

**Friends of WWOZ Board of Directors/ NOJHFF
WWOZ General Manager's Report
July 12, 2017**

Highlights:

The impressive Closer Walk mobile enabled website was launched in mid-June and was met with much acclaim. Here is the link to the site: <https://acloserwalknola.com/>

On the live broadcast front, we took a new approach to this year's Cajun Zydeco Fest – rather than a pure on the spot live broadcast, we combined recordings from earlier in the day with live performances to present a more effective, concentrated on-air presence. In this case, the host remained in the station studio which made for a much more audience friendly broadcast. This was a return to this particular NOJHFF festival after a number of years not broadcasting. It was a rainy day, but the broadcast went off beautifully thanks to our great staff, volunteers and use of the WWOZ truck!

WWOZ has been highlighted positively in the media several times. Highlights include:
The New Orleans Advocate article on WWOZ's history for their Tricentennial series:
http://www.theadvocate.com/new_orleans/entertainment_life/tricentennial/article_c46c3a7a-3b1e-11e7-ac74-a34e0e1f9081.html

An article in Offbeat on me joining WWOZ as G.M.:
<http://www.offbeat.com/articles/not-easy-queen/>

One of the wonderful articles on the launch of A CLOSER WALK:
<https://www.offbeat.com/news/wwoz-launches-fascinating-new-resource-new-orleans-music-enthusiasts/>

Our studio continues to be a busy hive of activity featuring a variety of artists. Something particularly striking happened yesterday when we had two live streamed performance segments. The first featured 15 children from the Ellis Marsalis Center for Music Jazz Band for the latest edition of Cuttin' Class. Then just two hours later, our studio was filled with members of the Neville family-including Cyril and Omari, playing to fans all over the world. They were joined by Daryl Johnson who also plays bass for the Rolling Stones. WWOZ really is for all New Orleans music lovers, no matter their age!

We are also visited regularly by fans from around the country and the world that see our sign and stop in to say hi and often pay their membership. Just recently we received visitors from Germany, Poland, France, South Carolina, Chicago and Ohio.

Content & Programming:

We have been examining procedures, practices and our offerings with an eye toward greater efficiency, better service to audiences and maximizing the use of our various media platforms.

With other changes in staffing and the work of handing off knowledge to our new leader, this has so far been a limited effort, but we are beginning to examine our training and recruiting

needs in radio, taking the next step in making our website user friendly, understanding the role and usage of apps and how video fits into our overall services.

We have begun reviewing the approximately 6,500 LP's that have been in storage since Katrina. The first stage of this project is to identify the "truly important" recordings to keep – those that have never been reissued on CD or digital and those rare enough to be of real value. This project is part of a consolidation of our rented storage spaces, culling items that have been stored for many years at considerable expense. Our guess is that with about a month of work, we should be left with about 600 LP's that are useful and all the others can be disposed of. After that, we will begin the process of digitizing the material for use on air.

Over the summer, we hope to design a broadcaster training program. Since the April 2016 loss of two programming positions, there has been no real such effort. Our hope is to develop a workshop for a group of potential DJ's rather than the labor intensive one-on-one process used in recent years. We also expect to begin experimenting more with WWOZ-2 to allow it to be a better training tool as well as a way to present some genres that just don't fit on the main station at this time.

Below are listings of the output of our content areas in June:

New Media

We successfully launched our mobile responsive web site, ACloserWalkNOLA.com, on June 19. The launch included a press release, a banner ad campaign, multiple blog posts, an item in the 'OZone newsletter, and extensive social media, including a Facebook page devoted to A Closer Walk. The debut was noted by Offbeat, French Quarter Block-by-Block, and the NOLA Jazz Museum.

On-Air Interviews

- The Loving Festival reps
- Creole Tomato Fest reps
- Patrice Fisher
- Deacon John
- Gaynelle Neville
- Naughty Professor
- Seth Walker
- Andrew Duhon
- Matt Booth
- Quiana Lynell
- Judge Calvin Johnson
- Carol Bebelles
- Luther Grey

Live Studio Broadcasts (Audio & Video)

6/5 - Betty Shirley at the WWOZ Studio (*LIVESTREAM*)

6/7 - Malevitus at the WWOZ Studio (*LIVESTREAM*)

6/13 - Cuttin Class: Jazz Camp Edition (*LIVESTREAM*)
6/22 - Tuba Skinny at the WWOZ Studio (*LIVESTREAM*)
6/23 - The Session at the WWOZ Studio (*LIVESTREAM*)
6/28 - Andrew Duhon at the WWOZ Studio (*LIVESTREAM*)

Cajun and Zydeco Fest (June 24) performers broadcast:

- Les Freres Michot
- Corey Ledet & His Zydeco Band
- Geno Delafose and French Rockin Boogie
- The Lost Bayou Ramblers
- D.L. Menard

Video Recordings

6/1 - Tank and the Bangas Panel at The Premiere of 'Closeup: Tank and the Bangas'
6/7 - Aurora Nealand Interview (for a CLOSEUP documentary on Nealand)
6/8 - Chloe Feoranzo + Tom McDermott at Buffa's Lounge
6/8 - Aurora Nealand + Tom McDermott at Buffa's Lounge
6/9 - Albey Bagochian + Lionel Batiste at Cafe Istanbul
6/12 - Aurora Nealand and the Royal Roses at The Maison (for a CLOSEUP documentary)
6/18 - Sunday 2nd Line: Perfect Gentlemen + Dignified Achievable Men and Women
6/24 - D.L. Menard at the Jazz + Heritage Foundation's Cajun Zydeco Festival
6/25 - Chubby Carrier at the Cajun Zydeco Festival
6/28 - TBC Brass Band Interview (at the Healing Center for a documentary on the band)

Finance:

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

Much of the month was spent trying to re-align our banking (again). We effectively had to re-do the check-signer process that we had just accomplished in May. And we are still in proactive negotiations for our (new) Line of Credit, which had been sold to Whitney. Our Finance Committee decided that since Whitney had bought our LOC, we would open our accounts there. In summary, the transition process has been full of administrative hurdles in opening and adjusting the new operating account, while trying to manage the unwinding of the old (former) account. We intend to have the old banking account solved by mid-July, and after OZ Board meeting in July, we can get the signatures we need to finish establishing the new credit facility.

We advanced the FY18 Budget process during the month. Internally, we held several management meetings with the focus on developing both an Operating and a Capital budget for FY18. We prepared, and senior management (internally) approved, a complete version of the FY18 Budget before the end of the month. As such, we submitted it to the Finance Committee

and to hope to get this budget approved by the Finance Committee AND the Board so that we can hit the ground running on September 1, which is the first day of FY18.

From an HR perspective, we proactively supported General Manager in her first month in office, assisting her with job descriptions, employee assessments.

DEVELOPMENT:

We are currently advertising for our open positions of Director of Development and Underwriting Sales Manager.

WWOZ raised \$8445.00 on Give Nola Day and received the check from the Greater New Orleans Foundation. We also received the first of three checks for \$16,500 from the Gia Primia Foundation supporting Cuttin' Class.

We have also launched the first stages of our Planned Giving initiative titled...The Beat Goes On.