



**Business Planning
2010-2015**

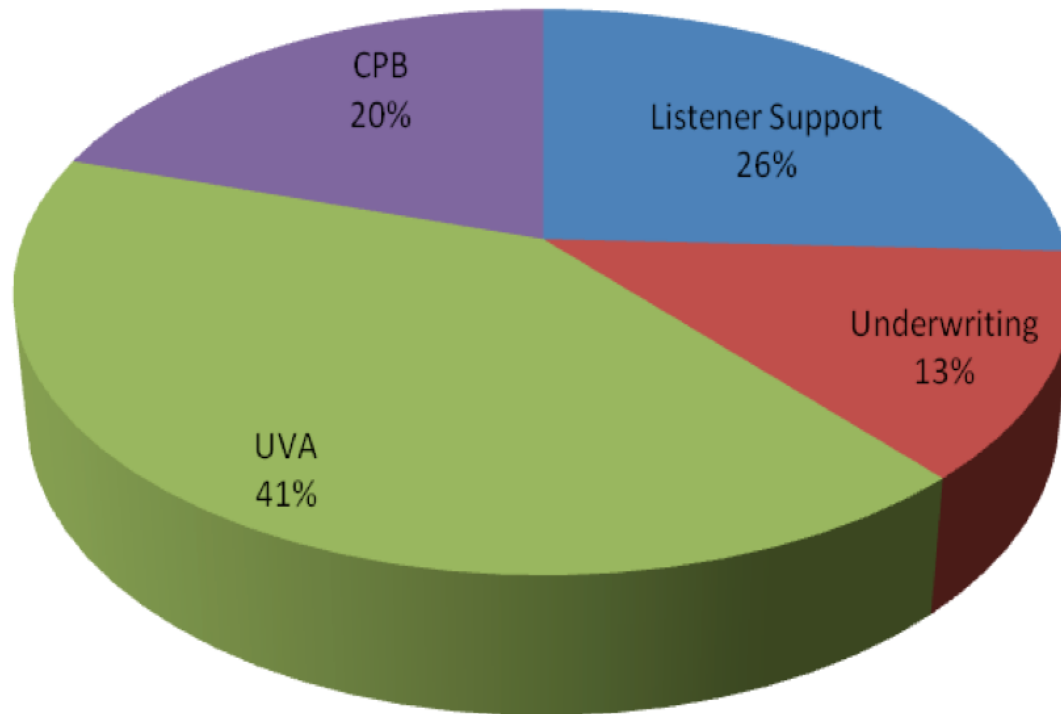
Agenda

- ✓ Listener Trends
- ✓ Financials
- ✓ Five-year vision
- ✓ Listenership
- ✓ News/Public Affairs
- ✓ Students
- ✓ Revenue
- ✓ Going forward...

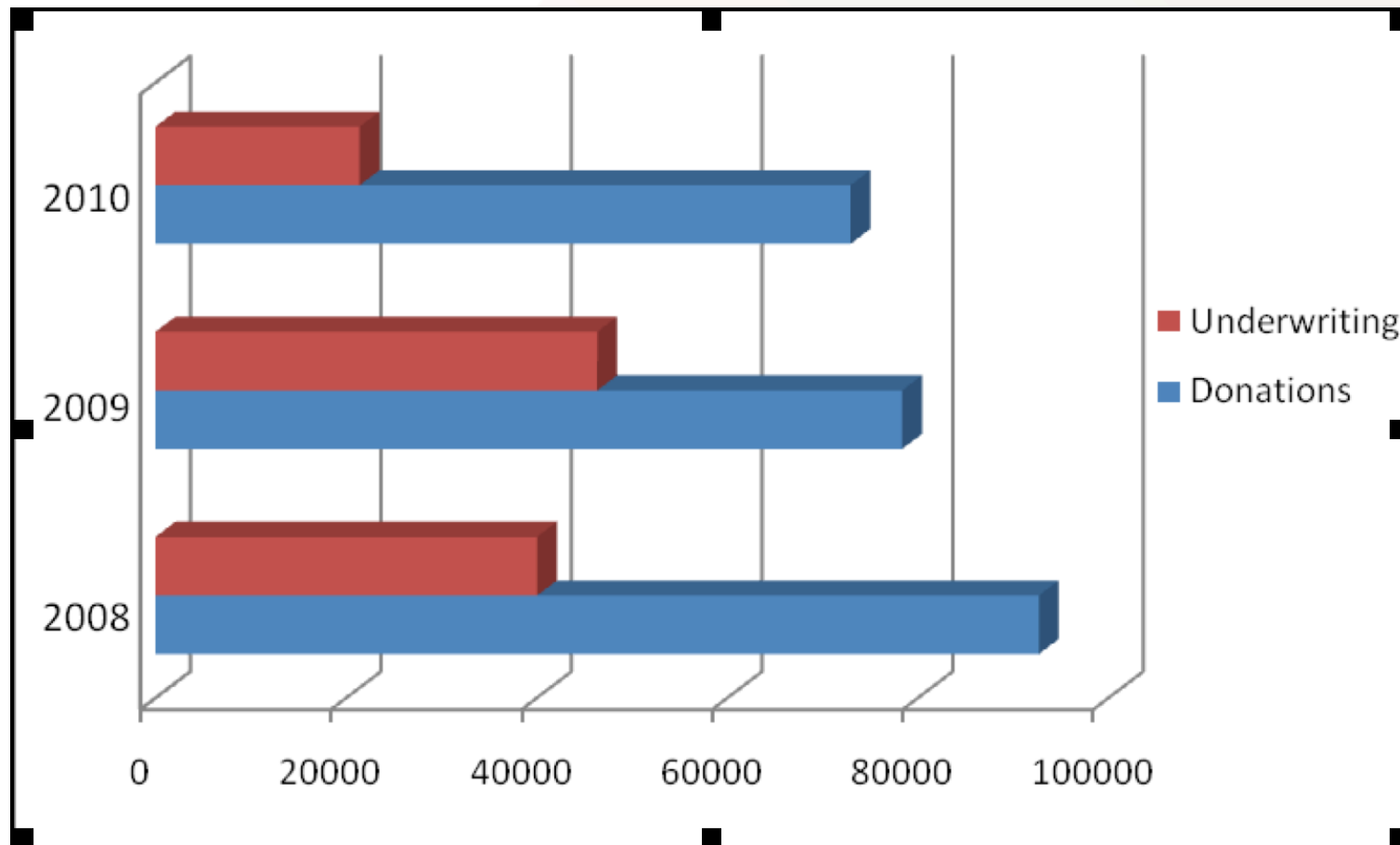
Listenership Trends

- ✓ 7,500 weekly listeners in Fall '09 Arbitrons
- ✓ Rarely more than 500 people listening at any one time.
- ✓ Listenership trend since 2001 is downward, despite a few spikes, mainly in 2003 and 2004.
- ✓ Listenership goes up slightly on weekday and Sunday evenings.
- ✓ Next Arbitron book for Spring '10 will be available this fall.

WTJU Proposed 2010-2011 Budget



Fund-raising 2008-2010



Vision for WTJU

WTJU is a full-service public radio station that serves the community with quality programming in the areas of the arts, music, news and college/community affairs, while serving the educational outreach goals of the University of Virginia.

What will success look like?

- ✓ Financials: 50% of funding from underwriters and donors (vs. 39%); 25% from CPB; 25% from U.Va. (vs. 41%)
- ✓ Audience: 20% increase per year
- ✓ Students: Double the number of undergraduate volunteers/interns in a variety of functions

Strategies

- ✓ **Sharpen WTJU's identity** by adopting a primary music format and highlighting the station's connection to U.Va.;
- ✓ Use this new identity to **increase visibility, underwriting and listenership** among the coveted public radio audience;
- ✓ Working through University departments and student organizations, **engage more students in station operations**, ranging from music production to marketing.



Some ideas to consider...

Listenership

- ✓ More extensive and consistent DJ training (boot-camp)
- ✓ Branding with the University to create a concrete identity in the listener's mind
- ✓ More on-air CD and ticket giveaways
- ✓ Program day-parting
- ✓ Music rotation of new releases for listeners to latch onto, which supports artists, venues and underwriting sales

Time spent listening increases listener support!

Current schedule

WTJU 91.1 The Sound Choice in Central Virginia

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6-9am	Dawn's Early Light [John D.]	La Belle Musique [Elizabeth]	Gamut [Ralph]	Classical Café [Paula]	Classical Comfort [Iona]	6-6:30am: Sunrise Magazine [Crank of Dawn] 6:30-8: Leftover Biscuits [Emmett/Peter]	Classical Sunrise [Deborah]
9am - noon	Nick at Nine [Nick]	All that Jazz [Ann]	Left of Cool [Larry]	Jazz Songline [Grady/Tom]	Stef-a-Scope [Stephanie]	8-10am: Atlantic Weekly Pt I [MH, SB, SG, SK]	In the Spirit [Terry/Rebecca]
	Funhouse [Gerald]	Rhythm & Romance [Charles]			Jazz Messenger [Brian]	10-12: Atlantic Weekly, Part II [KD, CS, MR]	Jazzmania [JazzCzar/Eric]
noon - 2pm	Souful Situation [Rumcove]	Walk Right In [Rebecca]	Radio Tropicale [Bruce/Steve/Michael]	Cosmic American Jamboree [George/Pinetops]	Heavy Surveillance [AudiBall/GareBear]	Sunshine Daydream [Bill/John]	Tell Us A Tale [Peter J.]
2-4pm	Broadcasting System [Shawzapper/Cristi/Tyler]	Radio Freedomia [Poubelle/Helvidius]	Nowhere Near [Dominic]	Carry the Zero [Danny/Matthew]	Reggae Vibrations [Goldfinger/Robert/Rizla/David]	Garage Sale [Jimmy/Dick/Mother Pearl]	2-6pm Sunday Opera Matinee [Tim/Ann]
4-5pm	Democracy Now! and Virginia News					4-6pm: Jumpin' on the Bed [Jay/Monster]	
5-7pm	Early Music Show [Ammy/Cinder/Enc]	Eventide [Andrew]	Portrait of the Artist [various]	Folk & Beyond [Aer]	Sunset Road [Terry/Pete]	6-7:30: Vagabond Shoes [Dyke/Bruce] 7:30-9pm: World Turning [Ron]	6-7pm: Evensong [Michael]
7-9pm	Five-Star Edition [Contessa/Winston]	A Time for Singing [Ann]	Mitchell with Music [John M.]	Eclectic Woman [Sandy, Annette, Blue, Robyn]	Danza Latina [Arnaldo/MIG]		Just a Few Friends [Penelope]
9-11pm	Anything Goes [Sean / Steve]	Loose Threads [Kevin/Tim]	Straight, No Chaser [Charlie/Dusty]	Induced to Judder [David]	Nothin' but the Blues [Peter W.]	Living Time [Gary]	Walkin' Blues [Bill]
11pm - 1am	The Oliver Lodge [Burma Shave/Matt/Liz]	Ye Olde Tuesday Night Rocke Show [Courtney/Dave]	Aunt Beast's Radio Theatre [Lady D/DJ Law]	Black Circle Revolution [Ramona/Phil Free]	Professor Bebop [Himself]	Oogum Boogum [Jeff/Michael]	Radio Wowsville [Don]
1am-3am	Flashin' Lights [Charles Marx/Sanitized]	Mother Popcorn [Peter/Charlie Foster]	Hep Imp Show [Chris]	Washed & Fried [Mench/Swamp Fox]	Bad Blood [Brian/Vic]	Yeti Attack...The Sasquatch Years [Jay/John]	Madame Psychosis Hour [Hummingbird Feeder]
3am - 6am	BBC News				Old Vinyl [Melody Man]	Off air	BBC NEWS

Classical	Jazz	Rock	Folk
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News & public affairs

- ✓ “...a service of the University of Virginia”
- ✓ BBC news at the top of each hour.
- ✓ *UVA Today* expanded to 30 minutes
- ✓ Involvement of Office of Community Relations
- ✓ Development of *Backyard Revolution*
- ✓ Existing public affairs programming (*Democracy Now!*, *Culture Currents*, *Sunrise Magazine*)

“Your mission is only as good as the number of people you’re serving.” GM, WDNA

Students

- ✓ Promote student DJs on website
- ✓ Develop internships attractive to business, music, media studies and engineering undergrads, among others; promote at activity fairs
- ✓ Invite Lambeth students to “meet WTJU”
- ✓ Involve Office of Student Affairs

Revenue

- ✓ Fundraisers that promote and support the station as a whole
- ✓ Partnerships with businesses and venues in the area to increase underwriting
- ✓ Community Advisory Board “Development Task Force” with the volunteers and DPA staff to add new University members to plan an “Annual Giving Fund” and grant-writing initiatives.
- ✓ CAB help with fund-raising events



Your ideas...

Online: www.virginia.edu/wtjuforum

In person: Town hall meeting on July 12 from 5:30 to 6:30 p.m., Zehmer Hall