

**WWOZ Governance Board Meeting**  
**Wednesday, November 11, 2009**  
**Manager's Report**

**1. Fall Membership Drive.** Total membership income now stands at **\$269,800**, as of October 31, compared to **\$226,035** raised during a comparable period of the 2008 Fall Membership Campaign, representing a **16%** increase. This year about **\$220,000** was raised through our **On-Air Membership Drive** as opposed to **\$191,841** last year. To date we have registered **1,933 members** compared to the **fall 2008** figure of **1,677 members**, an increase of **15%**. Brass Pass memberships were also up about 50% from the fall 2008 campaign. The total income from Brass Passes was **\$133,100** representing an income increase of **\$44,850** from **\$88,250**. In addition, the renewal mailings have gotten responses from **270 renewing members** representing **\$21,390** in contributions. This is approximately a 40% increase in both the number of members and the total dollars raised!

**2. WWOZ Upgrade Application.** On October 27, 2009, WWOZ submitted an application to the FCC for a 100,000 watt directional signal upgrade. WWOZ's current effective radiated power is 4,000 watts. The signal upgrade will facilitate much improved reception on the north shore, Slidell and the Gulf Coast area.

**3. Major Gifts.** Total Major Giving income currently stands at **\$13,080**, as of October 31, compared to \$2,100 raised in the same period last year, representing more than a **500% increase**.

**4. Office of Cultural Development Grant.** On October 16, 2009, WWOZ received **\$9,563** from the Louisiana Office of Cultural Development. This amount represents the first payment of web site development grant **\$12,500** awarded to WWOZ for FYE 2010

**5. Arts Council of New Orleans Grant.** The Arts Council of New Orleans issued WWOZ the final payment of **\$1,763** as part of an operational grant of **\$7,050** for FYE 2009.

**6. Underwriting.** During the period October 8, 2009 through November 11, 2009, **WWOZ** received **\$18,620** in sponsorship contributions

**7. Swamp Shop.** Swamp Shop manager Julie Raimondi reports a total of **\$4,558** in sales for the month of October, up from an average of about \$500 per month this fiscal year. **\$2,990** of this amount was earned at the Crescent City Blues Festival, and **\$1,196** from the new e-Commerce module in the Convio platform that replaced WWOZ's eBay account.

**8. Here Come the Saints!** On October 15, WWOZ introduced its first recording of a musical performance for digital download, "Here Come the Saints!" The song was written by Chief Howard of the Creole Wild West Mardi Gras Indians and performed by the Chief along with the Uptown Warriors and the IRS (Indian Rhythm Section), with arrangement by Wardell Quezergue. "Here Come the Saints!" will be available on the WWOZ website until November 15<sup>th</sup>.

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**9. Website.** In an intense month of non-stop production, the web team achieved the following: Coverage of the On-Air Membership Drive, the Blues & BBQ Festival and Voodoo Music Experience; training of two new contract employees: Web Producer Burke Ingrassia and Music Calendar Data Entry Assistant, Anna Temple; published the October edition of the 'Ozone e-mail newsletter, launched WWOZ's first song download for sale on the new Swamp Shop using our Convio online fundraising application; maintained the live music calendar while implementing improvements in related script tools and worked on new stream technologies and viral widgets, to be launched in late November.

**10. Feasibility Study.** On October 27<sup>th</sup>, WWOZ General Manager David Freedman met Charles Stephens and John Olberding of Skystone Ryan, who are serving as consultants to the New Orleans Jazz & Heritage Festival and Foundation as part of a major capital campaign fundraising feasibility study.

**11. Volunteer Appreciation Party.** On Wednesday, November 4<sup>th</sup>, from 5:30 to 8:30 pm, WWOZ hosted a Volunteer Appreciation Party at the Rock n'Bowl, featuring DJ Billy Delle and his "Records from the Crypt," sumptuous food and free bowling. The event was an enormous success thanks to the hard work and planning of Volunteer Coordinator Maryse Dejean and her group of *volunteer* assistants.

**12. Advisory Council Tour.** As part of their orientation program on November 5<sup>th</sup>, members of the Advisory Council of the New Orleans Jazz & Heritage Festival and Foundation visited the WWOZ facilities at 1008 North Peters Street. The group spent 45 minutes with General Manager David Freedman exploring a variety of issues and activities in which WWOZ is currently engaged.

**13. Social Aid and Pleasure Club Party.** Membership Fundraising Director Crystal Gross has invited hundreds of 'OZ's major contributors to an "Appreciation Party" to be held 6-9 pm, November 19<sup>th</sup> at the magnificent St. Charles Avenue home of WWOZ volunteer "Jukebox Jack." The soiree will feature catered food and music performances by the David Torkanowsky Quartet.

**14. Louisiana Cultural Economic Summit.** As part of the programming during the Louisiana Cultural Economic Summit, **WWOZ Program Director Dwayne Breashears** participated in a roundtable discussion entitled, "Music Sets the Stage." The presentation was held at Tipitina's French Quarter on Friday, October 30<sup>th</sup> and included Tony Ciaccio, President of Hypersoul; Reid Wick, Senior Project Coordinator, The Recording Academy, Memphis; Hugh Southard, President/Agent, Blue Mountain Artists; Rueben Williams, Founder, Thunderbird Management Group; Lisa Stafford, Agent, Programming Coordinator, Festival International De Louisiane and Larry Blumenfield, music journalist and editor-at-large for *Jazziz* magazine.

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**15. VooDoo Music Experience.** Once again, WWOZ had a major presence at the VooDoo Music Experience held in City Park this past October 30<sup>th</sup> through November 1<sup>st</sup>. WWOZ broadcasted live from its *WWOZ/SoCo Stage* and welcomed many of the station's most ardent supporters at the **WWOZ VIP area backstage**.

WWOZ aired the following acts live from the Festival venue:

*Friday, October 30:*

**Papa Grows Funk**

*Saturday, October 31:*

**Irvin Mayfield**

**Big Sam's Funky Nation**

**George Clinton & Parliament Funkadelic**

*Sunday, November 1:*

**Trombone Shorty & Orleans Avenue**

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**16. New Orleans Crescent City Blues & BBQ Fest.** WWOZ volunteers and staff provided full coverage from this year's New Orleans Crescent City Blues & BBQ Fest, produced by the New Orleans Jazz & Heritage Festival and Foundation. In addition, WWOZ Volunteers helped coordinate the Festival and the station offered WWOZ memorabilia at its Swamp Shop Booth. The event was held in Lafayette Square, and the following performances were broadcast live over WWOZ's airwaves and web stream:

*Saturday, October 17, 2008*

**Paula & the Pontiacs**  
**Brother Tyrone & the Mindbenders**  
**J.D. Hill & the Jammers**  
**Luther Kent**  
**Amedee Frederick**  
**Guitar Shorty**  
**Sonny Landreth**

*Sunday, October 19, 2008*

**Andrew Duhon**  
**Cyril Neville Band**  
**Chris Smither**  
**Irma Thomas**  
**T-Model Ford**  
**Bobby Rush**

**17. WWOZ In-Studio Interviews**

September 17, Date, *Living Color*, September 18, *Good Enough for Good Times*, September 23, Steve Rehage and Troy "Trombone Shorty" Andrews, *VooDoo Music Experience*, Victor Wooten, Cyril Neville, September 24, Alex Cuba, September 30, Dr. Dog, Seth Walker, October 5, Matt Rhody, Jaimie St. Pierre, October 7, Irma Thomas, October 8, Steve Rehage, *VooDoo Music Experience*, Kurt Elling (*via phone*), October 12, Tom Sancton, Evan Christopher, October 13, Charlie Miller, October 14, James Singleton, Tee Eva, Clint Maedgen, October 22, Dr. John, *Musicians Clinic*, October 23, Coco Robicheaux, *Louisiana Music Hall of Fame*

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**18. Live Music Broadcasts**

*In Studio Performances:*

Friday, September 25: **Jon Cleary**

Monday, October 5: **Jesse Boyd Trio**

Tuesday, October 6: **Cotton Mouth Kings, Reverend Payton's Big Damn Band, Al "Little Fats," Jackson**

Wednesday, October 7: **Andy J Forrest, John Commerford (PBS Series: Icons Among Us/Jazz), J' Monque D Blues Band,**

Thursday, October 8: **TBC Brass Band, TBC Brass Band/Blaze One Vision Group, Chaz Blues Trio, David Torkanowsky & Jon Cleary, Camile Baudoin, Brown Out**

Friday, October 9: **Michael Juan Nunez, Eric Lindell**

Saturday, October 10: **Fredy Omar**

Sunday, October 11: **The Revealers, Sammy Najin (Cajun Band)**

Monday, October 12: **E.O.E. Band, Walter "Wolfman" Washington, Jesse McBride**

Tuesday, October 13, **Seva Venet & Storyville String Band, Sharon Martin**

Wednesday, October 14, **Big Daddy O, Midnight Streetcar, Big Al Carson**

Thursday, October 15, **The Gravy Band with Herman Ernst, Johnny Vidacovich and Kirk Joseph, David Torkanowsky & Jon Cleary**

Thursday, October 29, **Anders Osborne & Big Sam Funky Nation** (for Cultural Economic Summit)

*Remote Broadcasts:*

**Snug Harbor Jazz Bistro**, 626 Frenchman Street, *Wednesday, September 30:*  
**Jason Marsalis**

**New Orleans Crescent City Blues & BBQ Fest**, Lafayette Square,  
*October 18-19, 2009* (see above)

**Touro Synagogue**, 4238 St. Charles Avenue, *"Go You Forth," Benefit Concert*  
for the Food Banks of New Orleans, *October 15<sup>th</sup>, 8 pm,*  
Recorded for later broadcast:

**Neshama Carlebach**  
**Ellis Marsalis**  
**Green Pastures Baptist Choir**

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**18. Live Music Broadcasts (continued)**

*Tipitina's French Quarter*, 356 North Peters Street, *Louisiana Cultural Economic Summit*,  
October 29, 2009, Recorded for later broadcast:

**Jenny Brooks  
Pine Leaf Boys  
Paul Sanchez  
The Soul Rebels**

*Voodoo Music Experience*, City Park,  
October 30-31, November 1 (see above)

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**19. Press**

**Citibusiness.** The November 2 edition of the weekly business newspaper, *Citibusiness*, published a front page article, “*Public radio tunes in some recovery in fall fundraising*,” in which WWOZ was prominently featured. The article by reporter Stephen Maloney quoted Membership Fundraising Director Crystal Gross and General Manager David Freedman extensively: “Last year for the drive we had to evacuate for Gustav, and then Ike rolled through,” Gross said. “We had that against us, plus the economy tanked about two days before the drive started. We were really thrown up against some horrible circumstances last year. From a fundraising perspective, it was like the worst case scenario.” “We recovered from last year but we’re still not at where we were before the economy went south,” Freedman said. “But this definitely puts us back on the right track.”

**Jazz Ambassador Magazine (JAM), October-November, 2009, Kansas City,** “Jazz Radio: It’s a Changed World Out There.” Writers Charlton Price and Roger Atkinson presented a far-ranging survey of important non-commercial jazz stations, reporting their views of the future of jazz radio. WBGO, KCSM, KUVU, KKFI, KPLU and WWOZ were featured. Said General Manager David Freedman, “[Due to Internet streaming] there’s now a worldwide audience and thousands of competitors. The challenge is how to be distinctive. We’re thinking about the future all the time, long and hard.”

**Times-Picayune, November 1, 2009. “Mardi Gras Indians are Singing the Saints Praises.”** In an article gracing the front page of the *Living Section* of the *Times-Picayune*, reporter Alison Fensterstock described a Mardi Gras Indian recording with horn arrangements by Wardell Quezergue, called “Here Come the Saints,” available for download only from the WWOZ website October 15<sup>th</sup> through November 15<sup>th</sup>. General Manager David Freedman was quoted: ““This city has more Saints songs, but this one is the real deal. It just feels so completely in the pocket in terms of New Orleans...This is what you want playing when you’re on your way to the Saints game.”

**New Orleans Film Festival, New Orleans Music Renaissance,** a film directed by Virgile Beddock, shown Sunday, October 11, at the Contemporary Arts Center and at the Snug Harbor Jazz Bistro on Wednesday, October 14<sup>th</sup>, Snug Harbor. Recounting New Orleans jazz and funk musicians’ Katrina experience and their daily fight and hopes for the transmission of their culture, the film featured WWOZ Show Host David Torkanowsky and General Manager David Freedman, along with George Porter, Irvin Mayfield, Herlin Riley and Ellis Marsalis, discussing the roles of high school bands, second lines and family traditions in preserving the music culture of New Orleans.

**UVA Today,** (University of Virginia), Charlottesville, VA, October 22, Marian Anderfuren, *WTJU Launches Fall Fund Drive on Friday:* “Eisenman will host a program called ‘Chestnuts Roasting in a Hot CD Player’ from 2 to 4 pm Wednesday with Michael Gourrier, who was at **WWOZ** in New Orleans, ...”

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**19. Press (continued)**

*New Hampshire Public Radio, Concord, N.H, November 9, Virginia Prescott, Host: Word of Mouth:* “Virginia grew up in New Hampshire, but began her radio career at **WWOZ** Radio in New Orleans. She moved to New York City and worked for the team behind NPR’s ...”

**VooDoo Music Experience Coverage.** *A number of articles were posted and/or published during the 2009 VooDoo Music Experience that reported on various performances on the WWOZ/SoCo Stage:*

*jambase.com*, November 3, 2009. In an article posted November 3<sup>rd</sup> by Wesley Hodges, entitled *Voodoo Experience 10.30.09 – 11.01.09*, the reporter wrote:” Referred to as Jazz Fest's ‘much wilder’ cousin by local WWOZ DJ and festival performer **DJ Soul Sister**, this year, the calendar presented a perfect storm...City Park is an ideal natural setting, giving everything "a very beautiful and mysterious looking aesthetic," as Soul Sister put it....”.

*neworleans.com*, October 31, 2009, Carolina Gallop, *Music Notes*: “I heard the sweet voice of an angel and a welcoming rhythm section. I didn’t know who or where the sound was coming from. I followed the sounds and it lead me to the **WWOZ** stage.”

*nola.com*, October 31, 2009, Molly Reid, *Live from VooDoo Fest*: “About fifteen minutes into Mayfield and NOJO's Saturday afternoon show at the **WWOZ**/SoCo stage, after performing several lovely jazz pieces, Mayfield asked the audience to "make some noise,"

*nola.com*, October 31, 2009, Keith Spera, *VooDoo Music Fest*: “Singer-songwriter Dan Dyer was promoted from the secondary **WWOZ**/Soco Stage to fill K'Naan's slot on the big stage. Late Saturday morning, K'Naan posted a ...”

*nola.com*, October 31, 2009, Molly Reid, *Live from VooDoo Fest*: Currently taking his place at the Voodoo stage is singer-songwriter Dan Dyer, who was originally scheduled to perform at the **WWOZ**/SoCo stage in the same time...

*nola.com*, October 30, 2009, *Alison Fensterstock, Live from VooDoo Fest*: “Next door on the **WWOZ**/SoCo stage, the Benjy Davis Project ripped through a Southern rock-inflected version of ‘Saints.’ And as we rolled back to home base ...”

*nola.com*, October 30, 2009, Keith Spera , *VooDoo Music Fest*: “As Kentrell ‘Krispy Kream’ Lindsey attempted to launch ‘Fire’ on the WWOZ/SoCo Stage, he solicited audience members to join him.”

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**19. Press (continued)**

*nola.com*, October 30, 2009, Molly Reid, *Live from VooDoo Fest*: "R&B singer Ledisi, performing early Friday afternoon at the **WWOZ/SoCo** stage, succeeded in giving the audience both the song they loved and a new way of enjoying it."

*neworleans.com*, October 29, 2009, Mehgan Jones, *VooDoo Sessions #2: The Benjy Davis Project*: "Head out to the **WWOZ/SoCo** stage at 3:00 p.m. on Friday to give them a proper New Orleans "bon voyage!"

*loyalamaroon.com*, October 29, 2009, Garrett Cleland, *VooDoo Children*: "Check MyNameIsJohnMichael out on Friday, Oct. 30 at 6 p.m. at the **WWOZ/SoCo** Stage."

*nola.com*, October 28, 2009, Keith Spera, *VooDoo Music Fest*: "MyNameIsJohnMichael plays Friday night at 6 pm on **WWOZ/SoCo** stage."

*Tiger Weekly*, Baton Rouge, October 28, 2009, Chris Shearman, *NOLA's MyNameIsJohn Michael Prospers with VooDoo Stop*, "... playing the **WWOZ/SoCo** Stage in Le Flambeau. In an interview where the entire band contributed, TW learned about what makes MNIJM (MyNameIs JohnMichael) tick. ..."

*Tiger Weekly*, Baton Rouge, October 28, 2009, Jason Andreasen, *George Clinton: The Godfather of Funk AND Hip-Hop*, "To catch George Clinton and Parliament/Funkadelic's set at Voodoo, be sure to be in front of the **WWOZ/SoCo** stage at 8:15 pm on Saturday, October 31."

*Tiger Weekly*, Baton Rouge, October 28, 2009, Chris Shearman, *Andrew Duhon and the Lonesome Crows Let Music Move You*, "... a thick beard, and a voiced that kills, soul-blues-folk singer Andrew Duhon will play Voodoo Fest at 11:00 am on Halloween Day on the **WWOZ/SoCo** Stage."

*Tiger Weekly*, Baton Rouge, October 28, 2009, Craig Magraff, *DJ Soul Sister Talks to Tiger Weekly*, "I started volunteering at WWOZ and doing my radio show straight into college.... By the time I got to WWOZ, I already had about 1,000 records...."

*Louisiana Weekly*, October 28, Geraldine Wyckoff, *George Clinton Epitomizes the VooDoo Music Experience*. "Considering that the horn players from the Dirty Dozen Brass Band with whom Clinton has played and recorded will be in the house earlier on Saturday backing up guitarist/vocalist Walter "Wolfman" Washington (6:30 pm), it's likely they'll stop by the **WWOZ** Stage to blow with Clinton. Who knows, maybe even some of the kids from the Roots of Music, the after school program headed by drummer Derrick Tabb, might hang around after their Saturday gig (4 p.m.) to try their chops on some funk."