

WWOZ Board of Directors Meeting
Wednesday, January 11, 2012
General Manager's Report

- 1. Membership.** Crystal Gross reports that membership has raised **\$406,482** from **3,162** donors, up from **\$363,723** received from **2,912** members last year. Of that total, **\$190,080** is from **422** Brass Pass memberships, up from **\$168,412** received from **397** Brass Pass members last year. Molly Cobb states that WWOZ's sustainer program is bringing in an average of **\$5,000 per month** for Membership. Molly also announces **that the Spring On-Air Membership Drive** will begin 9 am, Tuesday **March 6th** and end 2pm, Friday **March 16th**. The Board of Directors is invited to participate, please contact Crystal Gross for volunteer opportunities.
- 2. Major Giving.** Strategic Development Director Lauren Cangelosi reports that she has raised **\$23,509** in major contributions from December 28 until the present, for a total of **\$60,750** this fiscal year. **\$20,200** of the total amount is major giving brass pass contributions. WWOZ is now able to receive stock donations via Morgan Keegan, and, in fact, in December, WWOZ received six shares of IBM stock from a major donor. Lauren Cangelosi has continued to coordinate donor lunches with General Manager David Freedman as part of the "Power the Tower" fundraising campaign.
- 3. Underwriting.** CFO Beau Royster reports that **\$20,154** was collected for sponsorship since December 28, 2011.
- 4. Swamp Shop.** Swamp Shop administrator Julie Raimondi reports that the Swamp Shop earned **\$5,853.95** for the month of December. This is an increase in **17%** over December 2010, and **86%** over December 2009. Sales so far this fiscal year total **\$21,710.03**. Ms. Raimondi mailed out 1,110 items in calendar year 2011, in addition to festival and in-house sales."
- 5. Outreach.** The Outreach Krewe, spearheaded by Eliza Llewellyn, participated in two events during the month of December. **The Treme Creole Gumbo Fest** and **The Louisiana Endowment for the Humanities' "People Say" event** in the Marigny raised a total of **\$2,155** in Membership donations and received nine new 'OZone e-newsletter subscribers. Membership donations received at this year's Gumbo Fest more than doubled last year's numbers.

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- 6. Digital Deployment.** The Digital Deployment team **created holiday shopping and end-of-year giving campaigns** for the **website, facebook, twitter and the 'OZone newsletter**. During the holidays, **development work** was undertaken as well. The team did research on the best ways to associate real-time **song data** from WWOZ's newly installed logging system with **programs and show hosts**. This will make **our automatically generated real-time playlists** resemble more closely our traditional manually entered playlists. In addition, an **inventory of 2011 web content** was taken for the purpose of record keeping and to provide content for the **Best of 2011 Highlights**. They also **updated WWOZ's 2012 Jazz Fest coverage**. **WWOZ's initial article for *Insight New Orleans*** was created, and will be published this month. Finally, the Digital Deployment Team met with WWOZ Show Hosts to explore ideas for **new web features in 2012**.
- 7. Board Retreat on January 27, 2012.** WWOZ board and staff will meet in an all-day retreat at 3 Lakeway Center, Metairie, for the purpose of reviewing the **station's strategic plan** and to develop board infrastructure. Consultant **David Othmer** will facilitate the work that the board and staff began during last year's retreat.
- 8. Community Advisory Board.** On December 6, 2011 the Community Advisory Board met with WWOZ staff. Members of the Board include: Sissy Wiggins, Veronica Cromwell, Reid Wick, Paige Patriarca, and Sakura Kone. One of the areas of greatest interest to the CAB is **WWOZ's opportunity to find ways to serve the youth of the city**.
- 9. Volunteer Party.** On December 10, 2011, at Café Istanbul in the Healing Center, 2372 St Claude Avenue, WWOZ celebrated its Annual Volunteer Party. This year's event featured the **Sugar Bear** band with special guest **Linda Wright**. The party was well attended and provided an opportunity for all present to meet and greet **our diverse, highly-skilled and dedicated volunteers, who now number more than seven hundred!** They are truly the heart of community radio and the secret to what makes 'OZ so special.
- 10. Renovation Work.** On January 10, 2012, work was begun on the renovation of the WWOZ studios. The work is intended to address three operational concerns: by **relocating the broadcast studio, the performance area will be more accessible and user-friendly**. **Installing a second air-condition-heating system** will provide for the climate control necessary to provide two zones—one low temperature to protect our electronic equipment, and another "comfort" zone for employees and station visitors. Finally, **an electrical service will be added** to rectify issues which have surfaced since we moved into the facility after the Flood of '05.

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11. WWOZ Interviews

In Studio

December 1: Anthony Cuccia, Libra Lagrone, Walter Ramsey, Daria Dzurik, Graham Robinson, Todd Monton, Vicki Christman. *December 2:* Zena Moses, Mario Abney, Wes Henderson, Phil Forrett, Jeff Zeleznik, Big Sam, Ike Stubblefield. *December 6:* Wood Brothers. *December 7:* Evan Christopher, Takeshi Shimmura, Kana Ko Fura, Zack Smith. *December 8:* Warton Sandifer, Mem Shannon, Spencer Bohren, Libra Lagrone. *December 9:* Honorablesouth, Little Freddie King, Jacqui Naylor. *December 10:* Hugo Montero, Andy J. Forest. *December 11:* Nature Men. *December 13:* John Swanson, Mark Granden, Ratty Scurvics, Rachel Van Vorheen. *December 14:* Justin Peake, David Batiste, Paula Rangell, Chuck Fowler, Jennifer Jones. *December 15:* Viva Rouse, Derrick Tabb, Libra Lagrone, Dawn Bartholomew. *December 16:* Olivia Green, Lily Keber, Sam Price, Chris Mule, Meschiya Lake, Danniau Doug. *December 19:* Zoey Hanies, Matthew Kopfler, Spencer Bohren, Lady Baby Miss, Lov Thevenot, Michaela Harrison. *December 20:* Carl Leblanc. *December 21:* Ben Ellis, Clint Maedgan, Helen Gillet, Ratty Scurvics. *December 22:* Larry Brages, Russel Him. *December 28:* Rosita Kess, Richard Julian, Tom Thayer, Harry Hoerner, Vincent Ebeler, Jerrell Rodriguez, Rick Trolson. *December 29:* Monty Russell, Arlee Leonard.

12. Live Music.

Remote Location

Saturday, December 31, 2011, 10:30 pm, at Irvin Mayfield Jazz Playhouse (Royal Sonesta Hotel), 300 Bourbon Street: **Irvin Mayfield, David Torkanowsky, Shannon Powell, Peter Harris, Michael Watson, Carl LeBlanc, Glen David Andrews and Trixie Minx.**

Friday, January 13, 2012, 8:00 pm, at Dillard University's Lawless Memorial Chapel, 2601 Gentilly Boulevard: *Jazz Journey:* **Rene Marie with Germaine Bazzle and Betty Shirley.** Produced by the New Orleans Jazz & Heritage Foundation.

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13. Press and Promotion.

Times-Picayune, "New Orleans Jazz Fest Grows Up," January 2, 2012. "Jazz Fest also is associated with **WWOZ**, a radio station focused on local music that broadcasts live from the fest each year."

JazzNews.com, "Stephanie Jordan, Germaine Bazzle, Betty Shirley in Jazz Journey concert with Rene Marie," December 30, 2011. "This Jazz Journey concert is produced and presented by the New Orleans Jazz & Heritage Foundation. Co-sponsors include radio station WWOZ, which will broadcast the concert, and Dillard University."

Nola.com, "Benny Grunch and the Bunch, a Punk and New Wave Reunion, and More Music for the Week Starting Ahead," December 23, 2011, Allison Fensterstock. "**WWOZ DJ** and bluesman Sam Cammarata plays his regular 8 p.m. gig at the Apple Barrel."

Horn.com, "Interview with John Paul Gaster of Clutch," December 22, 2011, Miranda Macias. "**What are you listening to right now?** JPG: Well, when we got to the hotel last night, the first thing I did was stream WWOZ, which for me, is the very greatest radio station in the world. It's a radio station out of New Orleans. It's fantastic. Mostly they play New Orleans stuff, but you can hear hip-hop stuff and go-go stuff on there, and I love the fact that there is a DJ there that is actually going through his own record collection and picking stuff out that he wants to play for that show. So, for me, that's a pretty great station to listen to. Um, and then, you know, my influences range from John Coltrane and Miles Davis to King Tubby to Cactus and KRS-One. I mean, all kinds of stuff."

Nola.com, "New Year's Eve for Adults and Kids," December 22, 2011, Brendan Twist. "A Toast from New Orleans will feature a five-course dinner, an open bar, and the opportunity to mingle, in true New Orleans fashion, with a bevy of the city's best musicians and entertainers, including David Torkanowsky, Glen David Andrews, Shannon Powell and Mayfield. Music comes courtesy of the Playhouse Revue. The cost of this shindig? A whopping \$500 per person. Didn't strike it rich in 2011? You can listen to a live broadcast of the event on **WWOZ**."

JazzCorner.com, "Jazz Corner News," December 15, 2011. "The Stephanie Jordan Big Band will perform during the first weekend of Jazz Fest on Friday, April 27, 2012 in the WWOZ Jazz Tent while her brother, trumpeter Marlon Jordan will perform during the second weekend."

Times-Picayune, "Tremé Co-Creator Says Coco Robicheaux Was a New Orleans Original and a TV Natural," December 10, 2011, David Walker. "Performing a ceremonial sacrifice of a live chicken on Davis McAlary's **WWOZ FM-90.7** show, Robicheaux was someone "Tremé" couldn't have made up."