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

- UVA: 41%
- Listener Support: 26%
- CPB: 20%
- Underwriting: 13%
Fund-raising 2008-2010

- Underwriting
- Donations

Year | Underwriting | Donations
--- | --- | ---
2010 | 20000 | 80000
2009 | 40000 | 80000
2008 | 40000 | 100000
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!*
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
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<tr>
<td>4am - 6am</td>
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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