

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

1. Grammy Week Broadcast. On January 30, 2010, WWOZ broadcast live from the Grammy Museum **A Night of Louisiana Music** produced by Louisiana Music Partners. The purpose of this event was to showcase Louisiana nominees to the music and entertainment industry. The performances were broadcast live on WWOZ-FM and simulcast on KRVS-FM, Lafayette, LA.

Grammy Week Presentation. On January 30, 2010, WWOZ General Manager David Freedman spoke at the **State of Louisiana Brunch** held at the Biltmore Hotel, headquarters for Grammy activities. A presentation was made featuring the partnership of the **Grammy Foundation** and the **Library of Congress** in preserving thousands of hours of live music performances recorded by WWOZ over many years of broadcasts from festivals, clubs, churches and street parades. **Kristen Madsen, Vice-President of the Grammy Foundation**, was presented with the first recording to be received back from the Library of Congress: *Billy Delle's Mardi Gras Special*, a Golden Reel Award-winning program produced by David Freedman, David Kunian and Roger Collins. **Patrick Loughney, Ph.D. Chief, Packard Campus for Audio Visual Conservation Library of Congress** was then presented with the most recent recording produced by WWOZ, a broadcast of the Treme Brass Band performing at the Candlelight Lounge, January 20th.

2. Membership. As of February 5, 2010 membership has raised **\$529,289** from **3,011** donors. This time last year membership raised **\$489, 270** from **3,115** donors. The great news is that membership is actually on target to **top FY08**, which was our biggest year for fundraising. During that time in 2008, membership raised \$492,235 from 2959 donors. Membership is mailing out over 5,000 acquisition letters to new prospects gained through the DEI acquisition program, names collected at outreach events and from WWOZ's email newsletter list.

3. Major Giving. Major Giving has raised **\$41,000** as of February 5, 2010 including a **\$10,000** grant through a donor-directed fund administered by the Greater New Orleans Foundation. Use of these funds is unrestricted. This time last year, Major Giving had raised \$39,000. Crystal Gross has mailed out 50 renewal letters to major donors (those who give \$1,000 and up). General Manager David Freedman met with two WWOZ Social Aid & Pleasure Club members while in Los Angeles for the WWOZ Louisiana Grammy Night Concert Broadcast in an effort to increase our major donor cultivation.

4. Spring Membership Drive. The Spring On-Air Membership Drive will be held from March 1st to the 11th. Our goal is to raise \$380,000 from 1,700 new or renewing members. Membership will also have an outreach booth at the February 20th Gretna Farmer's Market in an effort to increase our profile on the Westbank. Training for Phone Bank operators and on-air Pitchers will be held at the station on Thursday February 25th at 6PM and Saturday February 27th at noon.

5. Corporation for Public Broadcasting. On January 15, 2010, WWOZ received a grant of **\$ 22,039** from the **Corporation for Public Broadcasting**. The funds are unrestricted.

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6. Underwriting. A total of \$ **5,583** was collected from sponsors since the last reporting period, January 13, 2010.

7. Swamp Shop. Julie Raimondi, Swamp Shop Administrator, reports that **\$2,194** was collected in Swamp Shop contributions during the month January.

8. Web Site. The web team has completed the new WWOZ Facebook Application, which allows users to stream WWOZ from within their Facebook page, and will start a publicity campaign around it in the February *OZone*. Other components will be added to this application to get our friends and fans to virally spread WWOZ music, and messages to their Facebook friends. Flash player for our stream has also been completed. It will be launched by the end of February. This will make it easier for users to listen to the stream since they won't need to use a 3rd-party application to listen to the stream. The mobile phone version of the website is also nearing completion. The web team continues to publish the WWOZ e-newsletter, the 'Ozone. There have been over 5,500 downloads of the WWOZ i-phone application, more than 1,500 WWOZ followers on Twitter and almost 10,000 Facebook fans.

9. Library of Congress. During the month of January, WWOZ began receiving hard drives from the Library of Congress containing restored audio files of the obsoleting and deteriorating recordings as per an agreement signed in August, 2006. Thousands of hours of recordings are being restored at no cost to WWOZ. No uses of the recordings, other than on-site research, may be made by the Library of Congress without prior approval of WWOZ and the New Orleans Jazz & Heritage Festival and Foundation.

9. Best of the Beat. The readers of *Offbeat* magazine once again voted WWOZ as the Best Station in New Orleans during 2009. At a presentation ceremony held at Harrah's on January 20th, General Manager David Freedman received the award on behalf of the station's talented show hosts and 350 volunteers.

10. Zulu Parade/nola.com. As in the past, WWOZ's truck will roll in the Zulu Parade on February 16th, Mardi Gras Day. The truck will be outfitted with speakers, front and back, playing the best of WWOZ's Mardi Gras collection along the parade route.

11. Public Radio in Mid-America Conference. General Manager David Freedman attended the PRIMA conference held in New Orleans February 4th and 5th. Attendees were updated on the status of issues affecting public radio.

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12. WWOZ In-Studio Interviews.

January 1, Monica Gray, *The Art House*, Charles Hamlit, January 4, Jaron, *Jazz from the Market*, January 5, Creole String Band, John Ellis, January 6, Banu Gibson, Alvin Youngblood Hart, Jennifer Jones, Bru Bruiser, January 7, John Cleary, Robin Williams, UNO Music Program, January 10, Alynda Lee Segarra, Lisa Lynn, Jason Quick, January 11, Bo Dollis Jr, Conun Pappas, January 12, James Andrews, Nick Sanders, January 14, Rick Trolsen, Steve Kelly, Mark Hempe, Big Freddie Ross, Don Williams, Colin Lake, Grace Wilson, Leroy Jones, Katja Toivola, January 15, Robert Mecurio, Al "Carnival Time" Johnson, January 17, Al Grandolit, Margarita Guerro, *Spirit of Congo*, January 20, Jason Paterson, January 21, Bettye K-Doe, January 22, Craig Klein, John Langford, January 24, Joanna Barera, January 27, Robert Mecurio, January 28, Mark Penton, January 29, Michelle Levine, Julie Posner, Jamie St Pierre, January 31, Kateri Yager Laborde

13. Live Music.

Remote Location:

10 pm, Wednesday, January 20, **Candlelight Lounge**, 925 North Robertson,
Treme Brass Band.

11 pm, Saturday, January 30, **Grammy Museum**, Los Angeles. **Magnolia Sisters,**
Zachary Richard, C.C. Adcock, Cedric Watson, Trombone Shorty and
Shamarr Allen.

7 pm, Friday, February 12, Parade Broadcast live and direct from St Charles Avenue,
Knights of Hermes, Le Krewe d'Etat, Krewe of Morpheus

10:30 pm, Saturday, February 27, **The Blue Nile, Bill Summers and Jazalsa**

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17. Press and Promotion.

Times-Picayune, February 9, 2010. **Super Bowl Sunday No Ordinary Day for New Orleans Saints Fans** by Sheila Stroup

A sign on the Causeway flashed "Black and Gold, Super Bowl XLIV," and the Superdome gleamed in the distance. On WWOZ, the Heavenly Stars were singing "When the Saints Go Marching In," and I thought, "This day is just one little heartbeat in history. We've waited for it for so long, and now it's here."

New Orleans Magazine, February, 2010. **Carnival's Big Band Sound** by Carolyn Kolb.

René Louapre, conductor of the René Louapre Society Orchestra, a mainstay of the New Orleans Carnival season for most of the 20th century.

My Dad played for 50 Comus [balls]. He even had a specially made gold tails jacket he wore just for that."

René Louapre, in a 1984 interview with *All Right*, a WWOZ-FM radio magazine, said he had his first trumpet lesson at the age of 10, and soon was playing cornet with the Sons of Firemen, who gave him a free horn.

Christian Science Monitor, January 31, 2010.

By Bill Zasser, Correspondent

A church in the Lower Garden District changed its bells to ring "When the Saints Go Marching In" before the matchup with Minnesota, and afterward spontaneous second-line parades broke out on Bourbon Street.

The website for New Orleans' eponymous community radio station, WWOZ, lists a dozen new songs by local musicians heralding the team.

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WTHR-TV-Indianapolis Times, January 27, 2010. Jeremy Brilliant, Eyewitness News.

"We're floating on cloud 9 right now, maybe cloud 10. We're higher than cloud 9. It's amazing!" said another fan.

While jazz may be the cultural lifeblood of New Orleans, football, says WWOZ DJ T.R. Johnson, has quickly become the great escape and is lifting up the entire community.

"The Saints is the one thing in the community that no one disagrees about. We disagree about everything all the time but we don't disagree about the Saints. It brings the city together, unifies us in such a positive way," said Johnson.

Times-Picayune, January 26, 2010, "**Jazz Fest 2010**" by Keith Spera

The 2010 gala fundraiser for the New Orleans Jazz & Heritage Foundation, the non-profit that owns the festival, is Thursday, April 22. It features a tribute to Dr. John, plus fellow keyboardist Jon Cleary. Tickets are \$500.

The foundation, in conjunction with WWOZ-FM, is organizing a "Community Day of Service." The program encourages Jazz Fest visitors to volunteer with a rebuilding project on Wednesday, April 28. Call the foundation at 504.558.6100 for more info.

The Advertiser, Lafayette, LA, January 24, 2010 by Cheré Coen

Jazz historian and radio host Tom Morgan of New Orleans chronicles the early roots of the Crescent City's jazz, plus its evolution and growth to the present day, in *Historic Photos of New Orleans Jazz* (Turner Publishing). The book contains about 200 photographs...of jazz great Louis Armstrong and other well-known city musicians, but also lesser-known pioneers and places within the city where early jazz originated and flourished.

Morgan is host of WWOZ's Tuesday New Orleans Music Show and the Wednesday Jazz Roots Show, both of which air in New Orleans, and is the station's main host for the New Orleans Jazz and Heritage Festival. You can read about him at jass.com.

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Chicago Tribune, Wichita Eagle, January 25, 2010

Memorable Mardi Gras by Josh Noel: "First-timer's Party Guide to Carnival in New Orleans"

"Mardi Gras is Feb. 16, but the parties and parades begin at the end of January. Here's how to get in the spirit: Listen to WWOZ. "New Orleans' Jazz and Heritage Station," 90.7 on the FM dial and streaming at wwoz.org, chronicles the Crescent City's musical roots all year, but during Carnival, the city has no better soundtrack."

Fox 8TV.com, January 22, 2010, Haiti gets help from New Orleans, Jennifer Van Vrancken, Reporter

What looks like a pile of rubble now is where Maryse Dejean's family used to live. She says, "Now they have some make shift tents and they are able to take shifts and sleep in the driveway. Initially, they were sleeping in the Jeep." For days, she heard no news of her 81 year old mother, 80 year old uncle and 73 year old aunt.

Dejean says, "Communication did not begin until one day ago when my mother learned to text. Then she called in the middle of the night last night and the conversation we had was -- it was comforting just to hear her voice." It is comforting also to see people trying to make a difference. Sally Webster is an Americorps Volunteer who came to New Orleans to rebuild homes, but spent the day sorting supplies she hopes will help the people of Haiti rebuild their lives. Webster adds, "It has been really inspiring that people in New Orleans are reaching out, even though they are in the process of recovering from their own natural disaster."

Rice, beans, clothes, medical supplies and other items will be packed on a small plane along with eleven doctors headed to Haiti this weekend. They'll help in the short run. Long term, Maryse Dejean believes, "A plan needs to be worked up so that the city is evacuated and that as many people as possible are moved to the provinces and the outlying areas that are not as damaged as the capital." Because like New Orleanians know on a gut level.. rebuilding takes time.

Imani Temple at 2411 Treasure is collecting donated items. For more local relief efforts click wwoz.org

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Times-Picayune, January 19, 2010

Mardi Gras Through the Experiences of Jazz Musician, Big Chief Donald Harrison Jr. by Maria Montoya

Jazzman and Big Chief Donald Harrison Jr. Performs as a Mardi Gras Indian at the BellSouth/WWOZ Jazz Tent.

"For more than 100 years we as a people have been told we were not important, we cannot achieve certain things. But when I look around and see Britney Spears dancing in a style more derivative of Africa, I know we've had an influence. I know we have a culture because I can see it present everywhere.

"There are so many reasons to keep this tradition alive. From a musical standpoint, the music of the Mardi Gras Indians is the root of much of New Orleans' music. As people, the tradition defines us, it says we are special and New Orleans is a place where culture is important.

"We can't lose that, because then we face losing who we are. So we'll come out and we will work with what we have this year. This year, just like next year, I'll say to myself, 'I am just too tired to do it all again.' But we have to, you have to go on and find the strength to keep our way of life alive."

<http://blogs.law.harvard.edu>, "Doc Searls Weblog," January 12, 2010, The Past and Future of Radio

Most of my radio listening today is on computers and phones. Even in my car, driving around Boston, I'm listening to KCLU from Santa Barbara, WUNC from Chapel Hill, High Plains Public Radio, WWOZ from New Orleans, KGSR from Austin, Radio Paradise, Radio Deliro...

The "system" isn't one. It's all very ad hoc and not very reliable. Nobody yet has the right formula to reconcile their own costs and programming with the barely-known users and usages out there. How many streams should they support? Should they stream at 128kb and be audible only over ethernet and good "broadband" land connections? Should they stream in lo-fi at 24kb or 32kb so they stay audible on iPhones over 3G connections after those go away and the connection drops down to GPRS? (That's my recommendation, generally.) Should they have multiple streams? (I also recommend that.) For radio on the Net (which also includes podcasting and on-demand), there isn't enough common usage yet, much less common wisdom about how to serve it on the supply side. It's like AM radio in 1924. The difference is that much more of it is outside regulatory control. The rules that matter are copyright more than engineering. Ever notice how little popular (or even known) music is on podcast? Thank the DMCA for that one.

In other words, it's late for radio as we knew it, and early for radio as we'll know it.