



## 2019 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.**



**WWOZ is 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 multi-media organization followed locally and worldwide via our radio waves, live video streams, and social media platforms.

**In 2019, WWOZ continued to serve as a trusted resource for culturally engaged New Orleanians.** We are proud to share many of 'OZ's programs and services in this report.

**Highlights Include:**

- Community Voices
- Jazz Fest at 50
- Live music coverage
- Remembering N.O. Music Legends
- School Groove
- A Closer Walk
- Takin' it to the Streets
- WWOZ VIDEO Music and Culture Coverage
- Sync Up Sessions
- Livewire Music Calendar

**Our local listenership has steadily increased in the last five years, a testament to the value that New Orleans finds in WWOZ's service to the community.**

WWOZ's members remind us all the time: the station plays a critical role in the lives of many New Orleanians and lovers of New Orleans music worldwide. In 2019, WWOZ presented over 172 live performances spotlighting 1,038 Louisiana musicians, connecting them to a global fanbase. We welcomed countless non-profits into our studio to promote their initiatives and events.



# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

## Community Voices – Guardians of the Groove



**WWOZ** is a community public radio station powered by the voices of over 100 volunteer show hosts, a small dedicated staff and hundreds of committed behind-the-scenes volunteers. In 2019, our On-Air Hosts, many with decades of experience, volunteered more than 8,200 hours to **WWOZ**.

Our off-air volunteers contributed more than 2,100 additional hours to the station! Each year, hundreds of local musicians, culture bearers and non-profit representatives come into the studio for interviews to promote their projects and initiatives.

WWOZ on-air show hosts independently decide what to play and how to craft their on-air presentation. Each host brings his or her own unique musical sensibility, knowledge, experience and community perspective to share with our local and worldwide audience.





## 2019 WVOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT



We reach over 120,000 listeners weekly through broadcast and streaming. WVOZ annually reaches over 900,000 unique listeners through internet streaming alone. 75% of these listeners live outside of Louisiana in all 50 states and around the world.



*For me, as host of the New Orleans Music Show I strive to find a potent mix of the music of our ancestors intermingling in a meaningful way with musicians contributing to the vibrant scene today. My passion is to create a visceral, meaningful connection to the listener by playing a vibrant, resonating mix of music that will inspire them to think, to dance, and uplift their soul.*

*-Michael Dominici, Show Host, 25 years*

*WVOZ has been a part of my life since I first started listening on my FM dial when I was in high school. I've volunteered since college because I believe in the mission of community radio and, specifically, WVOZ more now than ever. For me, WVOZ is about the representation, celebration, and education of and service to our New Orleans culture and its people. I'm thankful to continue to share in that work with the station's fellow dedicated volunteers, stellar staff, and cherished members and listeners from around the world.*

*-Soul Sister, Volunteer/Show Host 25 years*





# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

## Jazz Fest at 50

In 2019, the New Orleans Jazz and Heritage Festival celebrated its 50th Anniversary. WWOZ marked this incredible milestone with a multi-faceted celebration of programming which reached millions of people worldwide via WWOZ'S broadcast, streaming audio, video and social media platforms.



For the first time ever, WWOZ opened the vaults to share historic Jazz Fest performance video and audio of classic performances and interviews from decades past.

Favorite Jazz Fest memories were shared by performers, festival organizers, artists, longtime food vendors, culture bearers, volunteers, and diehard festival attendees.



A series of mini-documentaries explored important, rich historic moments and milestones from the earliest days of the fest until present day. It chronicled the uniqueness of Jazz Fest and what has and continues to set this celebration apart from any other in the world.

WWOZ presented hundreds of pictures chronicling Jazz Fest through its entire 50-year history utilizing the power of our multi-media platforms including wwoz.org, Facebook, Instagram and Twitter.





# 2019 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 2019, more than 172 live music performances showcasing the skill and artistry of more than 1,038 musicians were broadcast from our studios and at festivals and venues around New Orleans.**

This includes the New Orleans Jazz & Heritage Festival, The Blues & BBQ Festival, The French Quarter Fest, The Jazz and Heritage Foundation Concert Series, Satchmo Fest, The Danny Barker Festival and more.



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.





# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

## WWOZ IN THE SCHOOLS: *School Groove*



Each month we are proud to provide a platform for talented young music students with our **School Groove** program where we host a local high school or middle school band in our studio.

The students perform for 30 minutes live on the air and on **Facebook Live** which is

broadcast worldwide. This is the same studio experience the professional musicians and legends like Irma Thomas, Trombone Shorty and Cyrill Neville receive at WWOZ. The band director and select students are interviewed by our host and speak about their music program and aspirations.

WWOZ then awards the school a \$1,000 scholarship to help the band with needs such as musical instruments, travel, music or uniforms.

Students share lunch with key staff members where they can learn about careers in the broadcast and recording industry. They are also given a tutorial on WWOZ's interactive website on New Orleans music history called **A Closer Walk**. [acloserwalknola.com](http://acloserwalknola.com)





# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT



In 2019, WWOZ was pleased to highlight the following schools as part of our **School Groove** program:

- KIPP Believe Jazz Ensemble
- Da Wright Way Brass Band
- Riverdale High School
- Langston Hughes Academy Brass Band
- Fontainebleau High School Jazz Ensemble
- Louis Armstrong Summer Jazz Camp
- Loyola Summer Jazz Camp
- The Edna Karr Brass Band
- Renew SciTech Middle School Brass Band
- St. Mary's Academy Brass Band
- Abramson Sci Academy Brass Band



**We are proud to provide area students this incredible, and unforgettable experience as well as worldwide exposure.**





# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

## WWOZ TRIBUTES TO LEGENDS

### Dr. John

Once the news of Dr. John's passing broke on June 6, WWOZ aired 40 unique and different tribute shows covering the legendary icon's career. Many rare and unreleased recordings were featured. In addition, many musicians and other figures came to our studios to be interviewed, and several piano players performed tributes.



WWOZ was honored to be selected as the sole broadcast outlet for the private Memorial Celebration on June 22. During the two-hour broadcast our worldwide internet streaming attracted an audience which rivaled Mardi Gras Day. More than 264,000 people also watched our Facebook live-streamed Dr. John second line from the Orpheum following the service. The coverage of Dr. John's passing was noted by many media outlets across the US and Europe.



### Dave Bartholomew

R&B and jazz pioneer Dave Bartholomew passed on June 23, at the age of 100. WWOZ show hosts invited musicians to reminisce, and his music was played during all show genres. On July 23, WWOZ aired a unique roundtable tribute to Dave Bartholomew. Hosted by Warren Bell, the event included Charles Moore, Leo Nocentelli, Cyril Neville, Don Bartholomew, and Cindy and Frank Mayes. WWOZ R&B show host Neil Pellegrin also produced and aired a 21-hour retrospective on the career of Dave Bartholomew.

### Leah Chase

There were multiple spoken on-air tributes to the great restaurateur Leah Chase, after her passing was announced on June 1. We also shared multiple postings on social media.

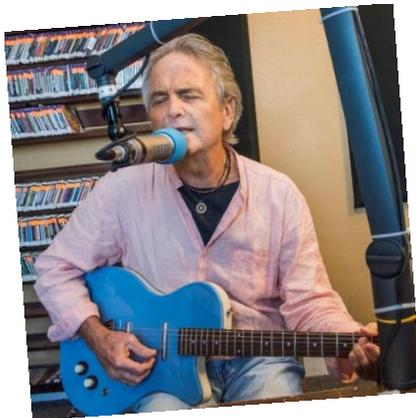




## 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

### Art Neville

Art Neville, of the Meters, the Hawketts, and the Neville Brothers, passed on July 22 at the age of 81. WWOZ special programming included appearances on-air by Cyril Neville and Leo Nocentelli, and over 20 individual tribute programs. On August 28, WWOZ aired a special re-broadcast of Art Neville's 13th Ward Bag, a 90-minute radio program produced by Art at WWOZ in 1981. The re-broadcast was hosted by WWOZ co-founder Jerry Brock, who had engineered the original program, and WWOZ's Melissa Weber, a.k.a. Soul Sister.

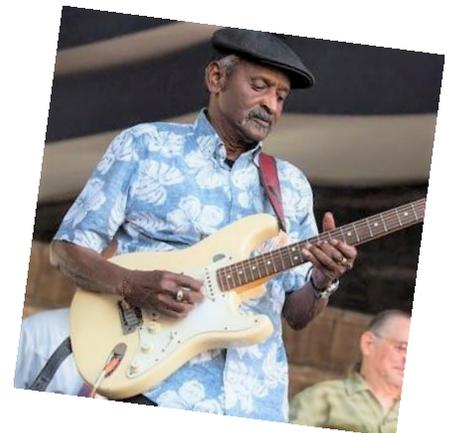


### Spencer Bohren

Spencer Bohren's passing was announced on June 9. In addition to multiple on-air tributes playing his music, we shared a number of videos recorded by WWOZ in recent years, and on June 12 we assembled a special musical on-air performance by Paul Sanchez, Alex McMurray and Dave Malone, who had all worked with Spencer during his career.

### Lil' Buck Sinegal

Lil' Buck Sinegal's passing was announced on June 11. Blues show hosts paid him tribute over the next week, including a three-hour retrospective on June 13 featuring musicians and historians, as well as rare recordings.



### Little Queenie

"Little Queenie" Leigh Harris passed on September 21st. Many musicians and friends paid her tribute on the air, including a special live performance by her close friends and musical collaborators Josh Paxton and Debbie Davis.



# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

## WWOZ Video

WWOZ VIDEO is an integral part of our station further enhancing our ability to preserve our unique culture and heritage. Not only does this include streaming of live performances from our studios, festivals, and venues around the city but also events like the Second Line parades and, The New Orleans Jazz and Heritage Foundation's Sync Up series.

Our video team is also instrumental in the production of projects including our Jazz Fest at 50 series as well as videos year-round featuring cultural events from the iconic New Orleans experiences like Mardi Gras Indian beading and French Quarter Parades to experiences unique to New Orleans like Dr. John's Funeral Second Line which was viewed live worldwide.

We also conduct oral histories with elders of our cultural community to preserve their contributions and important memories for future generations.

In 2019, WWOZ videos were watched well over 1.8 million minutes between Facebook, YouTube and Vimeo!





# 2019 WWOZ LOCAL CONTENT & SERVICE MEASURING IMPACT

## WWOZ Social Media Engagement

At WWOZ, we use social media in a variety of ways to connect with our audience, both those who listen over the airwaves in metro New Orleans, and those who listen online around the world. WWOZ uses social media to bring Louisiana and its musical culture to our worldwide audience. Approximately half of our followers are in Louisiana and the other half are across the country and world. 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 and Twitter several times a day, with over 1200 posts a year on each platform. In these posts, we share photos, videos, and links that foster such connections and flesh out our relationships with our listeners. Since WWOZ relies on donations from listeners for the bulk of its support, these relationships are crucial.



 Facebook  
# Likes:  
102,226

 Twitter  
# Followers:  
52,000

 Instagram  
# Followers:  
34,800

 YouTube  
# Subscribers:  
6,440



Video is used extensively throughout our social media platforms. Our top Facebook video streams of 2019 include Dr. John Memorial Second Line (264,000+ views), Sonny Landreth at Crescent City Blues & BBQ Fest (160,000+ views), Dr. John Second Line in Treme (135,300+ views), Second Line for Art Neville in Treme (116,200+ views), and Big Chief David Montana of Washitaw Nation on Super Sunday (58,000+ views).

In 2019, WWOZ won first place for Best Use of Facebook at the Press Club of New Orleans awards for the 38 live video streams which accompanied our 38th birthday celebration on December 4, 2018.



## 2019 WWOZ LOCAL CONTENT & SERVICE MEASURING IMPACT

### WWOZ.org

WWOZ's second most powerful platform is our website. In 2019, over 850,000 unique visitors explored WWOZ.org generating 5.1 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, including the full WWOZ Livewire Music Calendar, Takin' It To The Streets second line and Mardi Gras Indian coverage, and much more!



### WWOZ 90.7FM Live Stream

WWOZ was one of the first radio stations to begin streaming live on the web. Our internet audience continues to grow every year, helping New Orleanians from around the world feel connected to the city (whether they were born here or feel like they should have been). In 2019, listeners tuned in to WWOZ's live stream from all 50 states, Washington DC, and more than 200 countries.

### Two Week Archive

WWOZ 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.

### WWOZ Livewire – New Orleans Live Music Listings Calendar

Played at the top of every odd hour from 7am-9pm on WWOZ's airwaves, and available 24/7 on WWOZ.org and the WWOZ Livewire iOS app, the WWOZ Livewire is the most comprehensive and trusted live music listings guide in the city. The Livewire is a free service connecting musicians, venues, and music lovers looking to get out to support live, local music!

### WWOZ Blogs

WWOZ show hosts and staff collaborate to generate posts surrounding events, music news, and other cultural information we know will be relevant to and appreciated by our audience. In 2019, the most popular blog post at wwoz.org was "In Memoriam: Dr. John" with over 30,000-page views.





## 2019 WVOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

### Takin' it to the Streets!

WVOZ's award-winning *Takin' It to The Streets* is a multi-platform program celebrating Social Aid and Pleasure Club Second Line and Mardi Gras Indian parades and news.

Hosted by DJ Action Jackson, *Takin' it to the Streets* produces a weekly podcast featuring interviews with club officers and tribe leaders. These interviews are important documentation of an aspect of New Orleans culture that no other media outlet covers with such consistency, detail, or authenticity.

Action sits in with show hosts during the New Orleans Music show to discuss each weekend's second line parade, and ensures that WVOZ has the parade's route sheet posted on the *Takin' it to the Streets* web page. This invaluable resource has led to consistent spikes in web traffic on Sundays as thousands of people use WVOZ.org to find the second line.

Action Jackson has been involved with the second line and Mardi Gras Indian communities for decades. He provides a peer-level interview with the club members and Mardi Gras Indians. The resulting WVOZ program is authentic and far deeper than the "outsider looking in" perspective that is often given to the clubs and Indians via other features on this uniquely New Orleans culture.





# 2019 WVOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

## WVOZ and the New Orleans Jazz & Heritage Foundation

In 2019, WVOZ presented the Jazz and Heritage Concert Series as well as the Foundation's Sync Up series which provides practical information to working artists. We distributed these offerings via live streaming across our social media, wwoz.org and the WVOZ You Tube Channel. More than 127,036 people watched the concert series and another 27,672 watched the Sync Up presentations--dramatically increasing the size of the audience.



### The Jazz & Heritage Concert Series:

- Fu Fu All Stars
- Kumasi Afrobeat
- Spencer Bohren and the Whippersnappers
- Evan Christopher and Gregory Agid
- Stephen Gordon
- Amina Scott
- Brian Seeger's Organic Trio
- Ricky Sebastian's tribute to Jaco Pastorius
- Lawrence Sieberth



### Sync Up episodes in 2019 included:

New Orleans Business Alliance and the Jazz & Heritage Foundation:

- Licensing Music with Big Freedia + more Big Freedia, film composer Jay Weigel, and music manager Robin Burgess
- Making the Most of Your Record Release,
- Make your music the next Hollywood Sound
- Women Changing Music





# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

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



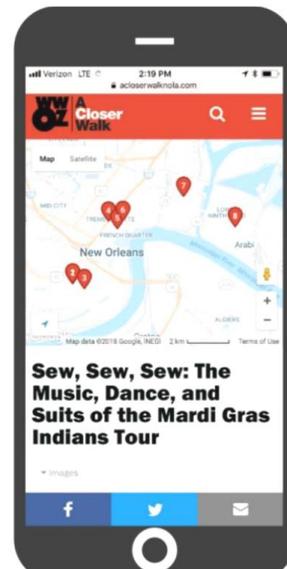
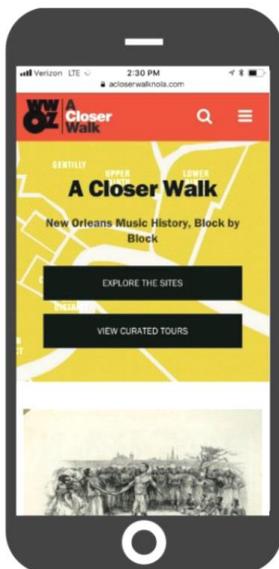
WWOZ continues to expand on this important Interactive New Orleans Music History Map!

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 2019, we were excited to expand this initiative adding and highlighting 23 new locations and tours including the Dr. John Tour, Treme's Petit Jazz Museum, Club Tiajuana, The Glass House, Globe Hall, Caldonia Inn, Gypsy Tea Room, Municipal Auditorium, Earl Palmer's House, and the Music Murals Tour including James Booker, Sidney Bechet, Allen Toussaint and more.



Our winning Closer Walk project was created in partnership with the Ponderosa Stomp Foundation, Randy Fertel, Bent Media, and e/Prime Media. [acloserwalknola.com](http://acloserwalknola.com)





# 2019 WWOZ LOCAL CONTENT & SERVICE MEASURING IMPACT

## WWOZ AWARDS

WWOZ was once again honored to be recognized with several awards which were voted on by our national and local peers as well as our listeners in 2019!



**2019 NEW YORK FESTIVAL RADIO AWARD** WWOZ's New Orleans Tricentennial Music Moments Series

Louisiana Association of Broadcaster's **PRESTIGE AWARD** for **BEST LIVE ON-SITE REMOTE** New Orleans Jazz and Heritage Festival

2 First Place **PRESS CLUB OF NEW ORLEANS AWARDS** – Best Feature Videography & Best Use of Facebook

**BEST OF THE BEAT AWARD** from OFFBEAT MAGAZINE - **RADIO STATION OF THE YEAR**

**GAMBIT MAGAZINE'S BEST OF NEW ORLEANS** picked by readers as **FAVORITE RADIO STATION**

**NATIONAL ASSOCIATION OF BROADCASTER'S CRYSTAL RADIO AWARDS FINALIST**



# 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT

## WWOZ EVENTS

Throughout 2019, WWOZ held several successful fundraising events which were attended by OZ supporters from near and far!



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 and to recharge their batteries—and their phones too! They were also able to watch WWOZ’s live broadcast team at work and see a constant stream New Orleans music celebrities too!



**WWOZ Piano Night**, held at the House of Blues, continued as a beloved tradition with New Orleans music lovers. The sold-out event starred an amazing group of performers including Ellis and Branford Marsalis, Marcia Ball, Jon Cleary, Jesse McBride, David Boeddinghaus, John “Papa Gros”, Nigel Hall, Tom McDermott, Craig Adams and Tom Worrell. Event leadership included WWOZ Board Member Ruth Chouest, Kathleen Edmundson and Joe Krown, who also performed.



## 2019 WWOZ LOCAL CONTENT & SERVICE STORIES OF IMPACT



**WWOZ in New York City** was a truly amazing and unforgettable night. The fabulous Wynton Marsalis entertained at an 'OZ fundraiser at the gorgeous Upper East Side home of OZ Board member Courtney Slatten Katzenstein and husband Mike. Wynton was joined by the Igor Butman Quintet who were flown in from Russia by a benefactor just for this performance.



**The WWOZ Groove Gala** 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, The Lena Prima Band, Amanda Shaw, The Storyville Stompers, Doreen Ketchens, The Gerald French Trio, John "Papa" Gros, and Al "Lil Fats" Jackson. Event leadership included WWOZ Board Members Bruce Wainer and Rachel Shields.





## 2019 WWOZ LOCAL CONTENT & SERVICE MEASURING IMPACT

### TESTIMONIALS

“WWOZ was the first radio station to show us immediate and necessary love for a growing band. We just love them so much and we appreciate what they have contributed to our lives. They are in it for the long haul and so are we!!! BANG!!!”

– Tarriona “Tank” Ball



### From our listeners:

“I’m an avid listener of WWOZ and have been for at least 10 years. I found the station driving around New Orleans in my rental car and have been listening from Nashville via the net ever since. The more I have listened over the years the more I appreciate what you all are doing. I can’t believe all the “new” music I hear that is decades old. It has been such a great musical education. It has also been a great cultural education. I have learned and continue to learn much about New Orleans and south Louisiana by listening to the station.

I could go on and on about all the things I love about WWOZ. Most notably are the show hosts, the in-studio performances and interviews, the Live Wire, live remote broadcasts and, of course, the vast array of music being played.

During the recent fundraiser I finally did something I have wanted to do for several years. I became a sustaining member. Over the years I have become aware of how much I listen to OZ and how important it is to my quality of life. Committing to giving my financial support was one of the most joyous things I have done in a long time. I am enjoying the station even more now than before which is saying a lot. It feels great to be helping further the mission of WWOZ.”  
- Bob E., Nashville, TN





## 2019 WWOZ LOCAL CONTENT & SERVICE MEASURING IMPACT

“We are listening and pledging while we are on our boat out on the Erie canal. We absolutely love, love, love WWOZ!” - Valerie and Lyell, Hyde Park, NY

“You can't find a better mix of music, more knowledgeable DJs and source for what is happening in the music scene than at WWOZ.” - Elie, Slidell, LA

“Listening to WWOZ was an essential part of my healing process after recent surgery. Music is medicine, and WWOZ is the best medicine!” - Sara M., NY, NY

“I moved from NOLA to Lander, Wyoming, and WWOZ plays 24-7 in my house. I'm keeping the Crescent City spirit alive in cowboy country! Thank you for the grooves.” - Jordan C., Ladner, WY

“I just love the station and that's all there is.”  
- Elizabeth, Sausalito, CA

“Thank you for the great music I would never hear anywhere else. Listening since 2003. All of you are family. HUZAZH!” - Jonathan S., Stehekin, WA

“WWOZ makes being alive fun!” - Niamah S., Salisbury, MD

“Just love the station—especially the New Orleans, traditional jazz. Your 'two-week archive' is fantastic and your internet broadcasting means I can turn you on (and turn me on!) anywhere at any time. Hope to come by during FQF next year when I am back.” - Colin M., London

“I love WWOZ's daily shows, the commitment to preserving this culture, and the support you provide for kids in their musical education! Thank you for what you do!” - Justin E., New Orleans



# 2019 Local Content & Service Report

## Photo Credits

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

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