton, host of MSNBC's "PoliticsNation" and President of National Action Network; Damion L. Thomas, Sports Curator at Smithsonian National Museum of African American History and Culture; and Jacqueline Woodson, author and 2020 MacArthur Fellow. The Honorable Andrew Young, former mayor of Atlanta, the first black UN Ambassador, member of the U.S. House of Representatives and a key actor in the 1960s civil rights movement, contributed a special video message.

This unique event included artistic presentations and performances from Gregory Hopkins, who directed The Gathering Quartet in a preview performance from Joel Thompson's oratorio *Seven Last Words of the Unarmed*, a powerful, multi-movement choral work honoring black men killed by police or by authority figures. This performance was excerpted from *The Gathering: A Collective Sonic Ring Shout*. Classical music curator Garrett McQueen presented on the history of activism by Pan-African musicians and rapper JSWISS performed a tribute to Black trailblazers.



## Awards and Accolades

We are deeply grateful and humbled by the recognition NYPR studios, hosts, reporters, and editors have received for our work in diversity, equity and inclusion related reporting and content production in FY2022:

### 47th Annual Gracie Awards

Radio National Honoree: Melissa Harris-Perry, *The Takeaway*

### 2021 Regional Edward R. Murrow Award

Excellence in Innovation: WNYC Radio and YR Media, "18-to-29 Now: Young America Speaks Up"

### Alfred I. duPont-Columbia University Awards

*Blindspot: Tulsa Burning*

### Exceptional Journalism Awards, Women's Media Center

*La Brega: Stories of the Puerto Rican Experience*,  
Alana Casanova-Burgess

### Manhattan School of Music: 2021-2022 Roster of Artist Scholars

Ed Yim, Chief Content Officer, WQXR

### NAACP Image Awards

Outstanding Podcast (News & Information): *Blindspot: Tulsa Burning*

### New York Press Club Awards

Feature-Science, Medicine & Technology NY Metro: *On the Media*:  
"Breaking News Consumers Handbook: Vaccine Edition," Brooke Gladstone, Katya Rogers, Rebecca Clark-Callender, Eloise Blondiau, Micah Loewinger, Jennifer Munson

Continuing Coverage NY Metro Area: WNYC/Gothamist: "Up In the Air: An Investigative Series About How the NYC School System Invested In Ventilation to Combat COVID-19," Nsikan Akpan, Caroline Lewis, Jaclyn Jeffrey-Wilensky, Michael Hill, Kerry Nolan, Christopher Werth, Stephanie Clary, Sean Bowditch, Audrey Cooper

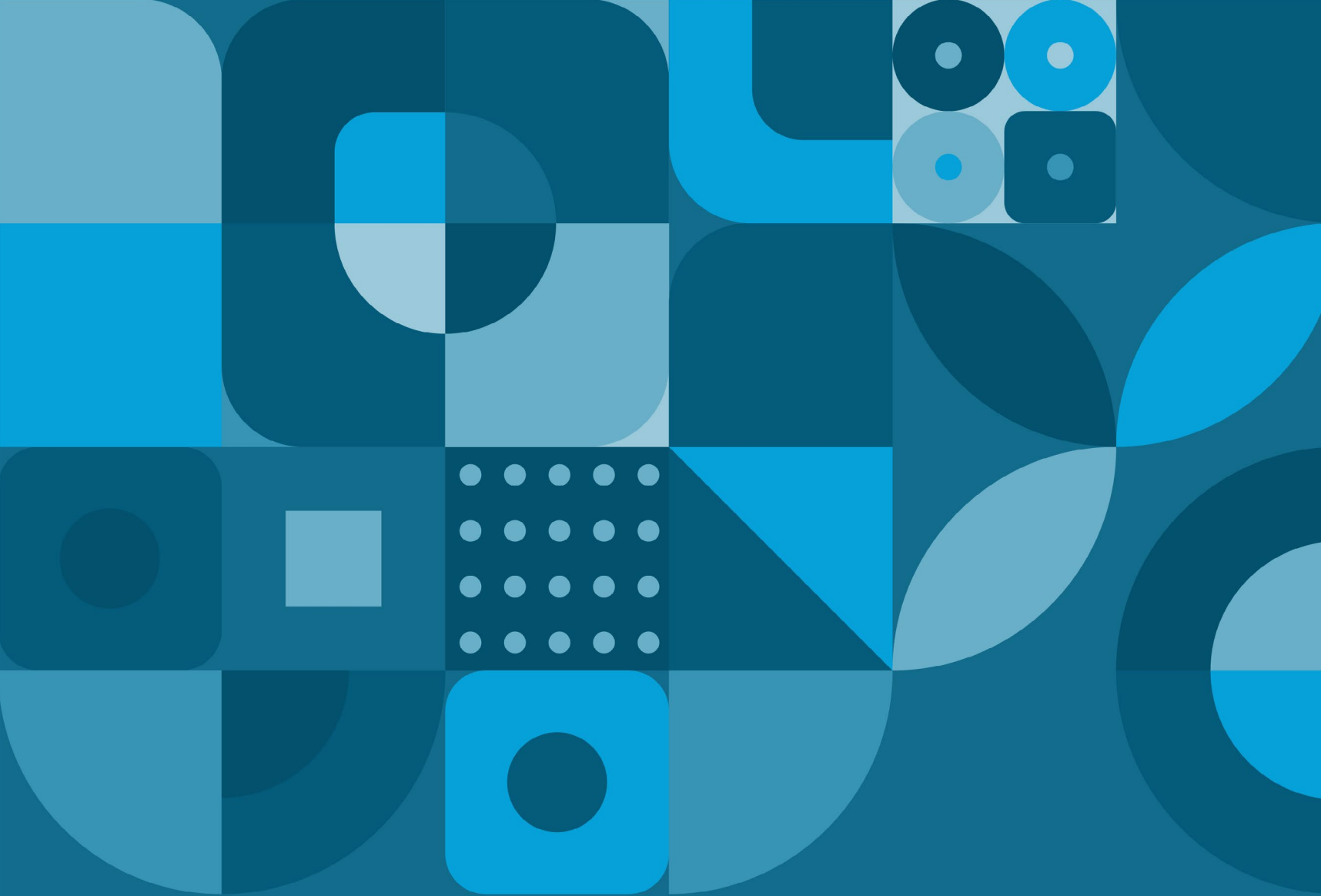
Feature Reporting NY Metro: WNYC/Gothamist: "Why One Queens Block Has Flooded for Decades," Elizabeth Kim

### Webby Awards

Best Series: *Blindspot: Tulsa Burning*

Best Writing: *Blindspot: Tulsa Burning*





**IV.**

**What's Next For Us?**





Diversity, Equity, and Inclusion are fundamental to our organization's well-being and to fulfilling our mission. We believe that fostering a diverse and equitable workplace is the only way to truly create rich, powerful journalism, storytelling, conversation and music programming that reflects our city and our nation. We also believe that as a public, listener-supported media organization, we owe it to our community to be accountable and transparent.

We're steadily building on the work outlined in this report. Critical to lighting our way forward is the FY2023 Race Equity Action Plan, which lays out 13 commitments for the period July 1, 2022 - June 30, 2023. It is our guide for building trust, nurturing creativity, and driving collaboration across the organization. We will deepen our commitment to growing and retaining talent of color, prioritizing diverse voices on our programs, and promoting racial equity by listening and interacting authentically with one another.

The journey toward a more diverse, equitable and inclusive organization doesn't end. It is an enduring, living and collective effort.

The work continues.







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