

Grantee Information

ID	1425
Grantee Name	WWNO-FM
City	New Orleans
State	LA
Licensee Type	University

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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, 1A, 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 continues to provide Classical 104.9fm, an FM over-air translator service of our HD2 Classical broadcast. This has expanded audience access to our cultural programming considerably. 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.. 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" and cultural reporting which help bring together a wide variety of non-profit cultural organizations in the community . WWNO organizes, hosts, and publicizes this opportunity for cultural organizations to educate the public about about cultural offerings in the city. WWNO also continues its broadcast/podcast series, * Life Raft, about sea level rise and climate change, answering listener questions.

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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.

This Year, WWNO has continued an innovative and far reaching collaboration with WRKF (Baton Rouge NPR station) to work together to produce and share regional news content, news gathering capabilities, and business and revenue development practices. By working together, it has allowed both station's to achieve more local/regional reporting and greatly increase the level of service provided to all communities served across South Louisiana. It also significantly strengthens the sustainability of public broadcasting in the the two largest markets in the state of Louisiana, where no state or university funds are allotted to public radio. WWNO continues a major local news initiative to develop relevant, sustained, robust local news and feature content. The biggest piece of this was the hiring a Regional News Director, who

directs staff at WWNO and WRKF, 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 renewed funding to continue our beat reporters in Coastal/Environmental, and Education. In response to the pandemic, WWNO collaborated with WRKF Baton Rouge on a series of on-air and online discussions about journalism and culture called Louisiana Radio Cafe, with NPR's Steve Inskeep, Peter Sagal, and Susan Stamberg. We also aired extensive live coverage of Governor's and Mayors press conferences during the pandemic and a record setting hurricane season. Also extensive live coverage of the impeachment hearings in Washington and Local, State and National elections. WWNO has content partnerships with several nonprofit media and information organizations; WYES (public television for education and criminal justice), Nolvie (cultural content), and The Greater New Orleans Data Center (government data research), The Historic New Orleans Collection (local history), LPB-Louisiana Public Broadcasting (education, statehouse news), and WRKF - Baton Rouge (Statehouse news), KRVS -Lafayette, The Lens (independent non-profit online investigative reporting organization). 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. 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.

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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 continues to partner with The Historic New Orleans collection (a non-profit) on an ongoing regular feature called "NOLA Life Stories " which educates our listeners through first person narratives, and sound rich reporting on the history of New Orleans WWNO has also co-produced or help fund feature and documentary programs related to arts, culture, news, and issues affecting our community. This year WWNO again 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 continues 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. This content airs on WWNO, WRKF, and KRVS (South Louisiana NPR Stations). This year we continue a series answering Listener Questions on Climate Change. 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, Inside the Arts, - expanding our production of programming with local connections. We also started a new feature, Work fo Art, exploring the behind the scenes people that make theater and arts possible.

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

WWNO presents a regular reports on Education, and Public Health often exploring issues about diversity in the Charter School system. 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 aired a series of themed program specials during Black History Month. 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. We continue to air Latino USA In 2020 we expanded our political coverage to include more reports on issues impacting diverse audiences. Looking ahead for 2021 WWNO will launch a daily 30 minute local and regional news & culture program in partnership with WRKF Baton Rouge, which will simulcast in both markets at noon and rebroadcast in the evening. In the new year WWNO will continue its initiative to add more diversity to its staff. Also 2022, WWNO will partner with WRKF in Baton Rouge to produce a series of educational basic financial literacy events in New Orleans and Baton Rouge, to help address the lack of basic financial management skills in our state.

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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, nor state 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 Thibadoux. CPB Digital funding allowed us to expand our HD services to include a full time

Classical service on HD2 (and 104.9fm) 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.WWNO is also recognized as a vital resource for news content by national media like NPR. WWNO's local reporters are a "go to" source when news with national implications happens 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.

Comments

Question**Comment**

No Comments for this section