

WTJU General Manager's Quarterly Report

January 2015

The New Year is upon us, and as Janus, the Roman god of transitions would have it, it's a good time to reflect on what was and to look forward to what is coming. We are continuing to make progress on several projects that have appeared in my quarterly reports before. And yet there are some new arrivals here, too.



TECH & FACILITIES

Expanding to Richmond

The biggest news is that WTJU is in the process of acquiring a radio station in the Richmond metro area! We have negotiated a deal for a lease agreement with an option to buy, and I am working through UVA Procurement to make it happen by February 1. I have also negotiated a deal to sublet some evening hours to VCU's student radio station (WVCW), which has been seeking actual on-air broadcast hours for some time. The latter will help finance our acquisition of this new frequency while we get on a stronger footing in Richmond.

WTJX's LPFM application

In September, WTJX amended its application for a new low power FM frequency, moving from 92.3 FM to 100.1 FM. In October, the FCC granted WTJX a Construction Permit. I'm currently working with UVA Facilities Management to build a 50-foot self-supporting tower on McCormick Drive on O-Hill – behind the big water tanks up there. We've also been raising funds for the new station. (See page 4.) My hope is that we can get this LPFM station on the air by this August.

WTJU.net

The new website has had a few improvements made in the last quarter, including solid integration of WTJX into the site, adding a scrolling "special announcements" bar across the top, and making improvements to the calendar. We have also separated ongoing public service announcements from one-day events in the calendar.

Expanding FM power

The tower steel for our new antenna/transmitter location has been installed, but as of this writing, the tower company is still working on installing the guy wires. After that will come installing our broadcast antenna, then moving our transmitter and STL over to the new tower.

PROGRAMMING

Lambeth Live

Our Friday evening live music program, *Lambeth Live* continues to open its doors to a live studio audience in the lounge outside the station. One change is that we no longer are asking for pre-registrations – it's now just free and open to the public!

Classical Marathon

See the “Fundraising” page.

Expanding to Richmond

Expanding our signal into Richmond will require more than just financial and engineering matters. Late in the quarter, department directors and I started doing a thorough assessment of our interstitial program elements (Legal IDs, promos, underwriting announcements, etc.). Much will need to change in terms of how we speak about locations and what FM frequencies we talk about.

WTJX

Our student-run, student-staffed radio station continues to broadcast from 8:00am to 2:00am daily with some 130 active DJs. Our resident coder / tech guy Pete Yadlowsky has set up a very basic automation system for when no live DJs are present, so look for 24/7 broadcasting from WTJX in 2015.

Best of 2014 lists

Several shows and hosts, some departments, and the entirety of WTJX have posted Best of 2014 lists to WTJU.net. Check out these and more:

- <http://www.wtju.net/wtju-folk-best-2014/>
- <http://www.wtju.net/ye-olde-2014-top-ten/>
- <http://www.wtju.net/nighthawks-diner-top-ten-2014/>
- <http://www.wtju.net/wtjxs-year-end-best-list/>

Retirements

Longtime hosts Deborah Murray and Sandy Goodson have stepped back from hosting regular programs in the Classical and Folk Departments (respectively). But both will still be around to occasionally host a substitute slot (we hope!). Read more about each at <http://www.wtju.net/sandy-goodsons-final-program/> and <http://www.wtju.net/deborah-murrays-finale-classical-sunrise/>



Indie rock legend Bob Nastanovich stopped by *Radio Freedomia* on December 12th. The charter member of Pavement and Silver Jews is UVA Class of 1989 and was, unsurprisingly, a WTJU DJ.

OUTREACH / ENGAGEMENT

Collaborations with U.Va. classes

During the Fall 2014 semester, WTJU partnered with UVA instructor Erik DeLuca to present Sonic IDs – short, composed audio documentaries that bring out the sounds, voices, and stories of our place – little slices of life here at UVA. This set of UVA Sonic ID's were composed by the students in Erik DeLuca's Introduction to Music and Computers course. We aired them in mid-December and mapped these audio portraits onto the places that each one describes at <http://bit.ly/17jwmxH>.

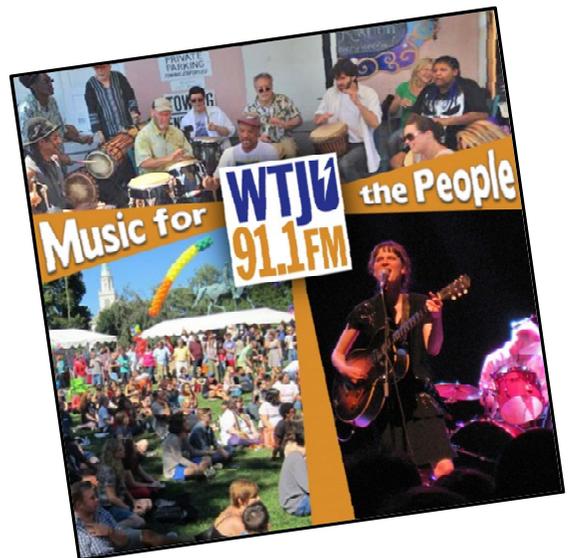


I also gave a guest lecture on interviewing skills to Elliot Majerczyk's new radio production course in the Media Studies Department. Elliot is also the producer of *With Good Reason*, which airs on Wednesdays on WTJU as part of *Soundboard*. His class got some press in UVA Today: <http://bit.ly/1tKUQoh>

Coming up: a free outdoor concert series

Partnering with the Ix Art Park and The Bridge PAI, we applied for a grant from Levitt Pavilions to bring a series of 10 free concerts to Charlottesville in Fall 2015. Proposals were made available for public voting in November. The top 20 moved on to the finalist round, and the Levitt staff selected the 10 strongest proposals to receive funds.

I'm happy to say that our proposal was #10 in votes received, and the Levitt staff chose ours among the finalists. That means that WTJU is the recipient of a \$25,000 matching grant to do this concert series!



I have begun the planning process with our partners and station staff & volunteers. We're looking at sponsors, in-kind donations (half of the match can be in-kind), promotions, and of course, programming.

In the meantime, mark your calendars for Saturday, September 5th for our kick-off party. And then get ready for weekly free concerts every Friday afternoon this coming fall!

FUNDRAISING & FINANCE

Marathons

The 2014 Classical Marathon aired a week of fantastic music from December 1-7. We ended the week with about \$37,000 in pledges and donations, but late-arriving donations brought that figure up to about \$41,400. That's about 3% higher than last year's Classical Marathon.



End-of-year campaign

Fresh on the heels of the Marathon, we also sent an end-of-year mailer to lapsed donors, as well as a pair of email blasts and social media pushes. I'll have numbers soon and will update this document at that time.

Grants

During the Fall, I submitted five grants for various projects. Here are the results so far:

- Bama Works grant for video gear and more to support a local Storycorps-style project: **received \$3,000**
- Levitt Pavilions grant for 10 free concerts in Fall 2015: **received \$25,000 match** (see details on previous page)
- UVa Parents Committee grant to support construction of WTJX FM broadcast infrastructure: **received \$5,000**
- Charlottesville Area Community Foundation Community Endowment to support construction of WTJX FM broadcast infrastructure: **did not receive funding**
- UVa Jefferson Trust to support construction of WTJX FM broadcast infrastructure: **Finalist (requested \$12,000). Final decision in early February.**

Expanding to Richmond

Obviously, there are significant financial implications around acquiring a frequency in Richmond – both new expenses and new potential sources of revenue. In the course of this process, I have produced a thorough financial business plan, and I'd be glad to sit down with you if you want to see the numbers.