

## **June 20, 2017 WTJU Leadership Committee**

In attendance: Chase Browning, Kyle Chattleton, David Eisenman, Rebecca Foster, Gary Funston, Peter Jones, Brian Keena, Nathan Moore, Jack Patton-Smith, Brian Pusser, Nick Rubin, Tim Snider

Skype: Marcia Doran, Dave Rogers

### **Jazz Report**

Gary: lots of live music coming to town

David: Joel Baumgarten takes over the Saturday 9-11 pm Groove Tube slot

**Rock:** Nick introduces Jack Patton-Smith to the committee. Jack is new music director. Nathan: Jack is also heading up ripping of CDs for digitization. He will start with rock, and then work with other departments to get it done. Upcoming move will necessitate cutting down on physical CDs, as we will likely not be able to afford a space large enough to hold current CDs with more arriving each day. Vinyl is safe.

### **Move**

Nathan: Working with Provost's office to explore opportunities for a possible station move to another location on or near UVA Grounds.

### **Digitization**

Discussion about digitization process, what'll be done with liner notes.

### **E-Commerce**

Nathan: WTJU building out an e-commerce store using UVA contractor. This will be for special products (soap, stickers, old marathon shirts, etc...), and not usual marathon premiums. Nathan has put up soap in playing with it, but lots more to come. This will likely not be a terribly active site, but he will be happy if we get 5 orders a week. The orders can be processed once a week.

### **WHAN**

Nathan: Currently mulling over possibilities with WHAN as the end of our 3-year LMA approaches. Need to focus on our primary services area -- 60 db market around Charlottesville (which includes Waynesboro to Madison county line). New tower still in plans, but continued headaches.

### **Freetail Concert Series**

Nathan: Replaces Levitt Amp series, with 9 instead of 10 weeks. Each Saturday in September and October.

### **Local Media Landscape**

Nathan: WVTF moves to primarily all classical on July 10, with its Radio IQ service becoming the all news and public affairs broadcaster.

Discussion ensued about how WTJU Classical department and station as a whole will respond. Renewed marketing campaign, redoubling genuine local connections with classical music scene in our area, etc.