

# WWNO Station Activity Survey 2015

## Local Content and Services Report

**1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.**

WWNO is constantly working to maintain a service centered on a balance of national and local programming. Our primary channel carries the NPR flagship news magazines as well as On Point, Here and Now, Local Culture/News/Economic, BBC Newshour, Fresh Air and Marketplace. During Morning Edition and All Things Considered we air local and regional news in the local cutaway opportunities to provide local feature pieces and news that reflects the diversity of our region.

We also use the cutaway slots to air local feature reports with content that touches on environment, diversity, education, environment, crime, social issues, civic life, health, music, dance, arts local heritage and of course New Orleans food, culture, business & economics, and literature. WWNO airs The BBC Newshour weekdays to add an international perspective to our news/information offerings, and NPR programs which often discuss minority issues in depth. Also more and more local programming is being developed. During Black history month, WWNO aired a series of programs covering various topics impacting the African-American community

WWNO has diversified both program offerings and sources through multicasting. We continue to offer three unique web streams and three discrete HD digital broadcast signals. Web streams offer classical music and jazz programming as a complete daily alternative to the news/information content on our primary channels.

WWNO has greatly expanded its digital content to be more content rich and reflective of the variety of programming on WWNO. This includes heavy integration of the NPR Digital platform and the associated access to content via API. WWNO also has developed apps for Android and iPhone as well as a mobile optimized website that all present news, cultural content and all 3 webstreams are available on.

WWNO hosts "Culture Collision" which brings together a wide variety of non-profit cultural organizations in a community expo open to the public at the beginning of September. WWNO organizes, hosts, and publicizes this opportunity for cultural organizations to educate the public about about cultural offerings in the city. WWNO also has hosted live audience discussions on topics of Coastal Issues.

**2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.**

WWNO is in the third year of a major local news initiative to develop relevant, sustained local news and feature content. The biggest piece of this was the hiring of WWNO's first ever News Director two years ago, who continues to direct staff, and our collaborations with independent producers and partners with content organizations. To further develop WWNO as a reliable source of nonprofit, independent journalism in our community, we are producing multi-platform distribution channels to bring more community produced and focused content as well as expanding on already developed local productions. Development of social media and online digital content continues to be a priority. This year WWNO received funding to continue our beat reporters in Coastal/Environmental, Education, and Technology/Innovation.

WWNO has content partnerships with several nonprofit media and information organizations; WYES (public television for education and criminal justice), Nolive (cultural content), and The Greater New Orleans Data Center (government data research), LPB-Louisiana Public Broadcasting (education, statehouse news), and WRKF - Baton Rouge (Statehouse news)

WWNO also has a news content partnership with WDSU-TV the NBC commercial television affiliate in New Orleans.

WWNO will examine all programming to ensure that we are maximizing public service. We also will take advantage of new platforms (HD internet) to enhance our service. We are continuing development of a fund to help build locally produced and centered programming. The Listening Post (Community Voices) expanded coverage this year using social media in an innovative way to reach listeners and communities we service.

WWNO will further expand digital web offerings and capabilities in order to serve our listeners both local and regional, including digital only content.

WWNO will continue to work with local and regional government and non-government groups to aid and explore ways to help make life in our area both everyday and long-term more informative and secure. WWNO is also working with government emergency preparedness agencies to develop a partnership for providing vital information during times of natural disaster.

**3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

WWNO created and aired a long form 12 part multi-platform series marking the 10th Anniversary of Hurricane Katrina. It was called "The Debris" and was a radio and podcast presentation. It was recognized as one of the top podcasts from a member station for 2015.

WWNO continues to partner on a series of twice-daily news modules called "GNO (Greater New Orleans) Info" which educates our listeners on how to handle the challenges of dealing with government agencies contractors and social service groups in the effort to build and rebuild New Orleans.

WWNO has also co-produced or help fund feature and documentary programs related to arts, culture, news, and issues affecting our community. Including a series of reports on the Arts in Education, This year WWNO produced education pieces on a number issues including; Public Education funding, city school board elections, charter schools in New Orleans, arts education in schools, school board staffing and decisions, and other topics. With New Orleans public education system continuing to go through historic reform following Katrina, WWNO has made a commitment to cover the developments.

WWNO's Coastal Reporting desk has been steadily producing vital relevant award winning reporting on one of the biggest issues facing south Louisiana - disappearing wetlands/coastline. Listeners tell us the "Coastal Desk" is one of the most important reporting initiatives that WWNO has developed

WWNO also aids community service organizations with support and publicity for both immediate news releases and planned events as well as an online events calendar. We also continue a locally focused program. "All Things New Orleans" and "Inside the Arts" expanding our production of programming with local connections.

**4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.**

WWNO partners with an innovative community voices initiative called "The Listening Post" which seeks diversity in community input on topics important to the future of New Orleans, such as: Education, Crime, Governmental policy, Criminal Justice, and more. This project goes into neighborhoods to record voices of the community which are included topical segment program aired on WWNO. Listening post also provides internship opportunities for area high school students

WWNO collaborated with The Atlantic Live, to record for broadcast a daylong symposium before an audience on the Katrina 10th Anniversary regarding topics which included how some demographics and minority groups have been left out of the recovery.

WWNO also presented NPR's Michel Martin in an "NPR Presents" discussion on the the charter school

system in NOLA. It was held before a live audience and webcast live and recorded for broadcast.

WWNO has provided internship opportunities for students in journalism, creative writing, arts administration and audio engineering. including minority students from various higher education institutions. We have close relationships with not only our own institution but the other centers of advanced learning in the New Orleans area.

WWNO hosts Vietnamese Public Radio on a sub-carrier frequency. VPR reaches the large local Vietnamese community with original programming and also a re-interpretation of the national content from NPR and other sources. It is broadcast in Vietnamese.

WWNO is constantly consulting with representatives from the local Hispanic community which has grown since Hurricane Katrina. We are striving to find the right program offerings to interest people with a diverse range of both interests and fluency in English.

WWNO was one of the handful of stations that worked with NPR Labs again this year to develop a station distributed text service to the hearing impaired during times of natural disasters

**5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it**

CPB funding for WWNO is the foundation for everything we are able to do for the New Orleans community. Without its CPB funding, WWNO would face reductions in every area of budget operations programming and community outreach. As WWNO is a self-funded station (no direct University support) CPB funding is one of the few reliable consistent sources of operating and programming funding. Our continued ability to provide quality relevant national and local content is made possible with CPB support.

As the sole provider of public radio news and classical/cultural programming in our area, CPB funding for WWNO is critical to our ability to provide service in the New Orleans region that would otherwise not be available. Our second signal, KTLN, provides vital public media news and information first service to coastal Louisiana communities in Houma and Thibadaoux. CPB Digital funding allowed us to expand our HD services to include a full time Classical service on HD2 and Jazz service on our HD 3 including New Orleans' rich tradition of jazz and artists of diverse ethnic backgrounds.

WWNO has also been able, with the help of CPB funds, to expand its coverage of local programs that cover education, environmental coastal. crime, and other issues. WWNO's contribution to informing the community is highly impact-full, demonstrated by the fact that WWNO is now one of the most listened to sources for information/news on radio in Southeast Louisiana.

CPB funding also pays for the broadcast streaming rights and music rights on our three internet webcast streams. Without that CPB funding, we would have to discontinue web-streaming, a rapidly growing

listener segment. online and through mobile devices.