

**Friends of WWOZ Board of Directors/NOJHFF
WWOZ General Manager's Report
December 2017**

December 13, 2017

Highlights:

WWOZ volunteers celebrated the station's 37th year on the air with a party on December 4th at the New Orleans Jazz Museum in the Old U.S. Mint, with over 175 volunteers, board members, and staff in attendance.

As a follow-up to our Don't Stop The Music Fall Pledge Drive, WWOZ's development department held a "Thank-A-Thon," with the help of many volunteers who made personal phone calls to thank over 800 donors for their support for WWOZ.

WWOZ's Tricentennial Music Moments series is set to launch on-air January 1, with an initial set of 20 mini-documentaries under two minutes each, showcasing moments from the city's music history in new and entertaining ways. The features are being voiced by a range of beloved New Orleans musicians and personalities, and will air in rotation several times a day. New Tricentennial Moments will debut regularly over the course of the year, making an eventual total of 104.

WWOZ is pleased to welcome two new board members--Journalist and broadcaster Norman Robinson, and Economic Development Executive Brittany Major. Both Norman and Brittany have completed their WWOZ orientation, toured the station and received their board packets on December 5th. Please see attached for their bios.

NATIONAL ENDOWMENT FOR THE HUMANITIES Chairman John Parrish Peedge will be visiting the station. I plan to speak with him regarding possible future grants for WWOZ and he will be interviewed by T.R. Johnson.

I have also been working with our HR Committee in the search for our new Director of Content.

Two interesting pieces of press coverage:

Southern Living magazine's list of 2017 Southerners of the Year included WWOZ fill-in show host Alison Fensterstock, WWOZ major

supporter Randy Fertel, and former WWOZ GM David Freedman for their work initiating the project that became the *A Closer Walk* website:

"In connection with New Orleans radio station WWOZ, A Closer Walk provides an easy-to-use online guide and app cataloging the stories behind important sites and aggregating them into themed tours around neighborhoods like the French Quarter or genres like Brass Bands.... Fueled by music aficionado Randy Fertel..., critic Alison Fensterstock, and former WWOZ general manager David Freedman, the collaborative project plans to grow with more sites, tours, and archival videos."

<http://www.southernliving.com/culture/southerners-doing-good-2017#alison-fensterstock-randy-fertel-david-freedman-soty>

Huffington Post, November 4: *Punk Empress of African Rock Cole Williams premieres new single "Free":*

"She is a radio host on the world famous WWOZ in NOLA, an active model, owner of an online boutique jewelry store, and works for a community non-profit as director of outreach. Her strong passion for community has allowed her to inspire thousands as a facilitator for enrichment in after school programming and career development within New Orleans and NYC."

https://www.huffingtonpost.com/entry/punk-empress-of-african-rock-cole-williams-premieres_us_59fdf154e4b076eaaae27001

Content & Programming Report:

HIGHLIGHTS:

WWOZ Birthday Special broadcast: On December 4, to commemorate WWOZ's 37th Birthday, *Jazz From the French Market* featured a special program produced by Maryse Dejean and Dave Ankers including recordings from some of WWOZ's earliest live broadcasts, from 1981 through 1983. Performances included Harold Battiste with special guests James Black and Tami Lynn; Tuts Washington; Ramsey McLean; Jimmy Heath; and Edward Frank. The program included original announcements by early WWOZ show hosts Betty "Big Mama" Rankin and Mike Gourrier. All the recordings were retrieved from the collection of the New Orleans Jazz & Heritage Archive.

Linking to specific archived shows: Our digital team implemented and unveiled a much-requested new function of the Two-Week Archive on wwoz.org, which generates a unique URL for each show in the archive. This facilitates sharing via email and social media, and opens up our shows to true viral marketing. This received an immediate positive response.

School Groove: The McDonogh 35 High School Brass band, under the direction of Lawrence Rawlins, performed live on WWOZ's School Groove on November 15:

<https://www.facebook.com/wwozneworleans/videos/10154831784691822/>

Social Media: Growth in our social media followers over the course of 2017:
Facebook increased by ~7K to 92,600
Twitter increased by ~5K to 47,200
Instagram increased by 4K to 22,600

Video reach: On Facebook, our original videos received 76,600 views in November, for a total of 39,000 minutes viewed for all videos. A 37-second live video from the Fats Domino Second Line on November 1 garnered 5,900 views. An edited version of the whole parade, published the next day, was viewed 16,500 times. Other top videos for the month included Cyril Neville with Swamp Funk at WWOZ (16,500 views), McDonogh 35 Brass Band on School Groove (streamed live, 4,800 views), Tab Benoit at the Crescent City Blues & BBQ Festival (4,400 views), and Dwayne Dopsie at WWOZ (4,400 views).

Radio

On-Air Interviews in November 2017

Alexis Marceaux (Alexis and the Samurai, Sweet Crude)

Andre Bohren

Annie Ellicott

Mitch Woods

Evan Christopher

Nick Ellman / Noah Young (Naughty Professor)

Mikayla Braun

Rufus Reid

Roland Guerin

John Fohl

Dr. Sick

Moose Jackson

Davis Rogan

Quiana Lynell

Mark Mullins/ Craig Klein (Bonerama)

The Kitchen Sisters

Alex McMurray

Jake Eckert

Margie Perez

Max Moran
Valerie Sassyfrass
Ingrid Lucia
Leo Nocentelli
Ivan Neville

In-Studio Performances in November 2017

Nov 15 - School Groove - McDonogh 35 Brass Band
Nov 20 - Andrew Duhon

New Media

- We provided support for Giving Tuesday (November 28), including the implementation of a splash page on the web site, special messaging on our donation forms, and digital promoting including social media.
- We published In Memoriam pieces for trombonist Wendell Eugene <https://www.wwoz.org/blog/312321> and Ara Porter (wife of musician George Porter Jr) <https://www.wwoz.org/blog/318901>
- We have assembled some special end-of-year content:
Sixteen of our favorite videos of the year:
<https://vimeopro.com/wwoz/best-of-2017>
A collection of over 100 of the best photos from 2017 taken by our volunteer photographers:
<https://www.flickr.com/photos/wwoz/albums/72157663168993928>
- Spintron performed an emergency upgrade to their servers on December 2, which resulted in an outage to our automated playlists for about a day.

Video Department

In November, we focused on post-production for the dozens of live performances we recorded in October. We also began a new project, collaborating with acclaimed pianist Tom McDermott to film a series of five duets with an array of top musicians. We also revisited and worked on adding to our ongoing Busker Blog series of short documentaries about the best street musicians in town. Each of our college interns was required to produce one Busker Blog as part of their internship for college credit. We continued our collaboration with the Mardi Gras Indian Hall of Fame to film a detailed oral history with Spy Girl Augustine "Teen" Germaine Lewis. Our two staff videographers covered the Fats Domino memorial second line from

beginning to end, and live streamed some key moments to Facebook Live and the OZ website.

Recorded Performances and Events

- Nov 1 - Day of the Dead at the New Orleans Healing Center
- Nov 1 - Fats Domino Second Line
- Nov 2 - Oral History with Spy Girl Augustine "Teen" Germaine Lewis
- Nov 4 - Busker Blog: New Thousand Band (*Produced by intern Melody Bigelow*)
- Nov 5 - Silky Satin Lounge: Tom McDermott + Aurora Nealand
- Nov 9 - Busker Blog: Buku Broux (*Produced by volunteer Logan Jackson*)
- Nov 12 - Silky Satin Lounge: Tom McDermott + James Evans
- Nov 15 - School Groove: McDonogh 35 High School (*streamed live*)
- Nov 19 - Silky Satin Lounge: Tom McDermott + Alexandra Scott
- Nov 26 - Silky Satin Lounge: Tom McDermott + Mazz Swift
- Nov 29 - Busker Blog: TubaJZ (*Produced by intern Yuichiro Oguma*)

Published Videos

- Nov 1 - Tuba Skinny <https://vimeo.com/240876315>
- Nov 2 - Scenes from Second Line for Fats Domino <https://vimeo.com/241082718>
- Nov 7 - The Wanting <https://vimeo.com/241792391>
- Nov 15 - Cyril Neville & Swamp Funk "Big Chief Jolly" <https://vimeo.com/243020283>
- Nov 21 - Annie Ellicott 'Blue Skies' <https://vimeo.com/243893692>
- Nov 21 - Twerk Thomson 'Midnight Blues' <https://vimeo.com/243905953>
- Nov 27 - Jasen Weaver Band 'Touched Heartstrings' <https://vimeo.com/244742808>

Volunteers

WWOZ volunteers contributed approximately 312 hours to the station during the month of November 2017 in the areas of music digitizing, production, clerical and administrative, and programming support. Based on the valuation of a single hour of volunteer work in Louisiana by Independent Sector, this represents approximately a value of approximately \$7,100.

Finance Report

Monthly Report – CFO (Accounting/Finance/HR)

Through NOVEMBER 2017

During the month of November 2017, we advanced/completed the following projects, above and beyond our normal Accounting workload:

- **Finance Committee:** The Finance Committee met as usual this month, and not only announced this meeting to the public, but welcomed and received members of the general public as guests. Topics discussed were the FY18 Financials to-date and the status of the ongoing Audit.
- **Cash Flow:** Due to improved cash flows, due the Fall Drive last month and the advanced support from the Foundation, Accounting was able to do an early (partial) paydown of \$100K on the outstanding \$150K balance on our Line of Credit. We expect to make the final payment no later than January, which is still a significant improvement of prior years.
- **AUDIT:** Our fiscal year ended on August 31, and as such, the annual Audit commenced on October 30 and continued through the first two weeks of November. Initial results have been positive and we expect a clean report to be issued no later than January.
- **Compliance:** During the month we also went through the process of updating our Administrative records with the Corporation for Public Broadcasting (CPB), who is WWOZ's second largest funder. Once the Audit (above) is complete, we are now set to file our annual report with the CPB so as to facilitate our grant in January/December.
- **HR:** From an HR perspective, we continued to proactively support the General Manager, assisting her with job descriptions, employee assessments, and job vacancies. In particular, the search for the new Content Director is still actively in process.

Development Report:

- Currently implementing end of year giving campaign utilizing direct mail and email.
- Conducted debrief meeting of Fall Pledge Drive with `OZ Staff
- Working on strategic plan for Development Office with team
- Held "Thank-A-Thon" with the help of volunteers and made calls to over 800 donors
- Participated in #GivingTuesday on November 28, and saw an increase in donations and brass pass sales
- Surveyed show-hosts for feedback on how membership drive can be improved
- Worked with Nick at MemSys to migrate data; staff continues to take training classes for new Blackbaud database
- Staff member Pearl Ricks resigned her position, and her last day was November 29, 2017; working to re-align staff responsibilities/titles to better meet the needs of `OZ. Elaina Thompson has re-joined the underwriting team on a commission basis.
- Worked with Board Development Committee Chair Julie Oreck to schedule and held Development Committee Meeting on November 15 to discuss upcoming fundraising events
- Working to develop stewardship plan for `OZ donors
- Premium/Thank you gifts for Fall Drive will ship in January; old inventory of premiums from past drives will be delivered to the station from our fulfillment center for local storage.