

June 10, 2011

MEMORANDUM

TO: The External Affairs Committee:

A. Macdonald Caputo, Chair  
Hunter E. Craig  
Marvin W. Gilliam Jr.  
Robert D. Hardie  
Glynn D. Key  
Randal J. Kirk  
Austin Ligon  
Vincent J. Mastracco Jr.  
The Honorable Lewis F. Payne  
John O. Wynne, Ex Officio  
John L. Nau III, Consulting Member  
Ann B. Hamric, Consulting Member

and

The Remaining Members of the Board:

The Hon. Alan A. Diamonstein	W. Heywood Fralin
Susan Y. Dorsey	Mark J. Kington
Helen E. Dragas	Jonathan B. Overdevest

FROM: Susan G. Harris

RE: Minutes of the Meeting of the External Affairs  
Committee on Friday, June 10, 2011

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 11:35 a.m., Friday, June 10, 2011, in the Board Room of the Rotunda; A. Macdonald Caputo, Chair, presided.

Present were Hunter E. Craig, Marvin W. Gilliam Jr., Robert D. Hardie, Ms. Glynn D. Key, Austin Ligon, Vincent J. Mastracco Jr., the Honorable Lewis F. Payne, and John O. Wynne, Rector.

John L. Nau III and Ms. Ann B. Hamric, consulting members, were present as well.

Present as well were the Honorable Alan A. Diamonstein, Ms. Susan Y. Dorsey, and Ms. Helen E. Dragas.

Also present were Ms. Teresa A. Sullivan, Leonard W. Sandridge, Michael Strine, J. Milton Adams, Ms. Susan G. Harris, Paul J. Forch, Ms. Susan A. Carkeek, Steven T. DeKosky, M.D., James L. Hilton, Ms. Patricia M. Lampkin, Marcus L. Martin, M.D., Ms. Yoke San L. Reynolds, Ms. Colette Sheehy, Thomas C. Skalak, Robert D. Sweeney, Jason E. Life, Ms. Alison E. Traub, and Ms. Jeanne Flipppo Bailes.

Jonathan B. Overdevest, the student member of the Board of Visitors, was present as well.

The Chair, Mr. Caputo, began the meeting by introducing John Nau to give a report on the Council of Foundations. Mr. Nau summarized the February Council of Foundations meeting and he complimented the UVIMCO staff for their work with the foundations. He said two issues were the focus this year: annual giving and parent giving. The report on parent giving concluded that there should be more engagement of parents, including school-based solicitation. A sub-group of the Council, consisting of all of the undergraduate schools, will focus on annual giving. He said that it is necessary to create a business plan for direct marketing of annual giving.

The Chair thanked Mr. Nau for his report and introduced Ms. Yoke San Reynolds to give the annual report on foundations' compliance with the Board policy on University-related foundations. Ms. Reynolds said all foundations had complied with the policy requirements.

Mr. Sweeney presented two consent agenda items: the annual report of WTJU, and transferring gift funds from the University to a related entity. On motion, the following consent agenda items were approved:

APPROVAL OF THE 2009-2010 WTJU ANNUAL REPORT

RESOLVED, WTJU's 2009-2010 Annual Report is approved, as recommended by the President and the Senior Vice President for Development and Public Affairs.

APPROVAL OF APPLICATION OF UNIVERSITY OF VIRGINIA ART MUSEUM GIFT TO THE BRODY JEWISH CENTER, HILLEL AT THE UNIVERSITY OF VIRGINIA

RESOLVED, the Board of Visitors approves the re-designation of \$100,000 in gift funds to The Brody Jewish Center, Hillel at the University of Virginia.

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Vice President's Remarks

The Chair called on Robert D. Sweeney, Senior Vice President for Development and Public Affairs, for his report on recent activity and achievements. He said he will hold a fiscal year-end celebration that will include dropping a hundred dollar bill from the balcony of his pavilion. This represents the good year they had compared to the previous year, when he dropped a \$1 bill from the balcony.

Mr. Sweeney said the Campaign has achieved 80% of total in about 92% of the time elapsed. They had a dramatic December of \$57.6 million in new campaign commitments, and after that month they brought in about \$20 million per month. A portion constitutes outright gifts, and some is future support.

Mr. Sweeney said University Athletics brought in more money than any other ACC school. He said President Sullivan had a strong influence on the Campaign through a series of individual and small group meetings with potential donors. So far, she has been in front of 40 of the top 50 prospects. He said she has brought a spirit of collaboration to the University. He cited the Jeffersonian dinners as an example; donor interest has stimulated the discussions.

Mr. Sweeney spoke about the development of the reunions program. He said 20 years ago they decided to go to a Spring reunions program, and now they have hit a tipping point - it is the best reunion program among public universities, and better than the privates except a few of the Ivy League schools. The

partnership between the Alumni Association and Development and Public Affairs has worked very well.

Mr. Sweeney introduced Jason Life to review the recently completed reunions season. Mr. Life said the reunion event for women brought in 330 people including the woman who sued the University over co-education.

Black Alumni weekend was very successful this year, and the 50<sup>th</sup> reunion and the T.J. Society experienced significant growth. Class reunions were 50% larger than this cohort's last reunion five years ago. Overall, 10,026 alumni and guests attended some type of reunion event this year.

Mr. Sweeney asked Alison Traub to speak on reunion fundraising. Ms. Traub said Beth Bishop and her team were responsible for the success this year, raising over \$44.8 million, which is an increase in donors and dollars. This is the second largest amount raised in a reunion cycle, with close to 1,000 more donors. A great deal of effort is made to reach new donors. The 50<sup>th</sup> reunion had a 35% participation rate, which comes close to reaching aspirational peers except Princeton, which has a 60% participation rate.

Ms. Traub said the number of volunteers has increased significantly. She mentioned that another part of reunions giving is to ask for a five-year pledge and this is gaining ground. In summarizing this year's reunion giving, Ms. Traub said they have increased donors, dollars, and volunteers.

Mr. Caputo thanked Gordon Rainey for his work on the Capital Campaign, John Nau for his effort in annual giving, Larry Kochard for UVIMCO's return of 20% this year, and Mr. Sweeney and his team.

The Chair adjourned the meeting at 12:20 p.m.

SGH:dr

These minutes have been posted to the University of Virginia Board of Visitors website.

<http://www.virginia.edu/bov/externalminutes.html>

**WTJU 2009-2010  
ANNUAL REPORT**

**EXTERNAL AFFAIRS COMMITTEE  
UNIVERSITY OF VIRGINIA**

**JUNE 10, 2011**



Outside the WTJU main on-air studio, 2010

# **WTJU 2009-10 ANNUAL REPORT**

## **To the Rector and Visitors The University of Virginia**

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## WTJU-FM Mission Statement

WTJU-FM is a noncommercial educational radio station licensed by the Federal Communications Commission (FCC) to the Rector and Board of Visitors of the University of Virginia. WTJU's objectives are to:

- *Present original, rich and diverse programming of music and other forms of expression free from the direct constraints of commercial interests, reflecting the broadest educational goals of the University;*
- *Provide the University and surrounding communities with a significant alternative to other broadcast media within the station's service area;*
- *Provide educational, entertaining music and public affairs programming and information on issues and events of interest to the community;*
- *Serve as a communications link between the University and surrounding communities, bringing the resources of the University to its neighbors, providing opportunities for participation in the creation of programming and the experience of broadcasting and fostering closer contact among different groups; and*
- *Archive selected recorded material acquired or produced by WTJU.*

## Financial Report Overview

For FY2010, WTJU budgeted \$351,000 in both revenue and expenses. Actual revenue for the fiscal year was \$330,759, while actual expenses were \$313,813, giving the station a net surplus of \$18,393 for the fiscal year. That brings WTJU's cash balance up to \$35,216, as of the close of FY2010.

WTJU's 2009-2010 Budget vs. Actuals report is included in Exhibit 1 (page 15).

## Personnel

### Staff and Organization

As of this writing, WTJU comprises four full-time staff: Nathan Moore (General Manager); Jane McDonald (Business Manager); Robert Nowicki (Underwriting Manager) and Gayle Poirier (Office Administrator). Alan Williams, an independent contractor, serves as WTJU's on-call engineer. For the period of this report (FY2009-10), Chuck Taylor and Burr Beard were the station's General Managers.

WTJU broadcasts an average of 14 programs daily 24 hours a day, 365 days a year. Programming hours are 88 percent locally produced with the remaining 12 percent obtained via the "Content Depot" from the Public Radio Satellite System. The station produces excellent programming by a confluence of people power and equipment, supported by a small front office staff, one contracted engineer, and more than 180 volunteers annually.

WTJU could not exist without the extraordinary care that volunteers take in assuring the continuity, quality and educational value of the programming. The office, technical, program coordination, and financial duties are handled by four employees.

## Volunteer Management

Since 1979 WTJU has been a hybrid University station: it is neither completely student-run nor administered solely by professionals. Volunteers include University students, faculty and staff, high school and home school students, and community members. Some volunteers and programs may be around for only a semester, while others have practically become synonymous with the station. Volunteer station leaders and technical staff are listed below.

**Music Directors and Staff** The volunteers in this category either oversee or execute the primary duties of a music-focused radio station (under the supervision of the General Manager). These are some of the duties of WTJU music directors and assistants:

- ♪ Contact recording companies and solicit materials for airplay and promotional purposes;
- ♪ Report airplay and other broadcast activities to national music organizations, record companies, and airplay reporting publications;
- ♪ Decide, under the supervision of the program director, what music will be made available to the announcing staff;
- ♪ Enter data about recordings to track them within the station;
- ♪ Label recordings for security and for ease of access and tracking purposes;
- ♪ Schedule and provide first-line oversight to all programming and announcers assigned to their departments; and
- ♪ Research, organize, schedule, and oversee fund drives for their music departments.

- **Folk Music Director and Assistants** During this period, Rebecca Foster (community volunteer), longtime host of “Walk Right In” and co-host of the Sunday morning Gospel music show, accepted the position of Folk Director. George Dayton (community volunteer) serves as co-director. Mr. Dayton handles the data entry and all preparations for adding folk and related recordings to our playlists. Bruce Koplín (community volunteer) is in his seventh year overseeing the international and world music additions.
- **Classical Music Director and Assistants** This year, Paula O’ Buckley (U.Va. Hospital Staff) stepped down as Classical director, and was replaced by Deborah Murray (community volunteer) and Ilona Kastenhofer (U.Va. research faculty) as Classical co-directors. Bradley Daigle (Associate Director, Special Collections Digital Services, U.Va.) served as the classical music librarian and maintained the classical music database for the fourth year. He also led a major Classical music cataloging and digitizing project during this period.
- **Rock Music Directors and Assistants** Colin Powell (alumnus) and Mitchell Oliver (student) served as Rock co-directors during this period, handling weekly communications with record companies, reviewing and sifting new music arrivals, and coordinating department recruitment, training, and scheduling. Nick Rubin (2010 Ph.D. graduate) also represented the Rock department at Leadership Team meetings.
- **Jazz/Blues Music Director and Assistants** David Eisenman (College 1975), a 12-year veteran in the position, is the Director. Gary Funston (community member) is Assistant Director, Jazz Concert Presenter, and former Music Director and has served WTJU in multiple capacities since the late 1980s.
- **News Directors and Staff** There were 15 student volunteers in the news department of WTJU during this period. Each participant either oversees or executes the primary duties of local news production.

## Programming

### WTJU Special Programs

WTJU broadcasts several programs with the goal of engaging diverse audiences. With our location at a major University this is, and should be, a prominent element of our programming. The following are few applicable shows.

***Danza Latina*** celebrated its 12<sup>th</sup> anniversary during this period. Danza Latina broadcasts in English & Spanish every Friday night to a large audience in Central Virginia plus to the Latino population at the University of Virginia. The show debuted with bilingual elements in 1998, and since 2002 has been 100% bilingual. Current hosts include Rafael Matallana (U.Va. undergrad), Arnaldo E. Marrero, Ruth Castellanos and Diego Henriquez. They feature music with an emphasis on Latin and Afro-Latin Hip-Hop, plus popular and traditional Latin music, and interviews with Latin musicians. All public service announcements, underwriting and IDs are in Spanish and English.

***Radio Tropicale*** is currently hosted by long-time announcer Bruce Penner, along with Steve Kindig and Michael Shelton. Two co-hosts new during this period, Aashish Edakadampil and Zetoile Imma, are currently participating in the program. The program continues to feature special guests with a focus on expanding listener knowledge of music and folkways of other cultures, often with live performances. All three regularly invite community members and representatives of various student groups and faculty at the University of Virginia to co-host thematic programs featuring music and educational content from many countries. Bruce hosted several guests during this period including Chris McQuayle, local engineer back from overseas assignment, on to talk about the Carnival music of Bahia, Brazil and his visits to various towns along the coast of Brazil in the Bahia area and Balasubramanian and Mayuresh Abhvankar from SPIC-MACAY, on to promote their Tabla Ecstasy program. Bruce also co-hosted a fundraising show, "Bollywood and Beyond," with Raj Balasubramanian.

***World Turning*** is in its second year and airs on Saturday evenings. It is hosted by Ron Povich, Bruce Koplin, Steven Villereal and Ginger McCarthy. Villereal announces the programming bilingually (Spanish/English). The emphasis is on a broad coverage of obscure music from around the world.

***Tell Us A Tale*** children's programming at WTJU continued to enjoy impressive growth and change over the past year with host Peter Jones. Programming for children debuted at WTJU in 1992 and Tell Us A Tale grew out of that initial program. Jones continued producing elaborate children's programming for the station and welcomed musical guests, both professional and amateur, to the show. Some of those guests included Grammy winning artist Sara Watkins (Nickel Creek), Traditional artists Joe Ayers (Ken Burns' "Civil War" Series, Hollywood film "Sommersby", etc...), Seth Swingle, and Jay Pun and Morwenna Lasko along with some of the young students from their Finger Dance Studio school. Tell Us a Tale is broadcast on several stations around the United States and in Canada, Australia, New Zealand, Taiwan and Ireland. Jones also [streams excerpts from the show](#).

***The Eclectic Woman Show*** has aired on WTJU for 26 years and features strong women-oriented programming, gay and lesbian content and special guests. Regular hosts this year were Annette Kastner, Joyce Dudek, Robyn Kells and Sandy Snyder. Studio guests/live performances included the Womenfolk, Don't Tell Darlings and Sarah Bettens. As part of World AIDS/Domestic Violence awareness week the program featured music re Domestic Violence and abuse/oppression in general as well as pre-recorded interviews with Gil Harrington (mother of

Morgan Harrington, a young Roanoke, Va., college student who disappeared from a concert at U.Va. and was later found slain) on grief and violence and surviving, and Lauren Germain on empowering survivors of sexual assault. Black History Week featured Sweet Honey in the Rock. Finally, the Minds Wide Open program was promoted with guest host, U.Va. undergraduate, Danna Thomas and members of the Virginia Belles.

**Reggae Vibrations** has aired on WTJU for nearly 30 years and features International music. The show had two hosts during this period including a native of Jamaica.

**Special Programming for Katrina:** For the fourth year WTJU hosted a week-long series of programs in August to mark the fifth anniversary of Katrina, to honor the music of New Orleans, keep the legacy of Katrina in the spotlight, and to encourage continued support for rebuilding New Orleans. 28 shows featured special programming from Aug. 23 to 29.

## Public Affairs Programming

**U.Va. Today** is now in its third year. This weekly five-minute show provides news and information about the University of Virginia of interest to the greater community. The program is developed, written, produced and presented weekly by staff in U.Va.'s Office of Public Affairs. Podcasts are archived at the University's iTunesU site, the Charlottesville Podcasting Network and on the U.Va Today News Blog. This program is a perfect example of how a University station can share University news and events for the general public...reducing the typical separation of "town and gown" common in most University towns. In addition, Public Affairs has provided numerous press releases about WTJU activities, including fund-raising marathons, concerts and special programming:

- [WTJU Launches Fall Fund Drive on Friday](#)
- [WTJU Observes Black History Month With a Week of Special Programs](#)
- [WTJU Commemorates Hurricane Katrina With a Week of New Orleans Music Starting Monday](#)

**Central Virginia Legal Aid Radio News** debuted on May 15, 2009, and is now in its second year. The program is produced by legal aid attorney Marty Wegbreit for WRIR - 97.3 FM - Richmond Independent Radio. Each week Wegbreit produces a five-minute version for WTJU, exploring the ins and outs of civil law, with news about consumer, employment, family, housing, public benefits, and other.

**Culture Currents** hosted by Mary Beth Lineberry (graduate student), debuted in August 2009 and aired weekly through May 2010. The five-minute show featured a nugget of cultural insight each week, highlighting cutting-edge cultural events, projects, and developments occurring in and around the Charlottesville area. Stories were often situated within the larger national context and featured commentary from Charlottesville community members, providing an intriguing mixture of national and local news currents.

**Sunrise Magazine** with the "Crank of Dawn" (Alberto Vasquez, community member), WTJU's only half-hour public affairs program, has aired for nearly 30 years on WTJU. The entire program is a live and spontaneous report on a single topic each week. The show is "a penetrating and irreverent look at events in pond, forest, and cobweb." The focus is on all aspects of nature and the environment. Though the show airs at 6 a.m. on Saturdays it has a dedicated and passionate audience.

**Music Calendars:** WTJU provides music and event calendars, both prerecorded and online. Calendars are updated and produced by volunteers and cover the following areas: Folk, Bluegrass, World & Americana Events; WTJU Folk Dance Events; Nationwide “Music Festival” Events; Rock Music Events and Jazz & Blues Music Events.

**Promotions for charitable events:** WTJU has an excellent volunteer staff dedicated to [public service announcements](#). Based on an analysis in 2009 it was determined that WTJU’s focus on PSAs of charitable and other events was well-received by listeners and frequently cited as important reason listeners spend time with WTJU. 2010 marked the debut of the listing of PSAs online. PSA entries are automatically deleted once the event date/time has expired

## News Programming

**The BBC News** The BBC News Service is distributed by Public Radio International (PRI). WTJU became a PRI affiliate in June 1999. In the spring of 2009 WTJU began broadcasting three hours of various BBC programs every weekday from 3-6:00am. WTJU pays annual fees to the suppliers of public radio content.

**Democracy Now!** A [Pacifica](#) news and public affairs program, it has aired since 2004 in response to community interest.

**The Virginia News** The Virginia News, founded in 1997 by a U.Va. student volunteer, is 100 percent student run with guidance and training from WTJU’s GM. WTJU broadcasts local news weekdays when university classes are in session. Students assign and research stories, conduct interviews, and have regular contact with Virginia politicians, State Police and other “go to” news sources. Students also write, edit, prepare actualities, engineer and host all news programs.

**Virginia Public Radio:** WTJU is a Virginia Public Radio (VPR) Network affiliate. VPR is a news source available to Virginia University public radio stations by subscription and a service of WVPT-FM at Virginia Tech. The service provides daily audio feeds via FTP from the State Capitol and other newsworthy Virginia locations and is voiced by [Anne Marie Morgan](#). The audio feeds are incorporated into and supplement our daily live Virginia News show.

## WTJU Special Projects

**ENCO Automation Upgrade** The University's Office of Public Affairs funded a major upgrade of the station's ENCO automation system. Public Affairs' IT specialist Doug Goode attended the orientation/training sessions along with Burr Beard (then-GM) and learned the intricacies of the programming and operation of the system.

The project's goals were to purchase, configure and deploy an automated control system to complement live studio control of station broadcasts. The University's investment in WTJU's ENCO system not only ensured continued compliance with FCC guidelines (e.g. the broadcast of legal IDs during overnight hours), but also refined the manner in which the overnight broadcast of BBC programming was accomplished. The ENCO system also permitted overnight programming for the 2010 Classical Music Marathon. The system provides for emergency operation of the WTJU broadcast, allowing staff to remotely manage the station's programming should personnel issues (like sickness) or weather-related issues (like heavy snow) occur.

**Program Change Proposal and Subsequent Events** In 2010 WTJU's longtime General Manager retired and was succeeded by a new GM. The new GM, with University departmental guidance, examined the station's status quo, reviewed existing programming and then launched a new schedule/model during the summer of 2010. The announcement of the new schedule to the public and to the volunteers ultimately resulted in a backlash from the community, volunteers, station alumni, and others.

The result of this activity ultimately led to a more profound station-community engagement. Some examples of this new engagement included [a town hall meeting](#) that directly engaged members of the public following the initial announcement. This meeting and an online comment feature at wtju.net provided an opportunity for community members, station volunteers and staff and University administrators to converse in one room (hosted by the Office of Public Affairs, which oversees WTJU).

The result of the conversation is a new leadership structure for the station comprising a leadership team of staff, music department directors, other station volunteers, and an alumna.

## Community Outreach and Collaborative Activities

**Special Black History Month** programming has been featured on WTJU for many years and includes interviews with African-American authors and musicians during jazz shows, various roots music programs, and news and public affairs.

**Heritage Harvest Fest:** WTJU was again a media sponsor and maintained an info table for the two year old event..

WTJU volunteers represented the station in several capacities at the following locations/events:

- **Summer Craft Fair** held at The Bridge Progressive Arts Initiative;
- **Student Activities Fair:** a University-wide showcase of student organizations, with a focus on recruiting WTJU students (grad and undergrad);
- **Relay for Life 5K** held at Newcomb Plaza on the grounds of U.Va. featured music provided by WTJU announcer;
- **Fridays After 5:** WTJU staff and DJ's volunteered to id and wrist band attendees for this outdoor community concert event sponsored by the City of Charlottesville;
- **"Keep WTJU Weird" Community Rally:** WTJU DJs and community members held a special event to promote WTJU's status as a freeform, independent community station and featured live DJing plus performances by musicians Invisible Hand, Barling and Collins, Adam Larabee;
- **WTJU Valentine's Day Dance Party;**
- **WTJU Rock Marathon Dance Party,** and the **WTJU Holiday Dance Party** were all fundraisers held at a downtown Charlottesville venue with WTJU DJs providing dance music.
- For the fourth year hosted the **WTJU Rock and Roll Movie Night**, a weekly film series held in downtown Charlottesville at local venue. The film series focused on documentaries and films relating to music of many genres, from jazz to R&B to rock and roll.

### WTJU Sponsorship and co-sponsorships of music or other events in the community or at the University:

WTJU sponsored the **Duke Ellington Orchestra** at the Paramount Theatre.

Co-sponsored shows at the Jefferson Theatre - **Deerhunter and Kurt Vile; The Books with Black Heart Procession;** and **the Givers:** WTJU Rock DJ's also maintained a presence next to the merchandise booth to distribute promotional materials and answer questions about the station. **WTJU Rock Back to School Concert,** featuring local student / community musical groups **Invisible Hand, Andrew Cedermark, and Caninos;**

### Concerts, master classes & workshops co-sponsored by WTJU and The Charlottesville Jazz Society in 2010:

- Dutch trumpeter **Eric Vloeimans and Group** at Brooks Hall, U.Va. Included reception and conversation with students;
- **Conference Call** (jazz quartet) concert at Monticello High School and Workshop with music students at Monticello HS.;
- **Low Woodall Quartet** at Brooks Hall, featured **Hod O'Brien;**
- Bassist **William Parker Quartet,** U.Va. Residency co-sponsored by U.Va. interdisciplinary Arts Administration Program in the School of Architecture; Master class at Music Resource Center, open to all music students in Charlottesville, free. (**Parker** was also co-host on a fund-raising marathon show);
- Concert by **William Parker Quartet** in U.VA. Chapel; Post-concert reception hosted by UPC (University Program Council);

- Master class at Cabell Hall for **John D'earth's** Improv class, open to all U.VA. students;
- Lecture at Campbell Hall for George Sampson's Music Administration class;
- **Benjamin Herman Quartet** from Holland on the air on All That Jazz plus a workshop that day with students at Albemarle High School and a concert that night;
- U.Va. grad, bassist **Lisa Mezzacappa** on WTJU's The Jazz Messenger followed by a workshop at Cabell Hall with **John D'earth's** improv class and then a concert.

## Upcoming Challenges and Conclusion

Now that WTJU has emerged from a year of transitions, staff and volunteers are looking forward to the next steps: How do we grow from here? How do we become stronger as a station and as a community institution? How do we ensure our ability to survive and thrive in the long term?

In addition to these big picture questions, WTJU faces particular challenges and projects in the coming year, including:

- Renewal of our FCC broadcast license
- Installation of a backup generator to better provide emergency communication services
- Improving fundraising systems and diversifying our income streams
- Increasing student involvement at the station
- Developing systems for evaluation and improvement of on-air programs
- Improving studio infrastructure and website features

I am extraordinarily pleased to be a part of this station, and to be a part of these projects to help WTJU best serve the University and surrounding community. There is much work to be done, and I look forward to it.

This report is respectfully submitted by:

*Nathan Moore*  
*General Manager, WTJU*  
*May 6, 2011*

WTJU 2009-2010 Financial Summary						
Category	Budget	1st QTR	2nd QTR	3rd QTR	4th QTR	Total
<b>Expenditures</b>						
Ads/Marketing	\$3,700	\$0	\$1,020	\$0	\$25	\$1,045
Communications	\$13,000	\$3,384	\$1,596	\$964	\$276	\$6,220
Concerts	\$400	\$0	\$0	\$0	\$0	\$0
Credit Card Fees	\$1,000	\$103	\$523	\$136	\$353	\$1,115
Electronic Broadcast Supplies	\$200	\$0	\$0	\$0	\$632	\$632
Equipment - Broadcast/Recording	\$5,800	\$1,277	\$0	\$0	\$291	\$1,568
Equipment - Computer	\$4,800	\$0	\$95	\$1,036	\$66	\$1,197
Equipment Repair	\$5,000	\$575	\$98	\$1,340	\$758	\$2,771
Facil. Mgmt (incl security door)	\$1,000	\$150	\$15	\$617	\$75	\$857
Furniture	\$1,000	\$0	\$0	\$0	\$0	\$0
G & A Charges	\$9,200	\$2,300	\$2,300	\$2,300	\$2,300	\$9,200
Miscellaneous (eVA charges, other)	\$600	\$112	\$57	\$107	\$73	\$349
Office Supplies (Includes software)	\$1,300	-\$51	\$150	\$203	\$553	\$855
Parking	\$4,100	\$4,116	\$1	\$30	\$1	\$4,148
Personnel-FT Adm Faculty	\$68,905	\$23,050	\$17,308	\$4,991	\$15,218	\$60,567
Personnel-FT Class Bus Mngr	\$51,365	\$16,556	\$11,320	\$11,320	\$13,206	\$52,402
Personnel-FT Class UW Mngr	\$58,200	\$18,642	\$12,826	\$12,826	\$14,964	\$59,258
Personnel-FT Office Mngr	\$48,620	\$14,779	\$11,031	\$11,031	\$12,355	\$49,196
Personnel-Temp Services	\$1,300	\$0	\$951	\$329	\$1,042	\$2,322
Postage/Shipping	\$2,500	\$55	\$283	\$50	\$337	\$725
Premia	\$3,300	\$0	\$435	\$0	\$1,297	\$1,732
Printing/Copies	\$2,500	\$91	\$169	\$107	\$213	\$580
Professional Licenses/Fees	\$4,000	\$125	\$3,519	\$60	\$0	\$3,704
Prof Publications/Subscriptions	\$1,000	\$275	\$0	\$559	\$725	\$1,559
Programming	\$37,500	\$3,807	\$14,407	\$4,937	\$4,447	\$27,598
Recordings	\$0	\$0	\$0	\$0	\$0	\$0
Rental-Equipment	\$710	\$111	\$0	\$0	\$0	\$111
Servs-Consult (legal, fiscal)	\$300	\$490	\$0	\$350	\$0	\$840
Services-Graphic	\$1,500	\$0	\$0	\$0	\$0	\$0
Services-Space Rental	\$1,600	\$1,516	\$0	\$0	\$0	\$1,516
Social	\$400	\$7	\$335	\$39	\$0	\$381
Travel/Conferences/Moving	\$1,500	\$0	\$0	\$2,137	\$4,961	\$7,098
Transmitter Site Bldg & Land Lease	\$14,500	\$3,566	\$3,567	\$3,567	\$3,567	\$14,267
Training Fees & Materials	\$200	\$0	\$0	\$0	\$0	\$0
<b>TOTAL EXPENDITURES</b>	<b>\$351,000</b>	<b>\$95,036</b>	<b>\$82,006</b>	<b>\$59,036</b>	<b>\$77,735</b>	<b>\$313,813</b>
<b>Revenue</b>						

## WTJU 2009-2010 Financial Summary

Category	Budget	1st QTR	2nd QTR	3rd QTR	4th QTR	Total	
Advertising	-\$5,500						
Concerts	-\$400						
Interest Income	\$0						
Recording Services	\$0						
Surplus Sales	-\$450						
<b>Sales/Services/Interest</b>	<b>-\$6,350</b>	\$0	\$0	\$0	\$0	\$0	
<b>Grants</b>	<b>-\$67,950</b>	<b>-\$13,087</b>	<b>-\$24,583</b>	<b>-\$15,058</b>	<b>-\$14,787</b>	<b>-\$67,515</b>	
Patron Donations	-\$90,000	-\$4,402	-\$43,447	-\$9,898	-\$34,852	-\$92,599	
Underwriting (Cash Revenue) *	-\$46,000	-\$6,054	-\$6,278	-\$8,395	-\$6,837	-\$27,564	
<b>Gifts**</b>	<b>-\$136,000</b>	<b>-\$10,456</b>	<b>-\$49,725</b>	<b>-\$18,293</b>	<b>-\$41,689</b>	<b>-\$120,163</b>	
University of Virginia --Fees	-\$140,200	-\$74,016	\$3,800	-\$66,211	-\$6,654	-\$143,081	
UVA Fees Project Interest	-\$500	\$0	\$0	\$0	\$0	\$0	
<b>TOTAL REVENUE</b>	<b>-\$351,000</b>	<b>-\$97,559</b>	<b>-\$70,508</b>	<b>-\$99,562</b>	<b>-\$63,130</b>	<b>-\$330,759</b>	
<b>Underwriting Cash (See Rev above) *</b>		<b>2008-09 Yr End Projection</b>		<b>Original</b>		<b>New Projection</b>	
Advertising Cash Sales				-\$38,851.00		-\$38,851.00	
<b>Total Underwriting/Ads Cash Rev</b>				\$19,910.00		\$19,910.00	
Underwriting Trade Value				-\$365,500.00		-\$344,752.00	
Ad Trade Value				\$365,500.00		\$345,300.00	
<b>Total Underwriting/Ads Trade</b>				-\$18,941.00		-\$18,393.00	
<b>Premium GIK Value from UW Mngr</b>		<b>2008-2009 Year End Actual</b>					
<b>Total Trade/GIK from UW Mngr</b>						-\$38,851.00	
<b>Tot Value Gen. by UW Mngr</b>						-\$319,178.00	
						\$339,759.00	
		<b>2008-09 Ending Cash Balance Actual</b>					
							-\$18,270.00
		<b>2009-2010 Year End Cash Balance Projection</b>					
		<b>2009-2010 Year End Actual</b>					
Beginning Balance	-\$18,270.00					-\$18,270.00	
Revenue	-\$351,000.00					-\$330,759.00	
Less Expenses	\$351,000.00					\$313,813.00	
<b>Ending Cash Balance Projection</b>	<b>-\$18,270.00</b>					<b>-\$35,216.00</b>	

**WTJU PROGRAM UNDERWRITERS  
FY10**

**CASH UNDERWRITING**

Alakazam Toys and Gifts  
Angelo's Jewelry  
Beer Run Restaurant  
C & O Restaurant  
Charlottesville Pavilion  
Chameleon Printing  
Champ Cellars Inc.  
Chef Ted Catering  
Court Square Theater  
Crutchfield Electronics  
Cville Imports  
Daedulus Books  
Hotcakes Restaurant  
Integral Yoga  
Paramount Theater  
Ellen Pratt, Realtor  
McIntire Dept. of Music-UVA  
Mineral Blue Grass Festival  
Nelson County Summer Festival Student Bookstore  
Sunday Salsa  
Tastings Restaurant  
Thomas Jefferson Memorial Church  
Todd Leback, Carpenter  
Spectacle Shop  
University of Virginia Bookstore  
Zocalo Restaurant

**UNDERWRITING TRADE**

Albemarle Family Magazine  
Beaurline Photography  
Hi Tech Signs  
The Hook Magazine  
Live Arts  
Maggie Murphy  
Virginia Chamber Music Foundation  
Virginia Foundation of the Humanities  
Shenandoah Spring Water  
WVPT Public Television

