

"We're proud to underwrite on WWNO, and support amazing coverage of the world and our backyard. WWNO broadens horizons and fosters creative thought; ideals which create a community worth living in."

JESSICA ROBINSON

DIRECTOR OF OPERATIONS, HC ENGINEERING

## WHO WE ARE



**PAUL MAASSEN**

GENERAL  
MANAGER

WWNO provides NPR news, music and cultural programming, as well as local programs that reflect the unique character of the New Orleans region. Central to this dynamic mix is the rich cultural heritage of our region, which inspired programs such as *All Things New Orleans*, a collection of public radio features and New Orleans voices that tell the stories of our area, and *Louisiana Eats!*, a look at the unique crossroads of food and culture in New Orleans and across Louisiana, shared by the individuals who are making it happen.

Every public service initiative we pursue is anchored in our mission:

***To be the trusted radio source for news, music and culture by telling the stories of the people, places, and events that make Southeast Louisiana unique.***

## OUR VALUES

The University of New Orleans operates WWNO and KTLN as a public service.

We employ the latest technologies to ensure the highest quality, uninterrupted programming on our multi-cast HD and Internet broadcasts.

We operate our business at the highest level of professional standards and integrity.

We strive to be wise stewards of the member and community support that we receive.

We are responsive to audiences, business partners, financial supporters, educators, and our community at large.

We support the cultural, social and economic redevelopment of our regional communities.

We welcome partners who want to enrich the culture, enhance the education and renew the Gulf South.

We celebrate the international depth and flavor of classical and jazz music.

We exhibit mutual respect for our colleagues, peers, partners and audience.

We work to create an environment that encourages community participation in the making of decisions that affect our region and our audience.

**1.6  
MILLION**

POPULATION OF  
WWNO'S SERVICE  
AREA

**40  
YEARS**

ON THE AIR IN  
2012



about

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## YOUR PUBLIC RADIO STATION

WWNO is the listener-supported NPR affiliate radio station for New Orleans and eleven parishes of southeast Louisiana, broadcasting on 89.9 FM, and on KTLN 90.5 FM in the Houma-Thibodaux area. Since 1972, WWNO has played a prominent role in the cultural life of New Orleans and southeast Louisiana.

Known as “the source for NPR news, music and culture,” WWNO’s programs also include jazz and other musical styles, thought-provoking commentary, lively entertainment, and local news and culture, presented on three separate schedules.

### OUR MISSION

WWNO serves our communities by broadcasting NPR news, information, classical music, jazz, variety programs, and unique local content.

**\$92  
THOUSAND**

MEDIAN INCOME  
OF NPR NEWS  
LISTENER

### OUR ORGANIZATION

WWNO is licensed to and operated by the University of New Orleans as a public service, with oversight by a twenty-member Community Advisory Board. The station employs nine full-time staff, 10-15 part-time, contract, and student staff, and appreciates the help of about forty volunteers.

**344  
THOUSAND**

POPULATION OF  
ORLEANS PARISH

### COMMUNITY INVOLVEMENT

WWNO aims to be at the heart of the region’s cultural life. We are encouraging cooperative activities among cultural organizations, such as the annual season-opening Culture Collision, which we helped to organize in 2009. We continue to help fund and promote a discount admission pass, the Culture Collision Card, a collaborative project of six leading visual, music, and performing arts organizations.

As excellence and impact grow year by year, WWNO consistently ranks among the top five radio stations—commercial and public—on weekday and Saturday mornings, based on Arbitron audience data for Spring and Fall 2011 and Winter 2012.

**Each week at least 103,400 people listen to WWNO** (cume). Its weekday morning average quarter hour (AQH) is as high as 12,700. (In any fifteen-minute period an average of 12,700 people listen to Morning Edition on WWNO.)



about

*"WWNO helps the French Market reach New Orleanians in a way that print advertising can't, and brings us closer to the locals who love authentic and engaging places, people and events."*

**AMY KIRK DUVOISIN**

MARKETING DIRECTOR, THE FRENCH MARKET CORPORATION

## OUR LISTENERS

The service area for WWNO (and its repeater station, KTLN) covers all of Southeast Louisiana and part of Southwest Mississippi. Ten parishes, parts of three more, and parts of three Mississippi counties are included:

### LOUISIANA

Orleans  
Jefferson  
Plaquemines  
St. Bernard  
St. Tammany

Tangipahoa  
Washington  
LaFourche  
St. Charles  
Terrebonne

Livingston (part)  
Ascension (part)  
Assumption (part)

### MISSISSIPPI

Hancock  
Harrison (part)  
Pearl River (part)

WWNO's service area is diverse: from urban neighborhoods in New Orleans, both affluent and poor, to rural towns and settlements amid the marshes and pine forests. Expanses of water—rivers, bayous, and lakes—both unite and separate the communities of southeast Louisiana. Ethnically the region is predominantly white and black, but with a substantial and growing Hispanic population, and a variety of other ethnic groups that make Southeast Louisiana one of the most diverse places in the South.

## WWNO MEMBERSHIP

Like most public radio stations, WWNO's members are a modest fraction of its listeners. However, the station's membership history is one of steady growth, decline after Katrina, and a steady rebuilding.

Membership continues to be concentrated in New Orleans, especially in the zip codes with the highest concentrations of middle- to upper-income, highly educated people. Based on 2010 figures, Orleans had 59% of WWNO's members, Jefferson 18.6%, and St. Tammany 13.6%.

(Note that in contrast, Orleans has about 17% of the region's population, Jefferson 20%, and St. Tammany 10%.) However, membership growth is noticeable in Jefferson and St. Tammany—both areas with concentrations of middle- to upper-income, educated populations.

The African-American component of WWNO's metro-area audience has grown 37% since the spring 2009 Arbitron survey: from a component cume of 5100 in 2009, to 7000 in 2011.

THE AVERAGE LISTENER  
SPENDS

**7.9**  
**HOURS**



A WEEK WITH WWNO

audience



## WWNO / KTLN COVERAGE MAP



### OUR SERVICE AREA

The service area for WWNO (and its repeater station, KTLN) covers all of Southeast Louisiana and part of Southwest Mississippi. Ten parishes, parts of three more, and parts of three Mississippi counties are included.

There are few areas in the country that are more diverse than metro New Orleans: from urban neighborhoods in the city itself, both affluent and poor, to rural towns and settlements amid the marshes and pine forests.

**1.8**  
**MILLION**

POPULATION OF  
THE WWNO/KTLN  
SERVICE AREA

## **WWNO 89.9FM - UNDERWRITING GUIDELINES**

### **Overview:**

At WWNO we are governed by regulations and policies pertaining to non-commercial broadcasts adopted by the Federal Communications Commission and the Corporation for Public Broadcasting. Our listeners value this characteristic as part of what makes public radio unique in sound and substance. It is critical that we provide exceptional programming within a non-commercial, uncluttered and intelligent environment. We aim to keep listeners engaged during breaks, and air underwriting announcements in keeping with our programming values, as well as with FCC requirements. Our underwriters' support represents a partnership between their organizations and WWNO, and demonstrates their commitment to community service and quality programming.

An announcement must identify, but may not promote, the underwriter, its services, facilities or products. It may not express the underwriter's views on any matter of public interest or importance, and may not support or oppose any political candidate. Announcements must also be scheduled so as not to interrupt a station's programs. Along with these legal requirements, underwriting announcements must be in keeping with the non-commercial nature of our station. To maintain the consistency of our sound, all messages are live reads, or are prerecorded by a station voice.

### **WWNO Underwriting Announcements may:**

- Describe your business with value-neutral language.
- Identify facilities, services, products or product lines (maximum of three items per announcement).
- Describe your organization's mission. In some cases, this may be the mission statement. However, if the language of a mission statement conflicts with the station policies outlined above, we will suggest alternative wording describing your organization's mission.
- Inform the public of events you hold.
- Include a corporate slogan, provided it meets guidelines and is not promotional.
- Include a physical address or a web address.
- Indicate the number of years you have been in business.
- Include up to 45 words in addition to the station preface.  
Each word in a web address counts as one word including "dot." Each numeral in a telephone number counts a separate word.

### **WWNO Underwriting Announcements may NOT include:**

- Qualitative language (e.g., Pulitzer Prize Winner, family owned, board certified, etc.) or state facts that cannot be proven.
- Comparative language (e.g., better, best, oldest, largest, etc.)
- A call to action (e.g., Visit our store, Order online today, etc.)
- An inducement to buy, sell, rent, or lease.
- References to price or value.
- Personal pronouns (e.g., you, yours, we, ours, etc.)
- Contain language advocating political, religious or social causes.
- Contain dramatic, shocking or disturbing language.

### **Editorial Control:**

As a publicly funded station, WWNO exercises absolute editorial control over underwriting announcement copy and reserves the right to edit copy to conform to station and FCC guidelines. All underwriting announcements are reviewed by the General Manager of WWNO and/or WWNO's legal counsel prior to live airing.