

# WWNO Station Activity Survey 2/14/14

## 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, Tell Me More, The World, Fresh Air and Marketplace. During Morning Edition and All Things Considered we air local and regional news in the break-away opportunities to provide local feature pieces that reflect the diversity of our region.

We also use the break-away slots to air local feature reports with content that touches on diversity, education, environment, crime, social issues, civic life, health, music, dance, arts local heritage and of course New Orleans food, culture and literature. WWNO airs The World weekdays to add an international perspective to our news/information offerings, and Tell Me More which often discusses 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 cultural 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 in hi and low bit rates.

**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 has begun 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 this year, who now directs 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 multiplatform 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 is underway and will be a priority.

WWNO has content partnerships with several nonprofit media and information organizations; The Lens (investigative news), WYES (public television for education and criminal justice), Nolvie (cultural content), and The Greater New Orleans Data Center (government data research).

WWNO also has a 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 some 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 continues to co-sponsor 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. This year WWNO produced education pieces on a number issues including; 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 going through historic reform following Katrina, WWNO has made a commitment to cover the developments.

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" expanding our production of programming with local connections.

We also air a WWNO coproduced "Louisiana Eats" focusing on the unique mix of culture and food that exists in New Orleans and Louisiana. Including interviews oral history and feature pieces.

We also air the WWNO produced "The Reading Life" focusing on the rich history and cultural connection of literature in our region. Another WWNO program is "Out To Lunch" which discusses business development in the New Orleans region.

WWNO continues to air "Community Impact" a weekly feature featuring a community issue and a nonprofit organization working to help address that issue.

This year WWNO is expanding on its iPhone and Android apps to make accessing the stations content easier.

We have news/information partnerships with other nonprofit organizations including The Lens (investigative reports), Nolvie (Cultural news), and the Greater New Orleans Community Data Center (governments research).

WWNO also launched an initiative to cover in-depth issues related to coastal environmental health, with the launch of an extended series "Louisiana Coast: Last Call."

WWNO aired a series called "Voices on Violence" which was first hand essays on the impact of violence in our cities, with a companion website.

During recent Hurricanes/Weather emergencies WWNO has provided in depth on air information, news conferences, and updates - as well as extensive online resources for information, power outage maps, school and government closings and more.

The above mentioned programming initiatives have increased awareness and web traffic and inquires to WWNO and partner organizations.

Audience feedback is important and we are developing better methods through online interaction and interactive feedback for listeners to comment and respond to content.

**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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.**

Mon-Fri from 2-3pm WWNO Airs "Tell Me More", a program hosted by a female African-American which often discuss topics of interest to minority and other diverse audiences. WWNO's local news, information and cultural programs will also often cover issues of interest to minority and diverse audiences

WWNO has provided internship opportunities for students in journalism, creative writing, arts administration and audio engineering. including minority students from nearby Xavier University. 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 is one of the handful of stations working with NPR Labs as an initial beta test station providing 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. 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. 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.

CPB funding also pays for the broadcast streaming rights on our three internet webcast streams. Without the CPB funding, we would have to discontinue webstreaming, a rapidly growing listener segment. online and through mobile devices.