

WTJU General Manager's Quarterly Report July 2014

In years past, things have slowed down at WTJU in the summer. No on-air marathons, few students, less going on. This summer is not like that. Between tech and digital projects, youth radio camps, and some fundraising and stewardship activities, we're staying in high gear this summer. As I do in each of my reports, this one highlights some happenings in four areas: Tech & Facilities, Programming, Outreach/Promotions/Engagement, and Fundraising/Finance.

TECH & FACILITIES

WTJU.net

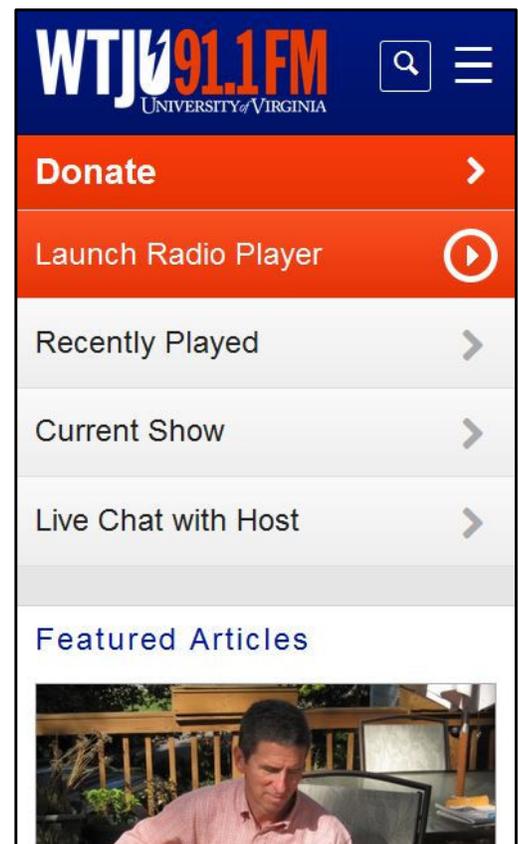
Producer & Content Director Lewis Reining and Coder & All-Around Tech Guy Pete Yadlowsky have gotten the site very close to launch. Just one or two hiccups remain, but we're looking at a launch in July. For now, you can still see the preview at wtju.vibethink.net. Also, it's built with responsive design – check out a screencast of the mobile site, at right. Vibethink will be integrating WTJX into the website as soon as Pete is able to write the API for it.

Expanding FM power & backup Studio-to-Transmitter Link

Our engineer has scheduled a tower crew for the week of July 7th to install new tower steel on Carter's Mountain and hang our antenna. If the weather is good and the installation happens, that will bring us a big step closer to increasing our power. The last step will be to move our transmitter and associated gear to the new tower and get it set up. After that, our engineer will work on installing the backup Studio-to-Transmitter Link at O-Hill.

WTJX's LPFM application

WTJX applied to the FCC for a low power FM license during the application window last fall. Unfortunately, the application was mutually exclusive (MX) with another applicant who is seeking the same frequency. The FCC will deal with these MX applications in the late summer or early fall. Fortunately, there is another available frequency in the Charlottesville market, so it should be possible for WTJX to hop over to that one.



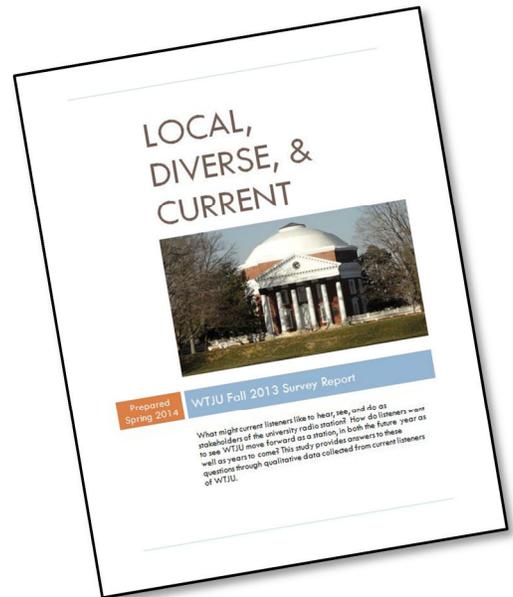
PROGRAMMING

As always, WTJU has been airing an enormously eclectic and adventurous mix of music. I recently had to submit a week's worth of playlist logs for ASCAP reporting. I found that in one week, we had around 1,350 spins. Of that, we aired more than 1,200 different songs and more than 1,000 unique artists. That's some eclectic radio! Here are a few other things we've been up to:

Programming research

In recent months, WTJU has conducted a web survey and commissioned in-person focus group research – both with the intention of better assessing listener attitudes about the station and what we might do better. I now have the final reports from both of these projects.

For those who know the station well, the results are not hugely surprising. Listeners tune in because of the diversity of music, the passionate and knowledgeable hosts, the uniqueness, and the non-commercial format. That said, there are some interesting finds. If you'd like a copy of these reports, please email me at nbmgh@virginia.edu



Live remotes

We had been on something of a break from live remotes recently, but we aired two in fairly close succession in June: the “Bon Voyage” concert of Charlottesville High School’s String Ensemble, and *Atlantic Weekly* from the City Market. Both of these used a new streaming method – YouTube live event streaming.

The CHS concert broadcast worked quite well and the audio quality was mostly quite good. The City Market broadcast, however, was plagued by internet connectivity problems, as well as YouTube shutting down the stream when it detected copyrighted music on the stream. We’re in the process of contacting YouTube to become a “non-profit partner” and to be whitelisted from their copyrighted music rule.

WTJX

WTJX is on hiatus for the summer – though a number of WTJX DJs who are here this summer have integrated into the WTJU rock department. Programming on WTJX will resume early in the Fall semester.

OUTREACH/PROMOTIONS

Summer Camps

Radio Stories Camp. Partnering with The Bridge PAI, WTJU is organizing a one week summer day camp for youth ages 14-18. From July 7-11, a dozen students will learn the fundamentals of audio recording, editing, and production, gather Sonic IDs from Charlottesville neighborhoods, and prepare them for air on WTJU. Lewis Reining, Susan Gravatt, and Hannah Patrick will lead the camp, which received funding from a Bama Works grant.

Music Radio Camp. WTJU is also organizing a one week summer day camp for youth ages 11-14. From July 14-18, a dozen students will learn about the basics of radio, learn about the local music scene, visit area venues, and be introduced to live music mixing, audio production, and more. WTJU summer intern Caragh McMaster will be the primary coordinator of this project, which is being supported by the “Intern at UVA” program, funded by UVA Human Resources.



Reunions

On Saturday, June 7, WTJU held an open house as part of UVA Reunions weekend. We've had some kind of reunions participation each year that I've been working here, and it was good to connect with the handful of alumni who stopped by.

Digital Public Archive Project

This isn't exactly an “outreach” project, per se, but Nick Rubin has begun working on a temp assignment with WTJU to gather, organize, curate, and present a public archive of WTJU's history. One of the most important ways to ensure a college radio station's survival is to tell its story. Nick will be working with me, station staff, and lots of station alumni to do just that. Our plans are to create both a searchable online archive component, as well as an in-person exhibit component.

FUNDRAISING & FINANCE

Marathons

The 2014 Rock Marathon brought in \$33,034 in pledges from 310 donors. That is approximately an 8% increase in dollars, but a 1% decrease in donors, compared to the 2013 Rock Marathon.

Give4Good

The Charlottesville Area Community Foundation coordinated the local day of charitable giving on May 6. We participated by having a one-day pledge drive with special editions of our regularly scheduled programs, and we raised approximately \$4,500 from that event.

Donor stewardship event

We held a major donor stewardship event at Pavilion VI in early June, featuring a live performance by Fiona Hughes on violin and WTJU's own Campbell Shiflett on harpsichord. (We also learned what's involved in moving a harpsichord from Old Cabell Hall to Pavilion VI.) This was a very nice event and a good chance to connect with some classical donors.



Other fundraising and stewardship

In June, we sent out a fundraising appeal to around 1,300 lapsed donors. Coincident with that, we employed Cavalier Connect to call lapsed donors. I'll get the final numbers on these appeals in the coming weeks. Also in June, we sent a thank-you postcard to all FY14 donors.

Finances

In FY14, WTJU brought in \$444,959 in revenue and had \$429,421 in expenses, bringing our cash balance up to \$246,087. Here's the breakdown of revenues by source:

Donors & small grants	\$171,195
Student Fees	\$141,354
CPB grant	\$79,662
Underwriting	\$39,032
Sales	\$13,716
TOTAL	\$444,959

Side note: these figures do not include cash support received from other departments of UVA for specific projects, e.g. Civil Rights Week, Music Radio Camp, etc.

I'll share a detailed report on expenses in my next report, after our business manager has had a chance to prepare it.