

WTJU General Manager's Report

April 2019



The story of the last year has been the story of uprooting our community media operations from our Lambeth Commons studios and relocating to Ivy Road. And just one month in, it already feels like home: we've already done six events and a pledge drive from the new space.

Making the transition from Lambeth to our new space on Ivy Road has been an incredibly challenging project, simultaneously balancing tech, logistics, events & promotions, and fundraising. Fortunately, WTJU's supporters include scores of super-volunteers and scores of generous donors, all of whom made the new space possible.

But now we're home, and it's a great home. A place where we can make great radio and nurture our community.

Why do all this?

At WTJU, we talk a lot about being a community radio station. Throughout our culture, the word “community” gets thrown around a lot these days, but it’s worth revisiting the etymology of community:

- com- = together, shared
- munus = obligation, duty, service

Ergo: community is a shared duty & service to one another.

There’s another good working definition that I’ve researched: Community is a group of people that care about each other and feel they belong together. It’s phrased differently, but it has the same core elements as that etymological definition: humans, relationships, shared identity.

Perhaps the reason so many people throw around the word “community” is that we really need stronger communities. **Because even as people are more connected technologically, we remain atomized socially.**

And that’s really where the value of WTJU exists. Our value lies in human curation (passion, knowledge); local connection (unique, non-commercial); shared cultural experiences; and a sense of belonging.



We do that human curation, that local connection, that sense of belonging... we do it through music. Often live music – on-air and in person.

A few recent highlights:

- *Lambeth Live* is now *Offbeat Roadhouse*. Now broadcasting from our own stage, *Offbeat Roadhouse* kicked off in April with the Buzzard Hollow Boys. (Coincidentally, the same band was the first to perform at *Lambeth Live* several years ago.
- The Freefall Music & Art Festival has been reimagined for 2019. Rather than just “free live music,” each week’s event focuses on specific community festival themes: Cville Sabroso, Black Business Expo, Zaltandi world dance, Love Fest, etc.
- WXTJ included a record 170 student volunteers this year. As they do, WXTJ hosted a raft of house shows, an art auction, and the annual UVA Chapel show. WXTJ has also continued as a charter member of the Virginia College Radio Alliance.

- The Teej.fm podcast network continues to support community podcasters with pro audio gear & studio time, distribution, training and peer support. Currently 15 shows in active production.
- Summer radio camps are coming up in July. Now in their sixth year, we host three weeks of camps for upper elementary and middle school students.

Fundraising and finance

Well, our budget for FY2018-19 was developed before we knew our station move was upon us. Prior to the move-related revenue and expenses, our budgeted revenue for FY2018-19 was \$638,000. Independent fundraising accounts for 70% of that, while UVA Student Fees is 30%.

The studio relocation in 2019 greatly increases both our revenues and our expenses this fiscal year. Total costs of the move will likely land between \$450-500k. The University provided generous support of \$305k, while our own capital campaign is set to raise approximately \$150k, including an end-of-fiscal pledge drive this June.

As of April 15, WTJU's cash balance was \$97,331 across all its accounts.

What lies ahead?

Recently, I put together a top-level timeline of WTJU's recent history...

- 2013: WXTJ begins webstreaming
- 2015: Freefall concerts begin
- 2017: Teej.fm podcast network launches
- 2019: New studios & event space
- 2021: ??

Of course, we can't know what will come in 2021. But it will certainly be rooted in media and music and bringing people together in ways that nurture genuine community.