

WTJU General Manager's "Quarterly" Report January 2018

As fall gave way to winter, life in Charlottesville has returned to something approximating normalcy. The twin roles of cultural hub and community convener that are core to our operations remain vitally important here. As such, WTJU has not slowed down our pace. Here's an overview of developments since September.

TECH & FACILITIES

WTJU space move

UVA's divisions of Student Affairs and Housing have other plans for Lambeth Commons, WTJU's current building. That means we're looking for a new home for our studios. No space is available on Grounds, and we've been working hard to find commercial spaces that are 1) within our budget; 2) large enough; 3) accessible to students; 4) near or connected to parking; 5) accessible around the clock; and 6) findable via Google Maps, preferably with street frontage.



We continue to work closely with staff in the UVA Provost's Office and UVA Space & Real Estate Management through this process. We may be getting closer to securing a location, but as of this writing, no lease has been signed.

New automation system

WTJU's intrepid IT swashbuckler Pete Yadlowsky has developed a new audio automation system that serves as both overnight automation for WTJU's 3:00-6:00 a.m. programming and back-up stream for other shifts that may very occasionally have a no-show host. The operation process is quite simple – literally just the push of a button – and the new system rolled out in December.

New WTJU store

Just in time for the holidays, WTJU launched a new online store at: WTJU.net/store. The online store features WTJU-branded stickers, soaps, and a few t-shirt designs, including our new 60th Anniversary shirts. Lewis Reining did the yeoman's work of setting up this store.

In the works...

- **Upgraded website calendar.** We're working with SceneThink to roll out a much-improved local music calendar. Better user experience plus easier management.
- **Back-up STL.** We're working on implementing a good back-up Studio-to-Transmitter Link on Carter Mountain using audio over IP and a 4G-to-Cat5 hotspot / router.

PROGRAMMING

Department reports

So much good music every single day on WTJU and WXTJ. Just a few top-level highlights:

- WTJU's Folk Marathon is just around the corner: Feb 5-11, with a fundraising goal of \$60,000 once again. Tons of live music is on the schedule.
- After a successful Classical Marathon, Classical Department director Kyle Chatteleton is stepping back from his role as Classical Director. (He'll continue hosting.) Andrew Morgan has been tapped as the incoming department director.
- Without access to the Lambeth Commons lounge, WTJU's Friday evening live concert program *Lambeth Live* has moved to a couple off-grounds locations since September: the gallery at Café Carpe (Studio IX) and the Belmont Arts Collective.
- *Jazz at 100* continues to tell the story of 100 years of recorded jazz every Friday morning. Meanwhile, *Great Morning Jazz* and *Left of Cool* have switched places.
- WTJU's Rock Marathon will take place April 9-15. Cyril Jordan (of Flamin' Groovies fame) is designing the 2018 Rock Marathon t-shirt.

CharlottesvilleClassical.org

In November, WTJU launched CharlottesvilleClassical.org, a new 24/7 online radio station playing uniquely curated classical music around the clock. CharlottesvilleClassical.org also features a calendar of classical music events in our community and plans for interviews and stories to serve as a hub of the local classical music scene.



Teej.fm podcast network

It's been one year since the soft launch of WTJU's podcast network Teej.fm. As WTJU staff assess Teej's strengths and challenges, we're looking at audience numbers: just shy of 30,000 total listens to Teej.fm shows last year. Shows with the most listens: *Jazz @ 100*, followed by *Circle of Willis*, *Global Inquirer*, *Wikifreaks*, and *Not Even Past*.

WTJU Stories Workshop

WTJU Stories Workshop is our new name for the public affairs / storytelling productions we do, each one culminating in a series of one-minute interstitials and longer form podcasts.

In November, we aired **Commonwealth Legacies**, a series of 20 touching interviews with senior citizens across Virginia. We currently have two projects in active production:

- 1) **UVA Bicentennial Stories**. We're collecting UVA stories to better understand our collective history and help shape the University's future.
- 2) **Global Charlottesville**. Working with Sin Barreras, we're collecting the stories of immigrants in our community in an effort to build understanding.

OUTREACH/ENGAGEMENT



Fall concert series

WTJU's Freefall Music and Art Festival at the IX Art Park spanned nine free outdoor concerts in September and October. The concerts averaged 1,350 attendees per week (5% higher than last year), and revenues landed in the black.

In addition to station promotions & engagement, WTJU's overarching goal for this concert series was to bring together diverse populations through shared music experiences. By a number of metrics, we were quite successful at that.

On the heels of hate groups marching through Charlottesville in mid-August, we proudly held a multi-ethnic, multi-racial series of events that celebrated what our community is all about -- inclusivity, excellent music, and a rich culture for all to be a part of and enjoy.

Sister Radio project

Kwesi Ghartey-Tagoe from Radio Peace in Winneba, Ghana (WTJU's sister radio station) visited Charlottesville in late September and participated in a variety of events, talks, and classroom guest lectures. Nice write-up at: <https://news.virginia.edu/content/broadcasting-peace-ghana-charlottesville>



Virginia College Radio

After founding the Virginia College Radio network in March 2017, WTJU has continued to organize a loose coalition of college radio stations around the state. We hosted a one-day "Unconference" in October 2018 and plan to host another one in March 2018.

WXTJ's Trash House

Trash House is student radio station WXTJ's unofficial venue for house concerts and more, keeping the local underground music scene thriving at UVA. Trash House organized a number of house concerts in the fall, and is hosting its annual art show and fundraiser in mid-February. Proceeds are generally donated to good causes. Nice coverage recently in the Cavalier Daily: <http://www.cavalierdaily.com/article/2017/09/trash-house-provides-safe-haven-for-creative-students>.

ADMINISTRATION, FUNDRAISING, AND OTHER

UVA Bicentennial Launch Gala

In early October, the University of Virginia held a tremendous celebration launching UVA's Bicentennial, organized by the office of the Vice Provost for the Arts. WTJU was pleased to contribute use of our production studio for recording the event narration – including a light show that traced the history of UVA. The Rotunda burning down via light show pictured at right.



Strategic Planning process

The last few months got busy. While we have made progress on some of the Strategic Planning goals, there has been relatively little movement on action items that call for forming ad hoc committees. We'll be working on that in the first half of 2018.



NFCB Regional Summit

WTJU will host the National Federation of Community Broadcasters in Charlottesville in July for one of its three regional summits in 2018. The summit will draw around 100 people, diving into content, engagement, and development. WTJU is a longtime member of the NFCB, which supports and strengthens community radio stations around the country.

Individual Donor campaigns

One-week, genre-based marathons have gone well so far in FY17-18. Both the Jazz Marathon and Classical Marathon surpassed their respective \$40,000 goals.

Major campaigns still to come this fiscal year include:

- Folk Marathon: Feb 5-11. Goal: \$60,000
- Rock: April 9-15. Goal: \$35,000
- End-of-fiscal campaign. Goal: TBA

Event revenue

Sponsorships, grants, and sales revenue from our 2017 Freefall concerts totaled \$76,712 in gross revenue. Expenses totaled \$58,350, leaving net revenues of \$18,362. These figures are quite close to the budgeted revenues and expenses for the concert series.

Underwriting revenue

As of the midpoint of the fiscal year, accrued underwriting revenues were 7.4% below goals. Actual cash received was further behind goal. We're working to improve these in the second half of the fiscal year.