

WTJU General Manager's Quarterly Report

January 2017

Back on track with quarterly reports... It has been a very busy fall and winter since my last report. No sooner did we wrap up our fall concert series than it was time to gear up for the Classical Marathon, end-of-year campaign, and project-planning for 2017. The coming year is both WTJU's 60th anniversary and UVA's 200th anniversary, and we'll be going from one celebration to the next as the year progresses!

TECH & FACILITIES

Mobile studio / pop-up concert venue

I'm coming up on my sixth anniversary at WTJU, and there are a lot of things I love about the station: the knowledge and commitment of our staff & volunteers, our listeners' passion and engagement, the terrific programming, and our solid broadcast facilities. One thing I don't love is that our location is pretty tucked away and hard to find. So when we host in-studio live music events, it's a challenge for people to get here.



One way that we're going to address that issue in the coming year: by building out a mobile studio / pop-up concert venue. WTJU recently procured a 15-foot pull-behind camper on the cheap, and I'm working on collaborating with multiple departments at UVA and members of the community to turn it into something really cool. Time and funding-dependent, I hope to roll it out (literally!) by Fall 2017.

WXTJ and O-Hill site improvements

WXTJ's transmitter site on O-Hill experienced a long network outage that interrupted broadcasting. We used a taped together (read: not very reliable) solution for a couple months until UVA IT Services was able to restore proper network connectivity. WXTJ's studio-transmitter link is now back in action and quite robust. This new connection will also enable us to implement better off-site data backup for our servers.

WTJU power increase

WTJU's power increase project has run into hurdle after hurdle. To recap, this would increase our broadcast power from 1500 watts omnidirectional to 6500 watts directional (with a damper facing Richmond). However, for various reasons, we will need to go through a number of procedures to move our broadcast antenna & transmitter to yet another tower on Carter Mountain. We have identified a location, but several issues remain.

PROGRAMMING

Week in, week out, WTJU continues to deliver some of the best music in the world. We play new music and the recordings of artists coming to town. We invite live musicians to perform on-air – and we open a lot of those performances to the public to be part of our studio audience. Sometimes, we play music that’s a respite from the news of the world around us. Other times, we play music that tells stories about the world as it is and how it could be. Interspersed with all this, we air thought-provoking audio portraits and conversations featuring voices from our community.

That’s all a way of saying that each week, WTJU helps to weave the musical and cultural tapestry of our community. It’s a privilege to be able to do so.

Live music, live video

WTJU continues to host a whole bunch of live in-studio performances, and our one-hour live music performance show *Lambeth Live* continues Fridays, 8:00-9:00pm.

In the last couple months, we have added live video streaming as yet another way to experience WTJU’s live in-studio performances. Using Facebook Live Video, WTJU is streaming all of our *Lambeth Live* performances – and sometimes other bands, too. For now, we’re just using a simple one-camera setup for video. As always, our audio is first class.



Teej.fm podcast network

Fundamentally, WTJU is about enriching the culture of Virginia and bringing people together through music and conversation. We do that with a radio station. As of this month, we’re also doing it with a podcast network: Teej.fm.



Teej.fm connects listeners with exceptional stories, conversations, and music. We publish to a global audience while being rooted in a corps of UVA- and Charlottesville-based producers. At its core, Teej.fm cultivates community and enriches our shared culture – for both listeners and makers alike.

Our WTJU-branded podcasts – which are mostly music-focused – will also be online at wtju.net/podcasts in addition to Teej.fm. Teej.fm is currently in beta mode, and we’ll have a proper launch party later in 2017.

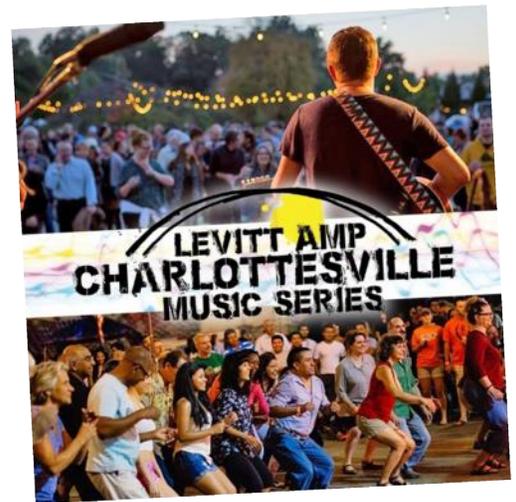
OUTREACH/ENGAGEMENT

Fall concert series

WTJU's Levitt AMP Charlottesville Music Series at the IX Art Park wrapped up at the end of October. Combining grants, business sponsorships, and sales, we saw net revenues of about \$20,000 when all was said and done.

The 10 concerts had a total attendance of 12,917, and the total economic impact of our concert series was approximately \$217,000 for the local economy.

Unfortunately, the Levitt Foundation did not renew our grant for 2017. However, we have decided to do it again anyway, partnering with the IX Art Park and others to organize and host a series of 8-10 free outdoor concerts this fall. We'll have to retool certain things – and come up with a new name for the series. But I'm confident we will still be able to provide fantastic shared music experiences for our community – and make a few dollars in the process.



Summer radio camps

This coming summer marks WTJU's fourth consecutive year hosting summer youth radio camps. Once again, middle and high school students will learn the basics of audio production, conduct radio interviews, visit music venues and studios in town, and produce a short audio piece. This year, for the first time, they'll also host a live radio show on WXTJ 100.1 FM! Info and sign-ups at wtju.net/radio-camps.

Symposium: "College Radio: Then, Now, and Next"

On March 16-17, WTJU will be hosting academics and college media makers to discuss the history and role of college radio as a social phenomenon, as well as college radio's present and how it can face future challenges. This conference is largely funded by UVA's Institute of the Humanities and Global Cultures. More at wtju.net/symposium2017.

New staff member: Peter Jones

Since I started at WTJU (and likely before), we've had a number of organizational needs that tend to slip through the cracks – including coordinating promotional exchanges and outreach activities, aspects of volunteer coordination, sustaining regular communications and donor engagement with our recurring donors, etc. So I'm addressing that with a new part-time position at WTJU: Volunteer, Engagement, and Programs Coordinator. Longtime Folk department director Peter Jones began in that role in mid-December.

FUNDRAISING & FINANCE

Fundraiser Marathons & other campaigns

One-week, genre-based marathons are back this fiscal year as our primary on-air fundraising tool. Here's the revenue breakdown from our individual donor campaigns so far this fiscal year:

- **Jazz:** \$32,843
- **Classical:** \$37,095
- **End-of-year & lapsed:** \$4,650

The 2017 Folk Marathon is just around the corner – Feb 6-12. To celebrate WTJU's upcoming 60th Anniversary, the Folk Marathon has set a rather ambitious fundraising goal of \$60,000.



“Soup! There It Is” fundraiser event

WTJU's first-ever soup cook-off fundraiser will take place Sunday, February 26. It's like the chili cook-offs you know about, but with a twist. For \$20, attendees support excellent community radio and get: 1) Tastings of all the soups from both amateur chefs and local restaurants, 2) A lineup of great DJ sets, and 3) a commemorative soup bowl. There will also be a raffle and a big CD & LP sale for discs the station no longer wants. More at wtju.net/soup.

A word on the Corporation for Public Broadcasting

For a number of years, you've read in these reports about the Corporation for Public Broadcasting raising the bar for stations to maintain eligibility for its annual grant program – from a minimum Non-Federal Financial Support (NFFS) of \$200k/year (as of FY2013) to \$500k/year by FY2016. Until FY2011, WTJU's NFFS hovered around \$260-280k. So growing WTJU's annual revenue has been a paramount task for me since arriving here.

I am pleased to report that WTJU generated \$588,260 in NFFS in FY2016.

That said... *The Hill* and other media outlets report that the new Trump team is preparing sweeping cuts, including an end of funding to the Corporation for Public Broadcasting. Ending CPB would affect thousands of organizations, including WTJU.

If the CPB funds cease to exist, WTJU stands to lose approximately \$85,000/year in funding – approximately one-sixth of WTJU's total annual revenue. And it is crucial revenue: the CPB's annual grants fund general operating support with relatively few restrictions.

To learn more and find out what you can do, visit the National Federation of Community Broadcasters web page on this topic: nfc.org/pmpm.