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1623 Main Street  
Baton Rouge, LA 70802  
[www.whyr.org](http://www.whyr.org)



## Free Your Mind

*Support Independent Radio!*



Baton Rouge Community Radio WHYR 96.9 FM is a testament to the power of community, giving voice to those who often go unheard and providing a platform for local stories, music, and conversations. We believe in the power of community radio to educate, inform, and entertain while fostering a sense of belonging and unity within our diverse community.

In this year's Annual Report, you will find detailed insights into our programming initiatives, community outreach efforts, and plans for strategic growth. We have not only sustained our commitment to delivering high-quality, independent radio but have also explored innovative avenues to expand our reach and relevance in an ever-evolving media landscape.

I invite you to celebrate the collective achievements that have made this year memorable. As we embark on the next chapter of our journey, I am confident that with your continued support, Baton Rouge Community Radio WHYR 96.9 FM will thrive.

With gratitude,

*Racheal Hebert, Board Chair*

### Our Mission

*To be an open voice to  
inform, connect, amplify, and  
entertain the diverse  
communities of Baton Rouge*

# Programming Initiatives

## *By the people, for the people*

Community radio is by the people, for the people, which is why WHYR's airwaves are populated by locally produced programs hosted by people from our own community.

WHYR's shows reflect the diversity of Baton Rouge and highlight what makes our community unique and special. Our local talk programming informs listeners on important community issues including Metro Council votes, candidates for local office, and special events. Our music shows feature local musicians and a variety of genres including jazz, blues, Cajun, zydeco, and hip hop.

In addition to our community focus, we also bring fresh perspectives to the local airwaves. We continue to be the only local radio outlet for national programming such as Democracy Now!, Ralph Nader Radio Hour, and State of Belief.

WHYR 96.9 FM broadcasts over the airwaves at 96.9 FM throughout the Downtown and Mid-City areas of Baton Rouge, and streams online at [why.org](http://why.org). Visit our website at [why.org/programming/schedule/](http://why.org/programming/schedule/) to view our complete programming schedule.



*Noel Jackson is host of Music Satisfaction, a classics and oldies show with an emphasis on Southern soul music and R&B.*



*On The Heavy Lifting, host Dave Randall welcomes local songwriters for an impromptu hour of live performance and lively discussion about their songs and their stories.*



*Cindy Wonderful is host of Locals Only, an exploration of the music from the residents of Baton Rouge.*

“ —

As a radio show host at WHYR, I find immense joy in spotlighting the incredible talent of Baton Rouge musicians. Being part of a station where programming is not driven by advertisements is truly special. WHYR is a haven of honest voices, a volunteer-run space where everyone is there out of passion, not for a paycheck. It's a community of characters, and I feel honored to be one of them. ~ Cindy Wonderful

# Community Outreach



## Cap City Beer Fest

For a second year, WHYR participated in the Cap City Beer Fest, a benefit for the Companion Animal Alliance. WHYR's Lady DeeJay, Leah Smith, host of Off The Record, spun records and entertained 800+ attendees of this fun-filled downtown festival.

## White Light Night Live!

WHYR hosted a live remote broadcast of White Light Night at Baton Rouge Music Studios. Hugh and JT, hosts of Life is a Rock, emceed the event, which featured 6 bands composed of teens and young adults playing a variety of covers.



*WHYR was honored as Grand Marshal of last year's Mid City Gras Parade.*

## How to Get Involved

WHYR is volunteer-driven and listener-supported. We welcome active participation from our community in the following ways:

- Become a volunteer
- Propose your own radio show
- Join our Board of Directors
- Donate money or items
- Submit a public service announcement
- Underwrite the station

Visit our website at [why.org/get-involved/](http://why.org/get-involved/) for more information on how to get involved.



# Plans for Strategic Growth

## *Looking forward to 2024 and beyond*

Since first broadcasting across the airwaves in 2011, WHYR has operated as a volunteer-run station with a modest annual operating budget of \$25,000. We are extremely grateful to the invaluable board members, show hosts, and volunteers that help manage the organization and create the unique content that makes WHYR so special.

After undergoing an extensive strategic planning session this spring, the Board of Directors recognizes that in order to grow and achieve our mission and vision, we require paid staff. The addition of paid staff would enable WHYR to focus more on being a resource for the Baton Rouge community, with aspirations to become a media hub offering training and outreach to underserved communities.

With this plan, we hope to expand our reach and further our vision of creating a more cohesive and unified community that celebrates the diversity of its people and cultures.

## We Need Your Support

WHYR plays an integral role in our community. To continue our work, we are seeking support from people like you. Your contribution will directly benefit our nonprofit community radio station in the following ways:

- **Equipment and Technology Upgrades:** Investment in modern broadcasting equipment, studio technology, and digital infrastructure to improve the quality and reach of our programming.
- **Community Engagement:** Funding to expand our outreach programs and community partnerships to ensure the inclusion of marginalized groups and underserved communities.
- **Sustainability:** Support for operational expenses, including rent, utilities, and licenses, to maintain and grow our services.
- **Programming Enhancement:** Investment in the creation of new and diverse programs that cater to the evolving interests of our community members.

Your support for WHYR will have a profound and lasting impact on our community. By contributing to our station, you will help us continue to be the voice of the voiceless, a source of inspiration and information, and a catalyst for positive change.



Mail a check to  
1623 Main Street  
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Donate online at  
[www.why.org](http://www.why.org)