

**WWOZ Board of Directors
Chief Operating Officer's Report
November 9, 2016**

In the three weeks since the October board meeting, nearly all efforts have been focused on the fall pledge drive, budget preparation and our annual audit which began the next working day.

Pledge Drive

Because the drive this year was held earlier (November last year) comparable results will not be known until the end of this month. As reported before, the real measure of our membership success must include ongoing pledges (sustainers or what we call Krewe of Roux). With membership dollars now separated from Brass Pass in the new budget structure, we will be able to have a handle on our progress to this year's goal before the next board meeting.

With that in mind, the on-air portion of the drive was down about 10% in dollars pledged. This result is consistent with the long term trend of decreases in this part of our membership activities. The good news there is that the average gift in this drive was higher than before.

Here are a few more facts about the drive.

Musicians:

During the Fall Pledge Drive, **44 musical acts**, comprising **187 individual musicians**, visited WWOZ to perform and support the radio station

Volunteers:

- Nearly 90 volunteers contributed over 700 hours to WWOZ's phone banks and daily operations.
- Sixty-five volunteer show hosts and 52 pitchers helped to raise funds on the air for a total of 352 hours.
- Volunteers also contributed a total of 66 hours to food pickup and delivery.

Total: 218 volunteers contributed 1,118 hours to help make the Fall 2016 Pledge Drive a success.

Personnel

We completed our search for a new office manager, hiring Marietta Goodman who will begin at WWOZ on November 15. Marietta is a New Orleans native who has worked in similar positions at Daughters of Charity Services of New Orleans, Algiers Charter School, Greater New Orleans Foundation and the Make It Right Foundation among others.

Programming

New show hosts for the New Orleans Music Show: Cole Williams on Tuesdays 11am-2pm.

Rockin' Ron Phillips Saturday 8 – 10 am slot, broadening the format from Traditional Jazz to New Orleans Music.

New Media

The majority of our new media efforts were directed towards one aspect or another of the recently completed Pledge Drive, including:

- Support for live video streams on both wwoz.org and Facebook Live (<https://www.facebook.com/wwozneworleans/videos/>) of 44 in-studio performances.
- Our volunteer photographers took some 600 photos (<https://www.flickr.com/photos/wwoz/collections/72157675555945596/>).
- Daily recaps and thankyou pages on wwoz.org.
- Creating and sending two sets of Membership emails in support of the drive.
- Implementing and troubleshooting the splash page which ran during the drive

For the Crescent City Blues & BBQ Festival, we promoted our live broadcast and live video streams, and provided support for the latter.

Outreach

I. WWOZ was a media sponsor for the 2016 New Orleans Film Festival, October 12-20. WWOZ promo materials were given to filmmakers, the WWOZ logo was included on the event catalog and on the festival website, and the WWOZ logo was include in those shown before every film.

II. WWOZ Outreach had a tent present during the Crescent City Blues & BBQ Festival in Lafayette Square, October 15-16.

Engineering

We have received improved and upgraded service from SkyCom for our ISP, and are no longer pursuing our plan to create a direct wireless link across Peters Street for better service through another provider. Our T1 connection, which had connection problems in early September, is now working reliably.

We are still investigating alternative phone systems for the station. With all staff now having cell phones, we hope that a more modern and efficient phone system will help save significant dollars going forward.

Video

The WWOZ Video Department produced and published six finished videos in October, including a Fall 2016 Pledge Drive Promo, and performances by Russell Batiste and Friends, the Free Agents Brass Band, Vasti Jackson, and Papa Mali.

WWOZ Video has hired 1 additional intern to help with production and post- production. Zakia Solomon (Xavier University) will supplement our two existing interns.

Community Advisory Board

The current CAB spent its November meeting brainstorming suggested nominees for the 2017 CAB. They are currently assessing the interest of possible members and will finalize a list of suggestions soon. Board CAB Liaison, Ron McLain, and I have begun meeting to plot out a process for creating a slate for board approval. The CAB Charter states that the new board should be seated at their January meeting.

Appendix A: Monthly Report – Accounting & Finance (CFO)

Through October 2016

Accounting has spent the past few 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.

As you know our Fiscal year now ends on August 31 of each year. The annual Audit of those Financial Statements started in late October and is still continuing. We had our first meeting of our “new” Finance Committee, where the preliminary (unaudited) financials were reviewed in detail by that Committee and the Board Chair.

The Fall Pledge Drive was completed during the month of October. Our CDO will report on the specific results, but the one initial metric that Finance can show is that “cash collections”-- not including pledges or checks still in the mail -- were down by about \$22K, or by about 10%. This data is preliminary and we expect this variance to decrease in the next week as more of the physical checks arrive via US mail. Since the drive was a few weeks earlier this year, we will have to wait until late November to have more directly comparable figures on membership.

We also had a meeting this month individually with the new Finance Chair, J Pegues. One of the topics we discussed was streamlining our monthly reporting to the full Board and possibly, synchronizing our formatting with that of the Foundation. To that end, please find attached our initial attempt to provide condensed financials. Thought condensed, you will also see we are more current than in the past – reporting though the month that just ended (October). We will continue to work with J and the Foundation going forward in order to revise and improve this process.

Our second largest funder, the CPB, has revised its reporting requirements. Accounting has attended several (online) trainings, and is also working with our Auditors, to improve our regulatory reporting, also while in the process of revising our Financials for our internal purposes.

In HR, we ended our search for the new Office Manager and the new hire will start on November 15. The absence of the Office Manager has placed additional pressure on our operating systems as multiple people have absorbed those duties until this replacement was hired.

Appendix B: Chief Development Officer Report *through October 2016*

The Development team spent the month prepping and executing the October pledge drive which occurred from October 18th through the 28th. Thematically, we emphasized obtaining new members and instituted a team wide goal (10% increase of dollars from LY) for the station as opposed to singular show goals. In the on-air portion of the drive we received pledges of \$170,176 vs. \$193,269 last year. It is important to note that last Fall coincided with the passing of Allan Toussaint which resulted in a big surge in pledges.

Major Gifts

Continued work on Wealth Screen List Names. Currently yielded \$20,000 for the month of October. Six (6) donors out of 19 located in New Orleans in Tier 1 will be visited before year's end. Remaining Tier 1 donors located in California, Connecticut, Illinois, and Maryland. Phone calls and direct request to be conducted this month. Second Tier, Largest groups local N.O. and California. Will make contact for local visits.

Underwriting

In October we signed contracts worth approximately \$44,000. We are also pursuing sponsorships for the 2017 Jazz Fest broadcast.

Mailings in planning:

- Thanksgiving mailing slated for 11/18 –Existing Members
- Inactive Members- 'We've missed you...here is what's new'
- Ramp up the Brass Pass awareness to increase sales
- Ozone Newsletter- update development link for donation, express goals for the year, why your contribution is needed and why you should become a member
- Social Media- establish a more comprehensive, holistic and engaging approach across 'OZ's social media platforms to obtain donors/members.

- Appendix C -

Video

WWOZ Video recorded the following live performances and events:

October 10	Tantrum Babies at WWOZ Studio
October 11	Steve Pistorius Quartet at WWOZ Studio
October 13	KIPP Believe College Prep Jazz Ensemble, for Cuttin' Class
October 14 through 16	<u>Crescent City Blues & BBQ Festival (12 artists, streamed live)</u> <ul style="list-style-type: none">○ Tab Benoit○ The Suffers○ Alvin Youngblood Hart & Muscle Theory○ Colin Lake○ Jimmy 'Duck' Holmes○ Jontavious Willis○ Nikki Hill○ Walter Wolfman Washington & The Roadmasters○ Little Freddie King○ Smoky Greenwell○ Tucka○ Tyree Neal
October 18 through 28	<u>Fall Pledge Drive 2016 (44 artists, streamed live)</u> <ul style="list-style-type: none">○ Alvin Youngblood Hart○ Chapter Soul○ Jasen Weaver Sextet○ Trad Star Jazz Band○ Doyle Cooper Jazz Band○ Gregory Agid○ Khris Royal○ David Torkanowsky & Friends○ J.D. Hill with Joe Lastie○ John Mooney, Joe Krown, and Marc Stone○ New Breed Brass Band○ Topsy Chapman & Solid Harmony○ Eric Lindell○ Haruka Kikuchi○ Smoke-N-Bones○ Chocolate Milk (reunion set)○ Nolachoro○ Son Mandao Trio○ Alynda Lee Segarra (Hurray for the Riff Raff)○ Aurora Nealand○ Willy Gantrim

- Brother Tyrone
- Mario Abney
- Smoking Time Jazz Club
- Tony Hall & Friends
- Dana Abbott
- Midnight Streetcar
- Naughty Professor
- Panorama Jazz Band
- Roland Guerin
- Flow Tribe (with Irma Thomas)
- Irma Thomas (a cappella)
- James Singleton with Chris Alford
- Johnny Sansone with John Fohl
- Jovino Santos Neto
- New Wave Brass Band
- Bobby Rush
- Diesel Combustion Orchestra
- HSO (High Standards Orchestra)
- Mem Shannon
- Dominatrix House Band ‘
- Vasti Jackson
- Corey Henry Funktet featuring Cyril Neville
- Wendell Brunious with Tom Cook

October 23

Black Men of Labor Second Line

Press

Esquire/esquire.com: “Weekly **WWOZ** Pick To Click: ‘Eccentric Rag’ (Buster Bailey): Yeah, I still pretty much love New Orleans. - Charles P. Pierce, *Dylan Does What He Wants. That's the Way This Whole Thing Goes.*

The Times-Picayune/nola.com: “**5 local humanitarians chosen for 59th annual Weiss Awards**” - Littice Bacon-Blood, October 1, 2016

“[David] **Kerstein**, is an honors graduate of Tulane Law School and is a past president of the Oil & Gas Section of the Louisiana Bar Association.

He is chairman of the board of the New Orleans Business Council and is a board member of the Louisiana Oil & Gas Association, the President's Council of Tulane University, The Arts Council of New Orleans, Bureau of Governmental Research, The advisory board of the New Orleans Jazz & Heritage Festival and Foundation, Inc., **WWOZ New Orleans' Community Jazz and Heritage Station**, and vice-chairman of the New Orleans Police and Justice Foundation.”