

**WWOZ Governance Board Meeting**  
**Wednesday, October 12, 2011**  
**Manager's Report**

- 1. Fall Membership Drive:** With the theme of “Real Music, Live Radio,” the 2011 ‘OZ Fall Membership Drive began Tuesday, September 27th and ended Thursday, October 6th. Since July 1, 2011 membership has raised **\$224,881** from **2,312** donors! Of that, **\$106,696** was contributed by **1,234 out-of-state members** (nearly 48%). This time last year the station had received **\$207,487** in new and renewing membership gifts from **1,913** donors. Of that, **\$95,734** derived from **1,019** out-of-state donors. Fall thank you gifts included a First Edition WWOZ Art Scene Mug, Embroidered Baseball Cap and, WWOZ Volume 35 Collector’s Edition CD *You Shoulda Been There*, 2012 Jazz Fest WWOZ Brass Passes and the WWOZ House of Blues Pass.
- 2. Major Giving:** Major Giving has received **\$19,500** for the FY2011. WWOZ’s second out-of-state cultivation event in **New York City** hosted by Courtney and Mike Katzenstein was attended by board member Mary Johnson Norris and raised more than **\$1,500**. Lauren and Mary will be conducting follow up thank you notes and phone calls. **Courtney Katzenstein has also graciously chosen WWOZ to be her charity of choice** for her birthday celebration at Tipitina’s on November 5th. **The WWOZ Board of Directors contributed \$580 collectively to the Fall Pledge Drive.**
- 3. New Orleans All the Way Live.** On September 13, 2011, WWOZ entered into a renewed underwriting contract with **the New Orleans Tourism and Marketing Corporation** for the production of WWOZ’s nationally syndicated weekly one-hour program featuring live-musical performances of local musicians, *New Orleans All the Way Live*. The show is now heard in 46 markets in 24 states across the US, as well as in Puerto Rico, Australia, and Scotland, and the value of the current contract is **\$150,000**.
- 4. Underwriting Income.** Chief Financial Officer, Beau Royster, reports that WWOZ collected **\$8,377** in underwriting income during the period September 7, 2011 through October 7, 2010.
- 5. Swamp Shop.** Swamp Shop Administrator Julie Raimondi reports that, for the month of September, the Swamp Shop made **\$2,442** in sales, representing a **115% increase** over FY11. First quarter gross revenues total **\$5,768.66**, a **59% increase** from FY11. The Swamp Shop is enjoying increased sales during the fall membership drive, and is preparing for two major festival events and the upcoming holiday season.
- 6. Outreach:** The Outreach Krewe is preparing to host a table at the **Crescent City Blues & BBQ Fest** this weekend (10/14 - 10/16) in conjunction with Julie Raimondi, who will be overseeing Swamp Shop merchandise sales at the festival. Outreach Coordinator, Eliza Llewellyn, will also attend **the Convention & Visitor's Bureau Business after Hours event in October**. November finds the Outreach Krewe participating in two festivals around New Orleans: **the Bywater Mirliton Festival and the Po-boy Preservation Festival**.

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7. **WWOZ's Volume 35 Fall 2010 Collector's Edition CD** is entitled *You Shoulda Been There* – a compilation of recordings by WWOZ broadcasts from a variety of local music venues featuring performances by **Jeff Coffin & the Mutet, Dr. Michael White, James Andrews & the Crescent City All Stars, Victor Atkins, Mem Shannon & the Membership, John Boutte, Karl Denson's Tiny Universe, Aaron Neville, Ruthie Foster, George Porter Jr. and Carlos Malta.**
  
8. **Digital Deployment Team.** The Digital Deployment team finished the first version of the WWOZ website **real-time playlist**. This includes "**now playing**" info located **on the homepage** in the upper left corner and a "**recently played**" history of songs. Future upgrades will add features from 'OZ's former static playlists not yet integrated into this new dynamic format. In addition, Digital Deployment **supported the Fall membership effort** with a **new look for the website** during the drive, as well as **new gift pages and live photo coverage** throughout the drive. The DD team worked with show hosts to help them optimize their **show host blogs**. As part of its monthly duties, the team launched **the September OZone** (on deadline) and continued to **maintain the help email, livewire music calendar, community events calendar, New Orleans All the Way Live weekly episodes and the In the Streets weekly feature** on second line parades. The Digital Deployment team has been **training new volunteers** in data entry for the calendar system to live event photography to posting media to the website.
  
9. **New Orleans Crescent City Blues & BBQ Fest.** WWOZ volunteers and staff will provide 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, our Outreach/Swamp Shop team will offer WWOZ memorabilia at **WWOZ's outreach booth**. The event will be held in Lafayette Square.
  
10. **2011 VooDoo Music Experience.** Once again, WWOZ will be broadcasting from this year's VooDoo Music Experience to be held October 28<sup>th</sup> through 30th in City Park. We will be broadcasting live performances from **the WWOZ Stage**.
  
11. **WWOZ In-Studio Interviews**

*Sept 2, Vincent Marini, Sept 15, Nadja Cojoe, Sept 16, David Batiste, Brother Tyrone, Sept. 20, Paul Longstreth, Jimmy Clanton, Sept 21, Dayna Kurta, Sept 22, Cheryl McKae, Gene Harding*

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**12. Live Music Performances, *In Studio*:**

Thursday, September 27, 2011

**Mark Growden, Dana Abbott Blues Band,  
Gregory Agid Jazz Quartet**

Friday, September 28, 2011

**Gaynelle Neville & The Ladies of New Orleans, Lil Red & Big Bad,  
Jerroll Caliste, Tom Worrell**

Thursday, September 29, 2011

**Doreen Ketchens, Billy Iuso Band, The Dave Jordan Band,  
Harry Shearer, Camille Boudin, George French, Doug Belot**

Friday, September 30, 2011

**Kid Chocolate Brown, The Stooges, The Believers,  
Todd Clouser Quartet, George Porter Jr.**

Sunday, October 2, 2011

**High Ground Drifters, Christian Diablo, Ellis Marsalis**

Monday, October 3, 2011

**Smoking Time Jazz Club, Collin Lake Band, Khris Royal & Dark  
Matter, Lil Freddie King, The Scott Birham Quartet**

Tuesday, October 4, 2011

**Ingrid Lucia, Luke Winslow Band, The Chaz Blues Band,  
Helen Gillet, Jimmy Robinson**

Wednesday, October 5, 2011

**Jayna Morgan & Friends, Alex McMurray, Kermit Ruffins, Voices of  
the Wetlands, John Lisi, Naydja Cojoe, Bobby Lenoro New Orleans  
Express, Mitch Wiids, Jimmy Wooten**

Thursday, October 6, 2011

**Irma Thomas, Walter Wolfman Washington**

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**13. Live Music Performances, *Remote Broadcasts:***

***Voodoo Blues Krewe Challenge***, Rock n' Bowl, 3016 S. Carrollton Avenue,  
(Live Performance recording)  
*9:30 pm, Saturday, September 24, 2011*

**Kenny Acosta, Nomad, John Lisi, Blues4Sale, J.D. Hill,  
Deacon John Moore, Johnny Sansone**

***Saturn Bar, 3067 St Claude Avenue, Alex McMurray***  
(New Orleans All the Way live performance recording)  
*10 pm, Thursday, Oct. 13, 2011*

***New Orleans Crescent City Blues & BBQ Fest, Lafayette Square***

*Friday, October 14, 2011*

<b>Henry Butler</b>	5:30 – 6:30 pm
<b>Walter “Wolfman” Washington</b>	6:45 – 8:00 pm

*Saturday, October 15, 2010*

<b>King James &amp; the Special Men</b>	Noon -- 1:15 pm
<b>Little Freddie King</b>	2:15 – 3:30 pm
<b>Tab Benoit</b>	4:30 – 5:45 pm
<b>Kenny Wayne Shepherd</b>	6:45 – 8:00 pm

*Sunday, October 16, 2010*

<b>Eric Lindell</b>	Noon -- 1:15 pm
<b>Luther Kent &amp; Trick Bag</b>	2:15 -- 3:30 pm
<b>The Campbell Brothers</b>	4:30 -- 5:45 pm
<b>Betteye LaVette</b>	6:45 -- 8:00 pm

***Voodoo Music Experience, City Park, 1 Palm Avenue, Artists TBA***  
*Friday, October 28 – Saturday, October 29, 11am – 11pm,*  
*Sunday, October 30, 8 am – 11 pm*

***Oak Street Po-boy Festival, Oak Street at South Carrollton, Artists TBA***  
*Sunday, November 20, 2011: 11am - 7:00pm*

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*Press*

*Nola.com*, Keith Spera, "Voodoo Experience Schedule to be Rolled Out in Real Time," October 7, 2011 "The incremental opening day release continues through a presumed Soundgarden slot around 9 p.m. tonight and will close out on Sunday with the original Meters' slot on the WWOZ Stage, as Voodoo producer Stephen Rehage revealed today on **WWOZ-FM**."

*Gambit*, Michael Patrick Welch, "College Radio Will Never Die: The *Dolphin* (1610 AM) -- Delgado College's New Student-Run Radio Station" October 4, 2011 "The Dolphin's signal is generated by a 10-watt transmitter (**WWOZ** broadcasts at 4,000 watts ) with a 9 foot antenna. It isn't glamorous, but it works."

*Offbeat*, George Wilde, "Khris Royal's Royal Education," September 30, 2011 "During a Dark Matter radio interview and concert broadcast on **WWOZ**, Art Neville called in four times to praise the band, telling the DJ to tell them that 'their shit is cold-blooded!'"

*Nola.com*, Chris Waddington, "Songwriter Dayna Kurtz Taps American Roots in New Orleans Show," September 27, 2011 "When was the last time a voice reached out of your car radio and grabbed you? Dayna Kurtz did it to me a week ago, with a live, solo appearance on **WWOZ** — 10 minutes of blues-inflected acoustic guitar and a full-throated alto that soared and growled and whispered with the wisdom of decades on the road."

*Baltimore Brew Newspaper*, Rafael Alvarez, "Twice-Cooked Corn and Connie Lee Knox: An Appreciation of a Person Who Made *The Baltimore Sun* What It Was," September 26, 2011 "Into Connie's head went an eclectic range of jazz from **WWOZ-FM** in New Orleans, which she listened through headphones via the Internet while editing."

*Blues Matters Magazine*, (Wales, United Kingdom), Paromita Saha, "**WWOZ 90.7** – The Guardians of the Groove for New Orleans" July, 2011. In a three page article featuring WWOZ, the award winning blues magazine featured extensive interviews with local blues musicians, station volunteers and staff, including David Torkanowsky, Walter "Wolfman" Washington, Andrew Grafe, Dwayne Breashears and David Freedman. The article sums up the station's operating approach: "Because our chief funding source is listeners, we treat them with respect as peers and adventurers in the discovery of our city's treasures. We believe there is a degree of loyalty and trust that the **WWOZ** audience has for the station. We wouldn't trade that for every last ounce of the type of fool's gold being minted by commercial broadcasters."

*Allsounds.com*. "Voodoo Music Experience and Deja Voodoo is Verboten After Dark Parties," September 22, 2011 "Le Flambeau's two performance spots (Preservation Hall Tent and **the WWOZ Stage**) honor the roots and history of New Orleans music and its inspiration on others."

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***Press (Continued)***

***Times-Picayune***, “Dooky Chase hosts 'Sweet 16' event for Crescent City Farmers Market,” September 21, 2011 “FRENCH MARKET FARE: Liz Williams of the Southern Food and Beverage Museum will interview George Ingmire of **WWOZ** about the relationship between food and music, especially in New Orleans.”

***Kansas City Star***, Aaron Barnhardt, “Singing the Blues: Independent FM Station KKFI Struggles to Stay Alive,” September 20, 2011 “There are lots of community radio success stories like WMNF. In New Orleans, **WWOZ** connects with listeners through music instead of news, and authenticity instead of spit-and-polish. Many of the OZ hosts are musicians themselves, and their love of the Crescent City sound bleeds through every minute. What they all have in common is a large and active volunteer base. Unpaid labor is the one thing community radio can rely on that commercial and public radio can't, and it may be the truest indicator of whether the station is really serving the community.”

***Uptown Messenger***, Jean-Paul Villere, “Stomp Sign – The Familiar Voice of Jivin’ Gene,” September 14, 2011. “Perched in an unassuming French Market building steps from the Mississippi River each Tuesday evening the radio personalities known as Jivin’ Gene and his right hand man Neil spin *The 50’s Rhythm & Blues Show* from **WWOZ** studios, doing so with a flare....I love this show....I e-mailed Gene some weeks ago about possibly interviewing him for a piece to coincide with this year’s *Ponderosa Stomp*, so he invited me up to the studio one evening I arrived in their set and Gene gave me a quick tour of the space and offices. Then I sat and watched them work, asking questions between set breaks. Here’s what I learned....”

***pr.com***, “Sherry ‘Miss Leddy’ Milam To be Interviewed,” September 14, 2011. “Sherry Milam, better known among the children of New Orleans as Ms. Leddy, has scheduled several venues to introduce her adopted city to her debut children’s book, *The Red Feather*. She will be interviewed on WWL-TV and **WWOZ** and she will read her book on WRBH.”

***Nola.com***, Keith Spera, “DJ Soul Sister’s Birthday Jam,” September 9, 2011. “For her fifth annual Birthday Jam at Tipitina’s tonight, popular local DJ Soul Sister — she specializes in rare funk and R&B — is joined by the **WWOZ Funk All-Stars** featuring David Torkanowsky, Walter “Wolfman” Washington, Terrence Houston, Roderick Paulin, Shane Theriot and Khris Royal.”

***Nola.com***, Keith Spera, “New Orleans Jazz Fest Foundation's 'Heritage School of Music' host auditions,” September 7, 2011. “Veteran jazz saxophonist and educator Edward ‘Kidd’ Jordan has led the school since its inception. It is named for Don “Moose” Jamison, a longtime jazz deejay at **WWOZ-FM** and New Orleans Jazz & Heritage Foundation board member who passed away in 2003.”