

WWOZ Board of Directors Meeting
Wednesday, November 10, 2010
Manager's Report

1. **Fall Membership Drive.** As of November 5th, Membership has raised **\$235,000** from **2,188** donors, this time last year Membership reported \$274,000 from 1,973 donors. The difference is in Brass Pass sales, as we sold \$50,000 more in Brass Passes in the Fall of 2009 due to the publicized price change in 2010. Non-event membership is up significantly from this time last year, raising \$12,000 more in regular memberships. Membership is working on a year-end Brass Pass push as well as a countdown to gain 100 more donors by December 31st. This campaign will include on-air spots, an e-blast and web presence. Membership reports that it is 95% completed with calling all donors from the past membership drive.

2. **Major Giving.** As of November 5th, Major Giving has received **\$6,000** in donations, this time last year Major Giving had received \$13,000 in donations. Renewal letters are expected to begin returning shortly, with a push for end of year giving. Crystal Gross will mail out a second letter to all major donors who do not respond the first ask. Board Member, Doug Hammel, reported back to Crystal Gross with his post-drive thank-a-thon calls.

3. **Thirtieth Birthday Bash.** The WWOZ Membership Department reports that WWOZ is celebrating its 30th birthday on Saturday, December 4th with a full day of revelry. We are starting out with a second line parade through the French Quarter, and bringing it all back to where the station started—at Tipitina's Uptown—for a Birthday Bash.

The second line will begin at noon at the corner of Elysian Fields and Decatur Street and will disband at the French Market. It will be led by the Treme Brass Band, and include the Black Men of Labor, the TBC Brass Band, the Wild Tchoupitoulas Mardi Gras Indians, the New Wave Brass Band and the Camel Toe Lady Steppers.

The WWOZ Birthday Bash at Tipitina's opens at 9pm, and will feature the WWOZ All Stars with Theresa Andersson, Kirk Joseph, John "Papa" Gros, Willie Green, Shamarr Allen, and more. Our own DJ Soul Sister will also be spinning. Tickets are currently on sale at Tipitinas.com for \$10, or \$12 at the door.

4. **New Orleans Jazz & Heritage Festival Foundation Grant.** On October 14, 2010 the New Orleans Jazz & Heritage Festival Foundation issued a check to WWOZ for **\$117, 500**, the second half of a FYE 2010 Development Grant of **\$200,000** and Marketing Grant of **\$35,000** to underwrite the promotion of Foundation programs and activities.

5. **Louisiana Division of the Arts.** On November 8, 2010, WWOZ received **\$13,500** from the Louisiana Office of Cultural Development. This amount represents the first payment of the **\$18,000** Stabilization Grant awarded to WWOZ for FYE 2010. The funds are unrestricted.

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6. **Underwriting.** During the period October 12, 2010 through November 8, 2010, WWOZ received **\$4,268** in sponsorship contributions.
7. **Swamp Shop.** Swamp Shop manager Julie Raimondi reports a total of **\$3,192** in sales for the month of October. **\$1,196** of this amount was earned at the Crescent City Blues Festival.
8. **Website.** In mid-October, WWOZ launched its new mobile phone website, accessible to all smartphones by simply pointing your mobile phone web browser to www.woz.org. The site includes a re-formatted calendar layout, not only optimized for smartphones but for our regular website, as well. This is a big step forward for WWOZ expansion into mobile phone platforms.

In addition to live web/facebook/twitter coverage for Crescent City Blues & BBQ Festival and the Voodoo Music Experience, WWOZ now has more than 18,000 'OZone newsletter subscribers, more than 21,000 Facebook followers and more than 3,000 Twitter followers.

9. **VooDoo Music Experience.** Once again, WWOZ had a major presence at the VooDoo Music Experience held in City Park this past October 29th and October 31st. WWOZ broadcast the following acts live from its **WWOZ/SoCo Stage**:

Friday, October 29:

**Feufollet
Big Sam's Funky Nation**

Saturday, October 31:

**Rebirth Brass Band
Basin Street Revue featuring Jeremy Davenport, Dr. Michael White, Kermit Ruffins, David Polphus, Jason Marsalis, Victor Akins, Richard Knox, Derrick Freeman and Kevin Morris**

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10. **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, the station offered brass passes, memberships, and Swamp Shop gear at its outreach table. The event was held in Lafayette Square, and the following performances were broadcast live over WWOZ's airwaves and web stream:

Saturday, October 16, 2010

**Otis Taylor with Don Vappie
Stanton Moore and Anders Osborne
Corey Harris**

Sunday, October 17, 2010

**Shannon McNally
Joe Krown with Walter "Wolfman" Washington
Li'l Ed and the Blues Imperials
Barbara Lynn
Ruthie Foster**

11. **WWOZ In-Studio Interviews**

October 12, Milton McWilliams, Claudia Blumgarten October 14, John Lisi, Charlie Wouton, October 15, Lynn W., October 17, Justin Roberts, Jared Womack, Trey Gibbs, Rurik Nunan, Ian Newber, David Vergano, Francesco Sgobba, Michele Pasquale, October 18, Karl Washington, October 19, Josh Scalf, Jay Tombstone, October 21, Lynn W., October 22, Dana Colio, Jeremy Lyons, October 23, John Driver, October 27, Shamarr Allen, Johnny Vidacovich, November 5, Hot 8 Brass Band

12. **Live Music Broadcasts**

In Studio Performances:

Sunday, October 11: **Gerald French Brass Band**
Friday, November 5: **Hot 8 Brass Band**

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(...live music broadcasts continued)

Remote Broadcasts:

New Orleans Crescent City Blues & BBQ Fest, Lafayette Square

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Barbara Lynn
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Voodoo Music Experience, City Park

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Ruffins, David Polphus, Jason Marsalis, Victor Akins, Richard Knox, Derrick
Freeman and Kevin Morris**

Po'boy Preservation Festival, Oak Street, Carrollton/Oak Stage

November 14:

**Los Po-Boy Citos
Honey Island Swamp Band
Papa Grows Funk**

The Spotted Cat, Frenchmen Street

November 18:

LBTC with Sophie Lee

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13. **Press**

Houma Courier, "Houma transplant helps neighbors counsel each other," November 1, 2010

"Pam Trowbridge's nonprofit received a \$40,000 grant in October from the foundation that put on the Gulf Aid benefit concert in New Orleans just weeks after the Deepwater Horizon oil rig exploded April 20. Bayou Grace, another nonprofit based in Terrebonne Parish, also won a \$27,000 grant to hold community dinners.

'Trowbridge's nonprofit earned the grant because of its grassroots approach to addressing the communities' emotional needs,' said David Freedman, general manager of WWOZ New Orleans radio station and board member of the Gulf Relief Foundation. 'The foundation focused on reaching fishing communities and people who fall through the cracks of the larger, national relief organizations,' he said. 'When visiting Plaquemines and St. Bernard parishes,' Freedman said, 'a common feeling was one of stress because the disaster was unlike any they'd experienced before. People were in despair and terror because they didn't know what to do or what was going to happen to them,' Freedman said."

Taz, Berlin, "Eine neue Stadt aus Groove," October 26, 2010, Von Hannes Klug

"Denn mit der Musik steht und fällt in New Orleans alles. „Die Identität dieser Stadt ist weitgehend einemusikalische“, sagt David Freedman, Manager des Radiosenders WWOZ, der so etwas ist wie das schlagende Herz der Musikszene von New Orleans. Die Musik starb nicht, im Gegenteil – sie gab der Stadt ihr Selbstbewusstsein zurück. Als der Sender während „Katrina“ evakuiert wurde, sendete die Station nur fünf Tage später online von einem Server aus Newark, New Jersey. „Vielen gab das die Hoffnung, dass die Stadt nicht für immer zerstört war“, erinnert sich Freedman. Bei WWOZ ist die Tür zum Studio immer offen, Musiker gehen ein und aus, so wie auch im bekanntesten Plattenladen der Stadt.... Nach „Katrina“ eröffnete WWOZ auf seiner Website eine Liste mit Musikern, die den Sturm nachweislich überlebt hatten. Jeder neue Name brachte neuen Mut, und als schließlich der vermisste Fats Domino, den die Nationalgarde in letzter Minute in einem Schlauchboot rettete und schließlich seine Familie in einem Heim in Baton Rouge ausfindigmachte, auf der Liste auftauchte, war dies für manche ein Grund, sich um den Hals zu fallen."