

WWOZ Board of Directors Meeting
April 7, 2010
General Manager's Report

1. Membership. As of April 5, 2010, WWOZ has received **\$1,199,658** in membership contributions, compared to **\$1,097,633** last year at this point in time. Brass Pass memberships are now **2,200** compared to **1,937** Brass Passes issued by this time last year. Membership held an outreach table at the Young Leadership Council's Wednesday at the Square on March 24th, offering memberships, Swamp Shop Merchandise, Brass Passes, volunteer recruitment and 'Ozone e-newsletter sign-up. Membership will hold another outreach booth at the upcoming YLC Wednesday-at-the-Square on April 7th from 4:30-7:00PM and at the upcoming Smoke-Free live Broadcast from the Old Point Bar in Algiers on Thursday April 15th.

2. Brass Passes. Development Support Director Crystal Gross announced that scheduled Brass Pass distribution days include the following locations:

Whole Foods, Metairie, 150 passes were distributed	Noon – 6PM, March 20 th
Whole Foods, Uptown, 250 passes were distributed	Noon – 6PM, March 21 st
French Quarter Fest, Pavilion Stage Woldenburg Park	Noon – 6PM, April 9th, 10th, 11th
WWOZ Offices, 1008 N. Peters	Noon – 6PM - April 19 th – 23 rd

3. Major Giving. Development Support Director Crystal Gross reported that Major Giving has received **\$60,684**, compared to **\$44,920** last year at this point. Major giving renewal letters were mailed out this week to 20 donors who are due to renew in Spring 2010. Board Members Doug Hammel & Parker Sternbergh offered to make calls to donors who gave \$500 or more during the Spring Membership Drive. Crystal has supplied them with a call list and some questions to ask the donors.

4. New Orleans Jazz & Heritage Festival & Foundation. On March 12, 2010, WWOZ received **\$67,500**, the first portion of funds from a FYE 10 Development and Promotional Grant. **\$17,500** of the funds are restricted to expenses involved in promoting the activities and services of the Foundation, the remainder of the funding is unrestricted.

5. New Orleans Marketing and Tourism Corporation. On April 6, 2010, WWOZ received a final payment of **\$50,000** as the initial sponsorship of WWOZ's nationally syndicated program, *New Orleans All the Way Live*, produced by George Ingmire and aired on 54 public radio stations across America.

6. Peoples Health. As the major sponsor of WWOZ's 22nd Annual Piano Night, People's Health donated **\$25,000** on March 22, 2010 to underwrite the event to be held April 26, 2010.

7. Leslie Jacobs. A grant of **\$10,000** was made to WWOZ on March 22nd from Leslie Jacobs. The funds are unrestricted.

8. Underwriting. Bookkeeper Monica Landry reported that WWOZ had received **\$9,284** to date since March 10, 2009 in underwriting income.

9. Swamp Shop. The Swamp Shop realized **\$1,802** in income for the month of March, bringing the total year-to-date income to **\$16,705**.

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10. Major Gifts. Consultants Amy Hines and David Othmer visited with board members, staff and community leaders March 30th – April 1st. This is the first of two field visits by consultants made available to WWOZ by a Development Exchange program, Leadership for Philanthropy, funded by the Corporation for Public Broadcasting and extending for one year. The goal is to significantly raise the amount of Major Giving to WWOZ.

11. Leadership for Philanthropy. As part of a year-long project funded by the Corporation for Public Broadcasting, Development Chair Mary Johnston Norriss and General Manager David Freedman attended a seminar held in Dallas, Texas by the Development Exchange March 12-13, 2010.

12. Corporation for Public Broadcasting. As part of its efforts to develop new media paradigms for public broadcasting, the CPB convened on March 18, 2010, a meeting of leading-edge Internet-based producers and organizations interested in pushing the digital envelop. As president of the Association of Independents in Radio (750 audio and multi-media producers heard throughout the nation's public radio stations), General Manager David Freedman was invited to attend.

13. Wardell Quezergue. On March 12th, WWOZ volunteer Bradley Blanchard produced a five-minute feature highlighting Wardell Quezergue's life and achievements, which aired on his 80th birthday throughout the day. Mr. Quezergue was also invited to our studios, where he was interviewed and where a city proclamation of "Wardell Day" was read over the air.

14. Foundation Event in Washington, D.C. On March 18, 2010 Fans of the Fest presented Henry Butler at the Madam's Organ night club in Washington, D.C. WWOZ e-mailed invitations to the event to its 663 members who live in the Washington, D.C. area, a number of whom purchased \$75 tickets to attend. General Manager David Freedman, who was in the capital for a Corporation for Public Broadcasting meeting, attended the concert as well

15. WWNO. On Wednesday, March 24th, General Manager David Freedman appeared on WWNO-FM to participate in that station's on-air membership drive. Earlier this month, WWNO General Manager Paul Maasen joined WWOZ's on-air membership drive. This reciprocal arrangement was meant to underscore the importance of *all* public radio to the New Orleans listening audience and as a prelude to further cooperative endeavors between the two stations.

16. 22nd Annual WWOZ Piano Night. WWOZ's 22nd edition of Piano night will be held **April 26th**, the Monday between the two Jazz Fest weekends at **the House of Blues**. Featured musicians will include David Torkanowsky, Zachary Richard, Carol Fran, Marcia Ball, Henry Gray, Joe Krown, Cindy Chen, Victor Atkins, Bruce Sunpie Barnes, Eden Brent, and Nigel Hall with more to be announced! The spectacular all-star backing band will include Charlie Miller, Shannon Powell, Renard Poché, and Marc Stone. **A Patron Party** in the *Parish* will take place from 5:00pm - 7:00pm. Doors open to the public at **7:00 PM** and the music continues well past midnight from 2 stages – an acoustic stage and another stage featuring a full band backing up the piano players. The event will be broadcast and webcast by WWOZ. Tickets are available at Ticket Master and at the House of Blues. There is also a link at www.wwoz.org.

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17. Website. We currently have more than **15,000** subscribers to our e-newsletter, more than **11,400** Facebook followers, more than **10,000** iPhone app downloads and close to **2000** twitter followers. WWOZ just launched a new community events submission system and is now starting to populate a new WWOZ artist database, which can be tied into the Foundation's musician Talent Exchange database.

18. Press and Promotion

Times Picayune, In an April 4, 2010 article by Dave Walker entitled, *T Minus 7*, the columnist recommended a number of local references that will be a part of the upcoming David Simon HOB series, *Treme*. Among others he listed WWOZ. "New Orleans' jazz and heritage station, programmed by volunteers, figures both in the story and overall sound of "Treme." If you're lucky enough to hear WWOZ via actual airwaves, you already know that it's at 90.7 FM. The station's Internet stream—also available via iPhone app—is a lifeline to New Orleans music lovers all over the world."

Phoenix New Times, *How Treme Can Get It Right*, Thursday, April 1, 2010, Larry Blumenfeld wrote, "Culture is what brought this city back. Not government. There was and has been no initiative by government at any level to contemplate in all seriousness the future of New Orleans. Yet New Orleans is coming back, and it's sort of done it one second-line at a time, one crawfish étouffée at a time, one moment at a time. The cast of Treme and the characters they play draw on all walks of New Orleans life.... [such as] a New Orleans native who straddles both worlds in real life. Davis Rogan, a local musician and former WWOZ-FM DJ, provided a real-life template for the musical passion and sketchy employment history of Davis McAlary, the character played by Steve Zahn.

Broadwayworld.com, "Wade Barnes and The Bottom Line play at The Fat Cat [New York City] Saturday, March 27th from 10 pm - 1am," March 22, 2010. In a review of Wade Barnes' most recent CD, WWOZ show host Tom Morgan wrote: "It is a wonderful CD (Pragmatic Optimism) with loads of feeling and directions. This is certainly some fine jazz from a large group with a great mission."

Allaboutjazz.com, March 21, 2010, the following was posted: *New Orleans Listen to WWOZ from anywhere in the world!* WWOZ App, OZ-ify your iPhone, iPod Touch, or iPad at Apple's iTunes App Store with our free WWOZ App! Supports Wi-Fi or 3G listening. Works with Apple's iPhone, iPod Touch, and the new iPad. Get updates on live broadcasts, events, and the station. Alarm clock feature, Access the Livewire on WWOZ.org via the App's own built-in web browser. Did we mention it's *free*?"

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18. Press and Promotion (continued)

Times Picayune, "Angola inmates on the air get some help from WWOZ," by Alison Fensterstock, March 19, 2010. The Louisiana State Penitentiary at Angola is the home to the only FCC-licensed radio station operating inside a prison. KLSP 91.7 FM, on the airwaves since 1986. The award-winning community radio station WWOZ 90.7 FM is currently lending a hand to the "Incarceration Station" by collecting vinyl records and CDs from show hosts, fans and volunteers to bolster KLSP's music library. Currently, prison officials are requesting only jazz and gospel recordings for donation.

Wired, In a March 16, 2010 article entitled, "*5 Geeky Gadgets for Marathon Watchers*," author Kevin Makice, wrote: "Our family trip back to New Orleans last month was filled with visits to the Audubon Zoo, Aquarium of the Americas, WWOZ and Todd's Frozen Yogurt."

Allaboutjazz.com. "*Historic Photos of New Orleans Jazz*," by WWOZ Show Host Tom Morgan, reviewed by Wade Luquet March 14, 2010. The author wrote: "Jazz historian and WWOZ radio host Tom Morgan has assembled rare photographs and added text and captions that bring the photos to life as he tells the story of jazz in New Orleans in a way only a good historian and storyteller can do....Anyone who listens to his New Orleans Music Show and his Jazz Roots program on WWOZ knows Morgan's extensive knowledge of early jazz. Here he is able to demonstrate his knowledge through both pictures and words, leaving the reader with a thorough knowledge of jazz history in New Orleans."

Allaboutjazz.com. The following blog was posted on March 13, 2010, entitled, *One Night @ Snug*: "Any trip to New Orleans without at least one night at Snug Harbor on Frenchman Street is incomplete.... Eagerly heading towards a de rigueur plate of fried oysters at the funky Irish pub Parasols just up the street from our old crib on Constance, rental car radio happily blasting WWOZ, who should stop by the radio station to assist their pledge drive but Jason Moran! Hmmm, this is interesting, what brings Moran to NOLA, I asked myself. Of course... he was in town to teach for a week at the Monk Institutes grad program at Loyola. But more to the point of my visit, he was playing that evening at Snug. Not only was Jason Moran playing Snug that evening, but he was doing so in the esteemed company of New Orleans finest drummer, Herlin Riley! Soon fellow radio heads Scott Borne and T.R. Johnson of WWOZ showed up and it was clear Snug was the place to be."

Times Picayune, Staff writer, Alison Fensterstock wrote on March 12, 2010, in an article entitled, *A week's worth of good music starting Friday, March 12, 2010*, "At the Cabildo, award-winning WWOZ host David Kunian interviews A.F.O. Records founder Harold Battiste at 6 p.m., after a cocktail reception featuring DJs spinning vintage A.F.O. vinyl."

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19. Correspondence.

April 3, 2010

Dear Mr. Freedman,

I got a real shock today, when I heard that Bob French is stopping his radio show. I beg you to get him back on WWOZ. He was the reason why I listened twice a week, he paid proper attention to all these priceless musicians that are the backbone of the New Orleans music, like Dave Bartholomew, Wardell Quezergue, James Rivers, Clarence Frogman Henry, Dr. John, and the list goes on. With all due respect, there is nobody who can fill these shoes, but himself. Please get him back on the show,

Jolanda de Rooij, The Netherlands

April 2, 2010

G'Day

Just tuned into WOZ I live in Cairns Australia..noticed a WWOZ bumper sticker on a car here ..just love your blues . good stuff ! keep up the good work ! going to catch a wallabie now ! ☺

Cheers,
Bart

March 31, 2010

Dear Crystal, David and Molly,

Over the last few years I have met all of you. I am the "older" gentleman with a silver beard and hair. Anyway, I have a part time job at Manheim Auto Auction in Slidell. What I do is drive cars on auction day BUT what I am really doing is setting all the FM settings to WWOZ. When that car is resold by the dealer , the first thing that the person will hear is WWOZ. So, I have even a better idea. I am sure that you know of people in the rental car business at the airport. How about contacting them and convincing them to support WWOZ by setting all the rental cars at the airport (MSY) to 90.7? That way our visitors would hear our beloved station first thing as they arrive in NOLA. All of our DJ's state that WWOZ may be heard on the radio or online. I believe that we may be able to pick up some listeners and contributors .

Sincerely,
Guntis Melbardis

March 30. 2010

I listen to WWOZ online frequently. I think of it as my happy music. I'm always better for listening. This morning inspired me to write to say that I tuned in to Ryan Casey's show and was just loving how he was crafting his playlist. And now I've just discovered Sean O'Meara's show. Perfect. It's all good. Always.

Thank you all for your hard work, hours of volunteer time and all around love of sharing good music. See you at JazzFest!

Gael Brown Humphrey

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20. Live Broadcasts

In-Studio

Live Interviews:

March 11, Robin Williams, *Satchmo' Contest*, March 12, Grace Wilson New Orleans Museum of Art, March 14, 3/14 Sam Doares, March 17, Kathryn Rey, March 18, Jamal Batiste, Cindy Scott, Barbara Roy, New Orleans Museum of Art, Renee Wilson, March 22, Nora Reeves, March 23, Al Kennedy, Matt Perrine, Evan Christopher, Jimmy Carpenter, March 24, Tom Sancton, Lars Edegren, Jay Bradley, Marci Schramm, March 25, Vadim Neselonskyi, March 26, Guitar Shorty, March 27, Gordon Gordina, March 29, Funkifried, March 30, Anthony Cuccia, Ethan Shorter, Flow Tribe, April 1, Towner Galaher

Live Performances:

March 11 th ,	2:00 PM	Irma Thomas
March 31,	Noon,	Funky Fried
April 7th,	2:00 PM	Bradley's Circus

Remote Broadcasts:

Snug Harbor, *March 19th, 11 PM*, 626 Frenchman Street, **Badal Roy** and **Kenny Wessel**

Mother-in-Law Lounge, *March 25th, 8 PM*, 1500 Claiborne Avenue, **Nightcrawlers**, **Tin Men**

Blue Nile, *April 13th 11 PM*, 532 Frenchman Street, **John Ellis**

Wednesdays-in-the-Square, *Wednesday, April 14th, 5 PM*, 602 Camp Street,
Jon Cleary, **Lost Bayou Ramblers**

Old Point Bar, *Thursday, April 15th, 8:30 PM*, 545 Patterson Street Algiers Point,
Betty Harris and **Marc Stone**

Pitot House, *Sunday, April 18th, 4:30 PM*, Pitot House, 1440 Moss Street
Charmaine Neville, **Preservation Hall Jazz Band**

**WWOZ Governance Board Meeting
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20. Live Broadcasts (continued)

French Quarter Fest. WWOZ will broadcast live from this year's French Quarter Festival, April 17th-19th from 11AM till 7PM. The broadcast will originate from the Woldenburg Park Stage and will feature the following performances:

Friday, April 9th:

Ensemble Fatien	5:30	Woldenburg Park Stage
Russell Batiste and Friends	7:30	Woldenburg Park Stage

Saturday, April 10th:

Otra	3:45	Harrah's Louis Louis Pavilion Stage
Steve Pistorius	5:30	French Market Trad Jazz Stage (playback from Streetwise Unit)
Renard Poche	7:30	Woldenburg Park Stage

Sunday, April 11th

Friendly Travelers	11:00	Woldenburg Park Stage
Susan Cowsill	12:45	Woldenburg Park Stage
Rhodes Spedale	2:15	Bourbon Street Trad Jazz Showcase (playback from Streetwise Unit)
Joe Krown	3:30	Harrah's Louis Louis Pavilion Stage
Johnny Sketch and the Dirty Notes	5:30	Woldenburg Park Stage

New Orleans Jazz & Heritage Festival. April 23rd - 25th and April 29th – May 2nd

Continuous coverage from the Fair Grounds from start (11AM) 'til finish (7PM), including 32 live music performances from six of the ten music stages. Names of performers will be listed in the May Manager's Report as we are still in the process of obtaining broadcast releases from many of the artists.

22nd Annual WWOZ Piano Night. See above for list of musicians to be broadcast.