

WWOZ Governance Board Meeting
Wednesday, November 9, 2011
Manager's Report

- 1. Membership.** As of November 7th, Membership has raised **\$263,000** from **2,538** donors, this time last year Membership reported \$235,000 from 2,188 donors. Membership will conduct an end-of-year giving campaign to gain 100 more donors by December 31st. This campaign will include on-air spots, social media promotion, an e-blast and web presence. Membership reports that it is 65% completed with calling all donors from the past membership drive. Membership announces that we've teamed up once again with Tipitina's to hold an annual **WWOZ Birthday Bash on December 3rd**. This year's performers are The Stooges Brass Band and Big Sam's Funky Nation. **Tickets are on sale now. For more information, contact Crystal in the Development Office. Our second annual second line will begin at noon on the 3rd at the corner of Elysian Fields and Decatur Street and will disband at the French Market.**
- 2. Trust Donation.** On November 3, 2011, WWOZ received a communication from a WWOZ fan in the San Francisco Bay Area, notifying the station of a trust donation valued from **\$175,000 to \$500,000**. The donor and her husband recently visited New Orleans, where they visited the station and then spent time with WWOZ staff at the Voodoo Music Experience. The couple are WWOZ members and listen to the station regularly via the station's Internet streaming service.
- 3. New Orleans Tourism and Marketing Corporation.** On October 21, 2011, WWOZ received an initial payment of **\$37,500** from NOTMC as underwriter of WWOZ's nationally distributed program, *New Orleans All the Way Live*, produced by George Ingmire and showcasing live, local music performances recorded by WWOZ engineers, interspersed with food and event features.
- 4. Major Giving.** Major Giving has received **\$25,100** for FY11. **\$9,000** of the total amount is major giving brass pass sales. WWOZ's Strategic Development Director, Lauren Cangelosi, has compiled a list of members for each board member to call, thanking them for their contribution to the station during the Fall Pledge Drive. Invitation letters have been sent to the "Power the Tower" Leadership Committee along with a draft case for support. The station is currently working with the Leadership for Philanthropy to assist us with the "Power the Tower" project. An end of the year Major Gifts ask will be sent out this month.
- 5. Underwriting.** Chief Financial Officer Beau Royster reports that **WWOZ** received **\$10,676** during October in sponsorship contributions. Year-to-date, the station has received **\$39,960** in underwriting donations.

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- 6. Swamp Shop.** Swamp Shop administrator Julie Raimondi reports that the Swamp Shop enjoyed a great month of sales in October. Income totaled **\$6,159.87, an increase of 93% from October 2010** and 35% from October 2009. **Sales were strong at the Crescent City Blues and Barbecue Festival.** In addition, the Swamp Shop is pleased to announce that it **began to add select vintage Jazz Fest t-shirts in its online store** in October. Though promotion has barely begun on these products, the response has been remarkable. Ms. Raimondi is now **preparing for the holiday season.** Fiscal year-to-date income totals **\$11,928.53.**
- 7. Digital Deployment.** Online functionality of the **new real-time playlist/song history has been improved and an audit tool has been created permitting Operations to gauge compliance in the logging of all songs into the new system.** In addition, **a month-long history of songs** aired by the show hosts is now provided. Development has begun work on a **new series of digital content to accompany *New Orleans All the Way Live.*** And **live event coverage was provided for the Voodoo Experience, Crescent City Blues & BBQ Festival,** as well as several other live broadcasts. Moreover, the **Swamp Shop has been updated** for easier, less costly ongoing maintenance, enabling streamlined sales of Jazz Fest memorabilia in anticipation of holiday shopping. Also, there has been continued progress signing up PIN news sources for Insight New Orleans. As part of its ongoing assignments, the Digital Deployment team published the October edition of WWOZ's '*OZone* newsletter and extended daily support for volunteers, members, staff and show hosts for digital content.
- 8. Outreach.** The Outreach Krewe participated in the Crescent City Blues & BBQ Fest in October, signing up 148 new 'OZone e-newsletter subscribers, 3 new volunteers, and raising **\$6,272** in Membership donations. This has been the Outreach Krewe's most successful event to date and represents **nearly a 5-fold increase in Membership donations from 2010.** There are two upcoming events in November: **the Bywater Mirliton Festival and the Oak St. Po-Boy Festival.** December finds Outreach hosting a table at the **Treme Creole Gumbo Fest** as well.
- 9. Arts Council of New Orleans Grant.** On October 17, 2011, WWOZ received a letter of recommendation from the Arts Council of New Orleans for a **FY12 Decentralized Grant Award.** WWOZ is being recommended for a **\$4,500** Operating Support grant. The period of support covers October 1, 2011 through September 30, 2012. The funds for this grant are decreasing year by year, as the state budget is decreasing the amount allocated to ACNO. As a result there are fewer and smaller grants in this category.

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- 10. Leadership for Philanthropy.** On October 31, 2011, Strategic Development Director, Lauren Cangelosi, forwarded WWOZ's completed agreement with the Development Exchange, Inc. for the station's **second year of participation in DEI's Leadership for Philanthropy program.** The agreement contains a work plan **to raise money for WWOZ's planned increase in broadcast power to 100,000 watts.** It includes a strategic interview/cultivation process in order to develop a campaign "roadmap" that provides for the identification of potential leaders and major gift opportunities. In addition, **DEI will make available to WWOZ the services of a professional fund raiser for a period of one year.**
- 11. License Renewal.** As will all non-commercial broadcasters in Louisiana, WWOZ will file **for renewal of its NCE (Non-commercial educational) FM broadcast license** with the Federal Communication Commission. The renewal process begins with **the airing of pre-filing announcements on December 1st.** The deadline for filing the renewal application is February 1, 2012.
- 12. Po'boy Music Festival.** WWOZ will **sponsor and serve as fiscal agent** for the 2011 Oak Street Po'boy Music Festival scheduled for November 20, 2011. In addition, WWOZ will **broadcast live performances** from one of the festival's music stages.
- 13. VooDoo Music Experience.** Once again, WWOZ had a major presence at the VooDoo Music Experience held in City Park this past October 28th through October 30th. **WWOZ broadcast the following acts** live from its *WWOZ/Budweiser Lite Stage*:

Friday, October 28:

Ani DiFranco with Herlin Riley and Ivan Neville 4:30 pm
Red Baraat 6:15 pm

Saturday, October 29:

Bobby Rush 6:30 pm
Dumpstafunk with Angelo Moore and Walter Wolfman Washington 8:30 pm

Sunday, October 30:

Dr. John & Lower 911 featuring **Irma Thomas, Cyril Neville** and **Walter Wolfman Washington** 3:00 pm
The Travelin McCourys with Keller Williams 4:45 pm
The Original Meters with **Art Neville, Leo Nocentelli, Zigaboo Modeliste,** and **George Porter Jr.** 6:15 pm
Bonerama featuring **David Malone** of The Radiators 8:00 pm

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14. 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 WWOZ memorabilia and membership services 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:

Friday, October 14:

Walter "Wolfman" Washington 6:45 pm

Saturday, October 15:

King James & The Special Men 12:00 noon

Lil Freddie King 2:15 pm

Tab Benoit 4:30 pm

Sunday, October 16:

Eric Lindell 12:00 noon

Luther Kent 2:15 pm

The Campbell Brothers 4:30 pm

Bettye Lavette 6:45 pm

15. WWOZ In-Studio Interviews

10/11, A.J. Lorio, *10/12*, Helen Krieger, Kathleen Moore, Todd Greene, Andy J. Forest, Harvey Berman, *10/13*, Carlos Malta, Thomas Clausen, Mark Paradis, *10/14*, Beth McKee, Gerry Christoff, Chris Mule, Dan Moody, *10/17*, Sophie Lee, George Porter Jr, Helen Gillet, *10/18*, Rosyln Lionhart, James Westfall, *10/19*, Alexandra Scott, Kathy Randell, Vanessa Newman, *10/20*, Leslie Smith, Dan Sheridan, Michael Feduccia, Leslie Cooper, *10/21*, Allison Toussaint, Allen Toussaint, John Gros, Evan Christopher, *10/22*, Bobby Lounge, Monica McIntyre, *10/25* Luke Allen, Leo Nocentelli, George Porter Jr, *10/26* Sally Glassman, Tiana Hux, Sarah Borealis, *10/27*, Chris Mule, John Gros, Ricky Sebastian, Ivan Neville, Ian Neville, Nicky G, *10/28*, Carl LeBlanc, *10/31* Margie Perez, Lynn Drury, Jennifer Johnson, James Westfall, Ben Schenck

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16. Live Music Broadcasts

Remote Broadcasts:

October 13, *Saturn Bar*, *All The Way Live* with **Alex McMurray**, Record Only
3067 St. Claude Ave

October 14-16, *New Orleans Crescent City Blues & BBQ Fest*,
Lafayette Square, 530 St Charles Avenue (see above)

October 28-30, *Voodoo Music Experience*, City Park 2011 (see above)

November 3, *El Sido's*, *Lets Be Totally Clear* evnt: **Chubby Carrier & The Bayou
Swamp Band**. 1523 N St Antoine Street, Lafayette Louisiana

November 20, *Po'boy Preservation Festival*, **Oak Street**,
Plum Street Stage (Artists to be announced)

17. Press

Offbeat, November 1, 2011, Alex Rawls. "Voodoo: The Morning (+1) After," The crowds were generally better and more generationally mixed than in previous years at the Bingo! Parlor, the **WWOZ Stage** and the Preservation Hall Stage.

Nola.com, October 30, 2011, Brett Anderson, "Voodoo Fest Is No Ordinary Festival, But Still Not Fabulous For Food." ...The Sheepdogs, a Canadian rock band from Saskatchewan, perform on the **WWOZ Stage**. The band consists of....

Nola.com, October 30, 2011, Brendan Twist, "The Sheepdogs Bring 70's Rock to Voodoo Fest." The Canadian band, recent winners in *Rolling Stone*' cover story contest for unsigned artists, took the Bud Light/**WWOZ Stage** on Sunday at noon and cranked out a crowd-pleasing set of classic rock tunes with Southern flavor.

Gambit bestofneworleas.com, October 30, 2011, Will Coviello, "Voodoo Experience 2011: Photos from Saturday." Girl Talk's set was packed, seemingly with more people than all of the Bingo, Preservation Hall and **WWOZ Stages** combined at any given time yesterday.

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17. Press (continued)

Nola.com, October 28, 2011, Keith Spera. "Ani DiFranco Was Flattered by Ivan Neville and Herlin Riley at Voodoo Fest." The mandate for Adam Shipley, the talent buyer for the **WWOZ Stage** at the Voodoo Fest, was to facilitate unique collaborations. To that end, he asked singer-songwriter Ani DiFranco, the Buffalo, N.Y., native who has settled in New Orleans, who her dream collaborators would be.

Uptown Messenger.com, October 29, 2011, Jean-Paul Villere, "Soaring Sounds and Dropping Temps Open Voodoo." Between the Preservation Hall and **WWOZ Stages** a graffiti installation is actively installed throughout the day.

The Republic (Columbus, IN), October 28, 2011, Chevel Johnson, Associated Press, "Ex-NFL Lineman, Kyle Turley Plays Voodoo, Seeks to Win New Fans as He Solidifies Music Career." Turley and his band hit the stage Saturday at the Voodoo Art and Music Experience where he'll close out the Bud Light/**WWOZ Stage** with his blend of southern....

Nola.com, October 28, 2011. Keith Spera. "Red Baraat to Mix Up the Music of India and Funk in New Orleans This Weekend." Red Baraat performs at the Voodoo Experience's **WWOZ Stage** in City Park on Friday, October 28, at 6:15 p.m.

Nola.com, October 28, 2011, Allison Fensterstock. "Voodoo Fest 2011 Starts Off with Overcast Weather and Cheeky Attitude." Today, she [Cheeky Blakk] joined partner-in-crime **Davis Rogan** with a full live band that was apparently a feat to organize. "It's called B1," he said, "because there's only gonna be one show." Blakk and Rogan go way back. When she took a break to change outfits, he took the mic and rapped "I Quit," the track off his "Once And Future DJ" record that recounts his ignominious exit from **WWOZ**.

MusicblogNOLA.com, October 19, 2011, Lon, "Preview: Galactic/Earphunk@ Varsity Theater (Baton Rouge) 10/20/11." Most notably, the band announced on **WWOZ** yesterday that they put the master tapes in for their record label and played two songs from the forthcoming album that included a Brazilian/NOLA funk mashup feat. a Brazilian samba troupe mixed in with a track featuring the vocals of **Mystikal** and **Mannie Fresh** (don't think that that's been done before...). Either this was an exclusive first glimpse into the next phase of their careers, or just another funk-ed-out get down manufactured to maximize the *get loose* nature of their shows.

Time-Picayune. October 18, 2011, Allison Fensterstock. "Trick or Treat: A Spotify List of Halloween Songs." Halloween is coming, and it's never too early to start haunting. Each year, I spin a blues and R&B show on **WWOZ** featuring nothing but Halloween novelty songs; below is an hour's worth of my favorites...

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17. Press (continued)

The Planet Weekly, October 14, 2011. "Honey Island Swamp Band Playing at Rooster's October 20th." The newest offering from HISB— 2010's *Good to You--* was named to several "Top Ten CD's of 2010" lists, and has quickly become a staple of the Crescent City's legendary **WWOZ**, as well as on Sirius/XM satellite radio's Bluesville....

Myneworleans.com, October 14, 2011. "This Weekend in New Orleans: Film Fest." Narrated and co-written by John Sinclair (formerly of **WWOZ**). King is the life story of action painter Frenchy (ne Randy Frechette) known for his depictions....

Times-Picayune, October 13, 2011, Keith Spera. "Crescent City Blues and BBQ Fest Offers a Weekend's Worth of Music for Free," Those who are unable to attend can tune in to **WWOZ-FM (90.7 on the dial)** – another beneficiary of the Jazz and Heritage Foundation—for live streaming of the festival.

Offbeat, October 13, 2011, *Caroline Weil*, "Crescent City Blues and BBQ Festival Schedule and Food Menu." For those who live close by, local bicycle advocacy organization Bike Easy will be offering free bike valet service. For those in the opposite situation, who won't be able to make it to the festival at all, **WWOZ** will be broadcasting the performance live on the radio and at wwoz.org.

Offbeat, October 12, 2011, Alex Rawls, "Voodoo Music Experience News: Givers, Odd Future," The Givers (October 30, 1:30 pm, **WWOZ Stage**) recently recorded "In My Eyes," "Words" and "Atlantic" at a Daytrotter session.