

# WTJU General Manager's Quarterly Report January 2016

As I write this, the big snow (Was it 14 inches? 18? More? Suffice to say, it was a lot) has really begun to melt. The roads are clear and schools are back in session after an unscheduled break. Fortunately, our studio-to-transmitter link held up and WTJU was never knocked off-air.

I'm also reminded of something I wrote a couple years ago about the role of WTJU in really bad weather and other emergencies: Throughout the snowstorm, we had a roster of DJs on call who live walking distance to the station, and we were able to provide emergency information and closure announcements throughout the weather events.

With all that we do day-to-day – curating great music, hosting events, supporting the local music scene, etc. – it's sometimes easy to forget that as broadcasters, we're a critical part of the emergency preparedness infrastructure for UVA, Charlottesville, and beyond. FM radio can literally be a lifeline during emergencies. Our being here matters.

## TECH & FACILITIES

### ***Back-end upgrades***

WTJU's intrepid IT Wizard Pete Yadlowsky has been at work on two big upgrades to the back-end Staff Tools that our hosts use: a browser-based music management system / music player, and a browser-based program log. The latter is the higher priority at present, and when it's complete, it will subsume two other staff tools, as well as our paper program logs. Pete is working on getting it refined for rollout sometime soon – hopefully in February.



### ***WXTJ progress + WTJU power increase***

Still working on getting the leases executed for both new towers – the WKAV tower downtown for WXTJ and our new tower on Carter Mountain. The station's engineer assures me that both of these projects will be completed by this Spring.

### ***Richmond signal***

We continue to broadcast to the Richmond area on WHAN-AM and its FM translator, W275BQ. Our arrangement leasing evening hours to VCU's student station continues. We've continued to have a few tech glitches over the last few months, but Pete Y. and I made a change to our audio chain that should fix the problem that was happening most recently.

## **PROGRAMMING**

### ***Program grid changes***

During the fall, I worked with WTJU's department directors and the Leadership Team to plan for some relatively modest changes to our program schedule. These include:

- Local public affairs production becomes digital first, but then aired in short bits throughout the program schedule – except for a pre-produced weekly edition of Soundboard on Saturdays at 6am. Each interview that will be uploaded in full, then additionally edited into <1 minute audio spots that would air once per hour in a PSA slot. At the 9am & 4pm show transitions, we will still air a 3-minute news interview module.
- Jazz/blues will air for three hours in the morning, two in the evening.
- The format of our weekday afternoon drive (folk/roots) continues until 7pm, reflecting the actual hours when there's higher traffic volume. Except Friday, which stays as-is.
- That moves Mon-Thurs evening classical back one hour, filling in the hour vacated by evening jazz.
- We add a sixth day of Classical Prelude to 5-6am Sundays.

These changes went into effect on Monday, January 11<sup>th</sup>. The PDF schedule is online at <http://wtju.net/media/program-schedule.pdf>.

### ***Classical Marathon***

From December 3-6, WTJU aired our classical marathon – a celebration of all styles of classical music. The extended weekend of classical music included everything from an Early Music Christmas Special to Modern Women Composers. The *Sunday Opera Matinee* aired Wagner's opera, *Parsifal*, and the marathon ended with a special broadcast of *Messiah*.



### ***New syndicated radio show***

This month, UVA is starting the Center for Media and Citizenship to promote and study the intersection between media and democracy, seeking to broaden the understanding of civic engagement amidst the changing media environment. Among the Center's activities will be producing a weekly radio show, which will use WTJU as its home base. Longtime Charlottesville-based journalist Coy Barefoot is the first producer & editor at the Center and the host of this show. WTJU will distribute the program nationally through PRX.org.

## OUTREACH/ENGAGEMENT

### **Fall concert series**

WTJU wrapped up the 2015 Levitt AMP Charlottesville Music Series in early November. From folk to jazz to rock to whatever genre you might call MarchFourth, we had around 14,300 attendees total across the series.

Our goal with this series was very much to build community among people of all ages and backgrounds through music and engage in creative placemaking, making excellent music accessible to all. We learned some things along the way,

but by and large, the concert series was a success. Thanks to beverage sales, we even ended up around \$18,000 in the black when all was said and done.



### **Recent & upcoming events**

In addition to our own concert series, WTJU has continued to present or be a media sponsor for a number of events in the last few months: a screening of *This is Spinal Tap*, the Virginia Film Festival, the Tuesday Evening Concert Series, and various shows at downtown venues.

In conjunction with our sister station WXTJ, we presented Elvis Depressedly, Ricky Eat Acid, and Cende at the UVA Chapel on January 28<sup>th</sup>. The show was well attended and, as they say in small town newspapers, a good time was had by all.

With the IX Art Park and Charlottesville Jazz Society, we are co-presenting the Robert Jospe Express on Friday, February 5<sup>th</sup>. It's being promoted as the after-party to February's First Fridays, and it should be a good event.

Finally, planning has begun for WTJU's summer youth radio camps, which will take place this July. As in previous years, we'll have one week for middle school students and one week for high school students. Though we may have to add a second week for middle school students if the demand grows. (Last year, we had a waiting list.)

## **FUNDRAISING**

### ***Fall Pledge Drive + End of year campaign***

After late donations came in, our Fall 2015 pledge drive ended up with approximately \$56,500 in pledges from our terrifically generous and loyal donors. That said, our goal was \$65,000, so we obviously didn't make that figure.

However, our end-of-year campaign brought in more than \$13,000, which was more successful than I anticipated. The EOY campaign numbers certainly are helping to keep us on track for listener contributions in this fiscal year.

Our next pledge drive starts February 22<sup>nd</sup>. In order to find ways to improve the pledge drive processes and fundraising effectiveness, I took a poll of WTJU's volunteers. For the most part, people liked the all-genre pledge drive format, but obviously, there's some room for improvement. Three themes emerged: 1) More publicity before the drive, 2) Better trained pitchers, and 3) More cohesion and energy across department messaging. WTJU staff are working on all of the above for the winter pledge drive.

### ***Grants***

Right around New Year's, we received word that WTJU will be receiving \$25,000 in matching funds from the Levitt Foundation once again to support 10 free outdoor concerts in Fall 2016. So more community-building through music is coming to the IX Art Park later this year!

WTJU has also been designated to receive Equipment Trust Fund dollars through the office of the UVA Provost to invest in equipment to build out WXTJ's broadcast infrastructure. That will go a long way to helping get WXTJ on the air this spring.