



## HISTORY

As the most listened-to radio station in Manhattan - commercial or otherwise - and the most listened-to public radio station in the country, WNYC Radio reaches over 1.2 million listeners each week. Consisting of AM 820, FM 93.9, and wnyc.org, WNYC aims to inform the public locally and globally on current events, politics, and civic affairs; export New York's arts and cultural riches to the rest of the world; and give voice to diverse audiences. WNYC provides the most comprehensive news, music, and cultural programming radio has to offer, completely free of charge. Established in 1924 as a municipal radio station and operated as such for seventy-three of those years, WNYC New York Public Radio is now run as an independent, not-for-profit organization. The station has more than 100,000 members, giving it one of the largest membership bases of any institution in the city.

## PROGRAMMING OVERVIEW

With original programming and content from National Public Radio (NPR), Public Radio International (PRI), and other public radio distributors, WNYC brings news and cultural reporting and content to its listeners 24 hours a day, seven days a week. As a creative and ambitious content producer, WNYC continues to investigate and invest in creative ventures, partnerships, people, and technology to help fulfill our public service mission.

WNYC produces 104 hours weekly of local and national programming that includes the Peabody Award-winning programs *On the Media*, *Studio 360*, and *Radio Rookies* as well as the innovative and popular program *Radio Lab*. Other content produced by WNYC includes *The Brian Lehrer Show* (which *Time* hailed as "New York City's most thoughtful and informative talk show"); *The Leonard Lopate Show* (a talk show with a roster of guests that are a "who's who" in culture and the arts); *Souncheck* (daily talk and live musical performance); *New Sounds* (a daily exploration of world, ethnic, and jazz music); and Jonathan Schwartz's Saturday and Sunday shows (songs from the Great American Songbook). Each week night, beginning at 7 PM on our FM station, we broadcast a curated schedule of classical music and opera. WNYC's programming also includes public radio favorites such as NPR's *Morning Edition*, *All Things Considered*, and *Car Talk*; PRI's *This American Life*; and American Public Media's *A Prairie Home Companion* and *Marketplace*.

We also host special events and live recordings throughout the community, including live town halls and music performances. Special programming also takes place throughout the year, such as the American Music Festival, which since 1939 has been celebrating the rich legacy of American composers and musicians and the unique American "voice". Other activities include serving as a media partner through our "Salute the Arts" program, where we provide free on-air promotional spots and web placement to small community arts organizations that cannot afford electronic marketing.



## NEWS AND INFORMATION: IN-DEPTH, INFORMED, AND CONNECTED TO OUR COMMUNITY

At the heart of WNYC's news and information effort is our award-winning centralized newsroom that believes that independent information sources are vital to democratic societies. Our reporters work tirelessly in support of WNYC's distinct news mission of providing in-depth news programming while encouraging active participation of citizens in their communities. WNYC-produced pieces are frequently aired on the nationally distributed programs *Morning Edition*, *All Things Considered*, and *Marketplace*. The goals of our news and information programming are to: provide in-depth news programming, promote informed discussion on issues of our time and encourage people to actively participate in the life of their community.

### ***The Brian Lehrer Show***

Supplementing the work of the newsroom is one of our listeners' favorite programs, *The Brian Lehrer Show*. During his daily two-hour interview/talk program, Brian Lehrer synthesizes the major issues of the day and provides a conduit for analysis between his interviewees and callers, and moderates a discussion that always covers both sides. Notable guests have included politicians Senator Hilary Clinton, Senator John McCain, former President Jimmy Carter, Irish President and UN High Commissioner for Human Rights Mary Robinson, and writers Isabel Allende and Salman Rushdie.

### ***On the Media***

*On the Media's* Peabody Award-winning journalism takes a magnifying glass to the American media machine and enlightens and entertains us with their findings through analysis, investigative reporting, and satire. *On the Media* is a co-production with NPR and is produced in WNYC's studios and distributed nationally as a weekly show. Hosted by Brooke Gladstone and Bob Garfield, *On the Media* is carried on 206 stations nationwide. In January 2005, *On the Media* became the first public radio program to offer its content via "podcast". *On the Media* is downloaded nearly 300,000 times per month.

### ***Radio Rookies***

WNYC's most recent Peabody Award (2005) was bestowed on our *Radio Rookies*, a program that provides teenagers with the tools and training to create radio documentaries about themselves and their communities. The Peabody judges hailed the *Radio Rookies'* reporting as "remarkably immediate and illuminating." Since 1999, WNYC has conducted *Radio Rookies* workshops across New York, in predominantly under-resourced neighborhoods, training young people to use words and sounds to produce stories that open windows into worlds rarely represented authentically in the media. *Radio Rookies* stories are broadcast to WNYC's 1.2 million weekly listeners, usually during the local edition of NPR's *Morning Edition*, and also have been heard on NPR's *All Things Considered*, and PRI's *This American Life*.

### ***New Talk Show***

Currently we are in the process of developing an exciting new daily morning talk show rooted in the life, culture, and diversity of the region, which we will premiere this fall. This new talk show will diversify WNYC's programming schedule, attract listeners and tell the stories of communities that traditional public radio platforms have historically had difficulty reaching. It will provide a national model for radio stations across the country on how to develop a financially-efficient and programmatically innovative community-based talk show broadcast within the structure of their current operations.



## ARTS & CULTURE PROGRAMMING

WNYC's rich legacy of bringing its listeners the best in music - from classical to jazz to emerging artists - is still evidenced today with programs that reflect the broad spectrum of cultures and interests of our audiences. Complementing our music programming is an active roster of cultural programs that bring listeners closer to the plethora of cultural offerings of New York.

In 2007, WNYC will move to a new, state-of-the-art digital broadcast facility in Lower Manhattan. One of the primary features of our new headquarters will be an accessible street level studio that will be used for live broadcasting, musical performance, theater, and public education. This performance space is at the core of WNYC's vision of redefining the relationship a public radio station has with its home community. Anchored in one of Manhattan's most active artistic communities, SoHo, it will provide a sorely needed publicly accessible performance space for poets, musicians, and artists developing their craft. Visible from the street and seating an audience of up to 150, the performance space will attract thousands of visitors yearly, while millions will listen to the program that originate there. Our community-based arts and cultural programming will be enhanced through programming in this new performance venue with musical concerts, artist talks, live readings, town halls, and public education events.

## MUSIC PROGRAMMING

### ***Evening Music and Overnight Music***

WNYC broadcasts ten hours of locally-produced music programming on WNYC 93.9 FM every evening with host David Garland on *Evening Music*. From midnight until 5 pm, *Overnight Music* fills the hours with a range of classical, jazz, and early music.

### ***Live Concert Broadcasts***

Broadcasting live concerts from the area's premiere venues is a core piece of WNYC's mission to increase access to extraordinary musical performances. Recent broadcasts have included the Vienna Philharmonic from Carnegie Hall, the London Symphony Orchestra at the New Jersey Performing Arts Center, the New York Philharmonic, and *Bringing Back the Music*, a joint benefit concert with the New York Philharmonic and the Louisiana Philharmonic, aired from Avery Fisher Hall, featuring Wynton Marsalis, Audra McDonald, and Itzhak Perlman.

### ***New Sounds and Soundcheck***

Each weekday, John Schaefer hosts *New Sounds* at 11 pm, which explores the vistas of contemporary music. *Soundcheck*, also hosted by John Schaefer, is our daily afternoon interview program about music, and a showcase for the region's best new cultural offerings. These programs are a key component in realizing WNYC's goal of igniting passion for classical and other types of music, educating listeners about music, and motivating participation in music and the arts. Plans are currently underway to take *Soundcheck* national.

### ***The Jonathan Schwartz Saturday and Sunday Shows***

When WNYC announced in 1999 that celebrated Sinatraphile Jonathan Schwartz was coming to WNYC, *The New York Times*, *Daily News*, *Newsday*, and the *Gannett Journal* were just a few of the papers that heralded the radio return of New York's "Dean of The American Standard." Every Saturday and Sunday from noon to 4 PM, Jonathan Schwartz hosts the *Jonathan Schwartz Saturday and Sunday Shows* featuring Schwartz's favorite picks from the world of jazz and popular standards presented in an engaging mix of music and commentary with cultural insight, acclaimed guests and storytelling.



## CULTURAL PROGRAMMING

### ***The Leonard Lopate Show***

*The Leonard Lopate Show* is the cornerstone of WNYC Radio's New York-based cultural programming. Broadcast every weekday from 12 pm to 2 pm, this interview show covers everything from hip-hop operas to haute cuisine to home repairs. Leonard has also been branching out into news reporting with "Underreported," a weekly series in which Leonard covers issues ignored by other media. Recent topics included the future of the Hopi tribe in Arizona, the state of gay rights in the Middle East, updates on the humanitarian crisis in the Sudan, and civil tensions in Bolivia.

### ***Studio 360***

*Studio 360* is a weekly, one-hour look at the intersection between art, popular culture and everyday life hosted by novelist and journalist Kurt Andersen, distributed by Public Radio International and heard on 142 stations nationwide. Through richly textured stories and insightful dialogue about everything from opera to comic books, *Studio 360* presents ideas that are provocative, moving and always engaging. Discussions have included Woody Allen musing on how jazz shaped American culture; rapper Guru on the repetition in music, art and dance; Eric Bogosian and William Styron talking about drugs in the art world; and Teller of Penn & Teller in a rare speaking role discussing secrecy in all its guises. *Studio 360* recently won a Peabody Award for the program in which Andersen explored the rich legacy of Herman Melville's *Moby Dick*.

### ***Public Radio Favorite***

In addition to WNYC-produced shows such as *The Leonard Lopate Show*, *Radio Lab*, *Selected Shorts*, *Fishko Files*, and *Studio 360*, WNYC also airs public radio favorites from across the country such as *Fresh Air*, *This American Life*, *A Prairie Home Companion*, *News and Notes with Ed Gordon*, and *Car Talk*.

### ***Cultural Arts Partners***

The Cultural Arts Partnership initiative is an annual program that supports cultural organizations in the Metropolitan area, by supporting their seasons and making affordable underwriting available to them. The partners are generally small-to-medium cultural non-profit organizations that deliver culture, quality, diversity and expansion. Current partners include Wave Hill, Signature Theatre Company, George Street Playhouse, Franklin H. Williams Caribbean Cultural Center, and New York Collegium, among many others.

### ***STAR Initiative***

WNYC's Salute The ARTs Initiative is a program that supports small cultural non-profit organizations in our coverage area over a 12-month period, through free on-air promotional announcements and web coverage. Our current 120 participants include organizations from all five boroughs and span the range of theater, classical to modern dance, opera, avant-garde performance art, cutting edge visual art, museums, galleries, concert series, and arts alliances.



## THE CAMPAIGN FOR NEW YORK PUBLIC RADIO

Recognizing a need to put the “public” back in public radio, in early 2005 the WNYC Board of Trustees adopted a five-year Strategic Plan and \$57.5 million Capital Campaign that will bring us to the next stage of our organizational evolution.

During the first part of its 2007 fiscal year, WNYC has been rapidly moving forward with plans to relocate to its first independent headquarters in its 82-year history. With The Campaign for New York Public Radio, WNYC is renewing and expanding its commitment to its historic home neighborhood of Lower Manhattan through a long-term lease at 160 Varick Street. The centerpiece of our new home will be a ground-level public auditorium to be used for live broadcasting, concerts, theater, readings, political debates, symposiums, town hall meetings, and other events. Visible from the street and seating an audience of up to 140, the performance space will attract thousands of visitors yearly, while millions will listen to the programs that originate there. At long last, WNYC will enjoy the physical presence every great civic institution requires.

In addition, our new offices will provide room for the additional staff needed to develop new shows and enhance existing programming. Our new home will be outfitted with the latest technology and flexible enough to adapt to whatever the future brings as well as create a more efficient and creative work environment.

A new home and new technology are, finally, only means to an end: more and better programming that engages and expands our audience. As part of The Campaign for New York Public Radio, \$12.5 million of the total \$57.5 million Capital Campaign goal has been earmarked for a programming fund that will be used to enhance our quality and extend our reach. The goals of this fund include:

- Doubling the size of the news department
- Creating a staff as diverse as the city we serve
- Producing three new programs
- Broadcasting more concerts and other live events
- Making more documentaries
- Adding to our talent bank

Finally, The Campaign for New York Public Radio will help WNYC invigorate our city, and our democracy, while setting a new standard for excellence for public radio, all media and ourselves.