



**WWOZ Board of Directors**  
**Report to the New Orleans Jazz & Heritage Foundation**  
**October 13, 2016**



## **Budgets**

We are in the process of closing out our FY 2016 budget. Final results are pending an upcoming audit as described in the Chief Finance Officer's report (Appendix A). WWOZ's total FY 16 (pre-audit) revenue was \$5,138,000, a 3.5% increase against revenue of \$4,965,000 for the corresponding time period in FY 2015.

## **Community Day of Service - Flood**

WWOZ partnered with the New Orleans Jazz & Heritage Foundation to host a Community Day of Service for recent flood victims. We recruited volunteers through both groups' email lists, social media and with on-air and website messages. The idea came from the Foundation's Scott Aegis who handled all arrangements and partnered with the Episcopal Diocese of Louisiana and St. Anna's Episcopal Church in New Orleans. On September 24 volunteers spent the day helping to gut houses for victims of the recent floods in the Baton Rouge area.

## **Fundraising**

It's final planning mode for our 2016 Fall Pledge Drive which will air October 18 – 28. This is the first drive with our new Membership Director in place and we have put a great deal of effort into organizing the drive in new ways. We held a series of training sessions for hosts and "pitchers", laying out some new approaches and introducing some best practices for on air drives. Reaction from our volunteers has been quite positive.

In general, we've gotten ahead of the customary last minute aspect of pledge drives, instituting timelines and clearly defined roles and responsibilities. At this moment we have thirty one (31) acts schedule to perform live in our studios during the drive!

On the back end, we overhauled the most important website Membership pages, with fresh imagery that takes advantage of the site's new design. With the new website in place, our digital department has begun to create forms in house instead of paying contractors. This has involved creating forms for pledge drives that incorporate this drive's membership premiums, as well as thank-you pages and auto-response emails, over 25 documents in all.

See attached CDO's report (Appendix B) for further Development activity.

## **Personnel**

We received 120 applications for our Office Manager position. Telephone interviews have been conducted with eleven of them and we have in person interviews scheduled for a small group of finalists within the next week. Hopefully, that position will be filled by the first of November.



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Leslie Cooper, a traditional jazz show host at WWOZ and volunteer extraordinaire, has been contracted as the new producer of our *Cuttin' Class* program. Leslie has extensive experience with youth music programs and has deep contact with band directors. The series began its new season in September and this Friday (Oct 14) we will have the KIPP Believe school brass band in studio for October's *Cuttin' Class*.

### **Interns**

Starting in September we have two interns from the Loyola Music Business program assisting the programming and engineering staff in day-to-day operations.

Our Video Director, Charlie Steiner, also has hired two interns from UNO helping with productions and post-production. We also have made contacts with Tulane and Dillard to explore connections with their programs.

### **Programming**

There have been a good numbers of comings and goings in the host ranks. Our Weekday New Orleans Music strip has two new hosts - musician Derek Freedman on Wednesdays and WWOZ veteran Bill Taylor has returned to the Thursday at midday slot. We expect to announce a new Tuesday NOM host before the end of the month. Ms. Smalls has moved from that slot to Thursdays midnight to 3 am. DJ Swamp Boogie has taken over the Thursday afternoon Blues Show from 2-4 pm.

We have also been re-evaluating how we handle live broadcasts and recording. The first step is assuring that decisions on what to broadcast are primarily curatorial (picking broadcasts based on who the performers are and how frequently we've had them performing) rather carrying festivals regardless of the lineup. This should make live broadcasts more special and stretch our limited talent budget to allow us to reinstate some club broadcasts when something special comes up. Goal: more excellent live music more of the time!

We're also trying new approaches on the presentation live festivals - rather than wholesale pre-emption of festival days, we will broadcast the live sets but return to the studio for music between acts rather than "filling time" until the next group is ready. We will be applying this approach this Saturday at the Crescent City Blues and Barbecue Festival.

### **Archive**

WWOZ has been working with the NOJHF Archivist to develop an agreement on coordinating archival activities. The goal is to bring all WWOZ archives under one roof, within the



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Foundation, while allowing the station to access material when needed. A draft Memorandum of Understanding has been reviewed at the executive level and will be referred to both boards for adoption. Initially we are focusing more on business records and historical documents.

## **Outreach**

As part of a new media sponsorship of the New Orleans Film Festival we hosted a joint Thank You Party on September 22 for WWOZ and NOFF Members at the Carver Theater. About 170 people, including volunteers, members, donors, and Board members, viewed videos produced by WWOZ and highlights of the films *One Note at a Time* and *Two Trains Runnin'*.

WWOZ Outreach also was present at the Dillard University Tenth Annual Housing, Health and Home Improvement Fair on September 24.

## **Digital Media**

On the web site and social media, we've been featuring excerpts from a film debuting at this year's New Orleans Film Festival, *One Note at a Time*, which pays homage to the musicians and cultural supporters who returned to New Orleans after Hurricane Katrina. The film includes a number of scenes recorded at WWOZ, including deep interviews with and footage from Dr. John, Lionel Ferbos, Smokey Johnson, Little Freddie King, former WWOZ DJ Billy Delle, and others.

We also created several new ad positions on the web site. They improve revenue potential and easily allow sponsorship for programs like *Takin' It to the Streets* and *Cuttin' Class*.

## **Engineering**

The problems with telephone and internet which were discussed at the last Board meeting have been resolved. The issues with our broadcast lines turned out to be part of a bigger AT&T problem that affected businesses all the way to Poydras.

We have begun addressing our increasing need for bandwidth, with a greatly expanded package that has freed up conflicts between office and broadcast use of the same internet connections. We are working on bids for a more comprehensive solution as well as addressing more efficient systems to control costs as we offer increasing options to our audiences, especially for transmission of video (streaming),

## **Appendix A**

### **Monthly Report – Accounting & Finance (CFO)**

*Through September 2016*

Accounting has spent the past two months primarily focused on the FY17 Budget preparations. While the budgeting process in and of itself is a normal, annual occurrence for us, this year has been a challenge. First we basically scrapped the prior year's model and started from an organic (needs) basis. And also, the COO gave us the dual goal of revising our (actual – not budget) Financial Statements at the same time. So in summary, Accounting has been working to achieve the unified goal of developing an approved FY17 Budget that includes established Revenue and Spending targets, and at the same time, revising our Chart of Accounts to match the organic budget, such that Budget to Actual reporting will be seamless for FY17.

Our Fiscal year ends on August 31 of each year in order to be synchronized with our parent organization (the Foundation). That process takes a few weeks in anticipation of our annual Audit which starts during the first week of November. The DRAFT financials for August have been prepared, but keep in mind, these year-end financials should never be considered final until the completion of our annual Audit.

Our second largest funder, the CPB, has revised its reporting requirements and Accounting has attended several trainings and has met with our Auditors to discuss way to improve our regulatory reporting while we are in the process of revising our Financials for our internal purposes.

Other Administrative items addressed include a review and negotiation support of our French Market lease and space occupancy. The COO is in ongoing conversations about how to modify or expand our work area at the French Market.

From an HR perspective, we have been proactively in search of a new Office Manager. We had over 100 applicants and are currently working our way through the interview process. The absence of the Office Manager has placed additional pressure on our operating systems as multiple people have absorbed those duties until a replacement is hired.

## **Appendix B**

### **Development Report - September 2016**

Our department is working on multi-faceted goals as we implement the tasks associated with the annual giving calendar we devised following a department summer retreat.

#### **CDO Activities:**

1. Planning and execution of Pledge Drive: Revamp of Host/Pitch trainings and materials/ Theme- attainment of new members (goals), corralling various staff across teams to meet goals for preparation, facilitate trainings.
2. Concluded negotiation for new development systems switch to Allegiance and Sage.
3. Worked with team on creation of systems for underwriting reporting
4. Major Donors - Wealth Engine list explored for contact: First tier Z coded \$ 2 million and above 19 donors/ (Board connects) Second Tier 59 donors. Initial reach, letter of familiarity/update of 'OZ progress and current direction.
5. Worked on drafting communication effectiveness across Station teams
6. Reboot for Hi-Fi Club (2629 total/2175 transactional BP) fulfill member benefits of engagement) Jazz and Heritage Archives/WWOZ history exhibit, Nola School of Cooking 'OZ recipe night, Paradigm 'OZ night on the Town, New Orleans Film Festival, McKenna Museum of African American Art
7. Restructure of Giving Web pages/development's social media face/ access
9. Oversee dismantling of physical Swamp Shop and focus on continuing online retail efforts.
10. Extensive examination of vendor relationships inclusive of Jazz Fest, premium fulfillment, marketing tools (graphics) and social media opportunities, and Direct mail.
11. Budget work in conjunction with CFO and COO

## **Appendix C**

### **Content Activities**

In September 2016, WWOZ recorded and or broadcast the following live performances and events:

September 4, 2016:	Southern Decadence Festival (video)
September 11, 2016:	Musicians Norman Spence and Merrell Burkett from Tank and the Bangas, performing at churches in New Orleans (video)
September 23, 2016:	Performance artist Jose Torres-Tama. (video)
September 24, 2016:	Sam Price & the True Believers at WWOZ Studios - (Broadcast and video)
September 27, 2016:	Kris Tokarski Quintet at WWOZ Studios - (Broadcast and video)
September 28, 2016:	Deltaphonic at WWOZ Studios (Broadcast and video)
September 28, 2016:	Alejandro Escovedo at WWOZ Studios - (Broadcast and video)
September 29, 2016:	Barry Stephenson Quartet at Snug Harbor (Broadcast and video)
September 29, 2016:	Corey Henry with Cyril Neville at Vaughan's (video)

The WWOZ Video Department produced twenty new finished videos in September, from Eric Lindell, Guitar Slim Jr, Idlewild String Confederation, Ingrid Lucia, John Mooney, Mississippi Rail Company, The Tin Men, Johnny Sketch & the Dirty Notes, David Torkanowsky, the Excello Records Reunion, Kenny Neal, Little Freddie King, Mike "Soulman" Baptiste, Ruthie Foster, and Luke Winslow-King, among others.

We were also able to share a produced video of the late Joe Clay, performing with David Torkanowsky at WWOZ Piano Night, on short notice when news came of Clay's passing.

### **October Live Broadcasts scheduled for WWOZ:**

October 10, 2016 - Tantrum Babies at WWOZ

October 11, 2016 - Steve Pistorius at WWOZ

October 13, 2016 - KIPP Believe College Prep Jazz Ensemble on Cuttin' Class, at WWOZ

October 15, 2016 - 11th Annual Crescent City Blues & BBQ Festival, Broadcasting Saturday performances from the Camp Street Stage in Lafayette Square, New Orleans - Jimmy "Duck" Holmes, Jontavious Willis, Walter "Wolfman" Washington & the Roadmasters, Alvin Youngblood Hart & Muscle Theory. We will also run video for the St. Charles Stage jumbo Tron and are investigating live video streaming.

October 18-28, 2016 - WWOZ Fall 2016 Pledge Drive (performers TBA)

## Press

***Esquire/esquire.com: "Let's Inaugurate a New Friday Tradition" -***

Charles P. Pierce, September 30, 2016

"Weekly WWOZ Pick To Click: "Trainwreck" (Norco Lapalco): Yeah, I pretty much still love New Orleans."

***The Times-Picayune/nola.com: "Time flies: Orpheum Theater One-Year Anniversary Commemorated at Concert"***

Sue Strachan, September 12, 2016

"The evening culminated with WWOZ presenting Jon Cleary and the Absolute Monster Gentlemen with special guests Aaron Fletcher, Craig Klein and James Rivers."

***The Advocate: "DJ Soul Sister's 10th annual birthday jam at Tipitina's also a go-go music tribute"***

Keith Spera, September 7, 2016

"As DJ Soul Sister, Weber has done just that almost every Saturday night since 1994 via her "Soul Power" showcase of "rare groove" funk and R&B on community radio station WWOZ 90.7 FM. After the broadcast, which airs from 8 p.m. to 10 p.m., she heads to the Hi-Ho Lounge on St. Claude Avenue for her weekly Saturday night Hustle Party. The popular, free dance party, powered by her old-school vinyl collection, is now in its 12th year."

***The Louisiana Weekly - "DJ Soul Sister's birthday goes 'Go Go'"***

Geraldine Wyckoff, September 6, 2016

"Naturally, she'd heard Chuck Brown & the Soul Searchers' chart-topping 1978 hit "Bustin' Loose," though, she confesses she didn't quite equate it with go-go. It was while Weber was in high school and listening to Kalamu ya Salaam's show on WWOZ 90.7 FM that she initially heard Chuck Brown. The experience was an important link in her "connecting the dots" exploration of the musical genre."

***North Coast Journal (Humboldt County, California) - "Don't Ask Don't Tell: Sizzla Speaks at Reggae on the River"***

Gabrielle Gopinath, August 2016

"One veteran member of the reggae press found a way to take the political conversation to a substantive place, despite the gag order. Sakura Koné, a.k.a. the Roots Master, hosts a late-night reggae show out of WWOZ New Orleans and has been coming to Humboldt to cover Reggae on the River for “about 30 years now.” After an organizer passed him the mic, Koné began by acknowledging Kalonji as “the gentleman who stepped in and returned dancehall to its roots — to Rastafari.” Then then he got down to business....