



*Jazz 88.3*  
WBGO.org  
88.3 FM

NEWARK  
PUBLIC  
RADIO

# advancing the voice of jazz

ANNUAL REPORT FISCAL YEAR 2010  
(October 2009 to September 2010)  
*The Jazz Source*

# leading

## THE VOICE OF JAZZ

### BOARD OF TRUSTEES

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Mindy A. Cohen, *Board Chair*

Christopher Allegaert

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Dorothy K. Robinson

Kingsley Y. Sosoo

Obi Taiwan, Ph.D.

William L. Vazquez

Scott Weiner

### STAFF

---

Cephas Bowles, *President & CEO*

Amy Niles, *COO*

#### Programming & Production

Thurston Briscoe

*VP Programming & Production*

#### Announcers

Sheila Anderson

Michael Bourne

Monifa Brown

Eulis Cathey

Rob Crocker

Bill Daughtry

Brian Delp

Pat Feniello

Rhonda Hamilton

Felix Hernandez

Daniel Karcher

Bill O'Donnell

Bob Porter

Awilda Rivera

Gary Walker

#### News Department

Doug Doyle, *News Director*

Andrew Meyer, *Associate News Director*

Phil Gregory, *State House Reporter*

Monica Miller

Allan Wolper

#### Production/Other

Joshua Jackson, *Special Projects*

*Producer*

Dorthaan Kirk, *Special Events & Programs Coordinator*

Duke Markos, *Technical Director JazzSet with Dee Dee Bridgewater*

Rebecca Pulliam, *Producer JazzSet with Dee Dee Bridgewater*

Simon Rentner, *Staff Producer*

Alex Rodriguez, *Production Assistant*

Stevan Smith, *Traffic Coordinator*

#### Operations

David Tallacksen, *VP Operations*

David Antoine, *Chief Engineer*

Michael Downes, *Operations Assistant*

Kien Lac, *Web Developer*

#### Finance

Gem Tullock, *VP Finance*

Carey Hamilton, *Accounting Clerk*

#### Development

Chuck Ferrero, *VP Development & Marketing*

Beth Lasoff, *Development Associate*

John Newcott, *Major Gifts Officer*

Jennifer Spiegler, *Event Manager*

Brandy Wood, *Marketing Manager*

#### Membership

Grey Johnson, *Membership Director*

Nick Breul, *Listener Services Associate*

Sylvia Brewer, *Volunteer Coordinator*

Rita Keith, *Membership Services Coordinator*

#### Administration

Fran Cassella, *Administrative Assistant*

Maria Gatewood, *Underwriting Associate*

Betty Howard, *Office Manager*

Charlene Williams, *Receptionist*

### COMMUNITY ADVISORY BOARD

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Ann Phillips

Bob Layman

James Taibleson

Jean Nash Wells

Linwood Oglesby

Martin Mueller

Robin Bell-Stevens

Sybil Evans

William (Bill) May

Alan J. Horwitz

James Baxley

Jonathan Warton

From the Desk

# of the CEO



**Cephas Bowles, President & CEO of WBGO for 17 years, is representative of the stability of the station's senior management.**

**F**iscal year 2010 was a successful year for listener-supported WBGO. In spite of the ever-changing challenges of the U.S. economy, WBGO grew stronger, won several prestigious awards for journalism and programming, continued to provide the metro-centric news and information so valued in the community, and served as a champion of jazz by showcasing the work of the jazz art form's new artists and its revered veterans. In spite of the difficult economic times, station donors continued to support WBGO's vision and enabled it to achieve a balanced budget. We are also in development of several new initiatives to enhance the station's ability to produce content and serve the needs of the next generation of jazz listeners. Most importantly, the station continued to remain true to its mission to serve as a worldwide source for the jazz art form via broadcast and digital technologies.

While WBGO's online listenership and global membership have been growing consistently, the traditional radio audience has been hindered for some years by geographic transmission barriers including the increasing height and density of the region's architecture.

Complaints from listeners and members about lack of reception, especially from people in Manhattan and the Bronx,

increased during fiscal year 2010 to the point where we commissioned an engineering study which resulted in the decision to add a new antenna and transmitter in midtown Manhattan to improve WBGO's service to listeners in northern New Jersey and New York City.

To date, WBGO's capital campaign to build a transmission facility in New York City is on track. We have signed a multi-year lease with our 4 Times Square landlord, received the FCC construction permit needed to build the facility, and begun writing leadership grants to area corporations and foundation. In this report, we will share information about the supportive donors who have stepped forward to help improve the signal and expand the station's audiences. With your help we hope to have a new transmission system in place by this time next year delivering a quality signal to everyone in the listening area.

I am proud of what WBGO has achieved in the past year and pleased to share this Annual Report with you. As always, I am grateful for the daily help and support that WBGO receives from its listeners and supporters. With your assistance, I look forward to building a broader and deeper service in the year to come.

—Cephas Bowles



**Mayor of New Jersey's largest city, Cory Booker, during the monthly call-in show on WBGO, Newark Today**

**The 2009 WBGO Champions of Jazz Benefit attracted over 1,000 guests and raised over \$326,000**



# sustaining

## THE VOICE OF JAZZ

**R**eflecting on the year past, WBGO continues to build upon its deep roots in the jazz music community and to advance its strong relationships with jazz fans and musicians in Newark, the tri-state region, nationally and around the globe.

**Here are some of the highlights of the station's achievements this year:**

- In a year when many nonprofits felt short of their financial goals, WBGO was able with the support of its community to balance its budget. Income targets set for the year were achieved, and the station continues to develop and diversify its sources of support in the region.
- The New Jersey State Council on the Arts awarded WBGO its Certificate of Excellence Award, which celebrates the station's unique role in the cultural and musical life of the state.
- Membership continues to grow, with an increase this year of 4 percent in this area of support and a 2 percent increase in the total number of members. Listener support continues to be the largest and most robust source of funding for station operations.
- Web listening and support from online listeners continues to grow. Today, WBGO serves members in 48 states and 20 foreign countries. Log on to [wbgo.org](http://wbgo.org) to see today's global map of membership.
- There were more than 150 artist interviews broadcast during the year including Tia Fuller, Christian McBride, Pat Metheny, Arturo O'Farrill, David Sanborn, Roland Vasquez, Cassandra Wilson and Miguel Zenon.
- WBGO was named by *Jazz Week* magazine as the 2010 Major Market Station of the Year



**WBGO serves a national and global online streaming audience in every corner of the globe. (Google analytics map of countries accessing WBGO.org during FY2010)**



**More than 150 artist interviews during FY2010, including Michael Bourne's interview with David Sanborn, highlight the current vibrancy of jazz, and the exclusive content found on WBGO**

- WBGO presented 25 live jazz broadcasts and broadcast 12 *Newark Today* call-in shows featuring Newark, New Jersey Mayor Cory Booker.
- WBGO launched iPhone and Android Smartphone applications and redesigned its website
- The station won an impressive number of broadcasting and journalism awards, including:
  - The Jazz Journalists Association *Willis Conover-Marian McPartland Award* for Broadcasting, which was won by Josh Jackson, host of *The Checkout*.
  - The Public Radio News Directors, Inc. awards for Best Newscast category for morning newscast (first place) and Breaking News Category (second place) for coverage of the corruption raids in New Jersey
  - The Don Otto Award from the Public Radio Program Directors won by Thurston Briscoe, Vice President of Programming and Production
  - The New York Association of Black Journalists awards to:
    - Doug Doyle and the WBGO Staff in the Radio Business/Technology Category for *The Dollars and Sense of Blackness*;
    - Andrew Meyer in the Radio Science/Health Category for *Brick City Urban Farms*;
    - Andrew Meyer, Terry Sheridan, Doug Doyle, Gary Walker and Steve Aduato Jr. in the Radio Public Affairs Category for *WBGO Journal—President Obama*
    - Allan Wolper, Joanna Wolper and Doug Doyle in the Online/New Media Arts & Entertainment Category for *Conversations with Allan Wolper —Annette Gordon Reed*

WBGO is growing and thriving, building on its dual foundations of fiscal responsibility and broadly based community support, toward strengthening and expanding its service to listeners locally and worldwide.

# investing in

## THE VOICE OF JAZZ

**W**BGO is ready to build upon its 31-year track record of success to launch a campaign to expand its services to the region.

The campaign's goal is to improve the station's signal and increase its audience. Adding a new antenna in Manhattan, at an increased height, will significantly enhance the quality signal to the region's listeners. The new antenna will deliver service to listeners, who had marginal to no reception in the past, and will deliver a far more consistent signal to listeners whose reception has been compromised. An estimated one million listeners will be impacted by these enhanced services.

The existing transmission facility in Newark will be maintained, providing the station for the first time with the safety and security of an off-site broadcast backup system.

As a result, WBGO will realize new capacities to build membership in previously underserved areas, bolster its audience service infrastructure, expose new communities and young people to the jazz art form, and raise the one-time and annual costs of equipment, construction, engineering and operations investments during the expansion period.

WBGO's Board of Trustees has adopted an ambitious leadership goal for its giving to the campaign, initiated by two challenge pledges made by generous and supportive Trustee members to their peers. The leadership phase of the campaign is ongoing and

includes conversations with philanthropic, community and opinion leaders in New Jersey and New York. The roll out to the station's broad base of members and donors is to begin in 2011.

Designed in response to ongoing feedback from listeners in Manhattan, the Bronx, and Westchester who have supported WBGO despite inconsistent service, the campaign represents a significant challenge as well as a compelling opportunity for the station and its marketplace. WBGO can advance the voice of jazz through the success of this campaign.



**Shané Harris and Bernard Winograd from the Prudential Foundation publicly announced Prudential's \$500,000 grant to WBGO at the 2010 Champions of Jazz Benefit concert. WBGO gratefully accepted Prudential's campaign challenge grant, the largest in the station's history.**

**Adding a transmitter at a taller site will enable WBGO to impact an estimated 1 million listeners with new or improved service. The Signal Expansion Campaign started strong in FY 2010 with support from the Prudential Foundation and the U.S. Department of Commerce's Public Telecommunications Facilities Program.**

# enabling

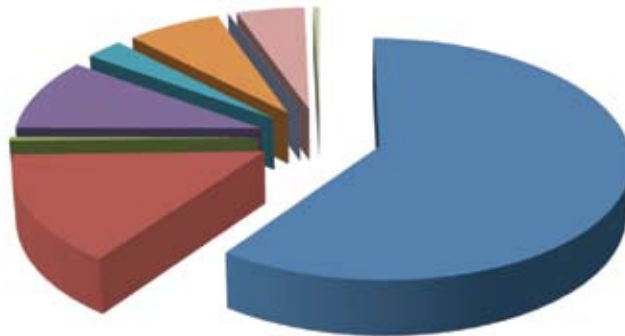
## THE VOICE OF JAZZ

**U**nder the leadership of Newark Public Radio/WBGO's Finance Committee and senior management team, Jazz88 has balanced its annual budgets for 17 of the past 18 fiscal years, and generated surpluses which have allowed the station to create a small cash reserve and an endowment fund totaling \$4 million. These assets enable the station to maintain its 24-hour per day broadcast operation during times of revenue shortfall.

Contributed and grant income from individuals, corporations and foundations represent approximately 75% percent of the station's annual revenue. The need for contributed and grant support for WBGO is more important than ever as decreasing government funds will significantly affect the station.

### WBGO REVENUE FISCAL YEAR 2010

Contributions	\$ 2,828,052.00
Grants & Contracts	\$ 693,746.00
Investment Income	\$ 23,192.00
Underwriting revenue	\$ 465,262.00
Rental income	\$ 130,950.00
Special Events	\$ 325,432.00
Gain on sale of property	\$ 1,286.00
In-Kind contributions	\$ 234,268.00
Other income	\$ 19,479.00
	<hr/>
	\$ 4,721,667.00



- Contributions
- Grants & Contracts
- Investment Income
- Underwriting revenue
- Rental income
- Special Events
- Gain on sale of property
- In-Kind contributions
- Other income

### WBGO EXPENSES FISCAL YEAR 2010

Program services	\$ 2,911,026.00
Administrative	\$ 793,553.00
Fundraising	\$ 933,141.00
	<hr/>
	\$ 4,637,720.00



- Program services
- Administrative
- Fundraising

# supporting

## THE VOICE OF JAZZ

### ANNUAL SUPPORT

#### Foundation Support

Geraldine R. Dodge Foundation  
National Endowment for the Arts

John F. Kennedy Center for the  
Performing Arts, Washington, DC

DTS Digital Entertainment

#### Corporate Sponsors

92nd St. Y  
Belgian Tourist Group  
Bowery Presents  
Brooklyn Center for the  
Performing Arts  
Caramoor Center for the  
Music and the Arts  
Carnegie Hall  
Community Theater Morristown  
Concord Records

Dizzy's Club *Coca-Cola*  
Fairway Market  
Glenmede Trust Company  
HBO  
Integrated Data Solutions  
Iridium  
Jazz at Lincoln Center  
Jazzmobile, Inc.  
Lehman College  
Lincoln Center

Litchfield Jazz Festival  
Live Nation  
Louisiana Office of Tourism  
Manhattan School of Music  
Metropolitan Museum of Art  
Montclair Art Museum  
New Jersey Lottery  
NJPAC  
Ramapo Arts & Lecture Series  
Silver Hill Hospital

Sony Music Entertainment  
South Orange Performing  
Arts Center  
St. Lucia Jazz Fest  
Tekserve  
The Juilliard School  
York College

### WBGO Jazz Leadership Society

#### Gold Circle \$5,000+

Christopher &  
Mary-Paula Allegaert  
Arthur Barnes  
Blair Boyer  
Mindy Cohen

Judith-Ann Corrente  
Benno Friedman  
James Gibson  
Stephen Ifshin, II & Billie Lim  
David Modest & M. Forbes Singer

Jonathan Otto  
Richard Pechter  
Ann Phillips  
Michael Protzel  
Eric Sheinberg

John & Deborah Siegel  
Syms Family Foundation

#### Silver Circle \$2,500-\$4,999

Catherine Ashcraft  
Martha Avstreich-Ross  
Hugo Barreca  
Ronald Blatt  
Robert Bolling  
Elizabeth Boyle

Raymond Chambers  
David DeShields  
Steven Edwards  
Kelly Evans Ruby & Marc Ruby  
Anonymous  
Ed Gallet

Bob Hannon  
Jill & Alan Holtz  
S. Dillard Kirby  
Ken Lippmann, Jr.  
Jay Nadelson  
Timothy Porter

Malcolm & Constance Press  
Frank Richmond  
Jacqueline Roberts  
Norman Trell  
R. Todd Ward  
George Wein

#### Jazz Leader \$1,000-\$2,499

David Andrews  
Anonymous  
Stuart S. Applebaum Giving  
Foundation  
Ronald Arfin  
Leona Arnold  
Catherine Ashcraft  
Jack & Elisa Aylward  
William Ayres  
Wanda Baker-Smith  
Eugene Banks  
Roy Barber  
Stanley Bass, Esq.  
John Batten  
Richard Benetar  
Dudley Benoit  
David Bershad  
Jonathan & Mari Bien  
Victoria Bjorklund  
Valerie Block  
Kenny & Meris Blumstein  
Cephas & Linda Bowles  
Carol Brown  
Theodore Brown  
Yolanda Brown  
Lloyd & Ann Campbell  
Scott Campbell  
Robert Carter & Adrienne Millican-  
Carter  
Josephine Carubia  
Marie Case & Peter Di Lullo  
Jim Chervenak  
Howard Christian  
Brenda Church  
Anonymous  
Douglas Clifford  
Steven Cohen  
Eileen Connolly  
William Cunningham

Joseph Cupani  
Neal Davies  
Gordon & Peggy Davis  
Lenore Davis  
Rebecca Doggett  
Donald Dougherty  
Robin & Michael Drews  
Vincent Egan  
Randall & Dotty Eiger  
Edward Ellington  
Anonymous  
Jon Faddis & Laurelyn Douglas  
Leslie Farrington-Griggs  
Antony Favetti  
George Findley, Jr.  
Deborah Fisk  
David Ford  
Carla Ford-Anderson  
Mel Francis  
Herman Freyman  
Erik Friis  
Bruce Giacomini  
Clifford Gladstein  
Norman Glickman  
Dorothy Gloster  
Bruce Goldberg  
Gordon Golding & Brenda Smith  
Mark Gomez  
Dr. John Graney  
R. Douglas Greer  
Sheryl Griffith  
Robert M. Grubin  
Stanford & Bernice Gudger  
Jarvis Hardy  
Ralph Hendrix  
Frances Henry  
Barbara Hines  
Susan Hirner  
Brian Hochstadt

Robert & Barbara Holland  
Stephen Holland  
Lester Holt  
Amy Hudson  
Phil Hunt  
Catherine Hyland  
Henry Johnson  
James Johnson  
Michael Jones  
David Joseph  
George Karamallis  
Fran Kaufman & Robert Rosenberg  
Betsy Keeley  
Amy Knapp & Myron Walden  
M. Nnette Kress  
Kevin & Mary Ellen Lavin  
Marta Jo Lawrence  
Bob & Lynne Layman  
Walfredo Leon  
Cynthia Lewis  
Anonymous  
Ken Longert  
Edward Lowenthal  
Sarah Lum  
Jim & Emily Mahon  
Carolyn Maitland  
Karen Makeba  
Alla Makeeva & Wayne Roynance  
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Thelma Martinez  
Sheila Ann Mason  
Henry & Carol Mauermeier  
Gail McDaniel  
Samuel McGhee  
Dennis McMahon  
Deborah McPhatter  
Barbara Medlin  
Grace Metivier  
Nancy Meyer & Marc Weiss

Bill & Judy Miller  
Carl Mitchell  
Joseph Mohbat  
Meryl Moritz  
Lynne Mueller  
Anonymous  
David Nahass  
Catherine & Bernard Newman  
Richard Olesko  
Roger Oliver  
Dr. Margaret Olson  
Raymond Ormsby  
Michael Ostroff  
Alice Palmisano  
Andrew P. Paul  
Susan Penick  
Rita Pettiford  
Linda Calandra-Porter &  
Bob Porter  
Paula Provet  
Oliver & Bettie Quinn  
Keith Rae  
Lois & Robert Recio  
Roseanna Robinson  
Stuart Rockefeller  
Cindy Ronson  
Richard Roper  
Everton Rose  
Linda Rudell  
Dr. Jerry Ryan & Gail Ryan  
Anonymous  
Jean-Louis & Anne-France Saillot  
Mark Schulman  
Brenda Scott  
Elijah & Mozelle Seabrook  
Thomas Sear  
Ann Sebring  
Claudia Shacter de Chabert  
Saumil Shah

Anonymous  
Alfred & Dianne Smith  
Byron Smith  
Pauline Smith  
Kingsley Sosoo  
Ellen & Samuel Sporn  
Robert Stack  
Helmut Steinberg  
Don Stenavage  
Gerald Stiller & Anne Meara  
Charles Storer & June Kelly  
Margaret Sunier  
Emily & Stew Tabin  
James Taibleson  
Eric Tait, Jr.  
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Penn Clarke Thomas  
Dean Thompson & Victoria  
Hallerman  
Anonymous  
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Joel Truman  
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William Vasquez  
Antonio Velez  
Robert Washburn  
Richard Wechsler  
Samuel Weening  
David Weiner  
Thomas White  
Michael Whitlow  
Eric Williams  
Dale & Marvin Winell  
Ralph Winter  
Sooyoung Yang  
Brad Zervas

WBGO

*Jazz 88*



**WBGO.org**  
**88.3 FM**

**Newark Public Radio, Inc./WBGO Jazz 88.3 FM**

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