2017 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

WWOZ 90.7 FM's mission is to be the worldwide voice, archive, and flagbearer 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.

Born in 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 radio waves, live video streams, and social media platforms.







In 2017, WWOZ continued to serve as a trusted resource for culturally engaged New Orleanians.

WWOZ is powered by the voices of over 100 volunteer show hosts and 100s more studio guests. We are proud to share many of 'OZ's programs and services in this report.

Highlights Include:

- Community Voices
- Live music coverage
- School Groove
- Takin' it to the Streets
- A Closer Walk
- WWOZ Video

LOCAL IMPACT

Our local listenership has increased by 48% 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 that the station plays a critical role in the lives of many New Orleanians and lovers of New Orleans music worldwide. Countless non-profits visited our studio to promote their initiatives and events. In 2017, WWOZ was responsible for broadcasting over 185 live music sets, connecting Louisiana musicians to a global fan base.



Community Voices

WWOZ is a public radio station powered by the voices of over 100 volunteer show hosts, a small dedicated staff and hundreds of committed behindthe-scenes volunteers.

Each year, hundreds of local musicians, culture bearers and non-profit representatives come into our studio for interviews to promote their projects and initiatives.

WWOZ allows the on-air show hosts to 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.

"I volunteer at WWOZ because it is the cornerpost of the music community and it's my way of giving back to something that gives so much to me. It's an honor, privilege, and a pleasure to be able to share my take on the music with the world."

> - Bob Rodrigue aka Old Man River



in the wwoZ studio above the Mississippi



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 2017, more than 185 live music sets 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 Cajun & Zydeco Fest, Satchmo Fest, The Danny Barker Festival

and more.

We were proud to showcase the skill and artistry of more than 800 musicians LIVE on WWOZ last year. Musicians and fans alike are deeply committed to the station. We regularly hear stories about how WWOZ has brought them together. For example, Tarroina "Tank" Ball shared that when Tank and the Bangas performed in London, she spotted an elderly French gentleman in the front row wearing a WWOZ T-shirt. After the concert, she learned that he had taken 2 trains from France to see her perform after hearing her play live on WWOZ! This is just one example. We hear countless stories like this annually and are delighted to be the catalyst for bringing together New Orleans musicians and fans from here and around the world.



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 Dr. John, Wynton Marsalis, Irma Thomas, receive at WWOZ. The band director and select students are interviewed live by our host and speak about their music program and aspirations.







School Groove



WWOZ then awards the school a \$1,000 scholarship to help the band with needs such as musical instruments, travel, music or uniforms. Students are each given a WWOZ sweatshirt and 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 new interactive website on New Orleans music history called A Closer Walk.

<u>https://acloserwalknola.com</u> WWOZ also visits area schools to teach music students and teachers about this valuable new resource.

In 2017, WWOZ was pleased to highlight the following schools and music programs as part of WWOZ's **School Groove**:

Kipp McDonogh 15 High School Sophie B. Wright High School Langston Hughes Academy Dolores T. Aaron Academy Marrero Middle School New Orleans Traditional Jazz Camp Ellis Marsalis Center for Music Satchmo Summer Jazz Camp Edna Karr High School Landry Walker High School McDonogh 35 High School Warren Easton High School



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

Takin' it to the Streets!

WWOZ's **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 5-10 minute 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 New Orleans Music show weekly to discuss that weekend's second line parade, and ensures that WWOZ has the parade's route sheet posted on the **Takin' it to the Streets** web page. This relied-upon resource has led to weekly spikes in web traffic on Sundays as thousands of people use WWOZ.org to find the second line. Between November 2016 and November 2017, weekly



Takin' it to the Streets page visits surged by 34%!

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 WWOZ 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.

A Closer Walk: Interactive New Orleans Music History Map



So many of us stroll around New Orleans, having no idea that we are sauntering past the house where Louis Armstrong grew up, or what used to be one of the liveliest jazz clubs on Rampart Street.

A Closer Walk maps more than a century of New Orleans' great musical moments, from Buddy Bolden to Big Freedia. It's a handy guide to exploring New Orleans music history, either via the nine curated tours, or by exploring "a la carte" any of the 76 individual music history sites with more to come. The website is optimized

for mobile devices, so users can head out with smartphones or tablets for a selfguided tour.

A Closer Walk was created in partnership with the Ponderosa Stomp Foundation, Randy Fertel, Bent Media, and e/Prime Media. Visitors and New Orleanians alike can read descriptions by acclaimed music writers, see rare archival photos of important music history locales in their heyday, listen to music and oral histories with artists, and watch music videos and interviews. <u>https://acloserwalknola.com</u>









WWOZ Video

WWOZ VIDEO is an integral part of our station further enhancing our ability to preserve our unique culture and heritage. This includes live streaming of events like the Second Line parade and concert in honor of Fats Domino, the Mayoral Forum on Music Policy and The Sync Up series which provides practical information to working artists presented by the New Orleans Jazz & Heritage Foundation.

The team also produces documentary shorts year round featuring cultural events from the iconic to lesser known New Orleans experiences like the Mardi Gras Indian beading, Jeanne d'Arc Parade, Southern Decadence, and many more.

In 2017, WWOZ produced and premiered our first documentary with a screening of the 30 minute in-depth profile of Tank and the Bangas. Filmed over the course of a year the group's gigs went from their own backyard and small clubs to major festivals. The documentary traces their origin and journey with personal interviews, concert footage and a rare look into their artistic process at rehearsals and recording sessions.







On Facebook in 2017 WWOZ video was watched for 1,192,183 minutes! This translates to over 3,000 minutes per day! This represents an increase of 187% in engagement with WWOZ video over the prior year.



WWOZ Live Video Stream: New Orleans Mayoral Forum on Music Policy

Hosted by Offbeat Media, The Recording Academy and The ELLA Project, this forum was the very first of its kind. It ensured that candidates were aware of the issues facing the music and cultural communities, and they made public commitments stating how they plan to address the challenges in front of a passionate and critical audience. Because it was live streamed, nearly 3,000 community members who could not attend were able to watch and learn about the issues and how candidates planned to tackle them.



Sound Sleep Initiative

The Sound Sleep Initiative is an effort to ensure that musicians and other members of the New Orleans cultural community have a much better chance at getting a good night's sleep when they get home. The initiative is a collaboration between WWOZ, the New Orleans Musicians' Clinic, and Doerr Furniture - a locally owned and operated furniture store - that delivers mattresses to musicians and culture bearers recovering from illness or surgery. With the clinic, WWOZ created public service announcements promoting benefits of sleep and tips for improving healthy sleeping habits.





WWOZ Livewire Music 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 one the most comprehensive and trusted live music listings guide in the city. A dedicated crew of staff and volunteers work to make the Livewire available. In 2017 we saw a 10% increase in traffic to the Livewire music calendar on WWOZ.org – a testament to the value of its service connecting musicians, venues, and live music lovers looking to get out and support live, local music!

WWOZ Social Media Engagement

At WWOZ, we use social media in a variety of ways to connect with our audience, which includes both people who listen over the air in metro New Orleans, and those who listen online around the world. In fact, our Facebook page is probably our most valuable digital asset. Since we have 65 different on-air voices, our social media presence might be the station's most consistent voice and an increasingly important part of the station's identity. We also make extensive use of Twitter and Instagram. 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, over 1200 posts a year on each platform.



WWOZ's audience engagement numbers steadily increase each year. We also provide station content via Vimeo, YouTube and Flickr.

Video is extensively used throughout our social media platforms. Our top Facebook Live streams of 2017 include a performance by Ani DiFranco in our

studio (169,000 views), 9th Ward Black Hatchets: A new Mardi Gras Indian tribe makes its first appearance (55,000 views), and Samantha Fish performing live at the Crescent City Blues & BBQ Festival (48,000 views). In addition to streaming live on Facebook, we distribute on-demand videos (including many produced by WWOZ) on Facebook and Twitter. We also use social media to inform the public on matters large and small that affect the New Orleans music and cultural communities.





WWOZ 90.7 FM New Orleans Ani DiFranco in Studio: We welcome Ani DiFranco to WWOZ for a live performance during the New Orleans Music Show.



2017 LOCAL CONTENT & SERVICE MEASURING IMPACT

WWOZ Listener Testimonials



How does one describe WWOZ? Let me try to do it this way: when our family purchased Buffa's, we set out to create a place people could physically go that would be the embodiment of what WWOZ was on the radio — a place where people could go and experience *New Orleans*. A place where locals could go and say "this feels like home" and a place where people from out of town can go and say "so this is what New Orleans is really like." I don't know if we accomplished that at Buffa's or not, but that's exactly what WWOZ does over the air and on the Internet. - Chuck Rogers, owner of Buffa's Bar

All you have to do is listen for a minute, and you can feel the love. The heart, soul and culture of New Orleans reaches audiences far and wide around the world, thanks to the dedicated men and women who volunteer their time, expertise and music collection. Thanks for keeping it real, y'all, and keep up the good work!! - Christopher

Nietzsche once said "Without music, life would be a mistake". Well, I say without WWOZ life would be a mistake. Quite probably the most important radio station in the United States. I listen to you every day @ home, in my car, everywhere. - Steve



I live part time in NOLA and when I'm away OZ keeps me connected to my community. Thanks guys! – Samuel, New Orleans



I think it's the best music on the radio anywhere and it is a treasure in the city of New Orleans that should never go away. Keep the music playing. – Myrna, New Orleans

It keeps the music of New Orleans real & OUT THERE! – Michael, New Orleans



2017 LOCAL CONTENT & SERVICE MEASURING IMPACT

WWOZ Listener Testimonials

It's my favorite way to share New Orleans with the world. - Sanya, New Orleans

Literally the background of my existence. WWOZ is a constant part of my world. – Martin, New Orleans

OZ is part of the heart & soul of our great NOLA & has sustained me for years, even before I moved here! (Thank goodness!) Like Art Neville says-We're listening to the best radio station in the WORLD! OZ matters!!!!!! – Seneca, New Orleans

OZ is the ONLY station we listen to in our house. Thank you for the amazing music, interviews and live performances. – Tanya, New Orleans



Really enjoy the live performances and the opportunity to learn about people who are performing in our city. Many times I have purchased a ticket or downloaded a track because I heard the artist live on OZ. – Katherine, New Orleans

The music is exquisite. If it wasn't for WWOZ we would have no chance to understand music of the deep south since the beginning of the last century. To me, that's really important. Thanks for all the work that all the volunteers do to



bring this in depth knowledge to a wee seaside village in Ireland! - Ian, Strandhill, Ireland

The very heartbeat of the city of New Orleans. WWOZ is so much more than a radio station. It is a reflection of the most vibrant cultural treasures we have to share here in our beloved city. I love WWOZ with all my heart; I love it as I love New Orleans. - Andy