

**WWOZ Board of Directors
Chief Operating Officer's Report
September 7, 2016**

FY 2016 Revenue as of July 31, 2016

WWOZ's total year to date revenue is \$2,876,323, a 2% increase against revenue of \$2,823,888 for the corresponding time period in FY 2015.

Membership has received \$2,335,459 in individual donations and Brass Pass purchases, compared to \$2,176,391 for the same period in FY 2015 (+7%).

Underwriting & Sponsorship revenue totals \$365,054, compared to \$406,500 for the same period in FY 2015 (-10%).

Major Giving & New Orleans Calling revenue is \$149,916, compared to revenue of \$187,807 generated during the same period in FY 2015 (-20%).

Swamp Shop revenue is \$25,894, a significant decrease from the \$53,190 in sales generated during the same period in FY 2015 (-51%).

Spirit of Satch Award

On August 5, 2016, Satchmo SummerFest honored WWOZ with a 2016 Spirit of Satch Award in the category "Preserving Our Musical Legacy." The awards ceremony took place during the official opening of the 2016 Satchmo SummerFest in Jackson Square. On hand to accept the award were Arthur Cohen, Scott Borne, and Dee Lindsey. Fellow recipients of a Spirit of Satch Award included the Zulu Social Aid and Pleasure Club, Dr. Bruce Raeburn, and Basin Street Records.

***Gambit's* Best of New Orleans 2016**

The readers of the *Gambit* voted WWOZ the "Best Radio Station" in the periodical's annual "Best of New Orleans" poll, the results of which were published on August 22, 2016.

Public Media Development and Marketing Conference

Pamela Wood attended the 2016 Public Media Development and Marketing Conference (PMDMC) in Boston from August 11-13, 2016. PMDMC is the largest annual public media meeting in the U.S., and is hosted by Greater Public. The conference offers more than 60 breakout sessions in the areas of public media membership, corporate support, philanthropy, marketing, and digital revenue. Pamela's primary focus was on membership practices and assessment of software solutions to our antiquated record keeping system.

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Swamp Shop

The WWOZ closed its Swamp Shop retail location inside the Louisiana Music Factory on August 29, 2016. WWOZ will continue to sell merchandise through its website and at outreach events, under the leadership of the WWOZ Development department.

New Orleans Calling

WWOZ's syndicated weekly program *New Orleans Calling* ceased production effective August 31, 2016. WWOZ has almost 50 unaired episodes of the program, produced by David Ankers and George Ingmire. *New Orleans Calling*, which was originally titled *New Orleans All the Way Live*, started production in 2009, and focused on the music, food, and personalities that constitute the culture of New Orleans.

Personnel

On July 29, 2016, Office Manager Leslie Molson tendered her resignation from WWOZ, effective August 31. Ms. Molson joined WWOZ as an administrative assistant in May 2012, and was promoted to the role of office manager in July 2014. She was responsible for implementing many new protocols and procedures regarding the station's administrative operations.

Swamp Shop Manager Clare Bourgoyne will be leaving WWOZ of August 31, 2016, owing to the closing of the Swamp Shop's retail location. Ms. Bourgoyne joined WWOZ in September 2015, and was responsible for all retail operations; in addition to running the Swamp Shop's physical location, she brought WWOZ merchandise to outreach events, festivals, and fundraising events.

New Media

Following the passing of the legendary and beloved Pete Fountain on August 6, 2016, WWOZ was able to share copious information and video celebrating his life and music with our audience. More than 340,000 people were reached through social media with more than 20,000 reactions/comments/shared. A video we produced on the funeral and second line garnered 170,000 unique views.

New Media implemented a number of updates for its WWOZ iPhone and Android applications to incorporate content from the redesigned website, including new graphics, menu items, the program schedule, the two-week program archive. We also simplified the format of the monthly 'OZone newsletter, in an effort to be more easily read on mobile devices.

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Satchmo SummerFest Preview

WWOZ featured three live in-studio performances from Satchmo SummerFest 2016 artists during the week prior to the festival: Leroy Jones (August 2, 2016), Miss Sophie Lee (August 3, 2016), and Charmaine Neville (August 4, 2016). We are planning to use this preview method more for future festivals.

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- Appendix A -

Video

On August 1, 2016, WWOZ moved its video operations to an office in the New Orleans Healing Center at 2372 St. Claude Avenue. During the months of July and August 2016, WWOZ Video recorded the following live performances and events:

July 4, 2016:	Independence Day party at Vaughan's Lounge
July 9, 2016:	Corey Henry & The Treme Funktet CD release party at Tipitina's, featuring the TBC Brass Band and Cole Williams
August 2-4, 2016:	Satchmo SummerFest preview with WWOZ studio live performances by Leroy Jones, Miss Sophie Lee, and Charmaine Neville.
August 3, 2016:	TBC Brass Band live performance at Celebration Hall
August 5, 2016:	"National Underwear Day" parade in the Bywater
August 6, 2016:	Satchmo SummerFest second line for kids, led by the Treme Brass Band
August 6, 2016:	Whitney White Linen Night 2016
August 7, 2016:	Satchmo SummerFest St. Augustine Catholic Church of New Orleans Jazz Mass and second line parade
August 11, 2016:	Benny Jones, Sr.'s birthday party at Vaughan's Lounge
August 15, 2016:	James Andrews and New Orleans Baby Dolls live performance at the Ooh Poo Pah Doo Bar
August 17, 2016:	Pete Fountain's post-funeral mass second line procession

WWOZ Video published 22 edited videos in July and August 2016, including a set of five performances from WWOZ on CD Volume 44, "If You Only Knew"; *Cuttin' Class* performances by KIPP McDonogh 15 School for the Creative Arts and Einstein Middle School; a portfolio of Allen Toussaint-related performances; and highlights from the 2016 Louisiana Cajun-Zydeco Festival.

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Outreach

WWOZ contributed gifts bags for youth participants during the 2016 Mardi Gras Indian Hall of Fame Week, from August 7-14, 2016. WWOZ also partnered with the Orpheum Theater to present its one-year anniversary celebration concert on August 27, 2016, featuring Jon Cleary and the Absolute Monster Gentlemen, Harry Shearer, Bryan Batt, Amanda Ducorbier, Trixie Minx, among others. .

Upcoming Live Remote Broadcasts

October 15, 2016:

11th Annual Crescent City Blues & BBQ Festival—Camp Street Stage
Presented by the New Orleans Jazz & Heritage Foundation
Lafayette Park, New Orleans

Featuring Jimmy “Duck” Holmes, Jontavious Willis, Walter “Wolfman” Washington & the Roadmasters, Alvin Youngblood Hart & Muscle Theory

Press

***Esquire/esquire.com*: “Republicans Are Already Planning How to Ruin a Hillary Clinton Presidency”**
Charles P. Pierce, August 26, 2016

“Weekly **WWOZ** Pick to Click: ‘Surfing Tuba’ (Boom Pam): Yeah, I pretty much still love New Orleans.”

***New Orleans City Business/neworleanscitybusiness.com*: “People this Week: New hires, promotions, awards”**
New Orleans City Business Staff, August 18, 2016

“**WWOZ** has hired KaTrina Griffin as membership director.”

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WNPR (Connecticut)/wnpr.org: "Singer Samirah Evans Displays Operatic Side in Interpretation of 'Porgy and Bess'"

Owen McNally, August 17, 2016

"After graduating with a marketing degree in radio and television sales from Bowling Green State University in Ohio, Evans made a life-changing move to New Orleans. There, after a stint as a waitress, she began making a name for herself as a jazz and blues radio programmer on the New Orleans Jazz and Heritage Foundation's FM station, **WWOZ**."

New Wave: Tulane News/news.tulane.edu: "Preserving jazz history is all in a day's work"

Mary Cross, August 17, 2016

"Tulane University alumnus David Kunian is documenting the city's vital rhythms in his new role as music curator for the Louisiana State Museum. Originally from Boston, Kunian made his way to New Orleans after graduating from Columbia University. Kunian began hosting late-night programming on the revered community radio station **WWOZ** in 1993."

Esquire/esquire.com: "Fish with Human Teeth? Walking Octopi? Don't We Have Enough to Worry About?"

Charles P. Pierce, August 12, 2016

"Weekly WWOZ Pick To Click: 'Blues à Bébé' (The Carriere Brothers) Yeah, I pretty much still love New Orleans."

The Times-Picayune/nola.com: "10 minutes with WWOZ's new leader, Arthur Cohen"

Chelsea Brasted, August 12, 2016

"**WWOZ** has content...that is unique enough to have legs outside of the station.... There's no one else doing what we do, so it's perfectly aligned for the digital future because you can have audiences all over the world if you need them, and you can do that by hyper-serving your local community because people want the New Orleans experience."

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The Times-Picayune/nola.com: "Mercedes Stevenson, Queen Mercy of the Wild Tchoupitoulas, has died"

August 11, 2016

"In an interview with **WWOZ**, Mrs. Stevenson recalled seeing Mardi Gras Indians as a child. During Carnival, her grandmother would take her to see the Indians, and she'd snack on homemade doughnuts while watching them dance, sing and sometimes fight. Mrs. Stevenson, however, was a member of the Emerald Social Aid and Pleasure Club and first masked as a Baby Doll with the Sophisticated Ladies and the Ladies of Wales, who got their name from the bottom of a bottle of J&B, said Mary Kay Stevenson."

The Times-Picayune/nola.com: "New Orleans Calling to go off air as WWOZ makes station changes"

Chelsea Brasted, July 18, 2016

"*New Orleans Calling*, the radio program that airs every Saturday morning on **WWOZ**, will take a bow sometime later this year, bringing to what its creator hopes is only a temporary end for the Crescent City-fueled cultural radio show."