



# BE LOUD

Annual Report

2025

**MISSION**

Be Loud amplifies kid confidence through radio production. Be Loud creates safe spaces for teens, supports youth leadership in speaking up, and builds an audience of listeners to make change.



Be Loud connects and engages. CDC research shows that when youth feel connected and engage with the community, they build confidence, mental health, and self-efficacy, and are more likely to see themselves as leaders and changemakers.



INDEX

What We Stand For  
Our Goal  
Programs  
Financials  
What's Next

# what we stand for

## OUR VALUES

Be Loud is not just about making radio—it's about shifting culture. Harmful stereotypes often frame New Orleans youth, particularly Black youth, as disengaged or problematic. We challenge these narratives by ensuring young people have the tools to tell their own stories, challenge structural racism, and showcase their leadership and creativity.

**We have worked alongside our teen DJs to define the values that drive our work:**

1

### **We All Run This Station**

Teens aren't just participants; they're the owners. They handle stories, operate recording gear, and edit their work as they see fit.

2

### **We Only Get Better Through Feedback**

Teens push each other to improve by sharing honest, constructive feedback on each other's segments. On a broader scale, teen focus groups meet with staff every month to shape programming.

3

### **Show Up and Be Loud**

Loud doesn't just mean volume. It means being bold, positive, kind, and courageous—on the mic and in life.

Be Loud makes me proud of myself and heard by my community.



# our goal

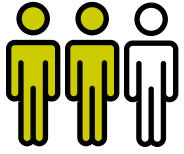
## THE NEED

Reports from around the country indicate a teen mental health crisis.



**In 2021 nearly 45% of high school students were so persistently hopeless they were unable to engage in regular activities**

The CDC found that nearly 45% of high school students were so persistently hopeless in 2021 that they were unable to engage in regular activities, with Black teenagers at a higher risk for loneliness.



**2 of 3 teens report feeling "stressed out" about loneliness**

Mental Health America notes that young people feel more isolated than ever. **Two out of three teens report feeling "stressed out" about loneliness.** This isolation adversely impacts cognitive and social development



**9 hours a day scrolling vs. 16 minutes creating content**

Common Sense Media points to technology as a complicating factor: **teens spend an average of nine hours a day scrolling, but only 16 minutes creating online content.**

## The Be Loud Solution

When teens spend their time passively scrolling and comparing, it hurts their mental well-being.

At Be Loud, we amplify kid confidence through radio—we focus on intentional connection on and off screens. Be Loud gives young people the platform to broadcast their whole selves and a community of peers and adults who listen and celebrate their experiences.

CDC: Centers for Disease Control and Prevention. (2021). Youth Risk Behavior Survey.

Mental Health America: Mental Health America. (n.d.). The State of Mental Health in America (accessed on a specific date).

Common Sense Media: Common Sense Media. (2021). The Common Sense Census: Media Use by Teens and Tweens.

Almeida, I.L., et al.: Almeida, I.L., Rego, J.F., Teixeira, A.C.G., & Moreira, M.R. (2021). Social isolation and its impact on child and adolescent development: A systematic review. Revista Paulista de Pediatria, 40.

Eileen Kennedy-Moore: Kennedy-Moore, E. (2019). Kid Confidence: Help Your Child Make Friends, Build Resilience, and Develop Real Self-Esteem. New Harbinger Publications.

# 3 C's

Our program centers on developing kid confidence, voice, and mental well-being through the indicators of competence, choice, and connection (Kennedy-More, Kid Confidence). At Be Loud, young people learn challenging technology skills and make choices about how they will create and connect across New Orleans. Our programming is designed around the principles of:

## 1. COMPETENCY

We teach real digital media, radio, and editing skills that build confidence and allow for creative self-expression.

## 2. CONNECTION

Be Loud cultivates meaningful peer-to-peer relationships, mentorships, and connections across New Orleans.

## 3. CHOICE

We are committed to providing a platform and audience that promotes individual voice; our work affirms the identity of each DJ.



# programs

WHAT WE DO

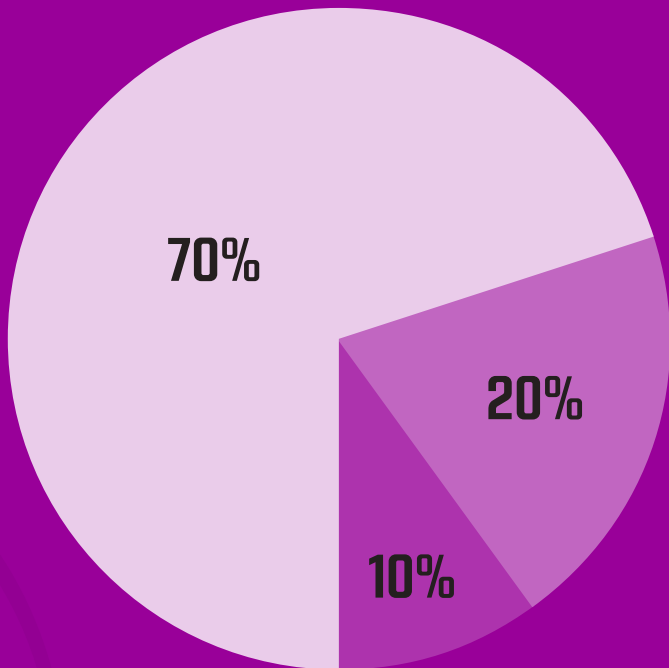
 **CORE RADIO PROGRAM**

 **PASS THE MIC**

 **PARTNERSHIPS**

### KEY DEMOGRAPHICS

Our participants are 70% African American/Black, 20% White, and 10% Asian or Latinx. They come from more than 20 public schools across New Orleans, with 70% qualifying for free and reduced lunch.



70% African American

20% White

10% Asian



70%

qualifying for free or reduced lunch



33

public schools across New Orleans



27

community partners



1,107

all participants

\*All numbers are from 2025

# core radio program

## YOUTHS

We work with a core group of teens who lead our program, interview city leaders (from Helena Moreno to Tarriona “Tank” Ball), and create radio shows on local stations.

100%

of their voices matter.

95%

feel confident sharing their story.

100%

would recommend Be Loud to their friends.

92%

have a trusted adult at Be Loud.

100%

report Be Loud is helping me find next step opportunities in high school

92%

challenge themselves to learn new skills and take new risks.





LISTEN TO A POEM  
BY DJ L.O.L.A.

**“When we say to Be Loud, we don’t mean to yell. We really mean to be brave and put yourself out there in the world to have an impact.”**

# pass the mic

## TEACHERS



Our fellowship helps teachers turn their classrooms into radio stations. Be Loud provides teachers the community, equipment, and a stipend to build youth voice in classrooms across the New Orleans and put 350 youth on the mic.

# 100%

are very likely to recommend the Pass The Mic to a colleague

# 100%

reported that their work with Pass The Mic has **positively impacted their classroom and work** this year.

# 100%

reported that this work **positively impacted classroom culture** this year (selected 4 or higher on 1-5 scale).

# 91%

of teachers reported that Pass The Mic has **made them more likely to remain a New Orleans educator**



# Reimagining Power Through Youth Voice

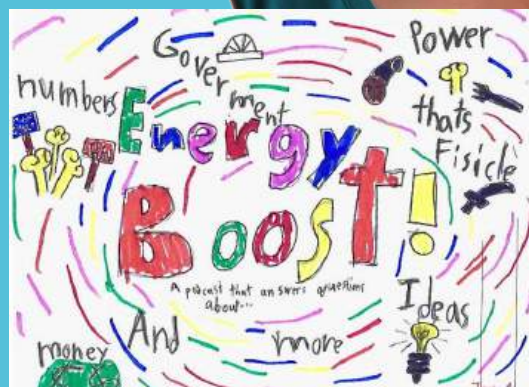
## BE LOUD X KIDSMART

This year, Be Loud's Pass the Mic Fellowship supported Samantha King, a theater artist and arts integration specialist with kidsmART, as she partnered with fifth grade students at the International School of Louisiana to explore one big idea: power.

With Pass the Mic's tools, coaching, and creative freedom, Samantha reimagined the classroom—not as a place to memorize history, but as a space to question it. Students asked: What is power? Who has it? How is it used—and could it be shared differently?

The result was Energy Boost—a dynamic, 15-episode podcast produced entirely by students. They served as interviewers, editors, graphic designers, sound engineers, and storytellers—analyzing systems of power from governments to social norms, and offering their own visions for a more just world.

This project is a powerful example of what happens when Be Loud invests in creative educators and gives young people the mic. Students became not just learners, but leaders—challenging narratives, sharing truths, and using their voices to imagine a better future.



LISTEN TO HEAR  
SAM'S PROJECT!

# partnerships

## COMMUNITY

At Be Loud, we pride ourselves on amplifying all youth voice in New Orleans, not just the voices in our direct programs. For this reason, we partner with schools and organizations each year. We invest in community partnerships that create real platforms and listening audiences for New Orleans youth, strengthening a citywide movement for youth-led storytelling and change.

100%

of youth said they **felt confident to share their stories**

100%

of organizations said they **want to work with Be Loud again**

100%

of youth said **their voice matters**





LISTEN TO HEAR VOICES FROM  
"I AM NEW ORLEANS," IN  
PARTNERSHIP WITH W.K. KELLOGG.



**"Be Loud has been an exceptional partner and collaborator. They have a magical way of making everyone feel comfortable and invited to tell their own story."**

# jahmai hurst

## DJ LOCS

Since joining Be Loud in 2024, Jahmai, as a Be Loud Junior Producer, has developed skills in research, interviewing, storytelling, and most importantly, deep listening. "Being able to listen deeply has helped me ask better questions and understand people's stories more fully." This is true on the mic and in her life.

One of her most meaningful projects was Born After the Storm, a youth-led reflection on Hurricane Katrina. "At first, I didn't think Katrina had anything to do with me. I wasn't even born yet. But through stories from my family and the culture I grew up in, I realized how Katrina shaped the people I know and love." These connections build a sense of belonging and a sense of self.

She also sees a connection between Be Loud and her passion for acting: "The storytelling and listening skills I've learned here help me bring more honesty and depth to the characters I play." At Be Loud, we hear all the time how the skills our DJs learn, connect to academics, their passions, their communities.

When asked what she'd tell someone thinking about joining the program, her answer was clear: "Do it. This program gives you space to find your voice, connect with others, and grow in ways you don't expect."



LISTEN TO JAHMAI'S STORY  
OF THE IMPACT OF KATRINA  
ON HER LIFE.



**“Before joining Be Loud Radio, I didn’t know anything about radio, just that it was something I wanted to do.”**

**—JAHMAI HURST, 11TH GRADE STUDENT AT NOCCA**

## YOUTH VOICE FESTIVAL

A celebration where young people from across New Orleans showcase their audio projects, stories, and businesses with the community.



## PASS THE MIC FELLOWSHIP

Year long fellowship that empowers New Orleans K-12 educators to create and broadcast youth-led audio projects.



## SUMMER CAMP

Creative, high-energy program where elementary and middle school youth learn radio hosting, DJ skills, and storytelling to build confidence and community on the mic.



## VOICES OF I AM NEW ORLEANS

In partnership with W.K. Kellogg Foundation, this podcast series amplifies the experiences, hopes, and solutions of young people working to build a more just and caring New Orleans.



## SON OF A SAINT PODCAST

After school program where youth develop their voices through interviewing, creative storytelling, and hands-on podcast production.

## BORN AFTER THE STORM

Summer program designed for New Orleans teens to explore and record about their personal connection to Hurricane Katrina.



## ROOTED CASH PODCAST

Podcast series exploring the impact of direct cash transfers on high schoolers, sharing real stories of opportunity and financial independence from participants in the \$50 Study.

# financials

## BUDGET OVERVIEW



Total Revenue

**\$769,937**

EARNED REVENUE

**\$144,250**

INDIVIDUAL DONORS

**\$112,086**

GRANTS & FOUNDATIONS\*

**\$512,991**

INTEREST

**\$610**

**“Be Loud is a special place that allowed my child to be herself while also growing and stretching academically and socially. We love the freedom the kids feel to express themselves without judgment and with confidence.”**

**DONOR**

\*Does not include grant awards restricted for use in future years.

# thank you to 2025 annual supporters!



Elizabeth A. Murray	Jesse Chanin	Beyhan Farhadi	Alexandra Hartnett	Denali Lander	Niki Morris	Ben Ross	Lynn Tinto
Cheryl A. Conover	Becca Chapman	Joanna Farley	Jake Harvey	Julia Lang	Alex Mortimer	Michele Rossi	Jackson Toner
Clara Abbott	Alexis Chernow	Mindy Fast	Mary Harvey	Jennifer Larino	Kyle Munson	Jeffrey Rothschild	Carey Tovani
Omar Abdullah	Rachael Chrzan	Megan Fauci	Jodi Hasekamp	Bonnie Laughlin-Schultz	Amanda Murray	Elizabeth Rowland	Rebecca Traister
Kathryn Aboudou	Meredith Clancy	Mary Fauteux	Hassan Hassan	Amy Laurenza	Alan Murray	Elle Ruhwedel	Le Trinh Tran
Katie Ahlstrom	Diane Clancy	Jan Fennell	Jennifer Hay	Margaret Leatherbury	Mary Mysing-Gubala	Maggie Ruzich	Diana Turner
Martha Alguera	Aaron Clark-Rizzio	Emily Ferry	Blake Heller	elizabeth Leggio	Sapna Naik	Beth Ryan	Sarah Turner
Annabelle Allen	Kara Cohen	First Horizon	Shearita Henderson	Sari Levy	Kristen Nazar	Cordy Saiz	Caroline Turner
Harry Alper	Mendie Cohn	Rob Fischer	Luke Henry	Elizabeth Lew	Caroline Neary	Rachel Salas Didier	Mike Turner
Laura Anderson	Henry Cohn-Geltner	Shannan Fitzgerald	Leah Higgins	Lauren Lewis	Kyle Nelson	Alejandra Salinas	Danny Turner
Greta Anderson	Elizabeth Coleman	Annie Flanagan	Kaitlin Holt	Jocelynn Livingston	New Orleans Recreation and Culture Fund (NORCF)	Alyssia Sam	Paul Turner
Bob Anderson	Sean Collins	Alton Fleming	Stephen Horras	Talia Livneh	Jill Samberg	Shari Sames	Shelia Turner
KK Apple	LaGuardia Collins	Jade Fleury	Jud Howard	Schroeder Engineering LLC	Michelle Sanches	Michael Schneider	Evangeline Turner
Kelly Ardoin	Joanne Conley-Pease	Tori Flint	Tonya Howe	Start with Soap LLC	New Orleans Tourism and Cultural Fund (NOTCF)	Stephen Sanders	Tina Turner
Kevin Armstrong	Bella Cooley	Cameron Flores	Caitlin Howe	Bria Lloyd	Marion Nicolai	Alison Schiebelhut	Margaret Turner
Arts Council New Orleans	Cooney Family Foundation	Martha and Dave Fogler	Abigail Hoyt	Alison Lo	Amy Nusbaum	Bobby Schmuck	Mary Turner
Laura Ascenzi-Moreno	Alex Corbitt	Laila Fox	David Hudnall	Jacqueline Long	John O'Connor	Kenneth Schneider	John Turner
Melissa & Michael Ashcraft	Daniel Corral	Kelly Foyle	Catherine Hunt	Maci Lopez	Gwyneth O'Neill	Megan Schneider	Annie Tweedy
Christy Babis	Danielle Corrigan	Mary Franke	Erin Hunter	Megan Lorio	Maureen O'Sullivan	Lucy Scholz	Allison Van Diest
katia bachko	Sarah Cotton	Elizabeth Fromhold	Ana Jahannes	Philip D. Lorio III	Shane O'Sullivan	Dan and Jen Schroeder	Hans van Zanten
Annie Bachrach	Kathleen Coverick	Aaron Frumin	Maggie James	Ida Loubier	Sarah Obrien	John Schultz	Dirk Vandever
Brandon Bailey	Oskie Creech	Benjamin Fuller	Mimi James	BrendanLowe	Michael OConnor	Katie Scully	Samantha Viano
Auretha Baldwin	Jessica Creed	Darrel and Renee Fulmer	Jeremiah James	Jenny Ly	Janet Oh	Kayla Seeger	Anna Villanueva
Fernando Ballesteros	Billy Crupper	Caroline Gabriel	Kyle Jameson	Martin M Meyers	Rebekah Olinde	Rachel Shack	JennaVirgo
Sara Bandurian	Karin Curley	Preston Galatas	Jenna Jantsch	Rebecca Maag	Robert Olson	Chris & Lili Shank	Kait Walsh
Steffani Bangel	Erin Curtin	Raphael Gang	Elyse Jares	Andrew Maggard	One Team Twitch	Jennifer Sharp	James Walsh
Claire Bangser	Chelsea D	Inma Garcia Sanchez	Patrick Jarosch	James Maggard	Thomas Onik	Hannah Shayler	Anna Waltke
Meredith Barr	Kayla D	Andrew Gelbach	Jazz and Heritage Foundation	Lindsay Maloan	Nick Orlovski	Tim Sheard	Alison Ward
James Basler	Claire Davis	William Jenks	William Jenks	Lindsay Markel	Astrid Ortiz	Chris Sheard	Anmargaret Warner
Mariana Becker	Jordan Davis	James Jensen	Joe W Brown & Dorothy Dorsett Foundation	Everard Marks	Pamela Otibu	Rachel Shur	Nikeishia Washington
Madison Behm	Margaret Davis	Charlie Geyer	Brady Johnson	Rebecca Marsh	Rebecca Otten	Sarah Sievert	Adam Weinzimer
David Benoit	Paige Davis	Daniela Gilbert	Ian Johnson	Kyana Martin	Susan Owens	Alex Silva	William Weir
Lori Bernstein	Noah Davis	Barbara Gilbert	Christen Jones	George Martin	Kathryn Owens	Rob Simon	Ellen Weir
Tony And Katie Berrios	Ravenscroft DBP	Laila Giles	Annick Jordan	Garrett Mason	Alex Owens	Hamilton Simons-Jones	Jessica Weisberg
Rachel Bishop	Drew Dezen	Kierstin Giunco	Jenny Jordan	Ryan Mattingly	Glen and Laura Owens	Kimberly Smelcer	Megha Weisbrod
Laura Bixby	Bodie Dezen	Elisabeth Gleckler	Christine Jordan	Melinda Mattingly	Jared Palan	Te Smith	Paul Wendel
Abby Blackstock	Laura Dezen	Corban Goble	Lindsay Joseph	Linda Mattingly	Maddie Palan	Errol Smith	Christy Wessel Powell
Kitty Bliss	Jeff and Shelly Dezen	Joseph Goddu	Emma Kalinowski	Lucinda Mattingly	Lucy Palan	Kyle Smith	Leah Whitaker
Blue Cross and Blue Shield of Louisiana	Sattaria Dilks	Brent Godfrey	Hacer Kandara	Walter Mattson	Cheryl Palmer	Brady Smith	Lia White
Anna Bommarito	Kara Dingess	Sarah Goff	Mike Kastner	Jake MAZAR	Jessica Pandya	Chloe Soehren	Kristen White
Elise Bond	New Orleans Silent Disco	Amanda Gonzalez	Sydney Kastner	Darrin McCall	Allison Parks	Jack Spangler	Derek And Kelly White
Kevin Booher	Rustin Dodd	Jane and Jesica Graham	Adam Katz	Courtney McCauley	Mary Pendleton	Blake Sparks	Tom Wiedeman
Alex Border	Sarah Dohle	Savannah Greenbaum	David Kaufman	Caleen McGrath	Jessie Perlik	Laura Stein	Rosemary Wiedeman
Caroline Boutte	Jessie Donaho	Natalie Greene	Rayma Kay Laughlin	Andrew Mogan	Theresa Peterson	Henry Suarez	Molly and Ted Wiedeman
Kara Bovenzi	Coleman Donaldson	Rebecca Griesbach	Julie Keech	Jeanette McKellar	Aisha Pittman	Paula Sweeny	Reeves Wiedeman
Kristin Bradley	Charles Doolittle	Louise Gross	Keller Family Foundation	Katie McKiernan	Nick Place	Caitlin Sweeny	Sam Wiedeman
Kevin ratcher	Joe Drape	José Guadarrama	Matt Kellner	Melanie McKnight	Meredith-Leigh Pleasants	Meg Sweeny	Bethany Wilinski
Rachel Bravo	Kevin Draper	Carina Guiterman	Allie Kelly	Brandi and Kelsey McNeil	Elizabeth Pogue	Beth Sweeny	RoyWilliams
Elizabeth Brower	Caleb Dufresne	Maggie Gustafson	Mark Kempton	Sarah Mehl	Rebecca Pradt	Joy Sweeny	Pearce Williams
Mason Brown	Erin Dunleavy	Tony Guzzardo	Jeff Kerscher	Mike Meller	Charles Priest	Joe Sweeny	Leia Wilson
Barb Brownell	Stephen Dunleavy	Justin Haas	Leila Khosrovi	Nikki Metzgar	Luella Provenza	Dennis Sweeny	Lykanta Yaiza Wilson
Cassie Brownell	Annie Dwyer	Elizabeth Haden	Kay King	Aron Michalski	Casey Pugh	Cate Swinburn	Christopher Wilson
Travis Brownell	Chris Dye	Barbara Haden	Devin Kirby	James Miller	Michelle Purdy	Tran Templeton	Brooke Winterhalter
Claire Burns	Justin Dye	Peter Hadley	Gina Kirkpatrick	Jerry Miller	Andrew Ranson	lindsay Teraoka	Nicole Wong
Anthony Burrell	Ashlyn Edwards	Julie Hagen	Abbye Klamann	Jared Miller	Emma Raynor	Jenny Teraoka	Christa Wood
Francesca Buzzi	Vanity Edwards	Grace Hagen	Ognibene	Tina Miller	Ken and Laura Raynor	Erin Terwilliger	Christiane Wood
Jack and Jenny Carey	Madison Eibes	Anne Marie Halvorson	Sara Kneeland	Lilian Mitchell	James Redler	Norm Terwilliger	Jillian Woodard
Teresa and Allie Carretero	Nora Ellertsen	Blake Haney	Janice Kneeland	Zahida Mitha	Frank Rich	Adam Terwilliger	Rebecca Woodard
Mary Carretero	Patricia Enciso	Steven Hanley	Kevin Konieczka	Susan Mondry	Holly Robbins Hermes	Emmett Tett-McCall	Linda Woodward
Francisco Carretero	Gabriela Eraci	Holls and Fran Hanover	Megan Kosmoski	Anne Mongoven	James Redler	The Millby Foundation	Olivia Woolam
Sofia Carretero	Mallory Estopinal	Carl Hanson	Shannon Kwiatek	Lauren Moon	Frank Rich	The Ward Foundation	Marina Wright
Jeff Carver	Hannah Estopinal	Mary Harmer	Emily & Charles Lachman	Lauren Moore	Holly Robbins Hermes	Henry Thomas	Max Wyeth
Damian Cassells-Jones	Shena Evans	Patricia Harmer	Elizabeth LaForge	Kayla Moore	Jacob Robinson	Zach Thomas	Diana Yu
Siri Chakka	Jonah Exline	Charmaine Harris	Andrew Lambros	Johari Moore	Hailee Rodgers	PJ Thompson	Aaron Zagory
Terah Chambers	Kayla Falgout	Ann Hart	Michael Lander	Kali Moore	Sarah Rohret	Richard Thomson	Karaline Zeigler
				Ernesto Morales	RosaMary Foundation	Tomilyn Thornberry	John Zimmer
					Erin Rose	Gregory Tilton	Cara Zozula
					Jasmine Rose		

# The roll call of Be Loud's youth DJ crew!

FLEX

FRYING PAN

DRY-AIR

YEAGER

GALAXY

KITTY

T.A.M.

VADER

SPLASH

FIRE

DEMARCUS THE COUSINS III JUNIOR

ART

50/50

HAMBURGER

CHARLITO

LUX

BIRD

TJ

WWW.BELOUDSTUDIOS.ORG  
SOUNDCLOUD.COM/BELOUDSTUDIOS

ECHO

GOSSIP



NAY NAY

CHALKY

BRICKY D

SOCCER STAR

L.O.L.A.

ANIMATOR?

DICE

SUSHI

DORA

SKETCH

GOLFER

EJ

LOX

OREO