

WWOZ Governance Board Meeting
Wednesday, March 10, 2010
General Manager's Report

1. **CPB Grant.** On February 28, 2010, WWOZ received the second half of a grant from the Corporation for Public Broadcasting. The amount of the award was **\$175,156** and included **\$126,989** for general operations and **\$48,168** for national program production and/or acquisition. Last year's CPB Grant was **\$135,336**.
2. **Membership.** Membership has raised **\$935,606** from 4,490 donors. This time last year, Membership reported **\$699,663** from 3,952 members. WWOZ's On-Air Spring Drive began Monday, March 1st and ends Thursday March 11th at 4pm with David Torkanowsky's Blues Ball. Due to the rush of Brass Passes before the drive began, the adjusted goal for the drive is 1,400 members pledging **\$200,000**. As of Tuesday March 9th at 11am WWOZ has raised **\$136,000** from 970 members. At the \$100 level WWOZ offered as a thank-you gift to its contributors WWOZ Collectors' edition CD, Volume 32, "StreetWise,". Among others, it includes live performances by **Luther Kent, Irvin Mayfield** and **Papa Grows Funk**, recorded during the year by WWOZ Engineers. Special guests for this Spring Drive include **Paul Massen**, General Manager of WWNO and **Mary Matalin**. Live music performances include **Jon Cleary, Mia Borders**, and **Walter "Wolfman" Washington**.
3. **Brass Pass.** As of Tuesday March 9th, we have processed **1,700** Brass Pass memberships. This time last year, membership had processed **1,222** Brass Passes. Members may pick up their Brass Passes at the following locations and dates: March 20-21, **Whole Foods** Metairie, Noon-6 pm, April 9-11, **French Quarter Fest**, Noon-6 pm (by the Pavilion Stage) April 19-22, **WWOZ Studios** (1008 N. Peters, 2nd Floor) 11 a.m. - 6 p.m.
4. **Major Giving.** Major gifts total **\$56,600** so far this year compared to **\$39,000** raised this time last year. A thank you list of donors is being prepared to all those who gave \$1,000 or more during the drive. Please contact Crystal Gross at 504-655-0266 or email crystal@wwoz.org to sign up for our thank-a-thon phone bank.
5. **Underwriting.** Bookkeeper Monica Landry reported that WWOZ had received **\$10,834** to date since February 10, 2010 in underwriting income.
6. **Swamp Shop.** The Swamp Shop realized **\$1,669.33** in income for the month of February, bringing the total year-to-date income to **\$14,902.23**.
7. **Arts Council of New Orleans.** On March 1, 2010, WWOZ received an end-of-cycle grant of **\$691** from the Arts Council of New Orleans. The additional grant was drawn from unspent grant funds at the close of the Art Council's fiscal year.

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- 8. Leadership for Philanthropy.** Designed by the **Development Exchange** and funded by the **Corporation for Public Broadcasting**, WWOZ will participate in a year-long program that brings together tools and resources to help station CEO's enhance their station's major giving program, achieving tangible results with guidance and coaching from some of the leading experts in the country. March 11th 12th, Development Chair, Mary Johnson Norris and General Manager, David Freedman will attend the project Orientation Meeting to be held March 11-12, 2010 in Dallas.
- 9. Jazz Stations Group.** On February 23rd, General Manager David Freedman and Membership Coordinator, Molly Cobb, participated in a phone conference with other fundraising staff from a number of leading jazz stations to discuss common operational issues and challenges and to explore possible collaborative activities. These format-specific breakouts will continue throughout the year, initiated by the **Development Exchange**. As a result of the first meeting, the group is exploring the possibility of securing national underwriters for the entire collective of jazz stations.
- 10. Website.** A major web focus this month was the Spring Membership Drive—with the development of more user-friendly membership forms and daily live coverage of the On-Air Drive. In addition, 2 open house information sessions were held for show hosts with the goal of encouraging them to become more involved in the WWOZ website, Facebook, Twitter and more. To date there have been **7,500 downloads of the WWOZ iPhone app**, 1,600 in January alone! 1,243 downloads were from outside the U.S. In addition, **16,366 'Ozone e-newsletters** went out in February. Web Team Staffer Mike Kobrin reports that unsubscribes are going down steadily while opens are going up. The same trend is emerging on the **WWOZ Facebook** page—where there are now more than **10,000 fans**, up from 6,000 in October.
- 11. Foundation Benefit.** In support of the Foundation's upcoming special concert to be held March 18th in Washington, D.C., WWOZ sent invitations to 663 WWOZ members in the capitol area. In addition, General Manager David Freedman will attend the event to encourage donations to the Fans of the Fest and to underscore the important role the Foundation plays through WWOZ's national program service.
- 12. Studio Interviews.** February 2, Loren Pickford, Charlie Miller, Jayne Morgan, February 3, Colin Lake, Panorama Brass Band, February 4, Steve Kelly, February 5, Julie Posner, February 6, Anthony Durta, February 7, Devin Myers, Chris Leblanc, Sarah Jean Coutre, Leah Tenace, February 9, John Sinclair, John Driver, February 10, Frank and Cindy Mayes, February 13, Debauche Band, Norwood Fisher, February 18, Johnette Downing, February 20, Casa Samba, Bob Andrews, February 24, *Ameriville*, February 25, Robin Williams, Ray Moore, Bill Summers, Ed Perkins, Troy Anderson, Soul Rebels, Honey Island Swamp Band, Cotton Mouth Kings, March 3, Ira Padnos, *Dave Bartholomew, Cosimo Matassa Gala*, March 4, Mary Matalin

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13. Live Music.

In Studio:

March 1st

Banu Gibson, Mike Shepherd/LA Music Hall of Fame and Al Carnival Time Johnson

March 2nd

**New Orleans Jazz Club/Waseida University/Japan, Loose Marbles, Coco Robicheaux,
Midnight Streetcar, The Other Planets**

March 3rd

**Charles Moore & Friends, Rotary Downs, Mia Borders, Jesse Moore, Chip Wilson, Reggie
Hall)**

March 4th

**The Moonshiners, Chaz & Friends, John Cleary, Jason Moran, Jesse Boyd, Cindy Scott,
Brian Seegar**

March 5th

Irvin Mayfield, Ron Markham, Shannon Powell

March 6th

Gringo de Choro

March 7th

Steve Keith

March 8th

Theresa Anderson, Walter Wolfman Washington

March 9th

**Dave Renson's Major Bacon, Roland Guerin, Bob French, Fred Alonzo, David
Torkanowsky, Fred Sanders, Andrew Baham, Richard Moten, Yolanda Windsay**

March 10th

10Tab Benoit, Big Daddy O, Olga, Cafe con Leche

March 11th

David Torkanowsky and Friends

Remote Location:

**Snug Harbor, March 19, 2010, 626 Frenchman Street, Badal Roy and Ken Wessell
Mother-in-Law Lounge, March 25, 2010, 1500 North Claiborne Avenue, Deacon John,
Chaz and The Nightcrawlers**

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14. Press

ZDnet.com, February 11, 2010, "*Five iPhone apps for Mardi Gras travel and celebration*," posted by Rachel King. "WWOZ 90.7 FM: Being the official New Orleans Jazz and Heritage Station, it's only appropriate that you stream and listen to some famous jazz tunes on your mobile Apple device wherever you might be next week.

Allaboutjazz.com, February 13, 2010, "*WWOZ: Thirty Years of 'Bringing New Orleans Music to the Universe*," by Wade Luquet, (Associate Professor of Sociology and director of the Institute for New Orleans History and Culture at Gwynedd-Mercy College, Philadelphia). "It is inconceivable to think of New Orleans without WWOZ. While its eclectic mix of music may not be for everyone, to have a radio station that knows what it means to be a New Orleanian is important to maintaining its unique culture. The staff and volunteers are locals and lovers of the city who recognize that New Orleans is different, and its culture needs to be preserved. As another of their tag lines reads, "WWOZ: Guardian of the Groove." For thirty years, this small radio station in the New Orleans French Quarter has been guardian, archivist, and promoter of the New Orleans music culture. With their strong internet presence, that culture and its music can be enjoyed internationally. WWOZ does indeed bring New Orleans music to the universe."

Times-Picayune, February 15, 2010, "*WWOZ Delivers Its Old-School Roots Music with Up-to-the-Minute Technology*," Dave Walker. "Released in October, the free app was downloaded by more than 5,500 iPhone users through the end of last year, making the jazz-and-heritage public radio station's slogan—"Dedicated to Bringing New Orleans' Music to the Universe"—truer than ever....The streaming signal on WWOZ's website has been a vital link for displaced New Orleanians and visitors who've caught the groove bug. A mobile application puts it in pockets...." "Not only is this great for people in New Orleans who aren't near a radio, but for a radio station that's as world-renowned as WWOZ, it puts out an even bigger message—you can now access the station around the world on the coolest device going...For a radio station playing some of the world's greatest music on vinyl to push it out into the digital space is a pretty big statement."

Journalgazette.com, Fort Wayne, IN, February 18, 2010, "*IPFW Prof, Folkie Uprooting Soon*," by Emma Downs . "There are great community radio stations I plan to volunteer for in New Orleans. You can find one online – www.wwoz.com. (Fat Tuesday) was probably the best day of radio you'd ever hear in your life on that station."

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Louisiana Weekly, February 22, 2010, "The 'Sounds of Music,' day by day, here in the Big Easy," by Geraldine Wyckoff, Contributing Writer, "On Monday, drummer and popular WWOZ radio host, Bob French leads the Original Tuxedo Jazz Band at Mayfield's club. French likes to keep things lively by chatting up the crowd and his all-star ensemble includes the cream of traditional jazz players including the great trombonist Freddy Lonzo."

The Delaware News Journal, February 25, 2010, "Love of music seals friendship in the Big Easy," by Richard Gaw. "Soon after [Bill] Taylor moved to New Orleans in 1997, ...he was first a deejay at WWOZ, a blues and jazz radio station, and a few years later, he became the manager at Tipitina's Music Club...."

nola.com, March 5, 2010, "A week's worth of good music starting Friday," by Alison Fensterstock. "At Chickie Wah Wah, the witty brass outfit Egg Yolk Jubilee celebrates WWOZ DJ Bill de Turk's 10th Annual Birthday Bash."

15. Correspondence

From: Martha Landrum,

VP of Marketing and Communications, Greater New Orleans Foundation

Dear WWOZ:

We are long over-due to thank you for the excellent pieces that you have been producing for the Street Talk series sponsored by the Greater New Orleans Foundation. The latest piece on Longue Vue House & Gardens was terrific, not to mention the wonderful snapshots of Puentas, Hands On, and Friends of Lafitte Corridor. They are engaging, compelling, and a joy to listen to – again and again. **THANK YOU!**

From: Daniel McBrearty danielmcbrearty@gmail.com

Just want to say that I finally got my internet radio hooked up to my big speakers and you guys are playing all the time in my place - from antwerp in Belgium - I love the blues and jazz and I love wwoz - keep it coming - Daniel

From: Rick Worthy rick@bornhectievents.co.uk

Thanks for playing such great sounds, I am a Brit listening on line in Egypt at Dahab on the Red Sea and can't say how much my wife and I are relieved to dig the soul filled music that you are playing while we are among the camels and sand dunes here. Bravo for WWOZ - truly turning on the whole world. Don't ever stop!