



# 2023 WWOZ Local Content & Service REPORT TO THE COMMUNITY

**WWOZ 90.7 FM's mission is to be the worldwide voice, archive, and flag-bearer of New Orleans music. Owned by the New Orleans Jazz & Heritage Foundation, we proudly preserve the culture of the Crescent City.**



## LOCAL CONTENT

**For over 43 years WWOZ has been deeply committed to all things New Orleans.**

Since 1980, WWOZ has grown from a small station operated out of a beer storage room above Tipitina's music club to an ever-expanding multimedia organization followed locally and worldwide via our radio waves, live video streams, and social media platforms.

In 2023, WWOZ's global presence continued to grow as millions tuned in. It was a big year for the station as we moved our headquarters to the iconic JAX Brewery in the historic French Quarter.



## KEY SERVICES

**We were thrilled to once again be able to broadcast and video stream live to our worldwide audience from multiple festivals, the streets of New Orleans, multiple venues, and our own studio.**

We are proud to share many of 'OZ's programs and services in this report. Highlights Include:

- WWOZ's move to Jax Brewery
- Community Voices
- Live Broadcasts
- Festing in Place series
- WWOZ Video
- Groovapedia
- WWOZ LiveWire
- A Closer Walk
- Takin' it to the Streets
- WWOZ Events
- Tributes to Legends
- Testimonials



## LOCAL IMPACT

**Our local and worldwide listenership continued to skyrocket this year, a testament to WWOZ's significant impact.**

WWOZ has received unprecedented acclaim and support from around the country and the world. We have been ambassadors promoting the music, history and culture of Louisiana and New Orleans to record audiences. WWOZ broadcast more than 160 live music performances, showcasing the skill and artistry of more than 825 individual musicians from our studios and from festivals and venues around New Orleans. Millions of people have tuned in, shared our social media, accessed our online archive, Groovapedia, and Fested in Place from their homes.



## 2023 WWOZ Local Content & Service STORIES OF IMPACT

### WWOZ Moves to New Home at Jax Brewery with Celebratory Second Line!

WWOZ is thrilled to announce that our beloved station has relocated and will occupy the entire top (fifth) floor of The Jax Brewery Millhouse building located at 600 Decatur Street.



This is a world class location for our world class station. With more than 7,000 square feet of interior space and exclusive use of balconies and terraces overlooking the French Quarter and the Mississippi River, it provides space for our entire staff under one roof, beautiful studios for our show hosts and musicians, as well as room for volunteer projects and meetings. It also gives us the opportunity to add picturesque views to our award-winning programming.



WWOZ said goodbye to its French Market location at the end of November with a celebratory Second Line which was attended by more than 1,500 people, many of whom are Guardians of the Groove who traveled from other states to attend.





## 2023 WWOZ Local Content & Service STORIES OF IMPACT



The Second Line was led by local musical legends and culture bearers including Cyril Neville, Charmaine Neville, John Boutte', Amanda Shaw, Kermit Ruffins, James Andrews, and the Crescent City Allstars, Treme Brass Band, Haruka Kikuchi, Paul Sanchez, John Papa Gros, Shamarr Allen, Baby Dolls from various groups around the city, Black Masking Indians, Social Aid and Pleasure Club representatives. It also featured WWOZ Show Hosts, Volunteers, Staff and Board Members, Donors, Sponsors and Ozillians from around the city and country.

WWOZ is operating temporarily from the third floor of the Jax Brewery while renovations and studio buildout are completed on the fifth floor.





# 2023 WWOZ Local Content & Service REPORT TO THE COMMUNITY

## Community Voices – Guardians of the Groove



**WWOZ is a community public radio station powered by the voices of over 75 volunteer show hosts, a small dedicated staff and over one hundred committed behind-the-scenes volunteers.**

In 2023, our Show Hosts, many with decades of experience, volunteered more than 8,400 hours to WWOZ.

WWOZ Show Hosts independently decide what to play to craft their broadcast presentation. Each host brings their own unique musical sensibility, knowledge, experience and community perspective to share with our local and worldwide audience.





# 2023 WWOZ Local Content & Service STORIES OF IMPACT

## Festing in Place

In 2023 WWOZ was thrilled broadcast live from Jazz Fest at the FairGrounds. In addition, by popular demand, we continued to present our **Festing in Place** series in the Fall!

These wildly popular worldwide celebrations featured the best artists from Heaven and Earth. Performances by Dr. John, Professor Longhair, Allen Toussaint, Irma Thomas, The Neville Brothers, Jimmy Buffett, Marcia Ball, John Boutte, The Radiators, Samantha Fish, Kermit Ruffins, Erica Falls, Germaine Bazzle, and hundreds more.

## Ozillians Worldwide Fested in Place with us!

They pulled out their festival shirts, hats, flags and chairs and joined us to celebrate the best of New Orleans music from their backyards, front porches, and living rooms all over the world. Everyone was invited!



## WWOZ FESTING IN PLACE 2023 PRESENTS "I WAS AT THAT SHOW!"

LISTEN LIVE at 90.7FM or on line at [wwoz.org](http://wwoz.org) SUPPORT WWOZ: [wwoz.org/donate](http://wwoz.org/donate)

	Thursday October 5	Friday October 6	Saturday October 7	Sunday October 8
11A	Kermit Ruffins (FQ Fest 2023)	Charlie Gabriel (Jazz Fest 2023)	Wendell Brunious (Jazz Fest 2023)	Gospel Irma Thomas (Jazz Fest 2023)
	Shamarr Allen (Jazz Fest 2010)	John Boutte (Jazz Fest 2023)	Amanda Shaw (FQ Fest 2023)	
12P	Warren Battiste (WWOZ Studio 2023)	T-Marie & Bayou Juju (FQ Fest 2023)	Little Freddie King (CCBBBQ 2022)	
	Johnny Sansone (CCBBBQ 2022)	Don Vappie's King Oliver Tribute (WWOZ Studio 2023)	Donald Harrison Jr (New Showcase Lounge 1996)	
1P	Peter Harris & Firm Roots (Jazz & Heritage Foundation 2023)	Ivan Neville & Dumpstaphunk (Jazz Fest 2022)	Detroit Brooks (WWOZ Studio 2023)	
	Allen Toussaint (Piano Night 2005)	Tricia Boutte (FQ Fest 2023)	Los Guiros (Fiesta Latina 2023)	
2P	Barbara Shorts (WWOZ Studio 2023)	Jimmy Buffett (Jazz Fest 2008)	Joe Krown Trio with 'Wolfman' & Russell Batiste Jr (Jazz Fest 2012)	Sec Bra

TIMES ARE APPROXIMATE





## 2023 WWOZ Local Content & Service STORIES OF IMPACT

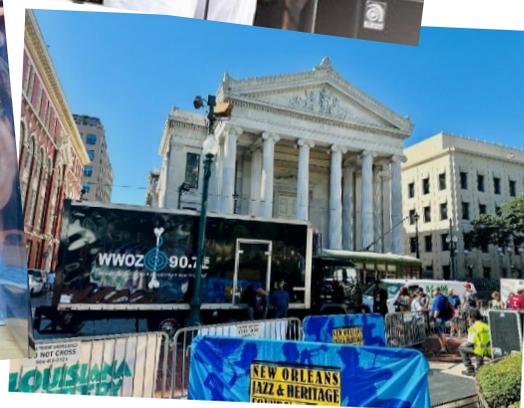
### WWOZ Live Broadcasts

WWOZ is the Jazz and Heritage station broadcasting live, local music everywhere in the universe from our studio to the Fair Grounds and beyond!

In 2023, WWOZ broadcast more than 160 live music performances, showcasing the skill and artistry of more than 825 individual musicians, from our studios and from festivals and venues around New Orleans.

This includes the New Orleans Jazz & Heritage Festival, The Crescent City Blues & BBQ Festival, French Quarter Festival, The Jazz and Heritage Concert Series, The Louisiana Cajun-Zydeco Festival, The Treme Creole Gumbo Festival/Congo Square Rhythms Festival, and many performances from WWOZ's own studios.

Musicians and fans alike are deeply committed to the station. We regularly hear stories about how WWOZ has brought them together. Our musicians love to return to the station after touring the world to share their stories of fans who first heard their music on WWOZ and, as a result, decided to come and support them on their tour.





## 2023 WWOZ Local Content & Service MEASURING IMPACT



### WWOZ's Global Audience

When we say our audience is "worldwide", we're not kidding! In the map below both shades of green cover ALL countries and territories where we have regular listeners! The darker green represents higher concentrations of audience. The gray areas with the crosshatches are not generating traffic on our site. These include North Korea and certain places in Africa (Western Sahara, Republic of the Congo, Chad, Eswatini).



This illustrates the station's incredible impact and that we truly do have Guardians of the Groove Around the World!



# 2023 WWOZ Local Content & Service MEASURING IMPACT

**WWOZ.org**

WWOZ's website continues to be a growing and powerful platform. 983,242 unique visitors explored WWOZ.org, a 17% increase from 2022. These visitors generated 5,352,960 million page views.

WWOZ was one of the first radio stations in the country to start streaming live (1994), and has since grown into an information hub providing visitors access not only to our live stream, but also to New Orleans musical and cultural content unavailable anywhere else.



In 2023, WWOZ was awarded 'Best Use of Digital Media' by the Louisiana Association of Broadcasters. The work recognized by this award encompasses our web and social media content.

## [WWOZ 90.7 FM Live Stream](#)

Our internet audience continues to grow every year, helping Ozillians from around the world feel connected to the city (whether they were born here or feel like they should have been). In 2023, listeners tuned in to WWOZ's live stream from all 50 states, Washington DC, and more than 195 countries.



## [WWOZ Livewire](#)

The Livewire is New Orleans Live Music Listings Calendar. In 2023, we entered over 27,000 live music events into the WWOZ Livewire Music Calendar. The Livewire generated 682,993 page views, making it the 3rd most visited page on the site.

## [Two-Week Archive](#)

Fans can go back and listen to a running two week Streaming Archive of all the shows and performances on WWOZ. The Two-Week Archive includes every show every week. It has been especially popular during the weeks after Festing in Place events. In 2023, the Two-Week Archive was the fifth most popular page on the site with 441,283 page views.

## [WWOZ Blogs](#)

WWOZ show hosts and staff collaborate to generate posts surrounding events, music news, and other cultural information of interest to our audience. In 2023, blog posts generated 64,880 page views, with the most popular posts addressing topics like the return of French Quarter Fest, Mardi Gras events, and our hosts' Jazz Fest picks.



# 2023 WWOZ Local Content & Service MEASURING IMPACT

## WWOZ Social Media

2023 was a year of continued growth for WWOZ’s social media. We use our social presence to bring Louisiana and its musical culture to our worldwide audience.

 Facebook  
# Likes:  
138,847

 X (Twitter)  
# Followers:  
59,300

 Instagram  
# Followers:  
59,000

 YouTube  
# Subscribers:  
23,500

Our engagement with the social media audience has consistently risen across platforms. When deciding how to use social media, our guiding principle is to bring New Orleans and its musical culture to our audience no matter where they live.

We post on Facebook, Twitter, and Instagram several times a day, with over 1,500 posts a year on each platform. In these posts, we share photos, videos, and links that foster connection with our listeners.

Since WWOZ relies on donations from listeners for the bulk of its support, these relationships are crucial. Video is used extensively throughout our social media platforms.

### TOP VIDEOS: Views

- [9th Ward Black Hatchets step out on Mardi Gras Day](#) - 98,000
- [Downtown Super Sunday](#) - 72,900
- [Uptown Super Sunday](#) - 61,100
- [Samantha Fish at Crescent City Blues & BBQ Fest \(live\)](#) - 50,700
- [Valley of Silent Men kick off 2023-24 second line season on hottest day ever recorded in New Orleans](#): 15,300





# 2023 WWOZ Local Content & Service MEASURING IMPACT

YouTube

Search



## wwozneworleans



@wwozneworleans · 33.6K subscribers · 1K videos

SUBSCRIBE TO GET NOTIFIED WHEN WE GO LIVE FROM NEW ORLEANS! >

wwoz.org and 4 more links

Subscribe

In 2023, WWOZ was awarded 'Best Use of Digital Media' by the Louisiana Association of Broadcasters. The work recognized by this award encompasses our social media and web content.

In October, WWOZ received multiple nominations for Excellence in Journalism by the Press Club of New Orleans for our social media work, and won the award for 'Best Use of Twitter' for our work there with Takin' It To The Streets.

We received two of the top three nominations for 'Best Use of Facebook' for our work during Jazz Fest and throughout the year, two of the top three nominations for 'Best Use of Twitter' (Festing In Place and Takin' It To The Streets), and one nomination for Best Use of Instagram (New Orleans Music and Culture). A photo, taken by WWOZ volunteer photographer MJ Mastrogiovanni during krewedelusion, and published via WWOZ's social media was also nominated for 'Best Feature Photo.'



WWOZ 90.7 FM New Orleans

★ Favorites · November 29, 2023 ·

WWOZ moved to our new home at Jax Brewery yesterday! Our photography team was on hand to capture the many vibrant moments during our celebratory second line parade from our old home at the French Market Building to our new home at Jax. Check out even more pics at [wwoz.org/blog/980886](http://wwoz.org/blog/980886)!

Very big thanks to James Andrews for helping us produce the parade, as well as leading it with his band, the Crescent City All-Stars! And thanks to Treme Brass Band for playing, and to the MANY New Orleans musicians and culture bearers who joined us, including Cyril Neville, John Boutte, Kermit Ruffins, Amanda Shaw, Charmaine Neville, Little Freddie King and Wacko Wade, Bruce "Sunpie" Barnes, and Gerald French! And even more thanks to the more than 1,000 Guardians of the Groove who made time in their Tuesday morning to come celebrate WWOZ's move! Y'all made it one for the books.

👤 Kristen Derr, Eli Mergel, Michele Goldfarb, Louis Crispino, MJ Mastrogiovanni, Demian Roberts, Black Mold



Boost this post to reach up to 760 more people if you spend \$42.

Boost post

929

36 comments 93 shares



## 2023 WWOZ Local Content & Service MEASURING IMPACT

### WWOZ Video

WWOZ's videos attracted more than 3 million views in 2023 between YouTube, Facebook, Vimeo, X (Twitter), and Instagram. YouTube remains our fastest growing video distribution platform, gaining more than 7,700 new subscribers in 2023.

Early in the year, our video team hit the streets to capture what was happening for Mardi Gras 2023 starting with coverage of Krewe de Jeanne d'Arc on Twelfth Night as WWOZ General Manager Beth Arroyo Utterback reigned as Queen Yolande.

Our videos for *Takin' It To The Streets*, WWOZ's multi-platform program celebrating New Orleans' social aid & pleasure clubs, second lines, Black Masking Indians, Baby Dolls, and brass band traditions, were some of the most watched of the year, with the features from *Uptown Super Sunday* in March and *Downtown Super Sunday* in April leading the way.

WWOZ, in partnership with "A Closer Walk: Interactive New Orleans Music History Map" at [acloserwalknola.com](http://acloserwalknola.com), released two video updates about what's going on with renovations at the historic [Dew Drop Inn in Central City](#).

Additionally, we live streamed dozens of concerts from the George and Joyce Wein Jazz & Heritage Center, including the New Orleans Jazz & Heritage Foundation's "Chanteuse: Celebrating New Orleans Women in Music" series, live streams from Congo Square Rhythms Festival, Louisiana Cajun-Zydeco Festival, Crescent City Blues & BBQ Festival, Fiesta Latina, and the Sync Up series.





## 2023 WWOZ Local Content & Service MEASURING IMPACT

In October, WWOZ Video received two of the top three nominations for Excellence in Journalism for 'Best Visual Storytelling' (Backstreet Cultural Museum Renewal Second Line and Bernard Pearce Memorial Second Line) and one nomination for 'Best Feature Videography' (Perseverance Hall) by the Press Club of New Orleans.

In December, WWOZ welcomed the return of live video streaming to our studio after our move to the Jax building. Kermit Ruffins was the first video streamed performer on December 15. A few days later, WWOZ remembered and paid tribute to two of New Orleans' greatest pianists of all time with an all-star 3-hour tribute to Professor Longhair and James Booker, featuring live performances and interviews with eight pianists from our new studio at Jax Brewery: Tom Worrell, CR Gruver, Tom McDermott, Keiko Komaki, John "Papa" Gros, Josh Paxton, Joe Crown, and Kyle Roussel.

WWOZ also continued to produce major new streaming productions for our worldwide audience. Some of those included:

- [WWOZ's Moving Day Second Line Parade](#)
- [Mardi Gras parades](#)
- [The New Orleans Jazz & Heritage Foundation's Traditional Jazz Concert Series](#) -
- [Closeup: Oscar Rossignoli](#)
- [Live performances from WWOZ](#)
- [Sunday Second Line Parades](#)





## 2023 WWOZ Local Content & Service STORIES OF IMPACT

### Takin' It to the Streets



Takin' It to the Streets® is WWOZ's multi-platform program celebrating New Orleans' social aid & pleasure clubs, second lines, Black Masking Indians, Baby Dolls, and brass band traditions. Takin' It To The Streets includes a weekly podcast of interviews with social & pleasure club officers and Black Masking Indians, Baby Dolls, brass band musicians, and more. These award-winning, peer-level interviews are important documentation of an aspect of New Orleans culture that no other media outlet covers with such consistency, detail, or authenticity. The resulting WWOZ programming is authentic and far deeper than the "outsider looking in" perspective that is often given to the clubs and Indians on this unique aspect of New Orleans culture.



2023 was an integral year for New Orleans' cultural communities as even more social aid & pleasure clubs and Black Masking Indians returned to the streets after the covid shutdown in 2020 and covid-related interruptions in 2021 and 2022. Takin' It To The Streets host India Sever continued to connect and document the second line community during this exciting time.





## 2023 WVOZ Local Content & Service STORIES OF IMPACT

In 2023, WVOZ continued our interview series and documented a number of the parades, Black Masking Indians, brass bands, and Baby Dolls on video, including Uptown Super Sunday in March, following the 9th Ward Black Hatchets on Mardi Gras Day, Uptown Swingers' second line parade in June (the final parade of the 2022-23 season), Valley of Silent Men's kickoff off the 2023-24 parading season in August, Treme Brass Band's appearance as the final performance at WVOZ's French Market studio in November, and more.

In October, Takin' It To The Streets was recognized by the Press Club of New Orleans with Excellence In Journalism award nominations in two categories: Best Use of Twitter and Best Feature Photo for a beautiful image of a Baby Doll parading with krewedelusion in February taken by volunteer photographer of MJ Mastrogiovanni.



Takin' It To The Streets continues to document the communities that keep New Orleans' traditions alive-- a mission that has become all the more powerful during covid. Interviews covered topics including the passing of some of New Orleans' culture bearers, the origins of various social aid & pleasure clubs, how club members, masking Indians, and Baby Dolls support their communities year round, the impacts of climate change on New Orleans' parading culture, how decisions are made internally within clubs and tribes, the importance of mentorship and young people, the evolution of traditions in recent years, and more. [Listen to the 2023 Takin' it to the Streets interviews here.](#)





## 2023 WWOZ Local Content & Service STORIES OF IMPACT

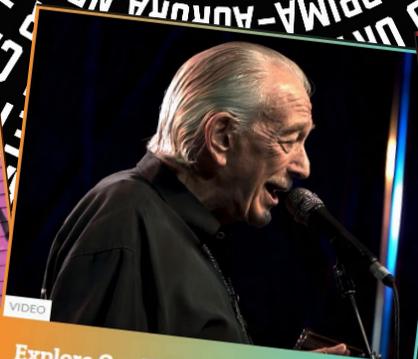
### Groovapedia

WWOZ continued to expand GROOVAPEDIA monthly so that people around the world could experience our comprehensive collection of all things New Orleans in one straightforward portal. Groovapedia presents WWOZ's award-winning multimedia content and is accessible 24/7 to everyone, everywhere, on any device. This includes thousands of compelling and unique performances, interviews, history, photos, videos, audio programs and more.

[Check out Groovapedia here.](#)



**Discover New Orleans' Musical Past**  
People, places, traditions, and events



**Explore Our Video Collection**  
Performances, parades, documentaries and more.



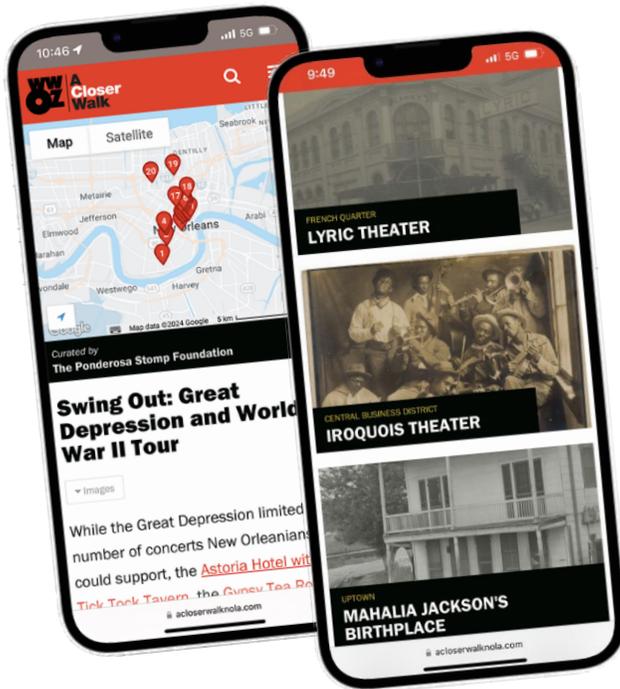
**Find Images**  
New Orleans musicians, festivals, parades, and more



## 2023 WWOZ Local Content & Service STORIES OF IMPACT

### A Closer Walk: Interactive New Orleans Music History Map

WWOZ continues to expand on this important Interactive New Orleans Music History Map! A Closer Walk maps more than a century of New Orleans' great musical moments and historical sites. It's an indispensable guide to exploring New Orleans music history, either via the curated tours, or by exploring "a la carte" any of the individual music history sites. The website is optimized for mobile devices so users can head out with smartphones or tablets for a self-guided tour. In 2023, A Closer Walk continued to serve as an authoritative resource for researchers and journalists, including a major presentation to Historic New Orleans Collection on the current state of historic and cultural preservation in New Orleans today. Our documentation of the activity around the Dew Drop Inn structure continues to be a resource for researchers. In 2023, we were excited to expand this initiative adding and highlighting several new locations and tours, including:



- Swing Out: Great Depression and World War II tour
- South Rampart Street tour
- Mount Mariah Baptist Church
- Boswell Sisters' House
- The Lyric Theatre
- Little Gem Saloon (revised)
- Iroquois Theatre (revised)
- Karnofsky Building (revised)
- Dew Drop Inn (revisions)
- Big Man Lounge/Soulja Slim Mural
- A major presentation to Historic New Orleans Collection on the state of preservation efforts underway in New Orleans.

Our award-winning Closer Walk project was created in partnership with the Ponderosa Stomp Foundation, Randy Fertel, Bent Media, and e/Prime Media. Explore the site at

[ACloserWalkNOLA.com](http://ACloserWalkNOLA.com)



## 2023 WWOZ Local Content & Service STORIES OF IMPACT

### WWOZ EVENTS

Throughout 2023, WWOZ held several successful fundraising events which were attended by OZ supporters from near and far!

**The WWOZ Groove Gala** on September 1st was a sold-out success! Held at Tableau Restaurant and LePetit Theatre, this was not your average gala. Partygoers wore Jazz Fest attire and enjoyed gourmet food and drink provided by Dickie Brennan. The All-Star lineup of entertainers included Irma Thomas, Bruce “Sunpie” Barnes, Treme Brass Band, Doreen Ketchens, Haruka Kikuchi, and John “Papa” Gros. Board Member Bruce Wainer served as Chair of the event.



The **WWOZ Hospitality Tent** during the New Orleans Jazz and Heritage Festival for our Brass Pass members was again a great gathering place for Ozillians from around the world! Music lovers stopped in regularly for our fresh fruit and iced coffee oasis to recharge their batteries—and their phones too! They were able to watch WWOZ’s live broadcast team at work and see a constant stream of New Orleans music celebrities too!





## 2023 WWOZ Local Content & Service STORIES OF IMPACT



**WWOZ Piano Night**, held at the House of Blues on May 2, continued as a beloved tradition with New Orleans music lovers. The sold-out event starred an amazing group of performers Marcia Ball, Jon Cleary, Oscar Rossignoli, John "Papa" Gros, Kyle Roussel, Lilli Lewis, Jesse McBride, Craig Adams, Keiko Komaki, Tom Worrell, Josh Paxton, Larry Sieberth, Al Lil' Fats Jackson, Mari Watanabe, Tom McDermott, Dr Courtney Bryan! Rickie Monie! Joe Ashlar! Armand St. Martin! Victor Atkins! Matt Lemmler! Yoshitaka "Z2" Tsuji!



**WWOZ in NYC** made a triumphant return in 2023! This important fundraising event, founded by WWOZ Vice-Chair Courtney Slatten Katzenstein, was held at longtime OZ supporter Randy Fertel's NYC penthouse. John "Papa" Gros provided rooftop entertainment for Big Apple Ozillians who gathered to support their favorite station.



**The 2023 Joan of Arc Parade** honored WWOZ General Manager Beth Arroyo Utterback as it's Queen. The WWOZ Staff enthusiastically marched through the streets of the French Quarter as her entourage.



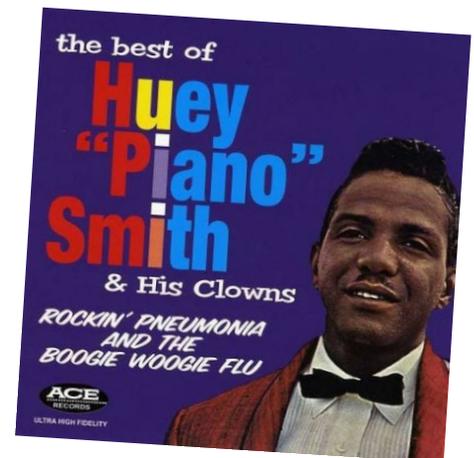
## 2023 WWOZ Local Content & Service STORIES OF IMPACT

### WWOZ Tributes to Legends who passed in 2023



Legendary New Orleans saxophonist **Edward "Kidd" Jordan** died in April at 87. Jordan was an accomplished and committed improv performer and one of the world's top jazz educators, who collaborated with Alvin Batiste, Marshall Allen, The Hawkettes, Ornette Coleman, Stevie Wonder, Ray Charles, Aretha Franklin, Professor Longhair, R.E.M., and Albert King. He founded the Louis Armstrong Jazz Camp and the Don "Moose" Jamison Heritage School of Music. He taught many important musicians, including Branford Marsalis, Wynton Marsalis, Trombone Shorty, Donald Harrison, Jon Batiste, Wendell Brunious, Christian Scott, and members of the Dirty Dozen Brass Band.

**Huey "Piano" Smith**, one of the hitmakers of New Orleans R&B, died in February at 89. Smith's biggest hit, 'Rockin' Pneumonia & the Boogie Woogie Flu,' hit #5 on the Billboard R&B chart in 1957, and would go on to be recorded by many others. His follow-up 'Sea Cruise' was later overdubbed with the vocals of Frankie Ford, without crediting Smith. In 1957, singer Bobby Marchan joined forces with Huey Smith to form The Clowns, "opening the door to funk as we know it," as Dr John said.



Drummer **Russell Batiste, Jr.** died in September at 57. Russell grew up in one of New Orleans' most famous musical families. He was a beloved figure in the New Orleans music scene, and worked with Charmaine Neville, the Funky Meters, Papa Grows Funk, George Porter, Jr., The Wild Magnolias, the Joe Krown Trio, Robbie Robertson, Champion Jack Dupree, Harry Connick, Jr., and many others, as well as his own bands.



## 2023 WWOZ Local Content & Service STORIES OF IMPACT



Singer **Jimmy Buffett** died in September at 76. Raised in Mississippi and Alabama, he soon migrated to New Orleans, where he spent formative years performing on Bourbon Street. He hit the pop charts in the 1970s with "Come Monday," "Margaritaville," "Cheeseburger in Paradise," and many others, and was a constant touring favorite. He returned to the Crescent City often, including 14 headlining appearances at Jazz Fest. He was a fan and friend of WWOZ and Jazz Fest for many years.

**Tulio R. Murillo, Jr.**, a longtime member of WWOZ's Board of Directors, passed in June at 50. He also served as the president of Gala Foundation, and worked with the Hispanic Chamber of Commerce, HISPAC, the Honduran Association Club, UNETE, and more.



**Barbara Lacen Keller**, board member of both WWOZ and the New Orleans Jazz & Heritage Foundation passed in January at 76. She was active in New Orleans' cultural community as a Mardi Gras Indian and an original member of the Lady Buckjumpers, and also founded the New Orleans Social Aid & Pleasure Club Task Force. She was also involved in politics, and nicknamed "the Mayor of Central City."

**Others lost in 2023 include** Blues harmonica player and former WWOZ show host **J Monque D**; and Arhoolie Records founder **Chris Strachwitz**, who was an early supporter and guest host on WWOZ. Read more about these artists and culture bearers on the [WWOZ In Memoriam Page](#).



# 2023 WWOZ Local Content & Service MEASURING IMPACT

## WWOZ Listener Testimonials



CALLING WWOZ A RADIO STATION IS LIKE CALLING GUMBO SOUP! -Robert, TX

Thank you for all the care and love everyone puts into the great sets of music, the promotion of live music in New Orleans, and for streaming for all to enjoy the world over! - Jordan, New York

Much like the city of New Orleans, WWOZ is unique and cannot be replicated. When I'm missing New Orleans from Texas, I just stream WWOZ and I'm back in the one of a kind groove that is New Orleans and I thank WWOZ for helping me time travel. -Jeanette, Austin

Best radio station ever! Some people prefer to listen to the same songs over and over for their whole life, but I always want to hear things I've never heard before, and WWOZ delivers ON A DAILY BASIS! -Susan, NY

I was raised listening to OZ, as were all my cool friends. Love what you do. Festin in place got a lot of us through a tough time. Nothing but love! -Alfred, Covington, LA

Listen every day. Love all the deejays and appreciate their deep subject knowledge. And Live Wire is a life force multiplier--can't imagine trying to navigate the NOLA music scene without it. Thank you! -Cherry, New Orleans



Best radio station on the planet! I listen to your livestreams and archives wherever life takes me. -Kay, Burlington NC

Best thing about retirement is I get to tune in and listen all day. Love from the Marigny! -Tom, New Orleans

Just back in town after two months in Chicago--where I listened to OZ every day. Thanks for all you do! -Barbara, New Orleans

We went to Mardi Gras this year as Black Mold Buckaroos! -Elizabeth, New Orleans





## 2023 WWOZ Local Content & Service MEASURING IMPACT

OZ makes living as a Nola expat somewhat tolerable. Thanks for bringing the flavors and feeling of home anywhere in the world! -Laura, St. Augustine FL

Because you're constantly on my stream....I'd be stealing if I did not donate. Been tuned into Nola radio since the early 60's as a kid. Proud that you all still value the medium, and work it up!! -Scott, Lucedale MS

My Husband and I live in Chicago but fell in love at 2017 Jazz Fest, got married at the French Quarter Wedding Chapel. I can't wait to give him the WWOZ t-shirt for our 2nd wedding anniversary!! -Shelly, Naperville IL



Thank you to all the wonderful staff and DJs who fill our soul with the sounds of WWOZ. -Michele, New Orleans



Hi to Black Mold from Ben Wisdom and Little Luna from under a 900 year old oak tree in City Park! We love OZ because it's helping keep the culture alive. We listen everyday! -Benjamin, New Orleans

I'm a potter in Vermont and OZ is on most all the time! It makes my pottery prettier! -Andy, Orwell VT

Every day is a good day when you're groovin' with WWOZ! Thank you for years of the finest music, and the best background to my days. Let's keep on keepin' on! -Jennifer, New Orleans

Much love to WWOZ from here in the Treme! -David, New Orleans

OZ is an amazing station playing amazing music. We are listening on the radio when we are in NOLA and online when not. Survive!!! -Paige, Tallahassee FL

I bartend in Melbourne, Australia and WWOZ is on at all times. Shoutout to David and Rootmaster for the best shows! -Mick, Highett, VICTORIA

Just back in town after two months in Chicago--where I listened to OZ every day. Thanks for all you do! - Barbara, New Orleans





## 2023 WWOZ Local Content & Service MEASURING IMPACT



My mom loved to listen to WWOZ while in NO during Jazz Fest. She was a big fan and loved the City of New Orleans. She passed in 2022 and we want to honor her memory. –Robert, Santa Fe, NM

OZ does so much for the city of New Orleans simply by existing! Thank you for being my wake-up music every morning and my driving and riding music every day. –Andrew, Metairie

My groove needs a guardian! –Theodore, Prescott, AZ

Renewing our membership...we spend a lot of time with this most excellent station. –Adam, New Orleans

We listen every day working from home in Chicago when we aren't visiting NOLA. LOVE the Christmas Day program - it's a tradition to listen in our house while mixing up some Christmas bloodys! LOVE you guys!! – Brooke, St. Charles, IL



There's no other station that I would want to listen to---and since I can stream OZ from anywhere, I listen wherever I happen to be. –Cliff, Metairie



It's one of the most educational radio stations in the world; they should use it to teach classes in schools! -Drew S.

Love listening to 'OZ whether it's on the fire escape in Brooklyn or the backyard Uptown with the inlaws. -Adam P.

We love listening to you from the wilds of Idaho. Shout out to The Guv! -Hugh & Kaye

You've become my musical home! -Jay S.

WWOZ breathes the soul of New Orleans out to the Universe daily. -Eric B.

NOLA is my heart & soul! And WWOZ is my soundtrack! - Kyle W.

I support the OZ because they support us musicians! Love yall! -John G.



## 2023 WWOZ Local Content & Service MEASURING IMPACT

It isn't REALLY about the premium gifts. It's that you can tell someone about OZ and give the gift of an entire world of music! -Susan M.

Driving in L.A. one day, I pulled over to make a call and a stranger pulled over next to me almost in tears telling me he was from NOLA and how happy it made him to see my WWOZ bumper sticker. Please send me a new one! -Tina M.



I cannot imagine a world without WWOZ - such an authentic group of amazing humans that bring us musical magic. Great memories of Dean and Suzanne's humorous banter in past fund drives giggles abound. Thank You! -Michelle S.



We dance with you every Saturday afternoon at Side Show Props New Orleans! Thank you thank you! -Alice B.

Ya'll do it right! WWOZ is my zen....can't wait to get back for jazziest - Much Love -Thomas P.

Yall on when I go to work and when I get off work Jazz from the French market is perfect for me to wind down on the way home. The Latin show is on when I come home from the farmers market for meal prep Saturday! Church on Sundays! <3 y'all -Amy N.

OZ you cats are intergalactic. Always taken me to the outer bands of our universe. If you know you know. From NOLA with love! Thank you OZ!! -Davy A

Murf's New Orleans Music show this Monday is SO LIT that my credit card started vibrating. Had to donate. -John B.

I'm an over-the-road truck driver and love listening to the music no matter where I am! - Matthew M.

Listening to OZ is like breathing air... I can't live without it! -John G.

Honestly, I only listen to OZ, so I feel like you are all friends of mine. You make me laugh, cry, and you've taught me so much about music and this city that I love so hard. Thank you my friends. -Julie M.



Oz makes me happy and gives me hope for all. It does make me cooler! -Betsy S.

## 2023 Local Content & Service Report

### Photo Credits

We are deeply grateful to the many talented photographers who have volunteered their time and shared their photography with WWOZ. A heartfelt thank you to:

MJ Mastrogiovanni, Ryan Hodgson-Rigsbee, Tom Pumphret, Kristen Derr, Demian Roberts, Leon Morris, Michael E. McAndrew, Michele Goldfarb, Michael White, Marc PoKempner, Louis Crispino, Leona Strassberg Steiner, Katherine Johnson, Jamell Tate, Eli Mergel, Black Mold, Bill Sasser, Keith Hill

*And many thanks to Guardians of the Groove from around the world who share their photos with us throughout the year!*



*Ryan Hodgson-Rigsbee photographing the Treme Brass Band, during our final live performance from the French Market Studio.*