

Friends of WWOZ Board of Directors/ NOJHFF
WWOZ Chief Operating Officer's Report
May 10, 2017

The stations overwhelming focus since our last board meeting has been on our Jazz Fest efforts and managing the search for a new General Manager. At this writing, we are still wrapping up Fest activities and it will take a little time for an accurate report on specifics, but it is fair to say that in all aspects of our hospitality, Brass Pass and live broadcast there were marked improvements.

Changes in the hospitality tent were met with enthusiastic responses from our attendees with the change in plus-one policy only a minor issue. Most encouraging were the number of people who remarked on the better crowd flow, availability of seating (even when crowded), new placement of the broadcast, etc.

The broadcast was much improved, with greater pre-planning paying off and better use of pre-produced material (largely from past Allison Minor Stage interviews) and better in-person interview planning making the content much more compelling.

With better cost controls, fewer Brass Pass giveaways and our ability to attract some broadcast underwriters, we are confident that our net this year should improve from our 2016 Jazz Fest.

The Piano Night event was also a big success. We have not yet received a final accounting but the house was packed throughout the night and the simplification of the process should net us more than past Piano Nights.

Monthly Report – CFO (Accounting/Finance/HR)

Through April 2017:

As mentioned last month we had started a review of banking. Our Line of Credit had been sold by our bank to another bank, which alerted the Finance Committee. Since Whitney had bought our LOC, we decided to open accounts there. We presented our banking plan to the full Board in April, where it was approved. We subsequently moved our two Reserve funds in a timely manner.

Our former bank subsequently collapsed on the last business day of April. Our remaining assets are safe, but the transition has been full of administrative hurdles.

During the month, we advanced/completed the following projects:

- We completed our annual 990 (income tax) reporting process and presented it to the Board for review/approval.
- Accounting actively supported several broader initiatives during April including French Quarter Fest, Jazz Fest, and Mango Freeze sales at both. We also acted as the Fiscal Agent for the modified Piano Night, and was responsible for selling the merchandise.

Development Report - April 2017

Chief Development Officer Summary

Our April development report is focused on the preparation and execution of Jazz Fest. We had a sold-out Brass Pass status during our final week of distribution at the WWOZ office. Extensive time and detail went into ensuring Passes were individually assigned for ease of distribution. Hospitality Tent activities were ramped up and executed with a coordinated effort. Underwriting made inroads for Live Broadcast sponsorship including bringing on new and first time sponsors including Mignon Faget.

We signed four Jazz Fest sponsors: Martin Insurance Agency, Frank Scurlock, Dominion Company for The Standard, Mignon Faget. We also developed *Daily Jazz Fest* e-blast as a means to increase audience engagement during Jazz Fest and create additional value for Jazz Fest live broadcast sponsors. As part of this effort, we experimented with My Emma, an email marketing platform that allows more flexibility in design and offers detailed response tracking.

Major Gifts

Major Gifts has taken advantage of Jazz Fest season in careful stewardship. One meeting resulted in agreement of support from the Gia Maione Prima Foundation for \$75,000.00 to support WWOZ's Cuttin' Class Program. This support will cover 3 years at \$25,000/year.

New Media

Since the last report, our focus has been on festival season and supporting the station's efforts at events, including:

- French Quarter Festival. Photography, promotion and monitoring of our live broadcasts
- Abita Springs Busker Festival. Promotion and monitoring of live video stream.
- -Jazz Fest. Photography, promotion, and monitoring of our live audio stream
- Piano Night. Promotion.
- GiveNOLA Day. Promotion and all other online aspects of the event, as well as an e-blast.
- Sync Up. Promotion, hosting live video stream on our site and Facebook Live, monitoring stream, distributing recordings of sessions.
- We have also worked on a plan for covering our needs during Carrie's imminent maternity leave this summer.
- Our Flickr Archive recently passed 20,000 photos.

Video Recorded

4/5 HNOC New John Robichaux Orchestra + Dancers (*LIVESTREAM*)
4/6 Aaron Neville - French Quarter Fest
4/7 Cory Henry's Funktet - French Quarter Fest
4/7 Panorama Jazz Band - French Quarter Fest
4/7 The Royal Roses - French Quarter Fest
4/8 Rory Danger & The Danger Dangers - French Quarter Fest
4/8 Dwayne Dopsie - French Quarter Fest
4/8 King James and the Special Men - French Quarter Fest
4/8 Soul Rebels - French Quarter Fest
4/16 Helen Gillet @ The Sanctuary
4/16 Aurora Nealand presents The Monocle @ The Sanctuary
4/17 Nu & Ole Fellas Second Line Preparation for 2nd Line
4/18 Aaron Academy - Cuttin' Class (*LIVESTREAM*)
4/20 Corey Henry at Vaughns
4/20 Tom Worrell - Piano Night Promo
4/22 Nu & Ole Fellas Second Line Preparation for 2nd Line

4/22 Upper 9th Ward Street Festival
4/23 Abita Springs Busker Festival (*LIVESTREAM*)
4/23 Nu & Ole Fellas Second Line
4/28 Sync Up Conference Day 1 (*LIVESTREAM*)
4/29 Sync Up Conference Day 2 (*LIVESTREAM*)

Published

4/3 Taiko Big Chief (excerpt) <https://vimeo.com/211397073>
4/5 The Revelers 'Spread the Love' <https://vimeo.com/211720188>
4/5 Daria and the Hip Drops <https://vimeo.com/211722832>
4/5 Happy Talk Band 'Giant' <https://vimeo.com/211738180>
4/5 Naughty Professor <https://vimeo.com/211750951>
4/6 Astral Project 'Tune Up' <https://vimeo.com/212133792>
4/6 Dave Jordan & The NIA 'Don't You Come Runnin' <https://vimeo.com/212156496>
4/6 Egg Yolk Jubilee <https://vimeo.com/212165609>
4/6 Little Maker 'Let's Loose' <https://vimeo.com/212172341>
4/7 Alex McMurray Band <https://vimeo.com/212323576>
4/7 Creole String Beans <https://vimeo.com/212329778>
4/10 Tank and the Bangas <https://vimeo.com/212635554>
4/11 Piano Night Promo 2017 (Marcia) <https://vimeo.com/212821049>
4/12 Piano Night Promo 2017 <https://vimeo.com/212948529>
4/13 Bad Pennies Pleasure Maker <https://vimeo.com/213138634>
4/13 Loose Marbles 'The Isle Of Capri' <https://vimeo.com/213140068>

WWOZ in the News

Times Picayune/ NOLA.com – May 5, 2017

<http://www.nola.com/300/2017/05/wwoz-radio-new-orleans-history.html>

*The Times-Picayune is marking the tricentennial of New Orleans with its ongoing 300 for 300 project, running through 2018 and highlighting the moments and people that connect and inspire us. Today, the series continues with the launch of **WWOZ, New Orleans'** self-described "Guardians of the Groove."*