



2018 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

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.

2018 KEY SERVICES

In 2018, 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
- New Orleans Tricentennial Music Moments
- Live music coverage
- School Groove
- A Closer Walk
- Takin' it to the Streets
- WWOZ VIDEO Music and Culture Coverage
- Sync Up Educational and Networking Workshops
- Livewire Music Calendar

LOCAL IMPACT

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 2018, WWOZ presented over 203 live performances spotlighting 980 Louisiana musicians, connecting them to a global fanbase. We welcomed countless non-profits into our studio to promote their initiatives and events.



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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 2018, our On-Air Hosts, many with decades of experience, volunteered more than 8,000 hours to WWOZ. Our off-air volunteers contributed more than 2,000 additional hours to 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.





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We reach over 120,000 listeners weekly through broadcast and streaming. WWOZ 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.



"WWOZ is a national treasure, an international flag-bearer for one of the most significant musical communities in the history of the world. That I've been sharing the music that I love through this station for nearly twenty years is one of the miracles of my life. I'll never stop."

-T. R. Johnson

"WWOZ is my first family in New Orleans. When I moved here from Brooklyn the entire staff embraced me like their daughter, sister, friend and I am eternally grateful to be able to show my love and appreciation by hosting the Tuesday New Orleans Music Show."

-Cole Williams





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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 2018, more than 203 live music performances showcasing the skill and artistry of more than 980 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.

Both musicians and fans 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.





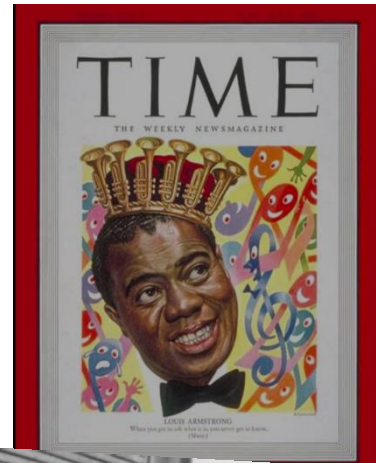
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New Orleans Tricentennial Music Moments

In 2018, WWOZ celebrated the New Orleans Tricentennial with the launch of WWOZ TRICENTENNIAL MUSIC MOMENTS, a series of radio and video mini-documentaries celebrating the history and culture of New Orleans, read by notable New Orleanians and OZ supporters.

Some Tricentennial Music Moments included:

- Louis Armstrong returns to New Orleans as Zulu King
- Cleoma and Joe Falcon make first Cajun Music Record
- Irma Thomas
- Jazz Fest Begins on the S.S. President
- Danny Barker
- Funky Butt Hall
- Pete Fountain
- Musicians born at Charity Hospital
- The first French Quarter Fest
- Fats Domino's Big Break
- When the Beatles Invaded New Orleans
- Louis Prima's Sheik of Araby
- Skull & Bones Gang in the Street
- Mahalia Jackson
- The Meters and the Birth of Funk
- New Orleans Musicians Clinic
- Harold Battiste & AFO Records
- Clifton Chenier's Zydeco Road
- The Music of Mardi Gras
- The First Heritage Fair
- ...and many more





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



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WVOZ 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 WVOZ 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 WVOZ's interactive website on New Orleans music history called **A Closer Walk**. acloserwalknola.com



In 2018, WVOZ was pleased to highlight the following schools as part of our **School Groove** program:

- NOCCA Jazz Ensemble
- KIPP Believe Jazz Band
- St Katharine Drexel Preparatory School
- Kipp Morial Wolfpack Brass Band
- Young Audiences Charter School
- Loyola Jazz Camp
- Louis Armstrong Summer Jazz Camp
- Riverdale High School
- Jesuit High Jazz Band
- Warren Easton Jazz Band
- Chosen Ones Brass Band,
- Landry-Walker HS
- Brother Martin High School Jazz Band



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



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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 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. *TAKIN' it to the Streets* was awarded 1st Place by the **PRESS CLUB OF NEW ORLEANS** for Best Social Media Campaign in 2018.

Action sits in with show hosts during the New Orleans Music show to discuss each 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 invaluable resource has led to consistent spikes in web traffic on Sundays as thousands of people use WWOZ.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 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.



Updated Aug 31, 2018. Posted Aug 31, 2018



Second-line parade authority DJ Action Jackson (Photo by Doug MacCash, NOLA.com | The Times-Picayune)





2018 WWOZ LOCAL CONTENT & SERVICE REPORT

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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 parade 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 Tricentennial Music Moments series as well as videos year-round featuring cultural events from the iconic to lesser known New Orleans experiences like Mardi Gras Indian beading, Jeanne d'Arc Parade, Southern Decadence, and many more.

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

In 2018, WWOZ videos were watched well over 1.6 million minutes between Facebook, YouTube and Vimeo!





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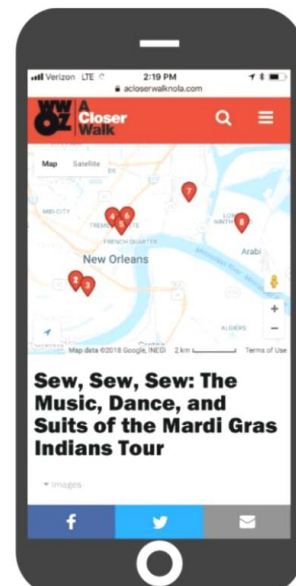
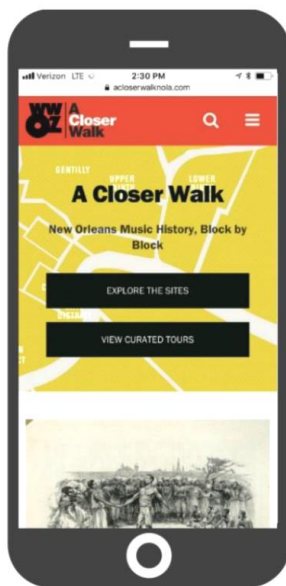
A Closer Walk: Interactive New Orleans Music History Map



WVOZ 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 2018, we were excited to expand this initiative adding and highlighting 25 new locations and tours including The Famous Door, St. Louis Cemetery No. 2, Al Hirt's Club, Rosemont Records, Lafitte Public Housing Development, Louis Prima's birthplace, The Mardi Gras Lounge, The Autocrat Club, The Frisco Records Office, Hidden Gems of New Orleans Music History...and more.

A CLOSER WALK was awarded the **PRESS CLUB OF NEW ORLEANS** First Place Award in 2018 for Digital Innovation. The project was created in partnership with the Ponderosa Stomp Foundation, Randy Fertel, Bent Media, and e/Prime Media. acloserwalknola.com





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WWOZ and the New Orleans Jazz & Heritage Foundation



In 2018, WWOZ 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 WWOZ You Tube Channel. More than 73,256 people watched the concert series and another 39,410 watched the Sync Up presentations--dramatically increasing the size of the audience.

The Jazz & Heritage Concert Series included:

The Danny Barker "Don't You Feel My Leg" String All-Stars, Astral Project, Jason Marsalis Vibes Quartet, Doreen Ketchens, Donald Harrison, Jr., Naydja Cojoe, Nayo Jones and Mykia Jovan, Troy Sawyer & the Elementz and Calvin Johnson & Native Son, Kyle Roussel Organ Trio, Herlin Riley and John Vidacovich, Stefon Harris and Blackout Monday, Alexey Marti, The George French Band, Courtney Bryan and Davell Crawford.



Sync Up episodes in 2018 included:

Clearing Samples for Your Record and other Copyright Infringement, Booking a Tour: Where to Start. Band Web Sites, How Much to Spend on a Music Video, Social Media Platforms, What, When and How Often to post- what not to post, Engaging an Audience and Gaining Followers, Generating Revenue, Understanding Analytics, Your band as a Business, Basics of Financial Literacy for Musicians, and more.



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WWOZ SPECIAL EVENTS

Throughout 2018, 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!

Our **30th Annual Piano Night**, held at the House of Blues, continued as a beloved tradition with New Orleans music lovers. The sold-out event featured a Tip of the Hat to Fats Domino and starred an amazing group of performers including Marcia Ball, Joe Krown, Jon Cleary, Ellis Marsalis, Al Lil Fats Jackson, David Torkanowsky, Davell Crawford, Tom McDermott, Henry Gray, Bob Seeley and John Autin. Event leadership included WWOZ Board Member Ruth Chouest, Kathleen Edmundson and Joe Krown.



Our **WWOZ in New York City** event was held in June at the penthouse of OZ supporter Randy Fertel and was chaired by WWOZ Board member Courtney Slatten Katzenstein. Attendees enjoyed spectacular views of the NYC skyline and a captivating rooftop concert by Davell Crawford.

WWOZ's first annual **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, Dr. Michael White's Quartet, Amanda Shaw, The Treme Brass Band, Doreen Ketchens, Joe Krown, Michael O'Hara and the Gregory Agid Trio. Event leadership included WWOZ Board Members Deb Harkins, Rachel Shields, and Julie Wise Oreck.





2018 WWOZ LOCAL CONTENT & SERVICE REPORT STORIES OF IMPACT

WWOZ Volunteer Photographer Photo Exhibit

Thanks to a dedicated core of professional photographers who donate their time and work to WWOZ, the station has a photo archive of incredible depth and breadth from which we pull to illustrate our stories, website and this very report. For the first time WWOZ presented a group exhibit of their work, on display from November 30 thru January 31 at the Jazz & Heritage Gallery.



WWOZ Vinyl Sale

WWOZ hauled over 80 boxes (nearly four decades) of vinyl out of our storage in 2018! In early October we hosted an appreciation party for 'OZ show hosts where they got a first look through the boxes and were able to choose one album for every year of volunteer service. The next day we opened the doors to the public and let them dig through WWOZ albums to purchase some 'OZ history to take home and groove to.





2018 WWOZ LOCAL CONTENT & SERVICE REPORT 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 audience in Louisiana and beyond. 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.



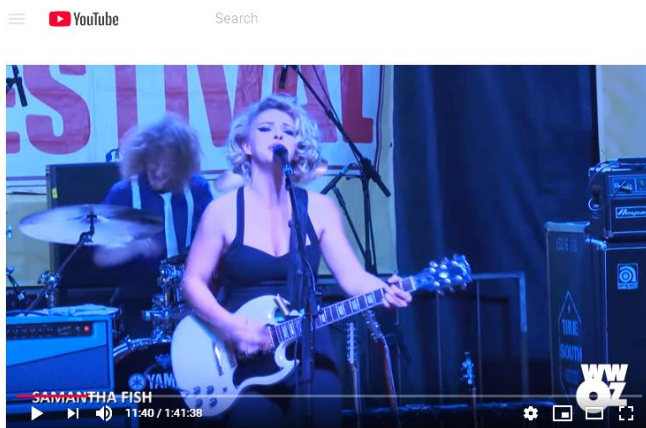
 Facebook
Likes:
95,904

 Twitter
Followers:
49,300

 Instagram
Followers:
28,000

 YouTube
#Subscribers:
4,783

Video is used extensively throughout our social media platforms. Our top Facebook Live streams of 2018 include Samantha Fish at Crescent City Blues & BBQ Fest (58,000+ views), Sync Up: Your Band as a Business (39,500+ views), Jonathan Boogie Long and Samantha Fish at WWOZ (28,700+ views), Herlin Riley and Johnny Vidacovich at the New Orleans Jazz & Heritage Center (13,100+ views), and Derek Smalls at WWOZ (10,300+ views). In addition to streaming live on Facebook, we distribute on-demand videos (including many produced by WWOZ) on YouTube, Vimeo, Facebook, Twitter, and Instagram. We also use social media to inform the public on matters large and small that affect the New Orleans music and cultural communities.



Samantha Fish in New Orleans - October 2018

8,724 views

👍 218 🗨️ 3 ➦ SHARE 📌 SAVE ...



2018 WWOZ LOCAL CONTENT & SERVICE REPORT

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WWOZ.org

WWOZ's second most powerful platform is our website. WWOZ.org engages hundreds of thousands of New Orleans music fans every year. 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. In 2018, over 800,000 unique visitors explored WWOZ.org generating 4.9 million page views.

WWOZ 90.7FM Live Stream

In 1994, 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 2018, 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. Launched in late 2015 the Two Week Streaming Archive is now the fourth most popular page on WWOZ.org.

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. It has grown from an actual call-in phone service in the 1990s to a full online music listings calendar now. A dedicated crew of staff and volunteers work to make the Livewire available. In 2018, we experienced an increase in traffic to the Livewire music calendar on WWOZ.org – a testament to the value of its service connecting musicians, venues, and music lovers looking to get out to support live, local music!

WWOZ Blogs

In 2018, the WWOZ Show Host Blog won a First Place Press Club of New Orleans award for Best Lifestyle Blog. 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. Last year, the most popular blog post was "In Memoriam: Charles Neville" with over 10,000 page views.



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WWOZ AWARDS

WWOZ was honored to be recognized with several awards voted on by our national and local peers as well as our listeners in 2018!

Louisiana Association of Broadcaster's
STATION OF THE YEAR-LARGE MARKET

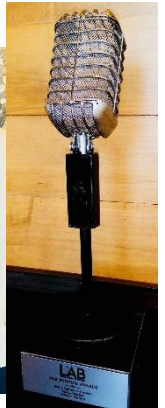
3 First Place **PRESS CLUB OF NEW ORLEANS AWARDS**

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

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

WEBBY AWARD FINALIST for **A CLOSER WALK**

NATIONAL FINALIST for the coveted **MARCONI AWARD** from the National Association of Broadcasters



gambit

2018 Best of New Orleans

Best radio station

1. WWOZ-FM 90.7 — On the air since 1980, WWOZ has provided the soundtrack to many a day and night in this writer's life — aimless drives through the French Quarter, an impromptu backyard dinner party and even a breakup or two. Volunteer DJs spin everything from sultry soul laced with heartache to scratchy, percolating ragtime jazz to triumphant brass band tunes. My favorite recent initiative by 'OZ is its "A Closer Walk" project, a website featuring New Orleans' musical history curated by neighborhood.



Meters guitarist Leo Nocentelli (left) is interviewed by Michael Dominic at WWOZ. Cheryl Gerber





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LISTENER TESTIMONIALS



“We absolutely live with OZ as the soundtrack of our lives—in the house, in the car, in our studio— We can’t get enough!” - Patricia, New Orleans

“Thanks for the Tricentennial moments—I love them and all of the great music the OZ hosts play.” - David, San Mateo, CA

“We listen to WWOZ in London every day! Thanks for the groove!” - Frances, London UK

“When the snow flies in Montana listening to WWOZ warms my heart and soul.” - Esther, Montana

“WWOZ is truly the greatest station in the nation. The Hosts are fabulous and passionate about the music. The live in-studio performances are fantastic. Keep up the good work!” - Michael, Denver, Co.

“WWOZ is the soundtrack of my life.” - Jonathan, New Orleans

“A city like no other deserves a radio station like no other. Thank you for all you do!” - Mike, Worthington, Ohio

“Thank you from Istanbul, Turkey! Guarding the groove at the intersection of Europe and Asia.” - Nathan, New York, New York

“WWOZ brings the groove to the end of the road in Alaska.” - Karen, Homer, Alaska

“I’m a local musician and I listen every day. It’s like church to me.” – Barnaby, New Orleans



“Streaming WWOZ in cold, rainy, soon to be snowy Minnesota, WWOZ brings me to my happy place. Keep on guarding that groove, Guardians!” – Robert, St. Paul, Minnesota

“Something magical, how can I station always-100% of the time-sound like gold, regardless of what’s playing?! Used to live in NOLA. Miss it every day.” – Petra, Oakland, California



2018 WWOZ LOCAL CONTENT & SERVICE REPORT

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“Nothing like waking up to Henry Butler on a Saturday morning. Thanks for your fantastic programming. There is NO other radio station in the world like WWOZ!” – Rob, Newington, CT

“Love the station. Love the mission. Keep doing what you do. I am always amazed at how forward thinking y’all are. Rooted in the past but definitely eyes on the future.” – Ben, Montgomery, Alabama

“We keep listening to you every day from Florence, Italy. Thanks, from my wife and kids too, we dance to your songs all the time! We came to visit you in NO

LA at the radio station for our honeymoon.” – Stefano, Florence, Italy



“I love your eclecticism. I truly depend on WWOZ and I’m all the way in Chicago. Truly a world treasure.” – Francesca, Evanston, Illinois

“Because Maine feels very far away from NOLA unless I’ve got ‘OZ streaming, then I’m a lot closer to where I left my heart. From Maine to NOLA with lots of love.” – Jill, Kittery, Maine

“I first heard WWOZ while on vacation in NOLA. Now I listen to it all the time on the

internet. I’m always impressed by the variety of music and deep knowledge of the DJs. – Mark, East Lyme, Connecticut

“Former NOLA resident, forever admirer. My love of all things NOLA extends to you guys at WWOZ. I’m a truck driver and I stream your station through the app and rock out to all things jazz & heritage as I get my miles on!” – Matthew. Carmel, Indiana

“Love everything you guys are doing! Especially the streaming audio and video from the fests. Thanks so much!” – Michael, Pittsburgh, PA

“WWOZ is amazing in the respect that it serves not only the listeners but also the musicians the listeners tune in to hear. We are equally served. Musicians depend on WWOZ as much as the listener.” – Debbie, New Orleans

“I live in Australia-WWOZ is always on at home. It’s almost as good as being in NOLA. Long live WWOZ!” – Anthony, Footscray, Australia

“THE best station in the universe! WWOZ lifts my spirits and fuels my soul!” – Cairo, London UK

WWOZ 2018 Local Content & Service Report

Photo Credits

We are incredibly grateful to the many talented photographers who donate their time, energy, and talent to WWOZ. In no particular order, a heartfelt thank you to:

Ryan Hodgson-Rigsbee, Eli Mergel, Jamell Tate, Kichea S. Burt, Leon Morris, Marc PoKempner, Leona Strassberg Steiner, Michele Goldfarb, Olivia Greene, Michael E. McAndrew, Bill Sasser, Charlie Steiner, Black Mold, & Keith Hill

Intro Page:

- Ellis Marsalis at Jazz Fest, Eli Mergel
- Young man at second line, Jamell Tate
- Irma Thomas at the WWOZ Groove Gala, photo by RHRPhoto.com

Community Voices Page 1:

- Photos by RHRPhoto.com, Beth Arroyo Utterback & KaTrina Griffin

Community Voices Page 2:

- WWOZ show host group shot, RHRphoto.com
- TR Johnson, Marc PoKempner
- Cole Williams, RHRPhoto.com

Live Broadcasts:

- Miss Irma Thomas at Jazz Fest, RHRPhoto.com
- James Andrews at Jazz Fest, Leon Morris

New Orleans Tricentennial Moments

- Images provided by New Orleans Jazz & Heritage Archive, Historic New Orleans Collection, & Wikipedia Creative Commons

WWOZ In The Schools:

- Photos by RHRphoto.com

Takin' it to the Streets:

- Treme Sidewalk Steppers Second Line, Jamell Tate
- NOLA.com feature, article and photo by Doug McCusker

- Action Jackson with Creole Apache Big Chief, Carrie Booher
- Perfect Gentlemen Second Line, Jamell Tate

WWOZ Video:

- Photos by RHRPhoto.com & WWOZ Staff

A Closer Walk:

- Images and screenshots ACloserWalkNOLA.com

WWOZ and Jazz & Heritage Foundation:

- Nadjya Cojoe, Herlin Riley & Johnny Vidacovich, Sync Up Conference, all photos provided by New Orleans Jazz & Heritage Foundation

WWOZ Special Events:

- Photos by RHRPhoto.com & Beth Arroyo Utterback

Volunteer Photo Exhibit/Vinyl Sale:

- Photos by Beth Arroyo Utterback

WWOZ Social Media Engagement:

- 'OZ Staff at Jazz Fest, Beth Arroyo Utterback

WWOZ Awards:

- Photos by Louis Dudoussat & Jim Pennison

Listener Testimonials:

- Photos by Beth Arroyo Utterback & Damond Jacobs