

WWOZ Governance Board Meeting
Wednesday, October 7, 2009
Manager's Report

- 1. Fall Membership Drive.** With the theme of “Keep ‘OZ in Your Life,” the 2009 WWOZ Fall Membership Drive began Monday October 5th and will end 4PM, Thursday, October 15th. As of Day 2, WWOZ has already received \$49,218 from 356 members, representing 23% of the overall Drive goal of \$215,000 and 30% of the projected 1,200 new and renewing members. “Thank you” gifts include a **WWOZ Saxophone Keychain, WWOZ License Plate Frame, Travel Umbrella, Embroidered Fleece Blanket, House of Blues Brass Pass** and a new and improved **2010 JazzFest WWOZ Brass Pass**. Once again, the station is offering a **WWOZ Collector's Edition CD**, this one, the 31st volume, is entitled, **‘OZology** – a compilation of recordings by WWOZ broadcasts from a variety of local music venues featuring performances by **Astral Project, Kenny Walker, The Revealers, B-3 Summit, EOE, The New Orleans Gospel Soul Children, Ozomatli, Los Po-Boycitos, The Preservation Hall All-Stars, The Hot Club of New Orleans and Herlin Riley.**
- 2. Volunteer/Membership Party.** On Saturday afternoon, October 3,rd the 2009 Fall Membership Drive kicked off with a bang of a Volunteer and Membership Party highlighted by the music of **Mem Shannon and the Membership**, red beans and rice and glorious weather. A splendid time appeared to be had by all who turned out for the party held in the French Market.
- 3. Major Giving.** The Development Committee met on Wednesday, September 30th to discuss WWOZs “Case for Support,” the post-Drive thank-a-thon, WWOZ’s top 70 prospects and our first Major Giving party, slated for Thursday November 19th. We are exploring venue options and welcome any ideas or leads.
- 4. Underwriting Income.** **\$33,006** in underwriting income was collected during the period September 9, 2009 through October 7, 2008.
- 5. Swamp Shop.** Swamp Shop Manager Julie Raimondi reported that a new version of the station’s online merchandise outlet launched on October 5th, enabling customers to make their purchases within WWOZ’s own website, rather than being redirected to eBay. In conjunction with the Swamp Shop upgrade, the station introduced a new WWOZ T-shirt designed by Dirty Coast.
- 6. WWOZ i-Phone App.** WWOZ’s free i-Phone Application was released by Apple at the end of September. A campaign promoting the new app will be launched during the Voodoo Music Experience.

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- 7. Website.** The last phase of the migration from the *Get Active* to *Convio* data base/fundraising software application was completed in time for the fall membership campaign, including changes in all of the online membership pledge forms and reintegration of the Brass Pass signup page back into the main form. This had been an issue for the past two drives, but could not be addressed until the Convio migration was completed. Additional web work centering around the Membership Drive this month included the creation of a new look and feel for the site and live coverage of the On-Air Drive through photo and blog posts. Working with Swamp Shop Manager Julie Raimondi, the station's Web Team adjusted the layout, text and photo sizes for WWOZ's new Convio-based online merchandising site in time for the Fall Membership Drive. On October 1st, Web Director Ariana Hall and Web Technician Ian Johnson met with Scott Aiges, Director of Programs, Marketing & Communications for the New Orleans Jazz & Heritage Festival Foundation, to assess ways in which WWOZ's new artist database might be integrated into the Foundation's Talent Exchange. In another area, Burke Ingrassia was hired on October 1, 2009 to fill the recently vacated Web Producer position.
- 8. Document Archiving.** Administrative Assistant Julie Raimondi reports that a process of scanning and archiving WWOZ's important documents is underway. These files are stored on the WWOZ server and are backed up to an offsite storage system as part of WWOZ's evacuation preparedness plan. At the completion of this phase of the archiving process, WWOZ will turn over its non-current original documents to the Foundation Archives for safe storage.
- 9. 2009 VooDoo Music Experience.** Once again, WWOZ will be broadcasting from this year's VooDoo Music Experience to be held October 30th through November 1st in City Park. Broadcasting live from the WWOZ/SoCo Stage as well as the Preservation Hall Stage, WWOZ will welcome guests to its hospitality area where food and refreshments will be served. The station is also offering VooDoo Passes for those wishing to support WWOZ while attending the Festival.
- 10. Press Coverage.** *Austrian Public Radio.* Producer Alfred Koch's three-part series on New Orleans' recovery, airing on *Österreichischer Rundfunk's* version of *All Things Considered*, opened with portions of a WWOZ broadcast of Jamie Dell'Apa's regularly scheduled Saturday (midnight) *Blues in the Night* program. Mr. Koch also presented this same work at the *International Features Conference* in Dublin, Ireland.

Stay Thirsty. In an interview posted by Jarrod Dicker September 13th on www.staythirstymedia.com, John Sinclair recalled his 12 years at WWOZ.

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11. WWOZ In-Studio Interviews

September 1, Paul Sylvester, *Sweet Loraine's*, September 4, *Honey Island Swamp Band CD Release*, Mark Bennuto, September 8, Jesse Boyd, *CD Release*, September 8, Matt O'Razio, September 13, Smokey Greenwell, September 15, *Bay Love Common Ground Event*, Ethan Brown, "*Shake the Devil Off*," book release, Yoran Hammond, September 16, *The Tin Men*, James Hines, *Voodoo Blues Competition*, September 17, *Soul Project*, Anthony Bean *Theater Event*, Smokey Greenwell, Jean Nathan Parkway Projects, *Living Color*, Harold Brown, September 18, Pernell Hebert *Theater Event*, September 23, Steven Rehage, *Voodoo Music Experience*, Victor Wooton *House of Blues Event*, Cyrille Neville/Johnny Sansone *City Park Event*, September 24, Martin Krusche, Alex Cuba *House of Blues Event*, September 25, Michelle Levine *Arts Markets*, September 27, Richie Havens *Event/Live*, September 29, *Creole Symposium Event*, September 30, *Hatch Poster Event (Tulane University)*,

12. Live Music Broadcasts

In Studio Performances:

Thursday, September 24: **Alex Cuba**
Monday, September 29: **Richie Havens**
Monday, October 5: **Jesse Boyd and Mike Peller**
Tuesday, October 6: **Sharon Martin, Cotton Mouth Kings, Al "Little Fats" Johnson, Reggie Hall, Frogman Henry, Reverend Peyton's Big Damn Band**
Wednesday, October 7: **Andy Forrest, J Monque D**
Thursday, October 8: **TBC Brass Band, Chaz Blues Trio**
Friday, October 9: **Michael Juan Nunez, Eric Lindell**
Saturday, October 10: **Fredy Omar, Pan Vibrations Steel Band**
Sunday, October 11: **Seva Venet String Trio**
Monday, October 12: **Walter "Wolfman" Washington**
Tuesday, October 13: **Sharon Martin**
Wednesday, October 14: **Midnight Street Car, Baby Boyz Brass Band, Al "Carnival Time" Johnson**

Remote Broadcasts:

Snug Harbor Jazz Bistro, 626 Frenchman Street, Wednesday, September 30:
The Jason Marsalis Vibe Quartet with Austin Johnson, Jasen Weaver, Darian Douglas

New Orleans Crescent City Blues & BBQ Fest, Lafayette Square
Saturday, October 18, 2008

**Paula and The Pontiacs, Brother Tyrone, JD Hill and The Jammers,
Luther Kent, Amedee Frederick, Guitar Shorty, Sonny Landreth**

Sunday, October 19, 2008

**Ernie Vincent, Andrew Duhon, Cyril Neville, Chris Smither,
Irma Thomas, T Model Ford, Bobby Rush**