

**WWOZ Board of Directors
Chief Operating Officer's Report
July 13, 2016**

With the approach of the end of fiscal year 2016, we've been focused on projecting our activities for the next two months and developing the FY 2017 plan. We are undertaking a deep revision of our budget categories to allow better monthly monitoring of revenue and expenses, as well as segregating departments to allow managers to keep abreast of spending in their respective areas of responsibility. This is part of our overall realignment of duties within staffers well as making it easier for board members to understand how our efforts are allocated.

With the hiring of a permanent Membership Director (see below), the Development department has begun a series of mini-retreats to refocus our fundraising and listener services. The nearly total turnover in that department over the last year was a bit of a setback, but signs are bright for a much more focused effort to maximize the potential in our largest sources of revenue—membership and underwriting.

FY 2016 Revenue as of May 31, 2016

WWOZ's total year to date revenue is \$2,748,312, a 3% increase against corresponding time period in FY 2015.

Membership has received \$2,291,548 in individual donations and Brass Pass purchases, compared to \$2,135,137 for the same period in FY 2015 (+7%).

Underwriting & Sponsorship revenue totals \$300,711, compared to \$336,338 for the same period in FY 2015 (-11%). The total dollar value of WWOZ's signed underwriting agreements to date is \$206,896, compared to a dollar value of \$119,170 for agreements signed during the same period in FY 2015. This represents a 74% increase. As noted before, the move to more annual agreements billed on a monthly basis makes year to year comparisons difficult.

Major Giving & New Orleans Calling revenue is \$132,363, compared to revenue of \$158,974 generated during the same period in FY 2015 (-17%).

Swamp Shop revenue is \$23,690, a significant decrease from the \$45,156 in sales generated during the same period in FY 2015 (-48%).

Ladies in Red Gala

On June 10, 2016, WWOZ was honored for "Outstanding Musical Contributions to the New Orleans Community and Jazz Heritage" by New Orleans' Preservation Resource Center, at the its "A Red Hot Jazz Gala: 16th Annual Ladies in Red" event, held at The Orpheum Theater. The event honors jazz musicians and institutions for their contributions to New Orleans' cultural legacy. City of New Orleans Mayor Mitch Landrieu presented WWOZ with a signed "Letter of Recognition" for its contributions to the cultural legacy of New Orleans. WWOZ Development Committee member Kathleen Parke notified WWOZ of the honor and provided invitations to the event, which was attended by Arthur Cohen, Pamela Wood, Melanie Merz, KaTrina Griffin, and Pearl Ricks.

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New Media

On June 24, 2016, WWOZ launched the redesigned WWOZ.org website. To this point we have not promoted the new service to allow bugs to be worked out, but the public launch will begin in the next week or two.

The new website employs responsive design, which improves the experience for smartphone and tablet users by automatically loading each WWOZ webpage sized to fit a user's device. Smartphone and tablet users generate the majority of WWOZ's website traffic, and the redesign will likely further increase the number of unique visitors. The website's responsive design will also improve the experience of WWOZ iPhone and Android application users, since our apps all link to content on WWOZ.org.

Personnel

On July 1, 2016, KaTrina Griffin joined the staff of WWOZ as its Membership Director, reporting to Chief Development Officer Pamela Wood. Ms. Griffin had been performing many of these duties on a temporary basis since September 2015 and was the successful applicant from a very competitive field in an open hire of the position. She holds an M.S. in Business Administration, and has eight years' experience as a database administrator, and with providing financial accounting support and customer service. As Membership Director, Ms. Griffin will be responsible for developing and implementing programs, projects, protocols, and activities designed to retain and increase WWOZ membership.

IPW 2016

The New Orleans Convention and Visitors Bureau invited WWOZ to provide ambience, music, and video for the media room at the U.S. Travel Association's International Pow Wow 2016 (IPW), a travel industry marketplace and trade show held at the Ernest N. Morial Convention Center from June 18-22, 2016. More than 500 journalists from 70 countries used the media room as an office during the IPW. WWOZ show hosts broadcast their shows live from the press room on June 18, 21, and 22, and WWOZ curated and broadcast two live performances. WWOZ Video provided a highlight reel to play in the room, and WWOZ Outreach handed out more than 300 WWOZ CD's and more than 400 WWOZ informational booklets.

AFP Fundraising Conference

On June 16, 2016, the entire WWOZ Development Department attended the Association of Fundraising Professionals' 2016 Greater New Orleans Annual Fundraising Conference, held at the Boomtown Casino in Harvey, LA. The conference offered a wealth of networking and industry information, including a session conducted by WWOZ's Development Committee Chair Marc Barnes on the efficacy of the traditional "Donor Pyramid" model used by non-profit organizations. The WWOZ team was able to attend various sessions and confer with other area fundraising professionals.

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- Appendix A -

Underwriting Agreements

WWOZ Sponsor Services signed eight new underwriting and/or sponsorship agreements in June 2016: Live Nation for Elvis Costello at the Saenger Theater; Live Nation for Alabama Shakes at Champion Square; the North Mississippi Hill Country Picnic; *Spotlight New Orleans* with John Calhoun; the New Orleans Jazz and Heritage Foundation for the 2016 Louisiana Cajun-Zydeco Fest; the New Orleans Convention and Visitors Bureau for “Be a Tourist in Your Own Hometown”; Odyssey House; and Orleans Coffee.

Video

During the month of June 2016, WWOZ Video recorded the following live performances and events:

June 5, 2016:	Congo Square Preservation Society Drum Circle with Luther Gray
June 9, 2016:	The New Orleans Caribbean Festival Kick Off at New Orleans City Hall
June 18, 2016	The Louisiana Cajun-Zydeco Festival in Armstrong Park; the New Orleans Pride Festival
June 19, 2016:	Luther Gray performance and interview
June 26, 2016:	Second Line and Mardi Gras Indian Jam at Vaughan's Lounge
June 27, 2016:	Jasen Weaver Band live performance in the WWOZ studio

WWOZ Video published five edited videos in June: the June 9th Congo Square Drum Circle; Tom McDermott performing “Copacetic Boogie”; an interview with Leo Nocentelli and his performance of “Fire on the Bayou”; Dwayne Dopsie & The Zydeco Hellraisers performing “Hey Hey Hey”; and the “We are Orlando” tribute at the 2016 New Orleans Pride Festival parade. WWOZ also provided artist copies of footage shot at the French Quarter Festival, the Abita Springs Busker Festival, and at the Ace Hotel’s Three Keys.

Outreach

On June 4, 2016, WWOZ Outreach hosted a table at The Symphony Book Fair, held at the U.N.O. Lakefront Arena. During the weekend of June 18-19, 2016, WWOZ was on hand at the Louisiana Cajun-Zydeco Festival in Armstrong Park.

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Live Remote Broadcasts

June 18, 2016:

Spencer Bohren

U.S. Travel Association's IPW 2016, Ernest N. Morial Convention Center

June 22, 2016:

The Joe Lastie Brass Band

U.S. Travel Association's IPW 2016, Ernest N. Morial Convention Center

Press

O'Dwyer's/odwyerpr.com: "U.S. Tourism Featured, Sold Worldwide at IPW 2016"

Carla Rupp, July 6, 2016

"A large press room provided ample working space, with access to media kit materials from publicists. Not only were refreshments and supplies available, but also entertainment diversions for the writers. Radio station **WWOZ 90.7 FM** New Orleans hosted musical artists, such as blues guitarist and storyteller Spencer Bohren, a local fixture on NOLA's music scene."

New Orleans Tourism Marketing Corporation/gonola.com: "New Orleans Podcasts to Download Now"

Christopher Garland, July 5, 2016

"Produced by the beloved **WWOZ**, *New Orleans Calling* tells the stories of New Orleanians and the music of this city with the help of seasoned host George Ingmire. And while it's technically not a podcast in the traditional sense, it's available for streaming at any time on their website."

University of New Orleans/uno.edu: "Sister of Soul: DJ and Alumna Melissa Weber, New Orleans' Rarest Queen of Groove, Brings the Funk for More than Two Decades"

Rebecca Catalanello, June 29, 2016

"One day in high school while listening to **WWOZ**, she heard a DJ preface a James Brown tune by telling all the young people to go ahead and leave the room. Weber was so indignant by the assumption that only older people would enjoy James Brown that she wrote the DJ a letter letting him know that the King of Soul's reach is not limited, nor should it be assumed that it is."

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The Times-Picayune/nola.com: "Red Hot Jazz Gala for the Preservation Resource Center's Ladies in Red"

Sue Strachan, June 24, 2016

"Event co-chairs Nancy Parker and Mary von Kurnatowski announced the night's honorees, recognized for their contributions to the cultural community: James Andrews, Dirty Dozen Brass Band, Herbert Hardesty, Donald Harrison, Shannon Powell, and **WWOZ**."

OffBeat/offbeat.com: "new Orleans Jazz Landmarks Sold to Local Developer"

Sam D'Arcangelo, June 23, 2016

"The Eagle Saloon Initiative has enlisted a number of "cultural ambassadors" that will champion the resurrection of the historic building. Participants include musicians like Porter, Big Sam, Ivan and Ian Neville, Dave Torkanowsky, DJ Soul Sister, Deacon John Moore, PJ Morton and Eric Krasno, as well as former **WWOZ** programming director Dwayne Breashears, music journalist Alison Fensterstock, music historian Holly Hobbs, author Louis Maistros, writer Brett Michael Dykes and OffBeat's own Jan Ramsey.

The Boston Globe/bostonglobe.com: "The prince of pop (culture)"

Joan Anderman, June 22, 2016

"Turn to your right and you're in [Darren Hill's] Emporium. **WWOZ** out of New Orleans is streaming, some old R&B, and it's hard to focus on any one thing because everything is enchanting."

Esquire/esquire.com: "I'll Say This about Trump: He's Making Life Hell for Florida Republicans"

Charles P. Pierce, June 19, 2016

"Weekly **WWOZ** Pick to Click: 'Whiskey Drinking Man' (Chubby Carrier): Yeah, I pretty much still love New Orleans."

The Times-Picayune/nola.com: "Nicholas Payton, Christian Scott, Nesby Phips, PJ Morton among lineup for Eagle Saloon fundraiser June 17"

Chelsea Brasted, June 13, 2016

"The night's events will be emceed by former **WWOZ** programming director Dwayne Breashears, and Payton serves as musical director."

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Philadelphia Inquirer/philly.com: “Millennials abandoning AM/FM for streaming”
Jonathan Takiff, June 13, 2016

“Take web designer Liz Pinney, 27, of Germantown. Her twice-daily, 40-minute car commute flies by, she says, on a nutritious, cellphone-tuned diet of out-of-market stations ‘like **WWOZ** New Orleans and podcasts like Radio Lab, Another Round, and The Many Moods of Ben Vaughn.’”

OffBeat/offbeat.com: “Eagle Saloon Announces Stacked Fundraising Concert”
Sam D’Arcangelo, June 23, 2016

“A variety of prominent New Orleans artists will perform at the concert, including Nicholas Payton, Christian Scott, DJ Soul Sister, Ivan Neville, Joe Dyson, Nesby Phips, PJ Morton and Roland Guerin. Payton, a Grammy-Award winning musician, will serve as the night’s musical director, while former **WWOZ** programming director Dwayne Breashears will be the master of ceremonies.”

Esquire/esquire.com: “Gordie Howe Was the Prototype of the High-Scoring Tough Guy”
Charles P. Pierce, June 10, 2016

“Weekly WWOZ Pick to Click: ‘St. Peter’s Walk’ (Freddie Hendrix): Yeah, I pretty much still love New Orleans.”