

**NOJHFF/ Friends of WWOZ Board of Directors  
Chief Operating Officer's Report  
December 7, 2016**

As we approach the winter holidays, progress continues on streamlining our workflow and establishing clearer operating procedures. We have continued work on the annual audit which is near winding up. More details below in the Chief Financial Officer's Report (Appendix A).

**Programming**

We continue to tweak several on-air components to improve the sound of the station. Greater attention is being paid to refreshing promo spots, better promotion of live broadcasts and video streaming efforts, and coordination of interviews being booked by hosts. We are planning another meeting on on-air hosts in early January.

As the LiveWire becomes more of an online service, we have made some changes in how the on-air calendar is being presented. With over 100 acts often performing on weekend nights, the length of the LiveWire has grown to the point where it is difficult for listeners to get useful information. Therefore, we have reorganized it to group shows by start time which has shortened the feature somewhat.

Planning is beginning on the fast approaching spring festival season. We are already in conversations with key players for Jazz Fest and assigning responsibilities within the station in light of recent staff changes. As reflected in the newly adopted budget, Hospitality will be handled within Development while our Broadcast will be handled within the Content division.

**Development**

Preliminary fundraising data for the first quarter of our fiscal year shows good progress compared to the same point in 2015. More detailed information will be presented following an upcoming Finance Committee meeting. Also, we are still converting the chart of accounts to the new structure approved in November. Once that is done, we will be able to move to budget vs. actual reporting as discussed previously.

Some approximate figures in our major Development categories are as follows:

|                       |       |
|-----------------------|-------|
| Membership/Brass Pass | +18%  |
| Major Gifts           | + 5%  |
| Underwriting          | + 20% |

This early in the fiscal year, these figures are not necessarily predictive, but it is a good start.

As of December 1, 340 Brass Passes have been purchased. This compares to 220 at the same time in 2015.

This year we increased our effort as part of the giving Tuesday campaign and saw a significant

increase in receipts. After this small step, we feel confident that a more robust effort next year will yield even greater donation levels. More details on this and other Development activities are in the Development Director Report below (Appendix B).

In Corporate Giving (Underwriting and Sponsorship) we are creating clearer policies including greater oversight of trades and co-sponsorships. New “sales” material is being developed and more regular meetings to monitor progress.

We also instituted a full staff “post-mortem” process after the Fall Pledge Drive. Many new procedures were implemented in that drive and the resulting feedback is already being applied to planning for the Spring drive, tentatively scheduled for March 14-24, 2017.

A WWOZ Outreach table at the Treme Creole Gumbo Festival on November 12th and 13<sup>th</sup> provided program information and other outreach materials to attendees

### **Pledge Drive**

Production has begun on our next CD pledge premium which will be offered throughout 2017 pledge efforts.

### **Personnel**

Our new Office Manager, Marietta Goodman, started working on November 15, and she will be introduced at the next Board meeting. She will be taking minutes going forward.

We have also had to change providers for health insurance as our former insurer, Coventry, is no longer offering coverage in Louisiana. We have tried to maintain the same coverage in this complicated marketplace and have signed a contract with Blue Cross/Blue Shield, the same provider we use for dental and vision coverage. New rates will result in a 12% increase in premiums annually. New coverage begins January 1.

### **New Media**

We have recently created several pieces of "end of year" content:

- 1) A gallery of the 100 best photos of the 2016, selected from among thousands taken by our volunteer photographers
- 2) A collection of the best videos produced by our Video Department
- 3) Our annual compilation of show hosts' favorite recordings of the year.

We've begun working on a Livewire data entry app that will streamline Livewire production and support the kind of rich contextual data (videos, social media links, etc.) offered by the app. This is the final step of the app process which comes under the last “Big Ask”.

### **Engineering**

Connectivity problems with our office and broadcast internet have been resolved. We have expanded the bandwidth and have been operating without incident for over a month.

There continue to be sporadic issues with the link between the studio and transmitter due to problems with the AT&T T-1 line which have impacted the entire French Quarter. Such dropouts are minor problems for most businesses but since we are using it to send our broadcast to the transmitter, the effect is very obvious with (mostly) short periods of interruption to our signal.

Our location on the river places us in a very difficult position. Normally radio stations rely on a Studio Transmitter Link transmitter to connect the two, but that would interfere with shipping communications. So, we are relying on what is normally a backup method (underground) and, therefore, are dependent on AT&T which gives us less control than other stations.

**Storage and Backup:** We've developed a plan to replace the current 10-year-old NetApp data storage array at WWOZ with a larger and more robust array, while also building an offsite backup for both the NetApp array (WWOZ's music database at the studio) and the Synology array (15+ years of audio multitrack recordings in the Kenner facility). This plan uses equipment we already have on hand, with only about \$2,000 in new purchases. We expect to accomplish this in early 2017.

## **Video**

The WWOZ Video Department produced and published five finished videos in November, including highlights of the Nine Times Social Aid & Pleasure Club, and performances by Hurray For The Riff Raff, Willy Gantrim, Bobby Rush, and the KIPP Believe College Prep Ensemble Jazz Band.

Two UNO students have completed 120 internship hours for college credit. A new volunteer editor began this month.

## **Community Advisory Board**

The CAB has developed a list of potential appointees to fill the positions being vacated as the year closes. I am working with our board liaison, Ron McClain, to create a process for choosing new CAB members per CPB guidelines. Once developed, that slate will be submitted to the full board for appointment. Per the CAB Charter, the board must be 10-12 people. At this point, only 5 have time remaining on their terms, so we will need to appoint 5-7 people. Terms are 3 years with new board terms beginning in January.

The last meeting of the CAB was in November. The December meeting was cancelled by the CAB chair due to low participation. Therefore, the next meeting will be with the new CAB. Since the charter requires meetings at least quarterly, the board must be constituted and meet before the end of March.

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

*Through November 2016*

Accounting has been working to implement the revision of our Chart of Accounts to match the newly adopted format which will allow streamlined Budget to Actual reporting for FY17.

The external audit performed by our CPA's of those Financial Statements started in late October and continued through November, with no material issues reported to date. That process is about to wrap up.

November numbers are still being processed (as of December 1), and will be presented in detail to the Finance Committee on December 12, then to the Board in a condensed format (discussed previously) at the next Board meeting.

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

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

This month our focus was to launch the #GiveThanks year-end drive for funds with our listeners and membership base. Our stepped up Giving Tuesday campaign yielded \$10,387, and increase from 2015's \$3,243. The Giving Tuesday campaign was led by our Membership Director with major support from our Social Media team. We will continue #GiveThanks messages through December to capitalize on the fact that 33% of funds raised during the year are given in December.

We conducted a comprehensive Pledge Drive review meeting with entire staff to assess what worked and what needs improvement. Lessons learned are already being applied to the planning for our March drive.

Our Major gift work resulted in receipt of \$6,000 and a pledge of another \$5,000 in the last month. We also have a request for \$10k outstanding (operations request), based on a lead from an 'OZ Board member. As a component of the GiveThanks campaign, a focus on major gifts which will launch in 2 weeks. Top 200 Major Gift donors will be contacted for support in December.

We are also in the process of coordinating with Courtney Katzenstein for her NYC benefit to be held Feb 2, 2017. Save-The-Date Cards have been created. We have also worked with the Piano Night committee including Don Marshall and have determined to revamp this evening and when it is scheduled to create a better experience and fundraising opportunities.

Development has been working with our COO to examine our overall policies with regard to Trades, Sponsorship and Underwriting. This includes examining the scope and ramifications of all aspects of development dollars to ensure continuity, brand stability, increased revenue. Upon agreement of procedures with regard to this area we will implement immediately and monitor the progress and outcomes. We are also extending the scope of development's use of social media with our in-house team to better coordinate giving campaigns.

- Appendix C -

**Programming**

**Live Radio Broadcasts:**

Helen Gillet at the Ace Hotel - November 2

Tommy Castro in WWOZ studio - November 9

Jack Brass Band in WWOZ studio - November 11

*Cuttin Class* with Abraham Science Academy - November 16

**Video”**

WWOZ Video recorded the following live performances and events:

|             |  |
|-------------|--|
| November 2  | Helen Gillet at 3 Keys, ACE Hotel              |
| November 9  | Tommy Castro at WWOZ Studio                    |
| November 11 | Jack Brass Band at WWOZ Studio                 |
| November 16 | Cuttin’ Class: Abramson High School Brass Band |
| November 20 | Nine Times Second Line                         |
| November 27 | Men + Lady Buckjumpers Second Line             |

**Press**

**Esquire/esquire.com:** “Weekly **WWOZ** Pick To Click: “Laughing To Keep From Crying” (Mississippi Joe Callicott). Yeah, I still pretty much love New Orleans. - Charles P. Pierce, *If Hulk Hogan Got a Cabinet Position, Would You Really Be Surprised?* November 18 2016

**Campaign/campaignlive.com:** “*The Recommendation Engine: Firstborn's Amy Frischhertz*, November 11, 2016”

"What I'm listening to: I usually listen to jazz while I work, so I'll put on the **WWOZ radio** station on Spotify. It's a local NOLA station that plays everything from blues to gospel."

**Offbeat/offbeat.com:** “*Celebrate Thanksgiving With Kermit Ruffins’ Barbecue Smoked Turkey Recipe*”- Sam Darcangelo, November 21 2016

“Ruffins, who leads the appropriately named BBQ Swingers, has earned equally illustrious reputations for his prowess behind the trumpet and the grill. His recipe for Barbecue Smoked Turkey appears in **That Sounds Good: A Cookbook Celebrating 30 Years of WWOZ**, a collection of recipes put together by the iconic New Orleans radio station.

“**WWOZ** was kind enough to share the instructions for this particular dish online, so

we've got them for you here"

**New Republic/newrepublic.com:** *"Foster Campbell Is the Last Democrat Left Fighting"*  
by Matt Sledge, November 25, 2016

"Raymond Hough, a cab driver in New Orleans who also hosts a jazz show on a community radio station [as Raymond Kent], says the morning after the election he felt "deep gloom and depression."

But Hough collected himself. On Friday he spun a protest song set on his **WWOZ show**. On Saturday he volunteered for Campbell.

"The person who was elected as president has re-energized me and turned me into an activist," says Hough, who refused to utter Trump's name. "The nation is in a mess, and we need all the help we can get."

**BreakThru Media:** *"Following the Music: Sally Young Shines Behind the Scenes,"* by Dean Shapiro, November/December 2016

"For 20-plus years she was a paid driver for musicians booked at **JazzFest**, transporting them from the airport to their hotels and from the hotels to the festival site, then making those trips in reverse.

She was also a volunteer archivist for the **Foundation**, helping catalog their extensive collection of photographs and memorabilia. From 2012 to the present she has been conducting live interviews with festival performers on the Allison Miner Music Heritage Stage at **JazzFest** for the Foundation's Archives. In addition Sally hosts a traditional jazz show on Thursday mornings on **WWOZ (90.7 FM)** and she ushers during cultural events ...

...Sally's high-profile tenure on **WWOZ** began around 2008, sitting in with oldies deejays Billy Delle ("Records from the Crypt") and Jivin' Gene, and working with them on pledge drives for the station. After many months of this, she was trained in the operation of the soundboard by fellow deejays Jamie Dell'Apa and Keith Hill."