

Friends of WWOZ Board of Directors/ NOJHFF
WWOZ Chief Operating Officer's Report
March 3, 2017

The month of February has been largely focused on the recently completed WWOZ board retreat and in developing and posting the recruitment of a new General Manager. The GM recruiting has been in the field for a week with an application deadline of April 15. Screening and interviewing processes will occur during the busy Jazz Fest period with the hope of final in person interviews shortly thereafter. A copy of the job announcement is at <https://www.wwoz.org/jobs-wwoz>.

WWOZ is in full out mode for what is our busiest time period of the year. Coming out of a successful Mardi Gras effort, our 11 day Spring Pledge Drive begins March 14. Ten 10 days after that drive ends we jump into extensive French Quarter Fest live broadcasts. This year we'll be broadcasting from a new, more central stage on the west side of Jax Brewery (Thursday – Saturday April 5-8).

Less than 2 weeks later Jazz Fest begins. A great deal of work is going into making our hospitality experience more pleasant for Brass Pass holders while better controlling the costs which have escalated over the last several years. We'll also be re-arranging the broadcast area in the tent to make our broadcast more visible. As indicated in the CDO's report below, Brass Pass sales are well ahead of previous years' pace. At this moment it is likely that we will be close to sold out by the end of Pledge.

It is important to note that the annual funding we receive from the Corporation for Public Broadcasting (\$325,000 this FY) is one of the areas targeted for elimination in the new administration's initial funding outline. There is still a lot to be determined and previous such proposals to public media (and arts) funding cuts have been successfully challenged, but our best guidance indicates a tough fight ahead. As such, we will include a sub-theme in our upcoming drive that talks about possible cuts and we will need to be alert to joining industry-wide efforts such as Protect My Public Media (<http://protectmypublicmedia.org/>) as this develops.

Chief Financial Officer (Accounting/Finance/HR) Report

Through February 2017

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

- As noted in January, the Corporation for Public Broadcasting, now has three levels of compliance reporting in order for us to receive the actual funds. We have now successfully completed the third of three parts in February, and thus set us up to hopefully draw-down the remaining \$80K (30%) next month.
- We also advanced our annual 990 (income tax) reporting process. We expect to complete this process by March, with the added layer of Board review being performed in April.
- Completed the banking update process – was finally able to get the new signers added and the former ones removed, which turned out to be a rather manually laborious process.
- Completed the January Financial Statement reconciliation process in just 3 business days – a record that cannot be duplicated each month due to several factors out of our control (such as bank statement timing). However, we do continue to make improvements each month under the direct guidance of the Finance Committee and Chairman J. Pegues.

In addition, we also held a Finance Committee meeting during the month. The two main topics coming out of that meeting were developing the meeting calendar for the rest of 2017 and enhancing monthly reporting to include topside comparisons to prior year.

Finally, although minimal, we did attend part of, and assist in the preparation of some materials for, the Board Retreat held during the month.

Chief Development Officer Report - February 2017

For the month of February we experienced a significant uptick in Brass Pass sales in comparison to last year during the same month. As of February 27th, 2,570 - 2017 Brass Passes have been purchased - 1,355 sold during February alone. The surge is due in part to our campaigns for Brass Pass sales which began in September and have only intensified including alerting potential buyers that we may sell out earlier this year. We are witnessing many new first time buyers as well as an increase in multiple purchases. We are also tying purchases of memberships to purchase of Brass Pass to encourage new memberships. For the first time we run the risk of Brass Passes running out before Pledge Drive ends – over 600 were sold in Spring pledge last year and with 2 weeks to pledge under 1,000 remain.

Pledge Drive will commence March 14th and run through March 24th. We will be adding in evening hosted shows up to midnight during the weekdays for this pledge drive. We encourage Board members to join us at the station during the drive - on air, working behind the scenes or just to see this giant effort and help encourage our staff and volunteers as it proceeds.

Major Gifts were bolstered by Board Member Courtney Katzenstein's sold out 'OZ in NYC event. A high total of \$17,175 with a high attendance of 89, no small feat from an intimate home setting to an oversold record this year.

Underwriting has continued to forge ahead with media kit detail finalization. We have been working leads for Jazz Fest sponsorship packages at \$10,000 level. As of March 1, Elaina Thompson is no longer on staff – she has moved away but will be helping with continued efforts on a commission only basis for at least the next few months. We are also exploring the possibility of using other underwriting sales people under commission only.

Outreach and Jazz Fest Hospitality tent details are in full swing and includes, food, volunteer tent worker coordination, logistics of tent set-up, and extensive communication with FPI all going on simultaneously.

New Media

The music walking tour web site is nearing completion. Again, this is a mobile enabled website being developed in conjunction with Ponderosa Stomp, Bent Media and ePrime Media. It will be released as WWOZ'S A Closer Walk. The station is responsible for marketing of the new feature and New Media has been working with partners to plan out a social media and on-air strategy. We are expecting a soft launch in April and will begin full promotion likely after Jazz Fest.

Social Media: WWOZ Tweets had 326.3k impressions in February; Facebook posts had 3.6 million impressions. See below for video statistics.

We are continuing the process of converting our digital assets to all-encrypted (i.e., HTTPS). Most recently, the iPhone app and its streams were switched; the Android app changes are under review by Google play.

During Mardi Gras, we featured a series of audio Mardi Gras song profiles (e.g. "Handa Wanda"). The audio features were also used as the basis of online postings leading up to Fat Tuesday. With Mardi Gras over, our attention is on the upcoming Spring Membership drive, especially updating donation forms and creating graphics promoting the drive.

Programming Activities

Interviews

+ 2.1.17-Ed Lee	+ 2.8.17-Deltaphonic
+ 2.1.17-Carl LeBlanc	+ 2.8.17-Cary Hudson
+ 2.2.17-Henry Butler	+ 2.10.17-Brian Blade
+ 2.3.17-Stephanie Nilles	+ 2.10.17-John Joyce
+ 2.3.17-Marc Stone	+ 2.10.17-John Gros
+ 2.3.17-Ike Stubblefield	+ 2.10.17-Nadja Salerno-Sonnenburg
+ 2.7.17-The Revealers	+ 2.10.17-Jimmy Robinson
+ 2.8.17-Kristen Diable & Keith Burnstein	+ 2.10.17-Davy Mooney

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| + 2.15.17–PJ Morton | + 2.17.17–Fi Yi Yi |
| + 2.15.17–Danny Abel | + 2.17.17–Jamie Lynn Vessels |
| + 2.15.17–Outlaw Nation | + 2.23.17–Steve Pistorius |
| + 2.17.17–Hot 8 Brass Band | + 2.23.17- Jerry Brock |
| + 2.17.17–Cyril Neville | |

Studio Performances

- + 2.1.17–Kathleen Moore
- + 2.2.17–Henry Butler
- + 2.8.17–Cary Hudson
- + 2.10.17–Davy Mooney
- + 2.16.17–Cutting Class: Sophie B. Wright
- + 2.17.17–Jamie Lynn Vessels

Engineering

Backups of our broadcast systems have been plagued with a series of array failures which have required continued attention by engineering. We’ve managed to stay ahead enough to avoid any critical impact to broadcasting, but the final green light on the “Big Ask” revision (approved by the board in January) is becoming increasingly important to avoid a major failure.

Conversion of the telephone system is in progress and all has run smoothly to date. Pledge drive phones seem to be functioning well, pending a final shakedown early next week. We are also moving forward in increasing online security by setting up new networks in our office to separate out connections by staff, volunteers, guests and on-air.

Progress has been made in getting bids for a contractor to manage and maintain our computer systems in the office (broadcast computers will continue to be managed by engineering). Our goal is to have 24 hour coverage and a consistent application of standards in decision making about software, hardware, backup and networking – a process which has been case-by-case with a single individual up until now.

Video

In the month of February, our videos were viewed **more than a half million times** on Facebook. The most-viewed video (50,000 views) was a live video of a new Mardi Gras Indian tribe coming out in the lower 9th ward on Fat Tuesday morning.

A crew of 5 (2 staff + 3 volunteers) covered Mardi Gras activities uptown and downtown, from major parades to mini-krewes.

Recorded Video

2/5 2nd Line - Treme Sidewalk Steppers
2/6 David Montana + Super Busker Group **(FACEBOOK LIVE)**
2/7 Aurora Nealand at Zeitgeist for the Instigation Festival
2/10 Instigation Orchestra + Djasporas
2/15 Louisiana Philharmonic Orchestra Concert at St. Louis Cathedral
2/16 Cuttin Class - Sophie B. Wright High School
2/17 2nd Line - CTC Steppers w. Da Truth Brass Band
2/18 Rory Dangers & The Danger Dangers at Siberia
2/18 Chewbacchus Parade
2/18 'tit Rex Parade **(FACEBOOK LIVE)**
2/19 Barkus Parade
2/22 Mystic Krewe Of Nyx Parade **(FACEBOOK LIVE)**
2/23 Krewe of Muses Parade **(FACEBOOK LIVE)**
2/27 Red Beans Parade **(FACEBOOK LIVE)**

Published Video

2/13 Closeup - Tank and the Bangas - Trailer
for half hour documentary (which is complete
but not yet released)

<https://vimeo.com/203890698>

2/20 BARKUS PARADE 2017

<https://vimeo.com/204963833>

2/22 Abramson Science Academy

<https://vimeo.com/205289971>

2/22 CONGO SQUARE RHYTHMS FESTIVAL
2016 (Collection)

<https://vimeopro.com/wwoz/congo-square-rhythms-festival-2016>

- Congo Square Rhythms Festival 2016

<https://vimeo.com/201189390>

- TANK AND THE BANGAS 'Funhouse'

<https://vimeo.com/205290300>

- ONE LOVE BRASS BAND 'Boomer'

<https://vimeo.com/205289139>

- ZION TRINITY 'Not Guilty (Babylon Charge Me...)'

<https://vimeo.com/205288385>

- PIRATE'S CHOICE w. CONGO KIDS

<https://vimeo.com/205286897>

- PIRATE'S CHOICE

<https://vimeo.com/205285329>

- DEE-1 '3's-Up'

<https://vimeo.com/205284559>

- BAMBOULA 200 'Congo Square (Teena Marie Cover)'

<https://vimeo.com/205283244>

- BIG CHIEF MONK BOUDREAUX 'Rising Sun'

<https://vimeo.com/205282170>

- IVAN NEVILLE 'In The Morning (Jockomo)'

<https://vimeo.com/205281413>

- MOYUBA

<https://vimeo.com/205280405>

- MUEVELO

<https://vimeo.com/205279325>

- REBIRTH BRASS BAND

<https://vimeo.com/205278503>

- CASA SAMBA

<https://vimeo.com/205278164>

- CHAKRA DANCE THEATRE

<https://vimeo.com/205277553>

- CULU & N'KAFU AFRICAN DANCE
ENSEMBLES

<https://vimeo.com/205276868>

- MARDI GRAS INDIAN BATTLE

<https://vimeo.com/205275842>

2/24 CTC Steppers Second Line Parade 2017

<https://vimeo.com/205588103>

WWOZ in the News

Wednesday New Orleans Music DJ Derrick Freeman was a guest on Mardi Gras Day edition of NPR's "Here & Now", discussing Mardi Gras songs. The national midday show credited **WWOZ** twice in that segment.

<http://www.myneworleans.com/New-Orleans-Magazine/February-2017/Big-Chiefs-Coming/>

We turn now to Chula Bungo! The Seminoles in New Orleans by Jerry Brock, hot off the press in The Jazz Archivist journal of Tulane's Hogan Jazz Archive. (The online version has superb color illustrations.) **A founder of WWOZ radio** and historical researcher of laser-like intensity, Brock illuminates the Seminoles are, "made up from multiple Indian tribes, clans, Africans and people of mixed ethnicities who joined together for nearly a century (1763-1858) to revolt against aggressive southern expansionists, slavery and U.S. military forces."

<http://www.newjerseystage.com/articles/getarticle.php?titlelink=asbury-park-mardi-gras-returns-for-second-year-on-feb-25>

Coming from New Orleans are The Marc Stone 3. Marc is a fixture of the New Orleans music scene, been nominated several times for their Best of the Beat awards, tours internationally, and is a DJ on New Orleans' **WWOZ-FM**. His albums and side projects find him collaborating with blues legends Walter Wolfman Washington, John Mooney, Benny Turner, and Alvin Youngblood Hart as well as Papa Mali, the Dirty Dozen, Galactic, Honey Island Swamp Band, and Bonerama. The Marc Stone 3 will be making their first ever NJ appearance at Asbury Park Mardi Gras.

<http://wydaily.com/2017/02/14/travel-headed-to-new-orleans-for-mardi-gras-here-is-some-solid-music-advice/>

Two good places to get a better idea of what's going are OffBeat Magazine, with extensive club listings and articles about New Orleans bands, and **radio station WWOZ**. The "guardians of the groove" spin loads of New Orleans music from classics to contemporary, and sitting through even 20 percent of their live music calendar is enough to make you wonder if New Orleans has left any musicians for the rest of the country.