

**WWOZ Governance Board Meeting**  
**September 9, 2009**  
**General Manager's Report**

1. **FYE 2009 Audit.** The CPA firm LaPorte Sehrt Romig and Hand have completed the FYE 2009 Audit and are to present a draft for review at the Board of Directors' Meeting today. The draft's findings were unqualified and the audit reported no material weakness in the operation. WWOZ ended the Fiscal Year with a modest surplus.
2. **WWOZ Best Local Radio Station** In the August 23<sup>rd</sup> edition of *Gambit*, WWOZ was selected as "Best Local Radio Station." The weekly newspaper wrote: "DJ Soul Sister, The Midnight Creeper, David Kunian, Billy Delle, Jivin' Gene, Bob French, Charles Laborde, The New Orleans Music Show, Blues in the Night, Jazz Fest simulcasts, online streaming. Need we go on? Nah— we're too busy listening."
3. ***New Orleans All-the-Way Live.*** Now syndicated to 51 public radio stations, *New Orleans All-the-Way-Live*, WWOZ's weekly hour-long program produced by George Ingmire and featuring live recordings of music performances from local venues, is being accepted for broadcast by stations around the country at a remarkable pace.
4. **South Africa Keith Hill.** WWOZ Volunteer Show Host Keith Hill joined members of the New Orleans Jazz & Heritage Festival Foundation Board at the Joy Music Fest, held August 26-30, 2009 in Johannesburg. Keith will produce a video of the highlights of the trip as part of the cultural exchange program between the two festival organizations.
5. **Benchmark** – WWOZ has become a participant in the Benchmarks for Public Radio Fundraising Program. Available free to DEI member stations, Benchmarks is a powerful management tool that helps stations to evaluate fundraising performance and potential in terms of net revenue, relative to audience. Benchmarks Peer Reports based on licensee type, format, and other criteria allow direct "apple-to-apples" comparison of the performance of peer stations.
6. **PRPD.** September 15<sup>th</sup> through 18<sup>th</sup>, George Ingmire, Carmen Conner Post, Dwayne Breashears and David Freedman will be attending the Public Radio Program Directors Conference in Cleveland, OH. During the conference, the team will seek out more public radio stations to accept for broadcast WWOZ's weekly hour-long program, *New Orleans—All the Way Live*.

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- 7. Membership.** Since the last Board meeting, WWOZ has received **\$6,281** in member contributions as opposed to **\$1,962** received this time last year. Membership completed the migration from GetActive to Convio and will now have the capability for installment plans for membership pledges. The **Fall On-Air Membership Drive will take place beginning Monday October 5<sup>th</sup> - Thursday, October 15<sup>th</sup>**. In preparation for the drive, membership has recruited 30 new on-air volunteers and will hold two training sessions at the station, Thursday September 10<sup>th</sup> at 6PM and Saturday September 12<sup>th</sup> at 2PM. Attendees will be offered training on the specifics of on-air delivery and will practice with show hosts Scott Borne and Jaime Dell'Apa. On September 26th Membership will have an outreach booth at the Arts Market at Palmer Park (Claiborne Ave @ Carrollton) from 10AM-4PM.
- 8. Greater New Orleans Foundation.** Underwriting Representative Carmen Conner Post announced that a new contract has been concluded on September 4, 2009 with the Greater New Orleans Foundation for a three month sponsorship of WWOZ's weekly *Street Talk* feature. The value of the contract is **\$5,700**.
- 9. Development.** The Development Committee will hold its first meeting on Thursday September 10<sup>th</sup> at 4:30 at the station. Items to be discussed include the Case for Support document, a post-membership drive thank-a-thon for major donors, potential major giving part and reviewing the top 70 prospects.
- 10. Underwriting.** Station Bookkeeper Monica Landry reported that the station received **\$ 2,161** cash for program sponsorship since the last Board meeting on August 5, 2009.
- 11. Web.** The migration from GetActive to our new membership database, Convio, having been completed, we are now in the process of designing more effective and user-friendly membership forms. In addition to being used for all of the station's email and newsletter blasts, Convio will serve as the platform for an improved version of the Swamp Shop. Web Editor Mike Kobrin reports that the number of the WWOZ Facebook page has grown to 7,381.
- 12. Development Support Director.** Crystal Gross has assumed the responsibilities of providing support data and activities in the area of Major Giving and other fund-raising activities. Ms. Gross has a 16-point program for enhancing and invigorating major giving activity at WWOZ.

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- 13. Membership Director.** Molly Cobb is now handling many of the duties formerly assigned to Crystal Gross regarding membership routines and activities.
- 14. Administrative Assistant Hire.** On August 21, 2009, WWOZ hired Julie Raimondi to fill the full-time position of Administrative Assistant.
- 15. Development Data Assistant Hire.** On August 31, 2009, WWOZ hired Eliza Llewellyn on a 30-hour-per-week contractual basis that terminates on December 31, 2009.
- 16. Bookkeeper Position Vacated.** On August 31, 2009 Monica Landry submitted her resignation as Bookkeeper for WWOZ. She has offered to continue her services through the rest of the year on a contractual basis.
- 17. Operational Audit Procedures.** A representative from LaPorte will meet with the station bookkeeper once a month for 4 to 6 hours. This process will involve review of financial documents for each month.

**18. WWOZ In-Studio Interviews**

August 2, Dorian Rush *Le Chat Noir Tribute*, August 3, David Marinello Bad Movie Night, August 6, Groovy, Mia Borders CD Release Party, Jimmy Robinson, Kevin O'Rourke, Courtney Bryan, Nancy Gros – Little Red and Big Bad, Nick Sanders, August 12, Andre Duhon, August 13, John Hebert, August 14, Alexis Marceaux, August 17, Arlee Leonard, August 18, John Autin, Clyde Kerr, August 19, Alexis Marceaux (Café Reconcile Benefit), August 25, Ron Markham, Irvin Mayfield (promote live broadcast), August 26, Reverend Goat (White Buffalo Day), Marc Gunn (New Orleans Musicians Clinic), Eric Cager (Cutting Edge Conference), August 27, Janet Hays Charity Hospital Second Line, James Martin, August 28, Charmaine Neville Make It Right Foundation, Papa Mali, Mike Zito CD Release, August 31, Mark Weililky and Clifford Hines.

**19. Live Studio Performances**

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August 30, 2009	Elea

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**20. Remote Broadcast of Live Performances**

**Snug Harbor**, Frenchman Street, **Rebecca Barry, Mike Peller, Johnny Vidacovich and Jesse Boyd**, 10 AM, Sunday, August 23, 2009

**Irvin's Playhouse at the Royal Sonesta, Irvin Mayfield and Los Hombres** with **Ron Markham, Victor Atkins, David Pulphus, Michael Watson, Luisito Quintero and Jamal Batiste**. 9 AM, Thursday, August 30, 2009

**21. Press. *San Francisco Chronicle*.** In his September 6 column "Radio Waves," in the *San Francisco Chronicle*, Ben Fong-Torres wrote: "Internet radio is not only on PCs (and there's nothing wrong with that); it's on cell phones and radiolike tuners (actually little computers that connect with networks). Compact portable models are being perfected, and Wi-Fi radio is on its way into automobiles.

For me, the real joy comes in being able to pull in virtually any station I've ever dreamt of being able to hear. "Morning Becomes Eclectic" on KCRW in Santa Monica; **WWOZ, the legendary blues and gospel station out of New Orleans;** K-Earth, an L.A. oldies outlet that stays true to the sound of "Boss Radio."

( <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/09/04/PK7H19E6VU.DTL#ixzz0QcMdCwO8>)