

WTJU General Manager's Quarterly Report

October 2013

It has been a busy quarter at WTJU, and I've been juggling multiple projects (as I am wont to do). Progress continues on most of those projects, and some have concluded nicely. WTJU ends the quarter on good financial footing, making important investments in infrastructure, expanding our outreach and engagement efforts, and engaging in creative programming.

In each of my reports, I'll highlight some happenings in four areas: Tech & Facilities, Programming, Outreach/Promotions/Engagement, and Fundraising. This report will be longer than most future ones in order to more fully explain some of the projects that have been ongoing.

TECH & FACILITIES

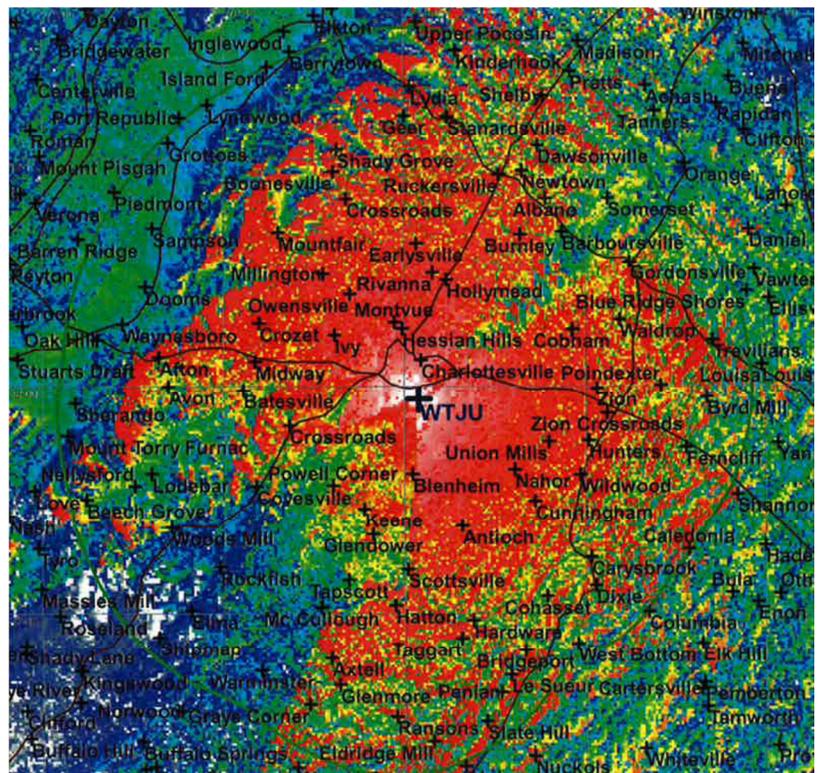
Expanding FM power

As you all know, WTJU increased its FM power output from 600 watts to 1500 watts last year. We have a construction permit from the FCC to install a new antenna that will increase that to 6600 watts directional – with a damper toward Richmond. (There's another 91.1 FM there.)

The map at right is a prediction of FM coverage after our new antenna is installed. The **red and yellow** areas should have good indoor radio reception. The **green** areas should have good car radio reception. Areas colored **blue** will be tougher to receive WTJU.

What I'm excited about is that the Shenandoah Valley is mostly green in this map. I'm hoping the predictive map is accurate in reality.

We have purchased the antenna, but we have run into several engineering delays. I continue to work with our engineer to get the antenna mounted and operational. I'm hopeful that by my next quarterly report, this project will be complete.



WTJX Construction

WTJX is our second radio station. It's all student-run and student-staffed, and you can hear it from 4pm to midnight at <http://wtju.net/page/wtjx>. (Some days start at 2pm.) Construction of the studio took up a fair bit of my time in the early fall, but it's functional now.

Also major kudos to WTJU's programmer extraordinaire Pete Yadlowsky for setting up the streaming server and integrating WTJX into the back-end of wtju.net.

For the time being, WTJX is only webstreaming, but low power AM transmitters will be added as soon as my engineer is available to do so. I have also applied to the FCC for a Low Power FM license, but it will take the FCC a very long time to process the thousands of applications they are expecting during this LPFM window.

Backup Studio-to-Transmitter Link

Periodically, the T1 line that carries WTJU's audio signal to Carter's Mountain goes down and we're off the air. In the coming months, we'll be installing a backup system that sends our audio to a shed on O-Hill via fiber line, then beams it to Carter's Mountain via microwave.

We were able to purchase the equipment with the financial support of UVA Advancement, and that's what's inside those big boxes next to the front door of our offices. We will work on installing it in the months ahead.

Clutter

The station is less cluttered than it was before, thanks to the great work of Anne Dunckel and others. All station paper archives are still here, while a lot of clutter found a new home. Old recordings on reels and DAT tapes went to the UVA Special Collections library.

Two new rooms

The Pep Band, which occupied the two rooms across from the restrooms in Lambeth Commons, is no longer operating as a student organization. WTJU and UVA Advancement negotiated with Newcomb Hall (the "landlord" for this building), and WTJU will be taking over those two rooms very soon.

The near room will become my new office. My current office will become another production studio and extra workspace.

The far room will also be production space, in partnership with the student-run record label O Records. I also plan to eventually hard-wire audio cables from the air studio to that room so that we can more easily utilize the large lounge area for live performances.

WTJU.net

A new website is in the design phase. It's going to be more of a content platform in its own right, but still with a strong radio/audio element. Watch this space for updates by early 2014.

PROGRAMMING

Each of WTJU's departments has been airing a great deal of creative and fantastic programming. Between live remotes, in-studio performances, artist interviews, and WTJU's trademark curating of great music, our hosts have shared an incredible breadth and depth of music with our audience. But I just want to highlight a couple of programming initiatives from the last few months:

Civil Rights Week

Civil Rights Week happened the week of Aug 24 – Sept 1, and it was quite well-received. The week commemorated the 1963 March on Washington and explored the legacy of the Civil Rights Movement as a whole.

We aired interstitial clips throughout the week of interviews with Charlottesville residents who lived through the movement, as well as clips of historic speeches. *Soundboard* aired civil rights-related specials each day that week. And 15 of WTJU's music programs participated with civil rights themed sets or shows.



Three UVA departments contributed funding to help cover production costs: Equal Opportunity Programs, the Office of African American Affairs, and the Office for Diversity and Equity.

Three new shows

Lambeth Live is a new show that launched Sept 6. Each Friday 8-9pm, Lambeth Live invites a different musical group from around Central Virginia to play an hour long concert. The hour is genre agnostic, and it'll feature classical, blues, folk, jazz, rock, and more during different weeks.

Gather Round began on October 12. Each Saturday 8-9pm, Gather Round airs rare concerts, archived and live. There will be shows from the legendary Prism Coffeehouse and Virginia Folklife Program archives, plus the occasional live concert, as was the case last Saturday from WTJU's event at the Albemarle CiderWorks.

Backtrackin' with the Bartender, hosted by the inimitable Tom Morgan, airs a mix of New Orleans and Louisiana tunes, mixed in with some classical southern soul and R&B. The show now airs Friday nights (i.e. Saturday very early mornings) from 1-3am, right after Professor Bebop.

OUTREACH/PROMOTIONS

On-grounds outreach & engagement

I have two student workers handling general UVA-focused promotions & outreach this school year: Susan Gravatt and Sakura Lim. They've already been busy chalking and tabling and doing the traditional stuff. They're also working with UVA student organizations and recording & editing brief student profiles for airplay on WTJX.

We're also partnering with Music professor Bonnie Gordon's classes again this semester. As we did last year with the classical department, her undergrads will each choose a couple songs and record short intros to them. However, this year, the students will choose songs from various genres, not just classical.

WTJX is generating interest, and 40+ student DJs are already on-air. The station is webcasting 8-10 hours per day already. In the near future, it'll expand to 12 hours per day of live programming (2pm-2am), recorded and repeated until 2pm the next day. Hannah Patrick is the station coordinator and Corrigan Blanchfield is the program director.

Promotions

We have WTJU-branded soap and beach balls. I'm a big fan of both.

We ran a nice insert in C'ville Weekly in their Sept 3 issue.

We're doing a whole bunch of promotional exchanges with various venues and shows in all genres that we air.



FUNDRAISING

Jazz Marathon

“Everywhere There’s Jazz” – this year’s Jazz Marathon theme – aired a week of terrific jazz programs, with an emphasis on geography-based jazz and blues specials. It was a great week of programming, and a pretty good week of fundraising.

Like last year, this year’s Jazz Marathon goal was \$40,000. The 2013 Marathon brought in \$35,338 in pledges, which is very similar to the 2012 total of \$35,418 in pledges.

Bama Works

I’ve put in for another grant application for Bama this year, in a project in which we’d partner with The Bridge PAI on an audio project. The grant requests \$9,560, and Bama will announce their decision in December.

The CD/LP sale

Held at The Bridge PAI in early September, the CD/LP Sale grossed more than \$5,400. It came to my attention much too late that there should have been a day of DJ review. You all saw my apology and subsequent email traffic about it in September.

Albemarle CiderWorks event

We held a little event at Albemarle CiderWorks on October 19th – cider tastings, lawn games, a fire pit, and live music by Red & the Romantics. It was an awfully fun time, though chilly air made attendance a little light. But we still made \$658 on the event and spent very, very little on it.

Lapsed donors

A mailer to 1500ish lapsed donors will be going out next month. I may also employ Cavalier Connect to call them for donations.

