

WTJU General Manager's Quarterly Report

October 2014

A few weeks ago, I was Cced on an email thread about trying to get a live music group on-air. There was some difficulty scheduling the group in-studio, and one WTJU volunteer in the conversation asked why we couldn't just air the first hour of one of their paying gigs.

What I liked about this conversation is that it shows how much our culture has changed at WTJU in the last few years. It's *assumed* that if there's a good local music group, we'll put them on the air. It's *assumed* that we can broadcast that performance from almost anywhere.



Fiddler at WTJU's broadcast booth during *Atlantic Weekly* at the Charlottesville City Market

These assumptions happen to be true, but just a few years ago, they certainly were not. These days, we're always looking for new ways to build community through music. We find the tools we need, we work with great partners, and we contribute deeply to the fabric of our community. We have undergone a cultural shift at the station in a relatively short amount of time – and we make our station and our community stronger for it.

TECH & FACILITIES

WTJU.net

The new WTJU.net launched in late July, with largely positive reactions. It was mostly a smooth process, but there were a few hiccups along the way. That's to be expected. Vibethink is currently working on integrating WTJX into the website, adding an optional "special announcements" banner across the top, and making improvements to the calendar.

Expanding FM power

Plodding progress on this front, but progress nonetheless. Tower work was done in the second half of September, installing a new tower base and guy wire anchors up on Carter's Mountain. The steel still needs to be installed, as does our broadcast antenna. Then comes moving our transmitter and STL over to the new tower.

WTJX's LPFM application

As I wrote last time, WTJX's low power FM application was mutually exclusive (MX) with another application. The MX settlement period opened in mid-September, and WTJX amended its application to move from 92.3 FM to 100.1 FM. The FCC is reviewing it, but it looks like WTJX will be granted a construction permit by late fall. After that come the building permits, fundraising, and construction. But it looks like WTJX will have an FM home!

PROGRAMMING

Lambeth Live

Our Friday evening live music program, *Lambeth Live*, celebrated its one-year anniversary in September by opening its doors to a live studio audience. On most Fridays since early September, we have been broadcasting *Lambeth Live* from the 2nd floor lounge with a small audience of WTJU listeners and *Lambeth* residents in attendance. These shows are free and open to the public, though pre-registration at wtju.net is always appreciated.



Eric Brace & Peter Cooper (with Thomm Jutz, seated) perform at the first *Lambeth Live* with a live studio audience.

New department directors

Three WTJU departments saw changes in their directorships during the last quarter. Classical now has Ralph Graves and Steve Myers as co-directors; Rock now has Nick Rubin and Dave Moore as co-Program Directors and Casey Boyette as Music Director; and Public Affairs now has Robert Packard as a director.

Jazz Marathon

See the “Fundraising” page.

Live remotes

We’ve been back in the swing of doing live remote broadcasts recently, including the following:

- *Atlantic Weekly* at the Charlottesville City Market on the fourth Saturdays of July, August, and September
- The first half of the Charlottesville Chamber Music Festival performance on September 12th
- Yo Mama’s Brass Band from the WTJU block party at Ix Art Park on September 19th
- The first hour of Robert Jospe’s CD release party at The Southern on October 3rd

WTJX

Our student-run, student-staffed radio station got back into the swing of things in early September, and has been broadcasting from 8:00am to 2:00am daily since late September. Many DJs from last year returned, but there was room for a lot of new folks. WTJX currently has about 125 active DJs.

OUTREACH/ENGAGEMENT

Summer Camps

In July, we hosted two back-to-back summer day camps: a Radio Stories camp that took place at The Bridge PAI, and a Music Radio camp, held at WTJU. In the former, about a dozen high school students learned the basics of audio production & editing, walked around downtown collecting sound and stories, and produced short radio pieces. In the Music Radio camp, a dozen middle school students learned about the local music scene, visited The Jefferson Theater, a music recording studio, a record store, and more, and programmed radio sets in the WTJX studio. All in all, the camps went quite well, though we'll likely make a few changes for next year.



Return of the e-newsletter

WTJU's monthly email newsletter came back to life in a mobile-friendly format in September. Third-year student Sakura Lim is helping me to draft these each month. Each newsletter includes a few stories about station happenings, a featured video, and a host profile.

Finding Fela at The Paramount and Je chanterai pour toi at The Bridge PAI

Continuing our series of music films, WTJU is sponsoring two film screenings in November: *Finding Fela* at The Paramount on Sunday, November 2, and *Je chanterai pour toi (I'll Sing for You)* at The Bridge PAI on Sunday, November 16. The former is a new, acclaimed biopic of legendary Fela Kuti, while the latter is a 2001 documentary about Malian musician Boubacar Traoré. Many thanks to world music host Craig Swingle for bringing this idea to me, and for help carrying it out.



All kinds of festival sponsorships

WTJU was a media sponsor of four festivals in September: Charlottesville Chamber Music Festival, C'ville Pride Festival, C'ville Vegetarian Festival, and the Charlottesville Pie Festival. We're also a media sponsor for the upcoming Virginia Film Festival. It's good to be seen at events like these, as well as to support efforts like these that bring out our community.

FUNDRAISING & FINANCE

Marathons

The 2014 Jazz Marathon aired a week of great music from September 29 through October 5, including half a dozen live bands and a live remote broadcast from The Southern for Robert Jospe's CD release party. In terms of revenue, the 2014 Jazz Marathon brought in \$32,462 in pledges from 352 people. Both of those figures are about 9% lower than last year's Jazz Marathon (\$35,643 from 387 people). We had almost the same mean pledge from one year to the next, but we simply didn't have as many people pledging this year. I am optimistic that we'll be able to make it up in the next Marathons.



Block Party & Record Sale

This very well could go on the "Outreach & Engagement" page, but there was a fundraising element to it... On Friday, September 19th, we held a block party at the Ix Art Park, which was attended by several hundred people. Four live bands performed, including two bands made up of U.Va. students. We also held a silent auction and sold discarded CDs and LPs, as well as surplus t-shirts. Plus food, beer, and a dunk tank. As they say in small town newspapers, a good time was had by all. We also made some money – about \$3,200 gross.

Grants

I have submitted five grants in the last couple months for various projects, including:

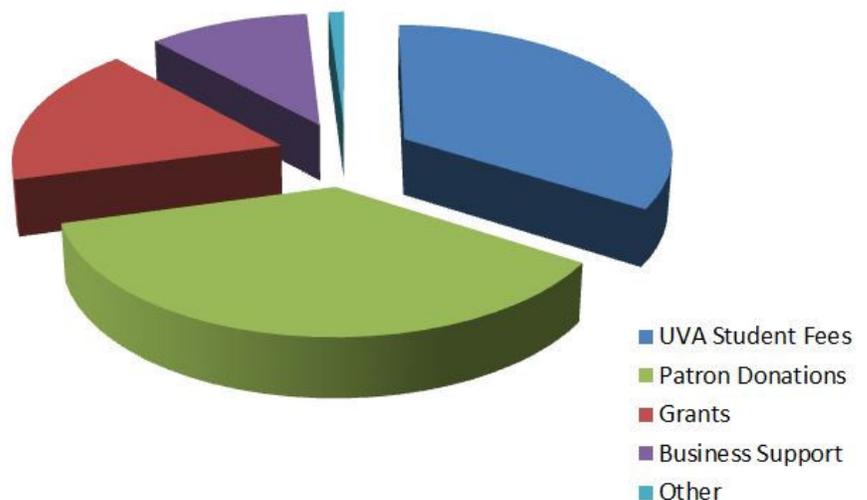
- Construction of WTJX's broadcast tower and equipment
- A project gathering and mapping community stories
- A planned series of 10 free concerts in Fall 2015

Cumulatively, these grant requests total \$62,000. It would be astonishing if we get all of them, but I'm hopeful that we'll get some funding for these projects.

Finances

I have attached our FY14-15 budget on the next page. You'll see that our revenue from student fees is about \$20,000 higher than last year, since our per-student fee increased from \$7 to \$8 this year. That said, as the pie chart to the right shows, listener support remains the single largest source of revenue for WTJU.

WTJU revenue by source, FY14-15 budget



WTJU 2014-2015 Line Item Budget	
Expenditures	FY14-15
Personnel FT Salary	\$313,440
Personnel Wages	\$30,000
TOTAL SALARIES, WAGES	\$343,440.00
Broadcast Equipment & Repair	\$27,000
Communications	\$17,500
Facilities, Utilities, & Space Rental	\$24,680
Financial & Legal Fees & Services	\$18,000
Marketing & Promotions	\$22,000
Office Expenses	\$6,500
Printing & Postage	\$10,000
Professional Fees, Training, Conferences	\$12,000
Programming	\$3,800
Volunteer Expenses	\$2,500
TOTAL OTHER THAN PERSONNEL	\$143,980
TOTAL EXPENDITURES	\$487,420.00
Revenue	
Advertising	\$0.00
Concerts & Events	\$5,000.00
Interest Income	\$0.00
Recording Services	\$0.00
Yard sale	\$500.00
Surplus Sales	\$0.00
Sales/Services/Interest	\$5,500.00
CPB Community Service Grant	\$75,500.00
Other Small Grants	\$10,000.00
Grants Total	\$85,500.00
Patron Donations	\$170,000.00
Underwriting (Cash Revenue) *	\$60,000.00
Gifts**	\$230,000.00
University of Virginia --Fees	\$166,420.00
University of Virginia --Interest	\$0.00
Total UVa Fees	\$166,420.00
TOTAL REVENUE	\$487,420.00