



# WWOZ Local Content & Service Report to the Community 2025

**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

**For over 45 years WWOZ has been 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 multimedia organization followed locally and worldwide via our radio waves, live video streams, and social media platforms.

In 2025, WWOZ's global presence continued to grow as millions tuned in—our YouTube Channel alone surpassed 10 million views! We also celebrated one year in our new home atop the iconic JAX Brewery.

## KEY SERVICES

**We were thrilled to broadcast and video stream live to our worldwide audience from multiple festivals, the streets of New Orleans, and our state-of-the-art studios atop Jax Brewery.**

We are proud to share many of 'OZ's programs and services in this report. Highlights Include:

- WWOZ 45th Birthday
- Community Voices
- Live Broadcasts
- Festing in Place series
- WWOZ Video
- Groovapedia
- WWOZ LiveWire
- A Closer Walk
- Takin' it to the Streets
- WWOZ Events & Awards
- Tributes to Legends
- Testimonials

## LOCAL IMPACT

**Our local and worldwide listenership continued to grow this year, a testament to WWOZ's significant global impact.**

WWOZ has received continued acclaim and support from around the country and the world. We have been ambassadors promoting the music, history and culture of Louisiana and New Orleans to record audiences. In 2025, WWOZ broadcast more than 190 live music performances, showcasing the skill and artistry of more than 975 individual musicians from our studios and from festivals and venues around New Orleans. Millions have tuned in, watched OZ videos, shared our social media, accessed our online archive, Groovapedia, and Fested in Place from their homes.





## 2025 WWOZ Local Content & Service STORIES OF IMPACT

### WWOZ Celebrates 45 Years!



On December 4th, 1980, WWOZ was awarded its federal broadcast license-the only caveat was that it had to be on the air within 24 hours! Since the station had no physical base at the time, program hosts taped shows at home and rushed them to the transmitter to get them on the air.



That's when WWOZ was born and became instantly dedicated to giving airplay to authentic New Orleans music. No one could have predicted the worldwide, multi-platform success WWOZ has become, or the path we took to get here. Whether we were broadcasting from the beer storage room above Tipitina's, the Treehouse in Armstrong Park, The French Market or from our current beautiful home atop Jax Brewery, we have remained true to our mission to be the worldwide voice, archive, and flag-bearer of New Orleans culture and musical heritage.





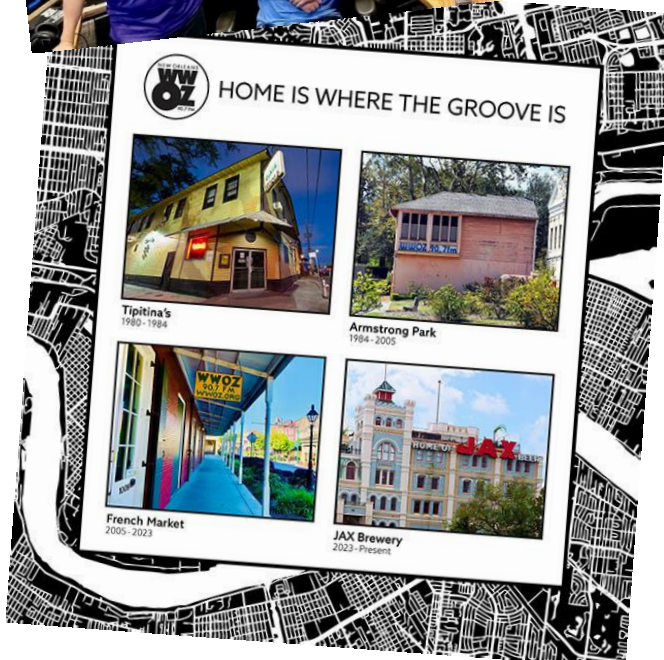
## 2025 WWOZ Local Content & Service STORIES OF IMPACT



We would like to thank the countless incredible musicians, show hosts, staff, board, volunteers and culture bearers from the past 45 years who have helped make WWOZ what it is today.

Thanks also to our generous members, funders and sponsors who have supported us along the way. You are all True Guardians of the Groove! WWOZ will continue to be here to keep the spirit of New Orleans alive to our worldwide audience. Remember, If You Can't Live in New Orleans, Let New Orleans Live in You!

**Happy Birthday WWOZ! Here's to 45 more!**







## 2025 WWOZ Local Content & Service STORIES OF IMPACT

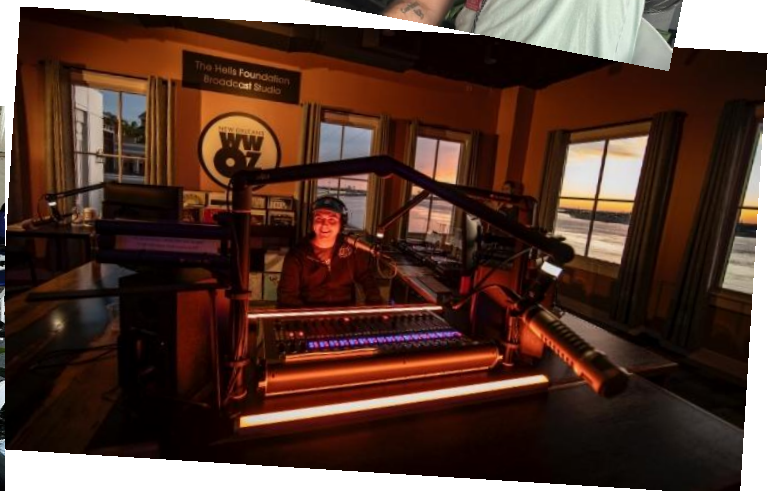


### Community Voices: Guardians of the Groove

WWOZ is a community public radio station powered by the voices of over 75 volunteer show hosts, a small dedicated staff and over one hundred committed behind-the-scenes volunteers.

In 2025, our Show Hosts, many with decades of experience, volunteered more than 8,400 hours with WWOZ.

WWOZ Show Hosts independently decide what to play to craft their broadcast presentation. Each host brings their own unique musical sensibility, knowledge, experience and community perspective to share with our local and worldwide audience.







## 2025 WWOZ Local Content & Service MEASURING IMPACT

### Guardian Angels of the Groove

This summer we learned that federal funding for WWOZ totaling \$400,000 annually had been revoked. In an attempt to make up for the significant loss to our annual budget, we launched the Guardian Angels of the Groove campaign in July.

We are thrilled and thankful that we raised \$412,000 from 1,794 Guardian Angels of the Groove from around the globe!

**Thank you** for this incredible outpouring of generous support for our beloved WWOZ!

This crucial funding will be used for important infrastructure necessities including upkeep and maintenance for our broadcast transmitter, equipment, and internet streaming for our worldwide audience.







## 2025 WWOZ Local Content & Service MEASURING IMPACT

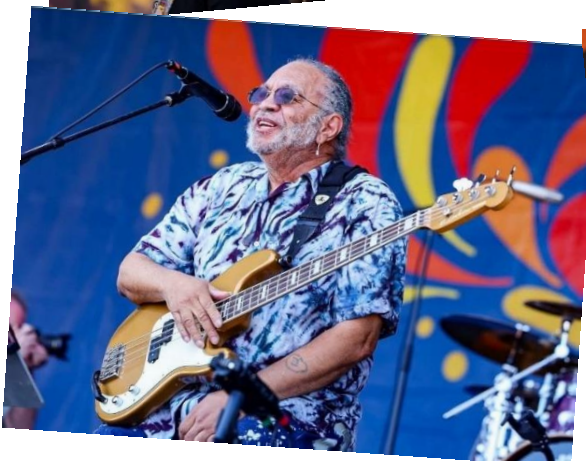
### WWOZ Live Broadcasts

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 2025, WWOZ broadcast more than 190 live music performances, showcasing the skill and artistry of more than 975 individual musicians, from our studios atop Jax Brewery and from festivals and venues around New Orleans.

This includes the New Orleans Jazz & Heritage Festival, The Crescent City Blues & BBQ Festival, French Quarter Festival, The Jazz and Heritage Concert Series, The Louisiana Cajun-Zydeco Festival, The Treme Creole Gumbo Festival, Congo Square Rhythms Festival, BlackAmericana Fest and many performances from WWOZ's own studios.

Musicians and fans alike 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.







# 2025 WWOZ Local Content & Service STORIES OF IMPACT

## Festing in Place

On October 2 through 5, WWOZ's Festing in Place returned for our annual deep dive into great archival recordings of the best New Orleans musicians!

Recordings showcased included Dr John, Irma Thomas, the Neville Brothers, Kermit Ruffins, Aaron Neville, Cyril Neville, an amazing showcase of newly discovered Snooks Eaglin appearances at WWOZ's treehouse, Terence Blanchard, John & Lillian Boutte, Marcia Ball, Earl King, and dozens more!



## WWOZ PRESENTS FESTING IN PLACE 2025

LISTEN LIVE at 90.7FM or online at [wwoz.org](http://wwoz.org) SUPPORT WWOZ: [wwoz.org/donate](http://wwoz.org/donate)

Thursday October 2	Friday October 3	Saturday October 4	Sunday October 5
Kermit Ruffins' Tribute to Louis Armstrong (Jazz Fest 2025)	Terrance Simien (Jazz Fest 2003)	Clarence 'Gatemouth' Brown (Jazz Fest 2004)	Aaron Neville Gospel ft Charles Neville (Jazz Fest 2010)
Amanda Shaw (FQ Fest 2025)	N.O. Nightcrawlers (WWOZ Jax Brewery 2024)	Tank & the Bangas (Jazz Fest 2015)	James Andrews (WWOZ Jax Brewery 2024)
Toots & the Maytals (Jazz Fest 2005)	The Walrus Beatles Rooftop Tribute (WWOZ Jax Brewery 2025)	Preservation Hall (Jazz Fest 2004)	Buckwheat Zydeco (Jazz Fest 2005)
Russell Welch (WWOZ Jax Brewery 2025)	Carolyn Wonderland (Jazz Fest 2025)	Wild Magnolias (Jazz Fest 1996)	Leroy Jones (Jazz Fest 2004)

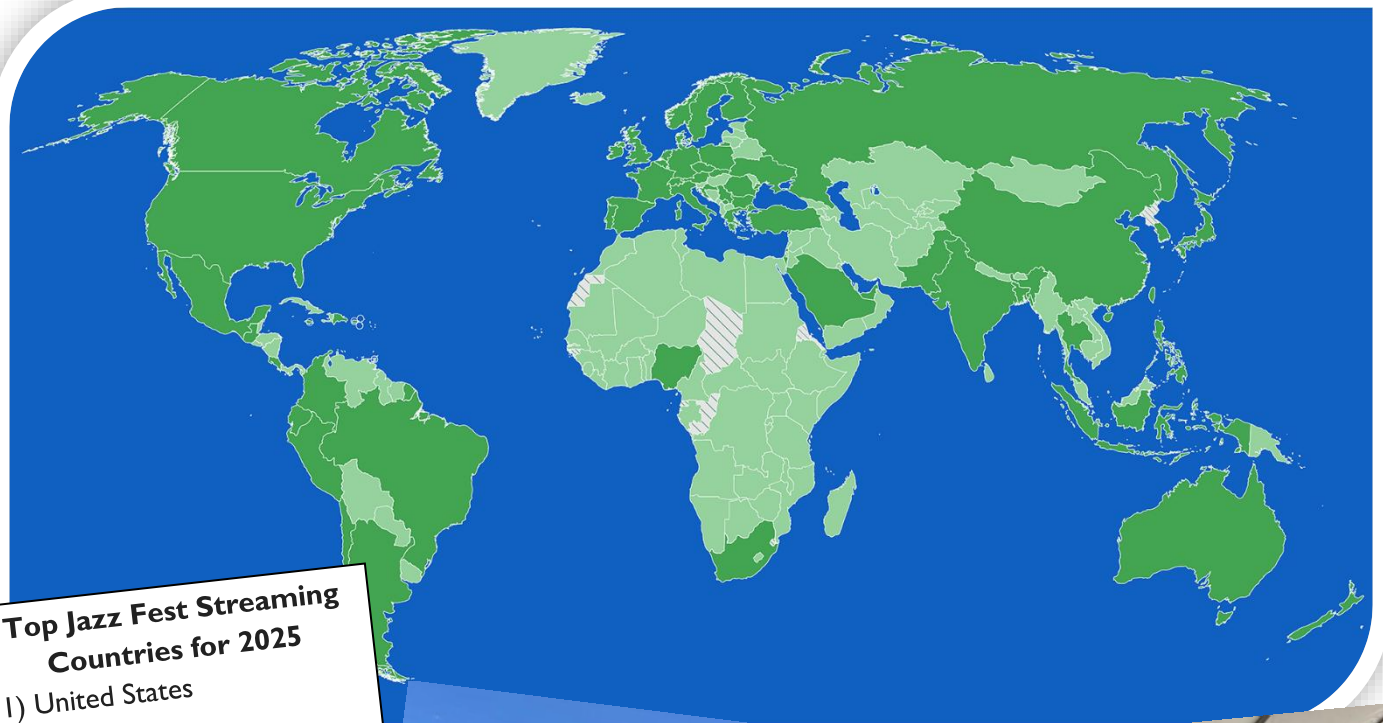




## 2025 WWOZ Local Content & Service MEASURING IMPACT

### WWOZ's Global Audience

When we say our audience is "worldwide", we're not kidding! In the map below both shades of green cover ALL countries and territories where we have regular listeners! The darker green represents higher concentrations of audience. The gray areas with the crosshatches are not generating traffic on our site. These include North Korea and certain places in Africa (Western Sahara, Republic of the Congo, Chad, Eswatini). This illustrates the station's incredible impact and that we truly do have Guardians of the Groove Around the World!



#### Top Jazz Fest Streaming Countries for 2025

- 1) United States
- 2) Canada
- 3) Germany
- 4) Japan
- 5) France
- 6) United Kingdom
- 7) Australia
- 8) Mexico
- 9) Italy
- 10) Poland







## 2025 WWOZ Local Content & Service STORIES OF IMPACT

### Takin' It To The Streets

Takin' It to the Streets® is WWOZ's multi-platform program celebrating New Orleans' social aid & pleasure clubs, second lines, Black Masking Indians, Baby Dolls, and brass band traditions.

Takin' It To The Streets includes a weekly podcast of interviews with social & pleasure club officers and Black Masking Indians, Baby Dolls, brass band musicians, and more. These [award-winning, peer-level interviews](#) are important documentation of an aspect of New Orleans culture that no other media outlet covers with such consistency, detail, or authenticity. The resulting WWOZ programming is authentic and far deeper than the "outsider looking in" perspective that is often given to the clubs and Indians on this unique aspect of New Orleans culture.



- Photos top to bottom:
- James Andrews Trumpet.
  - Nawlins' Dawlins Baby Dolls at Uptown Super Sunday.
  - Pigeon Town Steppers.
  - Big Chief on Mardi Gras Day under Claiborne Bridge.

All photos by:  
MJ Mastrogiovanni, 2025.





## 2025 WWOZ Local Content & Service STORIES OF IMPACT



In 2025, WWOZ continued our interview series hosted by India “Indi the Doll” Sever, and documented a number of the parades, Black Masking Indians, brass bands, and Baby Dolls on video, including Mardi Gras in Treme, Super Sunday, the kickoff parade of the 2025-26 second line parade season, and more.

Takin’ It To The Streets continues to document the communities that keep New Orleans’ parading and cultural traditions alive. Interviews covered topics including the passing of some of New Orleans’ culture bearers, the origins of various social aid & pleasure clubs, how club members, masking Indians, and Baby Dolls support their communities year-round. Also addressed were the impacts of climate change on New Orleans’ parading culture, how decisions are made

internally within clubs and tribes, the importance of mentorship and young people, the evolution of traditions in recent years, and more. [Listen to the 2025 Takin’ it to the Streets interviews here.](#)

Top two photos:  
*Celebration of Bo Dollis,  
Sr on April 19*  
Bottom photo:  
*Second Chief of Black  
Feathers Tribe Stafford  
Agee under Claiborne  
bridge on Mardi Gras Day*

All photos by:  
MJ Mastrogiovanni, 2025.







## 2025 WWOZ Local Content & Service MEASURING IMPACT

### WWOZ Video

WWOZ's videos attracted more than two million views in 2025 between YouTube, Facebook, Instagram, and Threads. Facebook was our fastest growing video distribution platform this year, gaining 12,000 new followers. YouTube also remains healthy, gaining nearly 4,600 new subscribers in 2025. Our YouTube channel hit two significant milestones this year, topping 10 million total views and more than 45,000 subscribers! More than 1.2 million of those YouTube views were added in 2025, and our video content was viewed over 375,000 times on Facebook.



In the first months of the year, our video team hit the streets to capture what was happening for Mardi Gras 2025 including scenes from the streets throughout downtown, Baby Dolls, parades, celebrations on Mardi Gras Day, and more.

Our videos for Takin' It To The Streets, WWOZ's multi-platform program celebrating New Orleans' social aid & pleasure clubs, second lines, Black Masking Indians, Baby Dolls, and brass band traditions, were some of the most watched of the year with features from Mardi Gras and Super Sunday in March and April, and the announcement of the 2025-26 second line parade season schedule leading the way.

Additionally, WWOZ live streamed dozens of events produced by the New Orleans Jazz & Heritage Foundation in 2025, including concerts from the George and Joyce Wein Jazz & Heritage Center and performances at the Congo Square Rhythms Festival, Louisiana Cajun Zydeco Festival, Crescent City Blues & BBQ





## 2025 WWOZ Local Content & Service MEASURING IMPACT



Festival, and Treme Creole Gumbo Fest, plus the Allison Miner Series and the Tom Dent Lecture Series. 2025 was also the first year we streamed live from the independent Black Americana Music Fest.

WWOZ Video produced a number of unique features this year, including [New Orleans Re-Creates The Beatles' Rooftop Concert with The Walrus at WWOZ](#), [John "Prince" Gilbert's funeral](#), coverage of the [Womex event in Manchester, England](#), and the [Mystic Seven Sisters](#) on the streets of Treme at dawn on Mardi Gras Day.

WWOZ video streamed dozens of performances from our new Gia Maione Prima Foundation Studio this year, including Kumasi, Soul Brass Band, Kyle Roussel, Pres Hall Brass Band, Lynn Drury, Little Freddie King, Larry Sieberth, Brian Haas, Bonerama, Brad Walker, Cha Wa, and more.







# 2025 WWOZ Local Content & Service MEASURING IMPACT

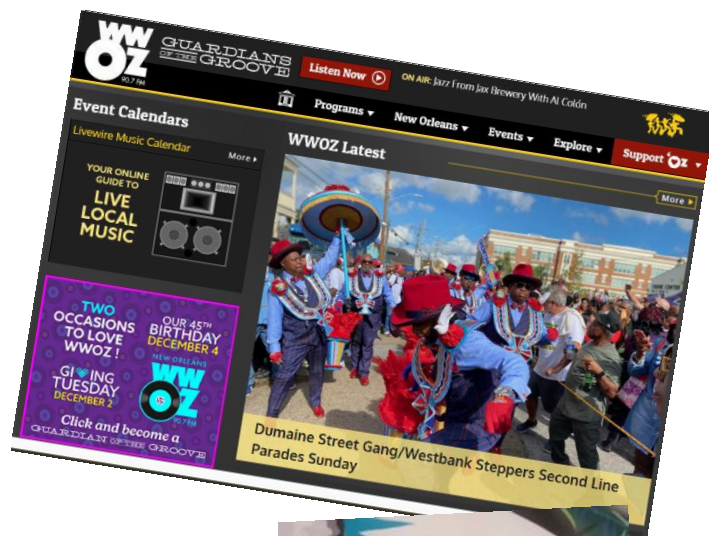
## WWOZ.org

WWOZ's website continues to be a growing and powerful platform. In 2025, 953,223 unique visitors explored [WWOZ.org](http://WWOZ.org). These visitors generated 5.5 million page views, a 7.6% and 5.8% increase over 2024, respectively!

WWOZ was one of the first radio stations in the country to start streaming live on the internet (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.

### [WWOZ 90.7 FM Live Stream](#)

WWOZ.org allows 'OZillians from around the world to feel connected to the city (whether they were born here or feel like they should have been). In 2025, listeners tuned in to WWOZ's live stream from all 50 states, Washington DC, and 216 countries, and 1.3 million streamers racked up 8.4 million total hours listening-- more than double our 2024 totals!



### [WWOZ Livewire](#)

The Livewire is New Orleans' most comprehensive live music listings calendar. In 2025, we entered over 31,000 live music events into the WWOZ Livewire Music Calendar. The Livewire generated 979,220 page views (a 41% increase over 2023), making it the second most visited place on the site.

### [Two Week Archive](#)

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. It has been especially popular during the weeks after Festing in Place events. In 2025, the Two-Week Archive was the fifth most popular page on the site and served re-streams of over 850,000 shows.

### [WWOZ Blogs](#)

WWOZ show hosts and staff collaborate to generate posts surrounding events, music news, and other cultural information of interest to our audience. In 2025, blog posts generated 169,017 page views, with the most popular posts addressing topics like local Grammy Award nominees and winners, photo highlights from festivals throughout Louisiana, show host profiles, news of special broadcasts and shows, and more.





## 2025 WWOZ Local Content & Service MEASURING IMPACT

### WWOZ Social Media

2025 was a year of continued growth for WWOZ's social media. We use our social presence to bring Louisiana and its musical culture to our worldwide audience. Our engagement with the social media audience has consistently risen across multiple 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, Instagram, and Threads several times a day, with over 1,000 posts a year on each platform. In these posts, we share photos, videos, and links that foster connection with our listeners. Since WWOZ relies on donations from listeners for the bulk of its support, these relationships are crucial. Video is used extensively throughout our social media platforms.

#### TOP VIDEOS by views

- [VIP Ladies & Kids](#) – 278,000 view
- [Mystic Seven Sisters in Treme](#) - 178,500 views
- [Black Men of Labor Second Line Parade](#) - 71,700 views
- [2025-26 New Orleans Second Line Parade Schedule Announcement](#) - 25,700 views
- [Red Beans Parade: Lundi Gras](#) - 25,200 views







## 2025 WWOZ Local Content & Service STORIES OF IMPACT

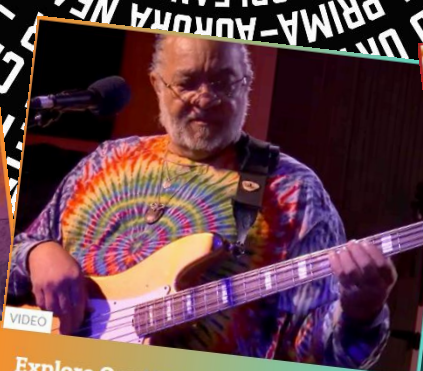
### Groovapedia

WWOZ continued to expand GROOVAPEDIA monthly so that people around the world could experience our comprehensive collection of all things New Orleans in one straightforward portal. Groovapedia presents WWOZ's award-winning multimedia content and is accessible 24/7 to everyone, everywhere, on any device. This includes thousands of compelling and unique performances, interviews, history, photos, videos, audio programs and more.

[Check out Groovapedia here.](#)



**Discover New Orleans' Musical Past**  
People, places, traditions, and events



**Explore Our Video Collection**  
Performances, parades, documentaries and more.



**Find Images**  
New Orleans musicians, festivals, parades, and more

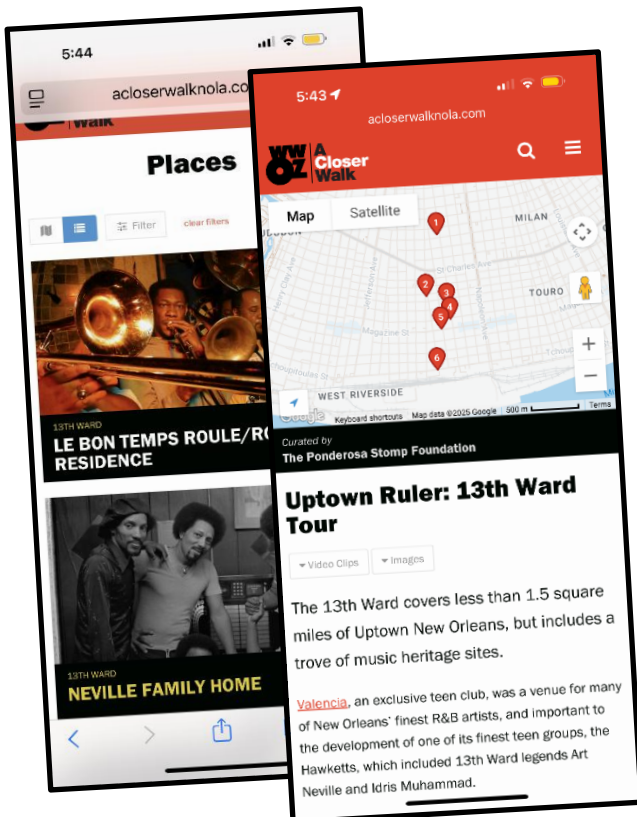
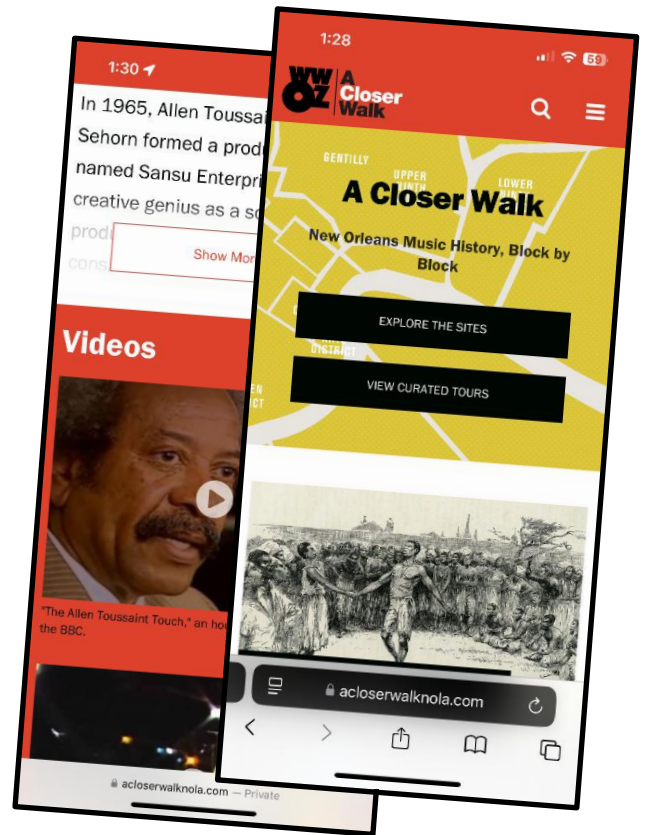




## 2025 WWOZ Local Content & Service STORIES OF IMPACT

### A Closer Walk: Interactive New Orleans Music History Map

WWOZ 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 2025, A Closer Walk continued to serve as an authoritative resource for researchers and journalists, including a major presentation on the current state of historic and cultural preservation in New Orleans today.



In 2025, we were excited to expand this initiative, adding and highlighting several new locations and tours, including:

- 13<sup>th</sup> Ward Tour
- Le Bon Temps Roule Roppolo Residence
- Neville Brothers Family Home
- Benny's Bar
- Walter L Cohen High School
- Idris Muhammad's Apartment
- The Nite Cap
- Dixie Taverne
- The Green Room
- Lower Ninth Ward Blues Hurricane Katrina Tour

Our award-winning Closer Walk project was created in partnership with the Ponderosa Stomp Foundation, Randy Fertel, Bent Media, and e/Prime Media. Explore the site at [ACloserWalkNOLA.com](https://ACloserWalkNOLA.com)





## 2025 WWOZ Local Content & Service MEASURING IMPACT

### WWOZ's Awards

At The **Press Club of New Orleans'**  
67th Annual Excellence in Journalism  
Ceremony WWOZ won 4 First Place  
Awards and several other honors!



**First Place General Excellence in Radio**  
WWOZ Staff and Volunteers

**First Place Best Live Remote Broadcast**  
WWOZ Staff and Volunteers Jazz Fest Live 2024

**First Place Best Cultural Broadcast**  
WWOZ Staff and Volunteers WWOZ FALL 2024  
Festing in Place

**First Place Feature Photo** WWOZ M.J.  
Mastrogiovanni, Photographer Baby Dolls at Scene  
Boosters Second Line Parade



WWOZ was also honored in several other categories:

- **Digital Special Section:** Groovapedia and A Closer Walk: Interactive New Orleans Music History
- **Feature Videography:** The Lady Who Makes The Clouds Sing: Miss Calliope
- **Best Use of Instagram:** Irma Thomas Live at WWOZ
- **Best Use of Facebook:** Second Line Parade Schedule Announcement and Crescent City Blues and BBQ Festival
- **Portrait:** Buffalo Hunters Big Chief

### Gambit

WWOZ was once again named  
Best Radio Station by Gambit's  
Best of New Orleans!

#### *Best* Radio Station

1. **WWOZ (90.7)**
2. WWNO (89.9)
3. WWL (105.3)







## 2025 WWOZ Local Content & Service MEASURING IMPACT



### Louisiana Association of Broadcasters

**Best Live Onsite Remote:** New Orleans Jazz & Heritage Festival

**Best Use of Digital Media:** Crescent City Blues & BBQ Fest 2024

**Best Interview:** "Amazing Grace: Aaron Neville"

**Uniquely Louisiana:** Takin' It To The Streets



The **Cutting Edge CE Conference**, for music industry & business law, awarded WWOZ the 2025 **Community Service Award** for its ongoing contribution and service to the New Orleans Music Community!



The **Louisiana Endowment for the Humanities (LEH)** annually recognizes individuals and organizations who have made significant and enduring contributions to the humanities. WWOZ's A Closer Walk to received the 2025 LEH's **Best in Digital Humanities Award**.

Congratulations to our amazing Staff, Show Hosts, Board Members, Volunteers, Donors and the incredible Musicians and Culture Bearers of New Orleans who allow us to share their talent with the world!





## 2025 WWOZ Local Content & Service STORIES OF IMPACT

### WWOZ EVENTS

Throughout 2025, WWOZ held several successful fundraising events which were attended by OZ supporters from near and far!



**The WWOZ Groove Gala** on September 11th 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, Cyril Neville, James Andrews, The New Orleans Nightcrawlers, Doreen Ketchens, Al "Lil Fats" Jackson and the New Orleans Catahoulas. Board Member Bruce Wainer served as Chair of the event.







## 2025 WWOZ Local Content & Service STORIES OF IMPACT



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 to recharge their batteries—and their phones too! They were able to watch the WWOZ live broadcast team at work and see a constant stream of New Orleans music celebrities too!







## 2025 WWOZ Local Content & Service STORIES OF IMPACT



**WWOZ Piano Night**, held at the House of Blues on April 28th, continued as a beloved tradition with New Orleans music lovers. The sold out event starred an amazing group of performers including Jon Cleary, Marcia Ball, Bill Payne, Joe Krown, Tom McDermott, Oscar Rossignoli, Keiko Komaki, John "Papa" Gros, Josh Paxton, BC Coogan, Tom Worrell, Larry Sieberth, Lilli Lewis, Kyle Roussel, Al Lil Fats Jackson, Tom Hook, Jesse McBride, Rickie Monie, Yoshitaka Tsuji (Z2), Joe Ashlar, Craig Adams, Mari Watanabe, Norman Caesar, Victor Campbell and River Eckert!







## 2025 WWOZ Local Content & Service STORIES OF IMPACT

### Groove and Gratitude

In early April, WWOZ held a special rooftop reception to thank and welcome major donors to our new home atop Jax Brewery! This special event was generously hosted by Darryl Berger and David Kerstein.



### WWOZ in DC

A friend of WWOZ hosted a fabulous benefit for the station in a private, underground theater in November just outside of Washington, D.C. WWOZ supporters from up and down the eastern seaboard gathered to meet fellow 'OZillians and groove to a solo set by Jon Cleary.







## 2025 WWOZ Local Content & Service STORIES OF IMPACT

### Tributes

#### **Lillian Boutte**

Renowned New Orleans vocalist Lillian Boutté died May 23, at the age of 75. Boutté's career and influence stretched far beyond her hometown. She recorded and toured extensively with Allen Toussaint and Dr. John. She played multiple roles in the New Orleans cast of the groundbreaking musical *One Mo Time*, which then took her to tours of Europe. In the early 1980s she assembled a band to tour overseas, and became a star performing in theaters and on television in Europe.



For more than three decades, Boutté made her home abroad, performing and promoting the spirit of New Orleans music across international stages. Along the way, she helped bring countless fellow musicians with her, offering them opportunities to perform and grow beyond the city's borders. Her music was rooted in New Orleans, but was not strictly traditional jazz, incorporating New Orleans music from gospel onward.

In 1986 Boutté was named "New Orleans Musical Ambassador" by Mayor Ernest "Dutch" Morial, only the second person to hold that title after the city's first Ambassador, Louis Armstrong. Part of the city's famed Boutté musical lineage, Lillian was the older sister of singer John Boutté and related to many others in the family's rich musical tradition.



#### **Lawrence Ketchens**

New Orleans musician Dr. Lawrence Ketchens II passed away January 31. He was a beloved husband to Doreen Ketchens, as well as a devoted father, friend, and musician. Lawrence was most recognized as a member of Doreen's Jazz, playing tuba, valve trombone, drums, and piano alongside his wife. He held a doctorate degree in music from Five Towns College. Lawrence taught himself to play jazz, and used his classical versatility to develop an original style of tuba playing. He also had a fun streak, and was the first to play the sousaphone and drums simultaneously! Lawrence also arranged and produced music for Doreen's Jazz and master classes. Besides Doreen, Lawrence shared the stage with many musical luminaries, including Pete Fountain, Trombone Shorty, Al Hirt, Jon Faddis, Teddy Riley, Danny Barker, and others.





## 2025 WWOZ Local Content & Service STORIES OF IMPACT



### **Brown Sugar**

Former WWOZ show host Belle "Brown Sugar" Moore died on January 22, 2025. She served as a DJ on WWOZ from the late 1980s until 2004, and also led our membership department for a number of years.

Brown Sugar was born and raised in New Orleans and attended Booker T. Washington High School. She grew up listening to gospel and the blues, a passion for which she brought to the airwaves on 'OZ. "I built up a following real fast when I started playing blues on WWOZ because I played music the listeners could really feel. My audience age range was from geriatric to pediatric and everything in between."

Brown Sugar was well-regarded by many WWOZ listeners. Bob Dylan, himself, referenced Brown Sugar in his autobiography, *Chronicles, Vol. I*: "At the house on Audubon Place the radio was always on in the kitchen and always tuned to WWOZ, the great New Orleans station that plays mostly early rhythm and blues and rural South gospel music. My favorite DJ, hands down, was Brown Sugar, the female disc jockey. She was on in the midnight hours, played records by Wynonie Harris, Roy Brown, Ivory Joe Hunter, Little Walter, Lightnin' Hopkins, Chuck Willis, all the greats. She used to keep me company a lot when everyone else was sleeping. Brown Sugar, whoever she was, had a thick, slow, dreamy, oozing molasses voice--she sounded as big as a buffalo--she'd ramble on, take phone calls, give love advice and spin records. I wondered how old she could be. I wondered if she knew her voice had drawn me in, filled me with inner peace and serenity and would upend all my frustration. It was relaxing listening to her. I'd stare at the radio. Whatever she said, I could see every word as she said it. I could listen to her for hours. Wherever she was, I wished I could put all of myself in there."







## 2025 WWOZ Local Content & Service MEASURING IMPACT

### Testimonials

Thank you for sharing the musical heritage of New Orleans. Thank you for your persistence. Thank you for your spirit. Just thank you. -Sonny

I've been living to 'OZ every day since 1989 when I moved to the city. I've been living in ATL for 20+ years and OZ keeps me happy and connected to NOLA. You truly are the best radio station on the planet. Thanks for making the world joyful. -Kim

Couldn't get through the day without WWOZ! -Holly

WWOZ--a bit of sanity in an increasingly erratic environment. Thanks! -Onita

Thank you for being a place of calm in the storm and continuing to spread love and joy through music. -Jana

It was love at first sound. Thank you for entertaining and educating my ears all these years. -Donald

Community radio has never been more important, and 'OZ does it best! -Mark



I don't know what I would do without WWOZ, and I don't want to find out! -Babette

WWOZ is not only my favorite radio station, it's my ONLY radio station! -Elizabeth



Congratulations on 45 years of sharing New Orleans music and culture with the world. You are a beacon of hope! -Randolph

WWOZ has become a part of my daily life and I'm proud to help such an amazing station! -David





## 2025 WWOZ Local Content & Service MEASURING IMPACT



Soundtrack of my day, every day. Thank you for enriching my life! -Matthew

What is life without WWOZ? -Jane

Thank you for sharing the musical heritage of New Orleans. Thank you for your persistence. Thank you for your spirit. Just thank you! -Richard

I've been a member for years and it's money well spent! -Sheryl



WWOZ is the sound of home. Keep groovin',y'all! -Jey

You can take away our funds but you can't take away our groove! WWOZ Forever! -Jennifer

New Orleans is my favorite place in the world and WWOZ transports me there. -David

Best station on the planet for sure. -Steve

WWOZ introduces me to young musicians who are keeping Jazz, R&B, and Blues alive!! -Carrie

I could not get through the day without WWOZ! -Holly

My bones may be 5,000 miles away, but my heart and soul are in New Orleans. -Cassandra

WWOZ has been a lifeline for me the past few years. Thank you for all you do! -Kevin

As a Louisiana native living in Seattle, WWOZ is my lifeline home! -Shannon







## 2025 WWOZ Local Content & Service MEASURING IMPACT

I have increased my donation this year to help fill the lack of federal funding. I am nearing retirement, so this is a bit of a stretch, but shows just how important WWOZ is to me.  
-Terry

Local radio is vital to a thriving community, and WWOZ is the heart of NOLA. -Monet

OZ is a gift to the world. The longer it remains, the better we will all be. -Shawn

I listen all day, every day. It's like having my friends come over, play music, and talk to me while I work. -Melissa

You bring what's real from the place with the most soul of anywhere in the U.S. -Garin



NOLA made me the man I am today. Thanks for keeping the groove going! -Mac

It's a brave new world. We can't take the things we love for granted because the safety nets have been removed. We have to fight for our right to party to the sounds of WWOZ! -AL

WWOZ is the soundtrack of our front porch drinks and backyard BBQs. -Eric

I've been a regular listener for almost 5 years and it's more than time to become a sustaining member!  
-Jennifer

You can take the girl outta NOLA but you can't take NOLA outta the girl! -Margaret

WWOZ is as important as the air we breathe. -James

Keep doing what you're doing. You are a blessing to this world!  
-Susan

WWOZ is like having your best friend next to you. I rock the OZ license plate and could not imagine my life without WWOZ. -Edmund







## 2025 WWOZ Local Content & Service MEASURING IMPACT



Thank you so much for keeping the faith and music alive. Peace & Love! –Henry

The world is a better place with WWOZ in it. -Vincent

I'll never forget how Festing in Place got me through the lockdowns. Forever grateful to WWOZ. -Jason

WWOZ is my daily medicine. -Marta

Long time listener, FINALLY a supporter! -Joseph



Can't imagine my life without WWOZ. Greatest station of all time, and greatest in the Cosmos. -Erin

Listening from Mozambique last week. I love WWOZ! -Simon

Amazing job with Festing in Place! -Julia, Tallahassee, FL

I've listened for years. Now it's time to Pay Up! –Chris

You bring musical sanity to this otherwise crazy world. -Anthony



WWOZ is a powerhouse of the best, most interesting, wide ranging music. -Eileen

Because we need each other. Thanks OZ! - Edward

Y'all are broadcasting from some kind of Groove Mecca. I need to make that journey! –Geoffrey







## 2025 WWOZ Local Content & Service MEASURING IMPACT

**It takes this many Guardians of the Groove (and more) to make The Greatest Station in the Universe! Fabulous & Festive WWOZ Holiday Party celebrating our incredible Show Hosts, Staff, Super Volunteers and Board!**



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### 2025 Local Content & Service Report Photographer Credit

We are deeply grateful to the many talented photographers who have volunteered their time and shared their photography with WWOZ. A heartfelt thank you to:

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Michele Goldfarb, Keith Hill, [Ryan Hodgson-Rigsbee](#),  
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[Bill Sasser](#), [Ira Sockowitz](#), Michael White

And many thanks to Guardians of the Groove from around the world who share their photos with us throughout the year!