

WTJU General Manager's Quarterly Report

April 2014

Perhaps the dominant feature of this year's first quarter was tangential to radio itself: snow. Charlottesville was hit by one snow storm after another this winter – enough to close UVA a couple times. Fortunately, our studio-to-transmitter link held up and WTJU was never knocked off-air. The heavy snow also gave WTJU an opportunity to shine. 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.

Moving on... in each of my reports, I highlight some happenings in four areas: Tech & Facilities, Programming, Outreach/Promotions/Engagement, and Fundraising/Finance.

TECH & FACILITIES

WTJU.net

Producer & Content Director Lewis Reining has been populating the new website with static content, beta-testing certain features, and getting everything organized for a launch. Vibethink has made a few tweaks and we'll be ready for a launch in May or June. You can see the preview at wtju.vibethink.net. Vibethink will be integrating WTJX into the website soon. (The website project pre-dates WTJX, so we didn't have it on the original design agenda.)

Two new rooms

As I noted in my last report, the two rooms across from the bathrooms are now part of WTJU's space. My office has moved to the near room (204), while the far room (204A) is in use as a storage and production space, in partnership with the student-run record label O Records. Many thanks to Julian Bivins and University Advancement Services for assistance building out the furniture in these rooms.

Expanding FM power & backup Studio-to-Transmitter Link

Progress on our new antenna and a backup STL continues. As I've reported before, we've had a number of delays, some weather-related, some engineering-related. But I continue to work with our engineer to get the antenna mounted and set up our backup STL system.

PROGRAMMING

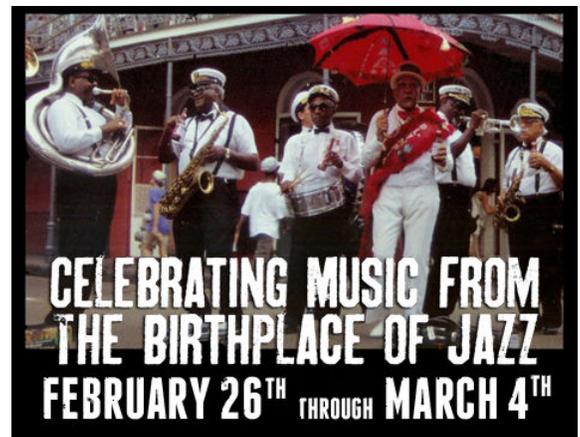
Each of WTJU's departments has been airing a great deal of creative and fantastic programming, and WTJX's DJs have been delivering another semester of freeform radio goodness. But here are just a couple of programming initiatives from the last few months:

Arts January

Charlottesville is home to many artists - visual, performance, musical, etc. Over the summer, WTJU intern Susan Gravatt recorded and produced three dozen short interstitial segments with local artists and members of the Piedmont Council for the Arts. During the month of January, WTJU aired "Sonic IDs" during each show – short audio portraits with the voices of local artists and arts organizations. Several WTJU hosts throughout the month also brought in special guests to talk about their work.

New Orleans Week

This year, we moved our annual New Orleans Week celebration to the week preceding Mardi Gras, February 26 – March 4. (In past years we celebrated the Crescent City on the anniversary of Hurricane Katrina in August.) Hosts in the Jazz and Folk & World departments featured music from, about, and dedicated to the birthplace of jazz, New Orleans. *Soundboard* aired cultural features about New Orleans throughout the week.



Programming research

In November, I posted an online survey to get a sense of how listeners are connecting with the station and what we might do better. Grad student and WTJU CAB member Jenny Poole has analyzing those responses and created a thorough report – which I'm happy to share on request.

Several months ago, WTJU's Programming Committee also indicated an interest in the station conducting some focus group research. UVA's Center for Survey Research is conducting a series of these focus groups on our behalf during April and May to find out more about the perceptions of WTJU in the community, what the station is doing well, and what it could do better. We're conducting one focus group apiece of WTJU donors, non-donating WTJU listeners, and non-WTJU listeners who listen to other public radio stations.

OUTREACH/PROMOTIONS

On-grounds engagement

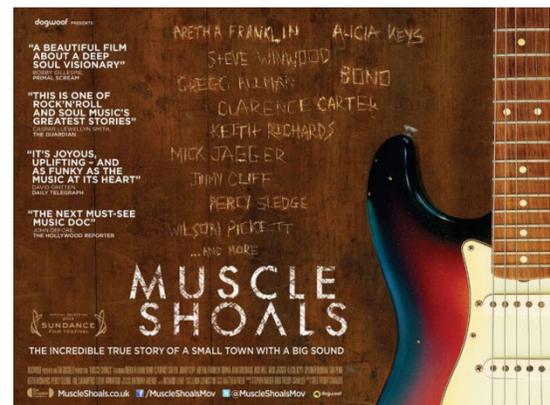
Working with classes. Our partnership with Music professor Bonnie Gordon's classes continued during this semester. She assigned her students to take field recorders into Charlottesville neighborhoods, record short Sonic IDs with locals, and combine them with a photo and short written piece for web posting. WTJU will present them on-air and online.

Over the course of our partnership, I discovered Neatline, a package of tools for digital humanities scholarship developed at UVA. It serves as a platform for geo-temporal mapping, and we'll be using a Neatline to present the Sonic IDs created by Bonnie's class and future Sonic IDs that we gather.

Also, this semester, WTJU's own Nick Rubin is teaching a Media Studies practicum on Radio. I gave guest lectures on writing for radio and media ethics, and also gave a tour of the station. WTJU also served as a resource for students who need to check out field recorders to complete course assignments.

Films

WTJU presented *Muscle Shoals* at The Paramount Theater on Sunday, April 6th as a kickoff event for the Rock Marathon. The film tells the story of FAME Studios and Muscle Shoals Studios, which helped create some of the most important and resonant songs of all time. The screening was attended by around 170 people. Later this spring, we'll be presenting a screening of *Following the Ninth*, a documentary that explores the worldwide cultural and political influence of Beethoven's masterpiece.



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, participants will learn the fundamentals of audio recording, editing, and production, gather Sonic IDs from Charlottesville neighborhoods, and prepare them for air on WTJU. Veteran producer Jesse Dukes is slated to teach the summer camp.

Radio Camp. WTJU is also organizing a one week summer day camp for youth ages 11-14. From July 14-18, participants 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.

FUNDRAISING & FINANCE

Marathons

The 2014 Folk Marathon brought in \$45,037 in pledges from 488 donors. That is approximately a 2% increase in both dollars and donors, compared to the 2013 Folk Marathon.

As of this writing, the 2014 Rock Marathon is underway.

Grants

I applied to UVA's Arts Council for a grant to turn *Lambeth Live* into a weekly live audience event in the Lambeth Commons lounge. If we get the grant, it would pay for a nice-yet-compact audio mixer, as well as video cameras, a video switcher, and video streaming equipment. I'd like to turn *Lambeth Live* into a cool weekly event for WTJU donor stewardship, as well as for students to connect with WTJU the local music scene. And I'd very much like to video stream these performances live on our website.

Give4Good

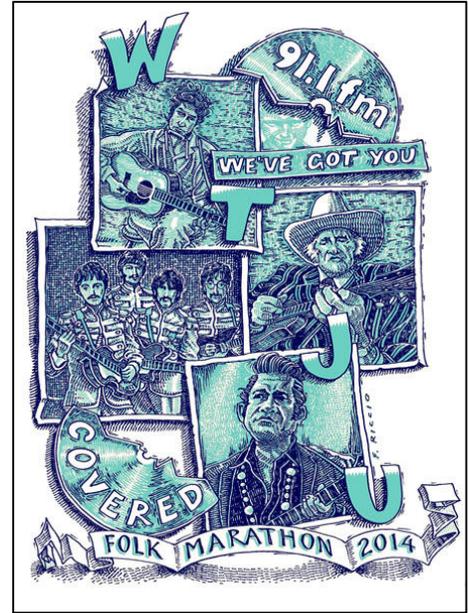
The Charlottesville Area Community Foundation is coordinating the local version of a national day of charitable giving on May 6, 2014, and we'll be participating in that. There will be a partial match of funds raised that day, so it's like bonus money. We'll have an on-air and off-air component, but specifics still need to be hammered out.

Donor stewardship event

A few members of the Classical Department and I will hold a major donor stewardship event at Pavilion VI in June. This is one of our first substantial efforts at building a major donor program at WTJU.

Finance

A report of revenue and expenses from the first two quarters of FY2013-14 is attached on the next two pages.



WTJU 2013-2014 Line Item Budget

Expenditures	BUDGET	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	TOTAL
Ads/Marketing	\$14,500.00	\$67.00	\$2,486.00			\$2,553.00
Communications	\$15,000.00	\$1,684.00	\$2,832.00			\$4,516.00
Concerts	\$5,000.00	\$0.00	\$0.00			\$0.00
Credit Card Fees	\$1,400.00	\$157.00	\$388.00			\$545.00
Equipment - Broadcast/Recording	\$12,000.00	\$4,970.00	\$2,150.00			\$7,120.00
Equipment - Computer (includes software)	\$4,000.00	\$505.00	\$41.00			\$546.00
Equipment Repair/Maintenance/Engineering	\$8,000.00	\$390.00	\$1,900.00			\$2,290.00
Facilities Management (incl security door)	\$1,000.00	\$55.00	\$15.00			\$70.00
Furniture	\$500.00	\$475.00	\$0.00			\$475.00
G & A Charges	\$11,000.00	\$2,750.00	\$2,750.00			\$5,500.00
Miscellaneous (eVA charges, water, other)	\$1,200.00	\$457.00	\$182.00			\$639.00
Office Supplies	\$1,600.00	\$278.00	\$1,124.00			\$1,402.00
Parking	\$4,600.00	\$4,545.00	\$216.00			\$4,761.00
Personnel-Salaries & Benefits	\$245,600.00	\$64,861.00	\$56,212.00			\$121,073.00
Personnel-Temp Svcs & Students	\$14,600.00	\$11,184.00	\$8,431.00			\$19,615.00
Personnel-NationalPgmCoord	\$18,900.00	\$0.00	\$0.00			\$0.00
Postage/Shipping	\$2,700.00	\$79.00	\$834.00			\$913.00
Premia (CD's & swag)	\$6,500.00	\$0.00	\$2,800.00			\$2,800.00
Printing/Copies	\$6,200.00	\$1,559.00	\$1,958.00			\$3,517.00
Professional Licenses/Fees	\$4,500.00	\$175.00	\$0.00			\$175.00
Prof Publications/Subscriptions	\$900.00	\$27.00	\$49.00			\$76.00
Programming	\$9,700.00	\$11,060.00	\$500.00			\$11,560.00
Rental-Equipment	\$200.00	\$0.00	\$0.00			\$0.00
Servs-Consult (legal, fiscal, audit)	\$2,000.00	\$825.00	\$1,015.00			\$1,840.00
Services-Graphic	\$0.00	\$0.00	\$0.00			\$0.00
Services-Space Rental	\$2,000.00	\$54.00	\$0.00			\$54.00
Social	\$2,000.00	\$228.00	\$179.00			\$407.00
Travel/Conferences	\$6,000.00	\$3,348.00	\$71.00			\$3,419.00
Transmitter Site Bldg & Land Lease	\$16,000.00	\$4,961.00	\$5,006.00			\$9,967.00
Training Fees & Materials	\$400.00	\$25.00	\$0.00			\$25.00
Surplus	\$0.00	\$0.00	\$0.00			\$0.00
TOTAL EXPENSES	\$418,000.00	\$114,719.00	\$91,139.00			\$205,858.00

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Revenue						
Advertising						
Concerts/Events	-\$2,500.00	-\$850.00	-\$200.00			-\$1,050.00
Interest Income	-\$100.00	\$0.00				\$0.00
CD sale	-\$300.00	-\$5,413.00				-\$5,413.00
Surplus Sales	\$0.00					
Sales/Services/Interest	-\$2,900.00	-\$6,263.00	-\$200.00			-\$6,463.00
Other Grants		\$0.00	-\$6,000.00			-\$6,000.00
Grants	-\$79,500.00	\$0.00	\$0.00			\$0.00
Patron Donations	-\$145,000.00	-\$1,312.00	-\$66,129.00			-\$67,441.00
Underwriting (Cash Revenue) *	-\$45,000.00	-\$6,836.00	-\$10,344.00			-\$17,180.00
Gifts**	-\$190,000.00	-\$8,148.00	-\$76,473.00			-\$84,621.00
University of Virginia --Fees	-\$145,600.00	-\$73,865.00	-\$18,683.00			-\$92,548.00
University of Virginia --Interest	\$0.00	\$0.00	\$0.00			\$0.00
Total UVa Fees	-\$145,600.00	-\$73,865.00	-\$18,683.00			-\$92,548.00
TOTAL REVENUE	-\$418,000.00	-\$147,730.00	-\$101,356.00			-\$249,086.00