

**WWOZ Board Meeting
Wednesday, February 9, 2011
General Manager's Report**

1. Membership. As of February 3, 2011 membership has raised **\$459,816** from **3,222** donors. This time last year membership raised **\$522,315** from **2,983** donors. This apparent underperformance is due to the fact that the anticipated price increase last year led to many more earlier Brass Pass requests than is typical. General membership is on a record-pace track, currently up more than **\$34,700**, or **20%**, compared to last year. The total number of donors is the highest it has been in the past 5 years by a margin of 8%.

2. Major Giving. Major Giving has raised **\$42,500** as of February 3, 2011, **\$23,649** of it having been received since the last WWOZ board meeting. In the past month, Strategic Development Director Lauren Cangelosi has mailed out approximately 50 renewal letters to major donors (those who give \$1,000 and up).

3. Underwriting. A total of **\$9,897** was collected from sponsors since the last reporting period, January 12, 2011.

4. Swamp Shop. Julie Raimondi, Swamp Shop Administrator, reports that **\$1,390** was collected in Swamp Shop contributions during the month January. Total sales for this fiscal year are **\$15,944**.

5. WWOZ Historical Archives. Jazz and Heritage Foundation archivist Rachel Lyons, Dolores Hooper, and Don Marshall met with David Freedman and Julie Raimondi to assess WWOZ's archiving needs on January 25th, 2011. Ms. Lyons, Ms. Hooper, and Ms. Raimondi met again on February 4th, 2011, at which time the archivists removed approximately one dozen boxes of WWOZ papers from the storage facility to begin processing at the archive. Ms. Lyons will report on these items, adding to the existing reports she has provided, which include: a finding aid for WWOZ business records, an inventory of WWOZ objects, and a list of reels transferred to the archive in 2006 with initial FEMA funding. Ms. Lyons and Ms. Hooper plan to continue to assess the entire collection of WWOZ records and memorabilia.

6. WWOZ Digital Recording Library. After more than two years and countless hours of relentless effort, WWOZ Music Director, Scott Borne, announced that WWOZ has completed the first phase of its project to convert the entire WWOZ library of 25,000 CD's and 10,000 LP's into .wav files stored on 11 of 17 terabytes in WWOZ's massive archival server. 185,000 songs are now available to the station's show hosts as a cast of volunteers continue to enter metadata and additional recordings into the database.

7. WWOZ Digital Deployment Team. In addition to its normal production duties publishing the *Ozone* newsletter and promotion of WWOZ special events, including Jazz Fest coverage, WWOZ Mardi Gras 2011 activities and the roll out of this year's Brass Pass, WWOZ's Digital Deployment team also began revamping all of the membership pages in preparation for the Spring membership drive, as well as completing the migration of WWOZ's content management system to Drupal 6 and various updates including the Blackberry and Android apps and many aspects of the *New Orleans All the Way Live* content and promotional pages. In addition, initial interviews have been scheduled to fill the team's Digital Content Coordinator position.

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8. Promotions/Marketing. Development Support Director Crystal Gross announced several new promotional campaigns including partnering with the cab drivers of New Orleans to promote WWOZ to visitors and locals. She also firmed up the launch of WWOZ's soon-to-be-released specialty license plate introducing the "907" Campaign setting a goal of 907 plates to be distributed in the first year of availability and raising **\$18,000** for the station. 'OZ will also roll in 3 Mardi Gras parades for the 2011 season. *Muses* on March 3rd, *Bacchus* on March 6th, and *Zulu* on March 8th. The 'OZ float will be pulled by the broadcast truck, and will provide live updates from the route. The Krewe of Wild 'OZilians will also pass out 'OZ koozies and magnets. Contact Crystal Gross if you have beads to contribute to the station as parade throws. Finally, a Brass Pass and Live Music Calendar promotion is being developed to reach tourists through local hotel concierges.

9. Outreach. Since July, WWOZ's Outreach Krewe (Eliza Llewellyn and a host of volunteers) has raised **\$4,453** in membership contributions, much of it resulting from after-the-event donations solicited through the use of contact information acquired by signing up **296** subscribers to the 'Ozone e-newsletter and collecting **17** volunteer applications at **9** separate events. Upcoming events include hosting an outreach table at the Arts Market of New Orleans in Palmer Park on Saturday, February 26 and at French Quarter Fest in April.

10. WWOZ Community Performance Stage. On Saturday Feb 5th from 10 a.m. to 6 p.m., the French Market introduced the *WWOZ Community Music Stage*, a new busking station for local musicians. The stage, sporting WWOZ banners, is located between the Farmers and Flea Markets. Local musicians sign up for a first come, first serve slot to play one 45 minute set for tips. The space is available the first Saturday of each month. A second WWOZ Community Performance Stage is being contemplated for the Dutch Alley area.

11. HBO/Treme Benefit Broadcast. On February 12th at 7 p.m. CST, WWOZ will be broadcasting live from the 2nd Annual *My Darlin' New Orleans Auction and Celebrity Gala* benefiting The Roots of Music, the New Orleans Musicians' Clinic and the Assistance Foundation. The event is sponsored by HBO's *Treme*.

12. Grammy Awards. General Manager David Freedman and WWOZ Board Member C.J. Blache will attend the *Only in Louisiana Business Development Brunch* scheduled the day before the Grammy Awards in Los Angeles, February 12th. Hosted by the Entertainment Industry Development Section of the Louisiana Economic Development Department, the brunch is attended by major decision makers in the entertainment industry. Mr. Freedman will meet with major donors while in Los Angeles, as well as WWOZ's Director of National Underwriting, Gail Furillo.

13. WWOZ Piano Night. Tickets will go on sale February 26, 2011 and members of WWOZ's Social Aid and Pleasure Club (comprised of major donors) will receive advance notice and possibly the option for advance ticket purchase. In addition, notices for the Piano Night auction will go out to local businesses this week to solicit auction items to be offered both online and at the event.

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14. WWOZ In-Studio Interviews.

January 13, Andre Duhon, Christian Diabie, The Revivalists, Kiyoko McClure, Gregory Good, January 15th, Peter Nu, January 22, Bethsy Pizarro, January 23 Troy Oubre, January 25, Booby Cure, Larry Sieberth, January 26 Dimestore Troubadours, January 27, Dave Jordan, Meschiya Lake, Simon Lott, Anna Popovic, James Westfall, Jared Schoenig, Daniel Loomis, Chris Joseph, Paul Sanchez, January 29, Debauche Caspian Hat Dance, Matt Lemmler, February, John Michael Schert, Ben Jaffe, Reverend Goat, Reddy Teddy, February 3, Alex Pena, Zigaboo Modeliste, February 5, Truth Universal, February 7, Jason Weaver

15. Live Music.

In Studio:

Alvin Youngblood Hart, Friday, January 28th, 3PM

By-and-By String Band, Wednesday, January 19th, 1PM

Lagniappe Brass Band, Friday, January 14th, 8 AM

Rising Appalachia. Wednesday, February 9th, 12:30 PM

Remote Location:

7 PM, Saturday, February 12. **Generations Hall**, 310 Andrew Higgins Dr, *Darlin' New Orleans*-- HBO/Treme Benefit Concert for New Orleans Music Clinic and Roots of Music. **Glen David Andrews, John Boutte, Washboard Chaz, Tom McDermott, Aurora Nealand, Matt Perrine, Paul Sanchez and the Pfister Sisters**

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17. Press and Promotion.

Offbeat. February, 2011. Photographer Zack Smith' full page portrait of WWOZ show host George Ingmire with legendary New Orleans drummer Smokey Johnson was featured in the February issue: "...**WWOZ** DJ documentarian and percussionist George Ingmire at his news digs in the Musicians Village...."

NCPRLog.org February 6, 2011. "The Marc Hoffman Duo To Perform at New Jazz Club in Raleigh," In reviewing the track, "Hefti," (a tribute the late Neal Hefti) from the new jazz CD, *Curioso*, featuring the Marc Hoffman duo, *NCPRLog.org* wrote: "DJ Jellyroll Justice of **WWOZ** in New Orleans says it "makes you smile with its delicate riffs and uplifting swing."

Times-Picayune, February 3, 2011. "Today in 'Treme': Paul Sanchez, Spud McConnell added to February 12 Benefit Lineup." Dave Walker. "John 'Spud' McConnell, afternoon talk host at WWL AM-870 who plays **WWOZ** DJ Jeffy Jeff on "Treme," has been announced as the evening's master of ceremonies."

Gambit. In its January 17, 2011 listing of venues, the entry highlighting a performance by Sam Doores and Alynda Lee at Desperados (801 Frenchman Street), cited a WWOZ broadcast: During a recent on-air performance at **WWOZ**, host Your Cousin Dimitri rejiggered the joke. "You know how to make a small fortune in country music?" the radio DJ baited the couple, whose harmonies extend to wide-brim hats, worn jeans and faded boots. "You start with a large fortune ..."

MyNewOrleans.com, January 14, 2011, "This Weekend's Top Events, Friday 14 to Sunday, January 16," describes a show in which a WWOZ personality is featured: "DJ Soul Sister has hosted Soul Power, a radio show on **WWOZ**, for 14 years."