1. **Membership.** As of September 30, 2014 (the first month of FY 2015), WWOZ has received $20,322 in member donations. 1,392 individual members donated during September 2014, an increase of 52%. 1,236 sustaining members gave $12,234 (60% of all revenue), and 754 out-of-state members gave $11,300 (56% of all revenue). In September 2013, WWOZ received $7,586 from 917 donors: $3,970 from 789 sustaining members, and $4,550 from 499 out-of-state members. On October 24, 2014, WWOZ held a public fundraising event at d.b.a Brooklyn, featuring beverages from event co-sponsor Bayou Teche Brewing, and a live performance by Louis Michot of the Lost Bayou Ramblers and Cedryl Ballou of the Zydeco Trendsetters. On November 14, 2014, WWOZ will host a fundraising event at The Boom Boom Room in San Francisco, featuring live music by the Victor Little Trio. The fall WWOZ Membership Drive began on November 4, 2014 and ends on November 14, 2014.

2. **Underwriting.** As of September 30, 2014, WWOZ has generated $8,310.45 in underwriting and sponsorship revenue, compared to revenue of $7,906.95 in September 2013, an increase of 5%. Sponsor Services signed 10 new underwriting agreements in October 2014: Southern Rep, Caesars Entertainment for Better than Ezra, Spears Consulting for International Fest, Madstone Productions for *Celtic On Tour* at the Saenger Theatre, the Canal Street Veterinary Hospital, The Mothership Foundation, the New Orleans Fringe Fest, *The Goodnight Show with John Calhoun*, and Majestic Presents: Ray LaMontagne at the Saenger Theatre.

3. **Major Giving.** As of September 30, 2014, major donors contributed $7,765 – a revenue increase of 21% over September 2013, during which Major Giving received $6,430. On October 23, 2014, WWOZ hosted its annual New York City cultivation event. The event raised more than $10,000, thanks to special musical guest Davell Crawford, Courtney Slatten Katzenstein and Michael Katzenstein, Michele Spano and Gary Boigon, and WWOZ Development Committee Chair Mary Johnston Norriss. On November 15, 2014, Major Giving will hold a donor cultivation event at the Wente Vineyards winery in Livermore, CA, in conjunction with WWOZ’s live broadcast of the New Orleans Jazz Orchestra’s concert at the University of California, Berkeley on November 16, 2014.

4. **WWOZ Swamp Shop.** Swamp Shop revenue totaled $4,361.30 for September 2014, compared to $1,332.75 in September 2013, an increase of 227%. The Swamp Shop retail location accounted for 40% of September 2014 sales. Swamp Shop merchandise was sold at the Bogalusa Blues & Heritage Festival on September 27, 2014, the Crescent City Blues and BBQ Festival, October 17-19, 2014, and the Treme Creole Gumbo Festival, November 8 & 9, 2014.
5. **Brass Menagerie Parade and Brass Ball.** The New Orleans Jazz & Heritage Foundation and WWOZ hosted the first annual Brass Menagerie Parade and Brass Ball fundraiser on November 8, 2014, and raised $4,525. The parade featured seven brass bands and 13 parade krewes, including Baby Dolls, Mardi Gras Indians, and several Social Aid and Pleasure Clubs, second-lining through the French Quarter and the Marigny. After the parade, the WWOZ Brass Ball drew more than 300 attendees to the Blue Nile to see headliners Big Sam’s Funky Nation and The Main Squeeze.

6. **Crescent City Fall Classic 5k.** Team ‘OZ participated in the Crescent City Fall Classic 5k Run in New Orleans’ City Park on November 8, 2014. WWOZ also entered the Fall Classic Health and Fitness Challenge Grant Program, which awards grants to nonprofit organizations and schools who register the most participants for the race. WWOZ registered the third-largest number of participants among grant-eligible nonprofits and schools, and received a grant in the amount of $750 from the Crescent City Fitness Foundation.

7. **Outreach.** During the weekend of October 17-19, 2014, WWOZ had a prominent presence at the Crescent City Blues & BBQ Festival, where we added more than 200 people to the WWOZ mailing list and signed up new members. WWOZ Outreach was also on hand at the Treme Creole Gumbo Festival on November 8 & 9, 2014 in Armstrong Park.

8. **WWOZ Video Unit.** WWOZ provided a live HD video stream from the Crescent City Blues & BBQ Festival on October 17-19, 2014, and provided the live video shown on the large-screen television adjacent to the St. Charles Avenue stage at the festival. WWOZ also began streaming and recording live video of the dozens of musical artists in the studio during the fall 2014 Membership Drive, viewable on WWOZ.org.

9. **New Media.** The New Media team provided full support for the fall 2014 Membership Drive, creating a special header for the WWOZ website, a “splash page” soliciting pledges; updating the various donation forms to reflect new membership levels; photographing and posting membership premiums; updating the WWOZ Brass Pass webpages; creating drive-specific Facebook content; posting audio samples of WWOZ CD #41 membership gift; and supporting the live video stream of performances in the WWOZ studio during the Drive for the first time. An updated WWOZ app for iPhone has been sent to Apple for approval. WWOZ New Media authored and circulated a webpage devoted to video highlights from the Crescent City Blues & BBQ Festival.
10. *A Great Night in Harlem* Gala Concert. WWOZ produced a two-hour remote broadcast of the 13th Annual *A Great Night of Harlem* gala concert live from the Apollo Theater in New York City on October 24, 2014. The concert is a fundraiser for the Jazz Foundation of America’s “Jazz Musicians Emergency Fund,” which assists elderly jazz and blues musicians. The concert was hosted by actor Bruce Willis, and Quincy Jones presented a Lifetime Achievement Award to the legendary Herbie Hancock. WWOZ was able to record audio interviews with most of the featured performers, including Herbie Hancock, Chaka Khan, and Jorge Luis Pacheco. In 2015, WWOZ will produce a version of the concert suitable for syndication to our fellow community radio stations around the U.S., as WWOZ did for the 12th Annual *A Great Night of Harlem* gala concert.

11. **2014 Future of Music Policy Summit.** General Manager David Freedman attended the *Future of Music Policy Summit* in Washington, D.C., on October 27 & 28, 2014. The summit is sponsored by the *Future of Music Coalition*, a national nonprofit organization devoted to education, research and advocacy for working musicians. WWOZ General Manager David Freedman was guest speaker on the panel “Building Connections Between Local Music Advocates and the Public Sector.” The conference’s agenda included issues ranging from the impact of federal policy on artists, access to media and technology, emerging business models, alternative arts funding structures.

12. **DASH Conference 2014.** New Media Director David Stafford attended the *DASH Conference in Detroit* on October 15 & 16, 2014. The DASH Conference is hosted by Radio Ink, Jacobs Media, and Shuman Consulting Group, and focuses on trends in audio entertainment technology for the automobile. Among the many issues addressed during the conference was the impact of the “Millennial Generation” in regards to the future of in-car audio entertainment.

13. **In-Studio Guests and Performances.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 1, 2014</td>
<td>Jill Rizer, Jon Smith, John Calhoun, Harvey Berman, Mario Palmisano</td>
</tr>
<tr>
<td>October 2, 2014</td>
<td>Steve Venet, Detroit Brooks, June Victory, Jimmy Carpenter, Logan Schutts</td>
</tr>
<tr>
<td>October 3, 2014</td>
<td>Lee “Pink” Floyd, Father Ron and Friends, Zach Smith, John Culbreth, Sam Shahin, Matt Rota, Dylan Williams, Jimmy Robinson, Effie Milhot</td>
</tr>
<tr>
<td>October 6, 2014</td>
<td>Michele Cinque, John Lawson</td>
</tr>
<tr>
<td>October 7, 2014</td>
<td>Frank Maselli, Conrad Cayman</td>
</tr>
<tr>
<td>October 8, 2014</td>
<td>Heidi Muller, Holley Bendsten, Bradley Webb, Brenda Lewis, Nicholas Snyder, Leslie Cooper, Pres Kabacoff</td>
</tr>
<tr>
<td>October 9, 2014</td>
<td>Jane Harvey Brown, Warren Easton Jazz Band (“Cuttin’ Class”), Asia Muhamin, Joe Gellini, Debbie Davis, Susan Cowsill, Elizabeth Burns, Barbara Sims, Marc Paradis</td>
</tr>
</tbody>
</table>
13. In-Studio Guests and Performers (cont).

October 10, 2014: Travers Geoffray, Aurora Neeland, Nill Merllik
October 11, 2014: Robert Bell, Jose Fermin Ceballos, Steve Donahue
October 12, 2014: Tom McDermott, Lyle Carbajal
October 14, 2014: Paul Webb, Grant Tom, Aaron Hu, Ainsley Matich, Reggie Scanlan, Fran Schreiber, Billy Pierce, Sally Ann Glassman, Chris Jones, Jonathan Freilich
October 15, 2014: Michael Watson, Berry Stephans, Kilmo Doome, Corey Steinberg, Carlo Ditta
October 16, 2014: Leandra Shippens, David and Roselyn, Derrick Freeman
October 17, 2014: Luke Winslow King, Reggie Scanlan, Jamie Vessels, Lynn Drury
October 20, 2014: Blake Hay, Aron Lambert, Delaney Martin, Claire Taucen, Jeri Brown
October 21, 2014: Tommy Castro, Rita Bautiste, Jan Brewer, Rachel Dangermond, Morgan Sasser, Ginger Schweikert
October 22, 2014: Spencer Doyle, Diego de Lima, Daniel Ran, L.J. Goldstein
October 23, 2014: Gaynelle Neville, Davis Ryan, Andy Forest, Badal Roy
October 24, 2014: Lips, George Wilde, Adam Sebon, Braden Piper
October 27, 2014: Sharon Martin
October 28, 2014: Ainsley Matich, Ratty Scurvics, Lydia Stein, Mac Taylor, Quintron, Claude Bryant, Kyle Cripps, Kyle Sharamitaro, Amelia Rhodewalt
October 30, 2014: Oliver Marx, Emanuel Lain, Sandie McNamara, George Wilde, James Andrews, Judy Broadus
October 31, 2014: Colin Myers, Davis Rogan


October 19, 2014

Crescent City Blues & BBQ Festival
Presented by the New Orleans Jazz & Heritage Foundation
Lafayette Square Park, New Orleans

Marc Stone, King James & the Special Men,
Leo “Bud” Welch, Papa Mali,
Walter “Wolfman” Washington, Joe Louis Walker,
Los Lobos

Page 4 of 9

October 20, 2014

**Crescent City Blues & BBQ Festival**
Presented by the New Orleans Jazz & Heritage Foundation
Lafayette Square Park, New Orleans

Luke Winslow King, Brother Tyrone & the Mindbenders, Mia Borders, Vasti Jackson, Valerie June, Denise LaSalle, Mel Waiters, Bobby Rush

October 24, 2014

**“A Great Night in Harlem” Gala Concert**
Presented by the Jazz Foundation of America
Apollo Theater, New York City

Herbie Hancock, Bruce Willis, Clark Terry, Questlove, Verdine White, Chaka Khan, Jorge Luis Pacheco, Matthew Whitaker, Jimmy Heath, Albert “Tootie” Heath, Wallace Roney, Bennie Maupin, Buster Williams, Eddie Henderson, Julian Priester, Billy Hart, Steve Jordan, Clifton Anderson, Mike Williams, Ron Blake, Eddie Allen, Greg Pittman, James Genus, Charles Bradley, Susan Tedeschi

15. Upcoming Live Broadcasts.

9:00pm CT, Sunday, November 16, 2014

**“From the Bayou to the Bay”: Irvin Mayfield and the New Orleans Jazz Orchestra**
Zellerbach Hall, University of California, Berkeley

7:00pm CT, Friday, December 5, 2014

**“Harry Shearer and Judith Owen Present: Christmas Without Tears aka: Does This Tree Make Me Look Fat?”**
The Cutting Room, New York City
*Artists TBD*
16. Press.

**USA Today 10 Best/10Best.com: “Holiday Shopping is More Fun in New Orleans”**
Beth D’Addono, November 10, 2014

“What do you get the music lover who has everything? Why a Brass Pass, of course, a $500 purchase that benefits WWOZ, the best radio station on the planet and New Orleans' own "Guardian of the Groove." Your gift happens to be tax deductible, and it gets your pal in, and out, of the fairgrounds every day of the jazz fest, along with entrance to the WWOZ hospitality tent. And it's transferable; share the love. Sweet.

Posted November 8, 2014

“WWOZ is in the midst of their fall funds drive cum celebration of New Orleans music. In appropriate fashion, there will be a massive second line on Saturday to mark the occasion. Tonight, ten brass bands and a host of carnival marching krewes will form up for the Brass Menagerie Parade.”

“WWOZ Development Director, Crystal Gross says, ‘Tonight's Brass Ball is an exciting opportunity for WWOZ to raise funds for the station's annual operations while taking over The Blue Nile on Frenchmen Street for over four hours of music. Come in costume and show us your Brass.’”

Posted November 7, 2014

“In an effort to connect with large, diverse groups of New Orleanians both home and beyond, Southern Rep is presenting BOUDIN in partnership with WWOZ 90.7FM, New Orleans' listener-supported, volunteer-powered, jazz and heritage community radio station. Together, the organizations will work to uplift the New Orleans creative community by bringing together a wide-range of artists to exchange and produce new ideas.”

“WWOZ broadcasts New Orleans music to the world each and every day of the year,” says WWOZ Development Director Crystal Gross. ‘WWOZ listeners often share beautiful, funny, emotional, tragic and downright hilarious stories of how music - New Orleans music in particular - brings something special to their lives. This partnership between WWOZ and Southern Rep is an organic union of music, theatre, writing and storytelling. I can't wait to see, hear and share laughs and tears when the stories come rolling in.’’

**NolaDefender.com: “Mixing Pot: Gumbo Fest Returns This Weekend”**
Ashley Rouen, November 7, 2014

“To top it off, this year, the Foundation is introducing the Brass Menagerie second-line parade. Horns will start blowing outside the Michalopoulos Gallery on Elysian Fields following the festival Saturday evening at 8p.m. The troupe will march through the Marigny and French Quarter locals ending at Blue Nile for **WWOZ**’s Brass Ball fundraising party featuring music from Big Sam’s Funky Nation, DJ Bryce Nice (OZ DJ) and The Main Squeeze, towing their funk in from Chicago.”

**OffBeat/OffBeat.com: “Treme Creole Gumbo Festival Cooks Up a Good Time”**
Posted November 5, 2014

“In addition to a full lineup of local acts, there will also be a Brass Menagerie second line parade on Saturday night followed by the Brass Ball fundraising party to benefit **WWOZ**.”

**The Times-Picayune/NOLA.com: “A Visit to the **NCIS: New Orleans** Squad Room, Kitchen and Courtyard”**
Dave Walker, November 5, 2014

“A vintage Fonville Winans photo decorates the fridge. It's not alone. The fridge is a mini-gallery of New Orleans and Louisiana iconography in itself, with photos of Creole tomatoes, a Cajun Mardi Gras celebrant, a Skull and Bones gang and bumper stickers for Offbeat magazine and **WWOZ**.”

“Harder to spot are many other pieces that would have meaning to… few viewers beyond the 504 area code. There's a **WWOZ** Brass Pass lanyard on the cabinet where Pride stows his pistol.”

Charles P. Pierce, October 31, 2014

“This Week's **WWOZ** Pick To Click: ‘It's Gonna Rain’ (Gentleman June Gardner) And, yeah, I still pretty much love New Orleans.”
Paul Riismandel, October 26, 2014

“The Future of Music Coalition is holding its 14th annual Policy Summit this week in Washington DC. The Summit features keynote presentations from FCC Commissioner Mignon Clyburn, Damin Kulash of the band OK Go, Jon Abodeely from the President’s Committee on the Arts and Humanities, and comedian, writer and radio artist Harry Shearer.”

“On Tuesday David Freedman from community radio WWOZ in New Orleans will join a panel to discuss “Building Connections Between Local Music Advocates and the Public Sector.”

The Times-Picayune/NOLA.com: “Thanksgiving Pie Sale is a delicious way to help Food For Friends”
Sheila Stroup, October 25, 2014

“The Food For Friends kitchen is warm and welcoming Wednesday morning, full of delicious smells and the sounds of traditional jazz coming from a radio tuned to WWOZ.”

Radio France/RadioFrance.fr: “Jazz Trotter: Jazz Foundation of America”
Posted October 24, 2014

“Herbie Hancock, invité d'honneur, recevra le Lifetime Achievement Award des mains de Quincy Jones. Le concert sera retransmis en direct sur la radio WWOZ de la Nouvelle-Orléans.”

Dave Walker, October 21, 2014

“[Author Dominic] Massa will mark New Orleans Radio’s release by sitting in on Bob Murret's “Rare on the Air” from 7 to 10 p.m. Wednesday (Oct. 22) on WWOZ FM-90.7. Murret will play selections from his collection of air-checks featuring Poppa Stoppa, Jack the Cat and some of those dueling WNOE and WTIX boss jocks.”

*The Times-Picayune/NOLA.com: “Want a Free Vegetable Garden? Here's How to Get One”*
Melinda Morris, October 17, 2014

“Two folks from Green Light came to install my garden: intern Johanna Gundlach, 22, a recent graduate of Sewanee in Tennessee, and volunteer Murf Reeves, a longtime New Orleans restaurant worker, bartender and WWOZ DJ.”

*Uptown Messenger: “Record Raid Pops Up at Tulane University This Saturday”*
Jamal Melancon, October 16, 2014

“Former WWOZ DJ Jivin’ Gene is the go-to guy for the cherished 45s of the Cosimo Matassa era.”