



WMOT ANNUAL REPORT FY17

FINANCIAL AND COMMUNITY

WMOT relaunched as Nashville's only Americana music station Sept. 2, 2016. WMOT is a 100,000 watt station serving Nashville, Murfreesboro and 40 middle Tennessee counties

TABLE OF CONTENTS

Contents

Introduction	1
Financial Summary	2
Financial Statements	3
Notes to Financial Statements	4
Independent Auditor's Report	5
Contact Information	7
Company Information	7

WMOT Annual Report

WMOT, STARTING FROM ZERO

WMOT was reborn and rebranded September 2, 2016 as we launched WMOT Roots Radio, an Americana music station producing 13 hours of hosted music Monday through Friday, eight long form shows, weekly live artist showcases and monthly live Wired In sessions on the radio and streaming video. WMOT spent 48 years as a news/talk, classical and jazz station with modest listenership and limited fundraising. The growth of membership, community outreach and fundraising since the launch of WMOT Roots Radio has been explosive.

WMOT had a very small membership of 250 active givers prior to Sept. 2, 2016. Since September the small number of “old WMOT” givers dwindled to nearly zero but was replaced by more than 500 active givers.

In an effort to keep local jazz programming in the middle Tennessee area, WMOT created the MTSU Jazz Network on WMOT HD2, 92.3 FM Murfreesboro and 104.9 FM Nashville.

FINANCIAL HIGHLIGHTS

WMOT is growing its members by about 55 each month – on pace to add 660 members a year. The continuous growth in membership raised \$34,697 from Sept. 2, 2016 to June 30, 2017. Underwriting has raised \$88,270 and we continue to increase our endowment earnings.

OPERATING HIGHLIGHTS

In order to relaunch as a live music station WMOT replaced 2003 computers, our AudioVault system which runs the station and automation, microphones, Comrex units to allow live broadcasts outside the studio, built an Americana music library of more than 6000 song titles, added metadata or RDS information to our signal, added a Roots Radio App, TuneIn, a new WMOT.org stream for both Americana and Jazz.

LOOKING AHEAD

WMOT is in the process of raising funds to replace our 26-year-old transmitter which includes version one of HD radio transmission. The project will cost about \$150,000 and will allow WMOT’s signal to remain strong for years to come.

Val Hoepfner
Executive Director
September 2, 2017

FINANCIAL SUMMARY

Financial Summary

WMOT is a 501c3, non-profit public radio station. As a listener-supported radio station gets revenue from memberships, donations, underwriting, fundraising, interest from our endowment, tower leases and operational expenses from Middle Tennessee State University.

WMOT FY2017	
WMOT Memberships	\$34,697
Underwriting	\$88,270
Capital Fundraising	\$65,000
Passive Incoming from Interest	\$56,449
Endowment Interest	\$6,692
Direct Support from MTSU	\$445,426
In-Kind/Indirect Support	\$184,070
Tower Lease	\$6,399

TOTAL	\$887,003
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WMOT FY2017	OPERATING EXPENSES
Salaries and Benefits	\$292,863
Travel	\$3,784
Capital Purchases	\$6,622
Operating	\$268,406
Total Expenses	\$571,675

FINANCIAL STATEMENTS

Financial Statements

QUICK LOOK

DESCRIPTION	REVENUE	EXPENSES	EARNINGS
All WMOT Revenue (including MTSU)	\$887,003		
Operating Expenses		\$571,675	
Endowment Value			\$337,490

NOTES TO FINANCIAL STATEMENTS

Notes to Financial Statements

ACCOUNTS

WMOT's accounts are healthy and growing as our membership, listenership and underwriting support continue to grow.

DEBT

WMOT has zero debt. As a university licensee WMOT is not allowed to carry debt into future fiscal years.

TAKEAWAYS

WMOT financial projections show that memberships/donations will more than double due to the number of sustaining (monthly) members and projected membership growth of 660 members per year. Underwriting revenue forecasts \$150,000 in FY18 and support for WMOT by MTSU continues at the 2017 level of \$451,000.

UNDERWRITING SUPPORT

Underwriting Support

The following companies supported WMOT through underwriting in FY2017

2016-2017 Program Donors for WMOT 89.5

Morning Drive – Acceptance Auto
Afternoon Drive – Yee-Haw Brewing Company
The List – Plowboy Records and West Haven Community
Finally Friday – The Family Wash and Garage Coffee

Full list of underwriters:

Music City Roots
Bluegrass Underground
NS2/National Shows 2, LLC
Ryman Auditorium
City Winery
Family Wash and Garage Coffee
Roscoe Brown
Perla
Nashville Symphony
Nashville Ballet
Nashville Zoo
Star 129
Vietti Chili
Mempho Music Festival
Mercy Lounge/Cannery Ballroom
Hoedown on the Harpeth
Hand Drawn Pressings
Franklin Theatre
Country Music Hall of Fame
Christianson, Patterson, Courtney Law
Caney Folk Music Fest
Boro International Fest
Ascend Federal Credit Union
Metro Air Services
Oz Arts/Milek Media
Yee-Haw Brewing
Acceptance Auto
Red Spirits and Wine
Rogers Group
Uncle Dave Macon Days
Pro Tour Events
Cornelia Fort Pickin' Party
Music City Rhythem & Ribs
Outback Concerts

UNDERWRITING SUPPORT




OZ Arts Festival
Puckett's
Dualtone
Lay It Out Events
Local Taco
Pilgrimage Festival
TN Arts Commission
Amazon
Alive Hospice
Bird Song Studio
Compass Records

Community outreach in FY2017

WMOT Launch Party at Country Music Hall of Fame
WMOT Wired In Monthly Concert Series
Finally Friday Weekly Artist Showcase
Bonnaroo Music Festival Broadcast
Music City Roots Weekly Show
Uncle Dave Macon Days
Americana Music Association Festival
Murfreesboro Jazz Festival
Americana Music Association Awards Show
Americana Music Association Red Carpet Show
AmericanaFest Watch Party with WMOT
Fort Cornelia Picking Party
NPR Music Tiny Desk Concert Nashville
Middle Tennessee State University Listeners & Members Drive
2016 Grammy's Americana Music Association Tribute Show
Grammy's WMOT Americana Showcase with Bluegrass Situation

CONTACT INFORMATION

Contact Information

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Company Information

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