advancing the voice of jazz

ANNUAL REPORT FISCAL YEAR 2010
(October 2009 to September 2010)
The Jazz Source
Mindy A. Cohen, Board Chair
Christopher Allegaert
Ronald K. Andrews
Dudley Benoit
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Gail W. Boyd
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Brenda Feliciano

Steven Greenberg
Diane Hill
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Jay Nadelson

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Dorothy K. Robinson
Kingsley Y. Sosoo
Obi Taiwan, Ph.D.
William L. Vazquez
Scott Weiner

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 Daughtrey
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
Dorothy 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 Tallackson, 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

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

Photo of John Coltrane and Lee Morgan by Francis Wolff, © Mosaic Images
From the Desk of the CEO

Fiscal 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

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

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
Reflecting 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 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 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 Adubato 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.
WBGO 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 publically 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.
Under 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**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$2,828,052.00</td>
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<tr>
<td>Grants &amp; Contracts</td>
<td>$693,746.00</td>
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<tr>
<td>Investment Income</td>
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<td>Underwriting revenue</td>
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<td>Rental income</td>
<td>$130,950.00</td>
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<td>Special Events</td>
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<tr>
<td>Gain on sale of property</td>
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<tr>
<td>In-Kind contributions</td>
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<tr>
<td>Other income</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$4,721,667.00</strong></td>
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**WBGO EXPENSES FISCAL YEAR 2010**

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<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Program services</td>
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<tr>
<td>Administrative</td>
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<td>Fundraising</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$4,637,720.00</strong></td>
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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
Sony Music Entertainment
South Orange Performing Arts Center
St. Lucia Jazz Fest
Tekserve
The Juilliard School
York College

Corporate Sponsors
92nd St. Y
Belgian Tourist Group
Bowery Presents
Brooklyn Center for the Performing Arts
Caramoor Center for the Performing 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

Funding Support
National Endowment for the Arts
Geraldine R. Dodge Foundation

ANNUAL SUPPORT
supporting
THE VOICE OF JAZZ

William Cunningham
Eileen Connolly
Steven Cohen
Douglas Clifford
Blair Boyer
Mindy Cohen

Josie Cupani
Neil Davies
Gordon & Peggy Davis
Leonard Davis
Rebecca Daggett
Donald Dougherty
Robin & Michael Drans
Vincent Egan
Randall & Dotty Eiger
Edward Ellington
Anonymous
Jon Faddis & Laurelyn Douglas
Leslie Funtionson-Griggs
Antony Fawcett
George Francis Jr.
Deborah Fink
David Ford
Carla Ford-Anderson
Mel Francis
Herman Freyman
Erik Fries
Bruce Giacom
Clifford Gladstein
Norman Gluckman
Dorothy Gloster
Bruce Goldberg
Gordon Goldberg & Brenda Smith
Mark Goldberg
Robert & Barbara Holland
Stephen Holland
Lester Holt
Amy Hudson
Phil Hunt
Catherine Hyland
Harvey Johnson
Rene Johnson
Michael Jones
David Joseph
George Karamalakis
Fran Kaufman & Robert Rosenberg
Betty Kealey
Amy Knapp & Myron Wilden
M. Monette 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 Malhant
Karen Malin
Ala Makeeva & Wayne Roylance
Benjamin & Gwendolyn Maran
Thelma Martinez
Sheila Ann Mason
Henry & Carol Mauremeyer
Gail McManus
Samuel McGehee
Dennis Melehan
Deborah McPherson
Barbara Medlin
Grace Melvin
Nancy Meyer & Marc Weiss
Bill & Judy Miller
Carl Mitchell
Joseph Mohbat
Marty Morris
Lynne Mueller
Anonymous
David Nahass
Catherine & Bernard Newman
Richard Olesko
Roger Oliver
Dr. Margaret Olton
Raymond Ormsby
Michael Osso
Alice Palinskas
Andre P. Paul
Susan Perlack
Rita Pettit
Linda Calandra-Porter & Bob Porter
Paula Proven
Oliver & Betty Quinn
Keith Rae
Lois & Robert Recio
Rosalena Robinson
Stuart Rockefeller
Cindy Ronson
Richard Reper
Everton Rose
Linda Rudell
Dr. Jerry Ryan & Gail Ryan
Anonymous
Jean-Louis & Anne-France Saillot
Mark Schullman
Brenda Scott
Eliah & Mollie Seabrook
Thomas Tread
Ann Sebring
Claudia Shacket de Chabert
Samir Shah

WBG0 Jazz Leadership Society

Gold Circle $5,000+
Christopher & Mary-Paula Allegaert
Arthur Barnes
Blair Boyer
Mindy Cohen
Judith-Ann Corrente
Benno Friedman
Stephen Ifchin, 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 Avstreih-Ross
Hugo Barreca
Ronald Blatt
Robert Bolling
Elizabeth Boyle
Ray Chambers
DeShields
Steven Edwards
Kelly Evans Ruby & Marc Ruby
Anonymous
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 Arlin
Leona Arnold
Cathie Ashcraft
Jack & Elisa Aylward
William Ayres
Wanda Baker-Smith
Eugene Banks
Roy Barber
Stuntie Bass, Esq.
John Batten
Richard Benetar
Dudley Benoit
David Benshad
Jonathan & Mari Bien
Victoria Bjorklund
Valerie Block
Kenny & Merle Blumstein
Cephos & Linda Bowles
Carol Brown
Theodore Brown
Yolanda Brown
Lloyd & Ann Campbell
Scott Campbell
Robert Carter & Adrienne Millican Catter
Josephine Carabba
Marie Case & Peter Di Lullo
Jim Chernyak
Howard Christian
Brenda Church
Anonymous
Douglas Clifford
Steven Cohen
Eileen Conniff
William Cunningham

Sony Music Entertainment
St. Lucia Jazz Fest
Tekserve
The Juilliard School
York College