

Public Radio Music Stations WBGO, WQXR, WFUV and WSHU Launch Historic Tri-State Music Collaborative

NEWARK, NJ, February 20, 2025 – Four New York City-area public radio music stations are joining forces to form the Tri-State Public Radio Music Collaborative (TSPRMC), a landmark partnership between **WBGO 88.8FM** (Newark Public Radio), **WQXR 105.9 FM** (New York Public Radio), **WFUV 90.7 FM** (Fordham University Public Radio) and **WSHU 91.1 FM** (Sacred Heart University Public Radio). The stations will collaborate to create content, build audiences and generate revenue.

“This project is an unique opportunity to leverage our geographical proximity and exceptional influence we share as four of America’s most influential broadcasters,” said WBGO President and CEO Steven A. Williams “For the first time, we’ll work together to develop initiatives that will benefit public radio listeners in the nation’s largest media market and the public media system as a whole, and at the same time we’ll build a foundation for similar collaborations between stations in other cities.”

The stations will use a grant from the Corporation for Public Broadcasting (CPB) to develop a comprehensive, five-year business model, including a structural outline for staffing and management that could become the model for similar collaborations between stations across the country.

“WQXR is proud to unite with our fellow music format public radio stations in the tri-state region to find new, inventive ways to collaboratively serve our audiences,” said LaFontaine E. Oliver, President and CEO, New York Public Radio. “At WQXR, we are committed to making classical music inviting and available to everyone and joining forces with other stations who share our values of accessibility and service can demonstrate the unique value we bring to our communities. We are grateful to WBGO for spearheading this work and convening this collective, and to the CPB for supporting this effort.”

STRATEGIC PLANNING AND AUDIENCE DEVELOPMENT RESEARCH

Working with the stations will be Public Media Company, which will help to develop the collaborative’s strategic focus, and Paragon which will conduct digital audits of each station and a comprehensive membership data analysis. The audits will analyze the current state of each service’s digital marketing presence and utilize industry-specific research to provide suggestions for improvement and identify areas to target to enhance content distribution while expanding digital reach.

Customized digital strategies will be developed that are specific to each station’s goals. The strategies will act as a detailed roadmap of digital content, marketing efforts and internal processes. The strategies will also include analysis of the targeted audiences for each platform.

“The idea of collaboration among the New York area’s music stations has been informally discussed for more than a decade,” said Chuck Singleton, WFUV’s General Manager. “We’re excited to see it advance with our great colleagues, thanks to CPB’s generous support, and we look forward to exploring paths to strengthening our connections.”

MEMBERSHIP CULTIVATION

Research will be conducted to understand the dynamics of membership for a public media music station including the donor's proclivities toward ongoing versus one-time donations; donating to stations in traditional versus nontraditional avenues; and types of appeals and incentives. Membership benefits, development of updated fundraising guidance to attract new donors to members of the Collaborative and development of a sustainability plan for the stations also will be covered.

“This historic collaboration of public media stations represents a significant step forward in understanding and enhancing the relationship between public media and its supporters,” said Brad Dancer, WSHU’s President & General Manager. “We could not be more excited to be part of this endeavor and explore new opportunities to help each other grow. We will learn so much more together.”

ABOUT THE STATIONS

WBGO 88.3 FM / Newark Public Radio: Celebrating its 45th anniversary, WBGO is a non-profit, publicly funded arts and cultural institution, dedicated to the curation, presentation, and preservation of music created out of the African American experience. The station is committed to providing the community with independently produced music programming and journalism for the purpose of public enrichment, entertainment and insight. Its mission is accomplished through creating and distributing relevant, high-quality content, engaging diverse audiences and providing an inclusive workplace. As content provider to NPR, WBGO’s reach extends to millions across the country and the station has long been an anchor institution in community engagement through its partnerships, concerts, education and news programming. With informative and entertaining announcers, award-winning original arts programming and pioneering jazz tourism, WBGO will continue to be “the jazz source” for years to come. www.wbgo.org

WQXR 105.9 FM / New York Public Radio: WQXR is New York City’s only all-classical music station, immersing listeners in the city’s rich musical life on-air at 105.9FM, online at WQXR.org, and in the community through live events and performances. Signature programs include Carnegie Hall Live, Metropolitan Opera Saturday Matinee Broadcasts, New York Philharmonic This Week, New York in Concert, and the Young Artists Showcase. WQXR also produces podcasts that showcase compelling storytelling and powerful music: The Open Ears Project, Made in New York: the NY Philharmonic Story, Every Voice with Terrance McKnight, Helga, and Aria Code, a joint project with the Metropolitan Opera. www.wqxr.org

WFUV 90.7 FM: New York’s source for music discovery, WFUV has been a non-commercial, member-supported public media service of Fordham University for more than 75 years. WFUV has received national recognition for its unique weekday format of adult album alternative music, award-winning local news and sports, and a diverse weekend lineup. www.wfuv.org

WSHU 91.1 FM: WSHU Public Radio is a group of non-commercial, member-supported radio stations owned and operated by Sacred Heart University in Fairfield, CT, that brings the best in music and news in Connecticut and Long Island. An NPR member station since 1984, WSHU also locally produces classical and folk music shows. WSHU’s Sunday Baroque is syndicated and heard on over 270 stations nationwide. All programming is available for streaming at www.wshu.org and for broadcast on 13 radio frequencies.

About Paragon

Paragon is a consulting and research firm specializing in innovative content for broadcast and digital media, with over 400 years of combined experience. Paragon expertise includes media start-ups, new business models, market share, strategic planning, content creation, marketing, branding, community building, fundraising, and creating healthy company culture.

About Public Media Company

At Public Media Company, our mission is to cultivate vibrant local media that informs, connects, and inspires communities. We believe that local media plays a vital role in community life, as a trusted source of news, education, music, and public discourse for people of all ages. Since 2001, Public Media Company has partnered with nearly 400 nonprofit and noncommercial media organizations in all 50 U.S. states, D.C., and Puerto Rico, helping them amplify their service and impact, deepen community connections, and secure long-term business sustainability.

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