LOCAL Grassroots MEDIA

WSLR+ FOGARTYVILLE
ANNUAL REPORT 2021
OUR MISSION:

WSLR+Fogartyville is a center for creative expression and community engagement that amplifies the voices of our diverse community, and promotes peace, sustainability, democracy, and economic and social justice.

A FUTURE OF GROWTH, CHANGE, AND BRINGING THE MISSION TO LIFE

Founded in 2004, by New College students and community members, WSLR+Fogartyville has grown into a tremendous asset for the Sarasota community. Our low power community radio station offers diverse local programming supplemented with high quality syndicated shows. Our community space and performance venue, the Fogartyville Community Media and Arts Center offers a diverse range of programs and provides a space for the community to come together to celebrate, educate and be entertained.
WSLR+Fogartyville is surviving, and in many ways *thriving*, despite a year of continued challenges.

During the pandemic WSLR stayed on-the-air 24/7 to make sure we continued to serve the community. With support from the Gulf Coast Community Foundation, we expanded our news and public affairs programming to make sure listeners had access to the latest information regarding Covid. We established *cleaning and safety protocols* so that we could *welcome live programmers back to the studio safely* as soon as it was possible.

Fogartyville was *shut down for almost a full year*, but reopened in March 2021 with live shows and the ability to *livestream* all of our events thanks to a grant from the Community Foundation of Sarasota. We have a new, improved look and feel to the space after *repositioning the stage* on the north wall to allow for expanded outside seating. We signed on to #SafeArtsSarasota and are operating with *Covid safety protocols in place* to protect our attendees, volunteers and staff.

We received grants from the Selby Foundation and the Wilson Foundation to build an outdoor covered structure on the patio and improve the overall appearance of the space. *The Patio Renovation project* should start in early 2022!

At WSLR+Fogartyville, we work to build a *people-powered information network for - and powered by - people like you!* A dedicated corps of volunteers and supporters devote their time and treasure to *power our unique community-based endeavor*. **Over 125 Volunteers** make this possible, along with a growing group of contributors who provide the funding that pays our bills.

We are so grateful for your continued support, and look forward to continuing to serve you next year, and long into the future.

*Ed Subkis*
Fiscal Year 2020-2021 Financials

Income Summary
August 2020 through July 2021

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4000 Dues, Contributions, Other Income</td>
<td>51.33%</td>
</tr>
<tr>
<td>6300 Grants</td>
<td>15.62%</td>
</tr>
<tr>
<td>7300 XG&amp;A Expenses</td>
<td>10.24%</td>
</tr>
<tr>
<td>Fogartyville &amp; Community COGS</td>
<td>6.60%</td>
</tr>
<tr>
<td>7300 XMarketing Expenses</td>
<td>3.68%</td>
</tr>
<tr>
<td>9300 XBuilding Expenses</td>
<td>3.48%</td>
</tr>
<tr>
<td>9300 XFund Drive</td>
<td>2.92%</td>
</tr>
<tr>
<td>6000 XBoard Meetings Or Conferences</td>
<td>0.56%</td>
</tr>
<tr>
<td>5220 XAccounting/Legal/Professional</td>
<td>0.36%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,043,043.85</strong></td>
</tr>
</tbody>
</table>
With the **energy efficiency upgrades** we implemented in 2020 and continuing Covid concerns, we took the opportunity to **re-organize the Fogartyville interior** to make it more amenable to outdoor seating.

We installed a **three-camera live-streaming system at Fogartyville** with funding from the Dr. S. Carroll Buchanan Memorial Fund of the Community Foundation of Sarasota and the Dallas and Elizabeth Dort Charitable Fund of the Community Foundation of Sarasota.

We'll be installing a covered structure for outdoor seating and sprucing up the patio, thanks to the generous support of the **Selby Foundation, the Wilson Foundation and our listeners**!

In addition to the grants mentioned above, **WSLR** was grateful for the financial support of the following granting organizations in 2021: the **Gulf Coast Community Foundation**, the **Sarasota Bay Rotary Club**, the **Olson Family Foundation**, the **SMAH Internship Fund**, and the **Florida Department of Cultural Affairs**. **WSLR+Fogartyville** also benefited from a **Shuttered Venue Operator’s Grant** and PPP loans from the federal government.
2021 WSLR ON-AIR PROGRAMMING HOSTS

VOLUNTEERS ARE THE HEART AND SOUL OF COMMUNITY RADIO.

In November 2021 we welcomed NEW BOARD MEMBERS:

- David Brain
- Sophia Brown
- Stan Zimmerman
- Mariano Vera

From in-studio performances, expertly curated setlists and local public affairs programming, knowledgable DJs are a highlight of our programming.
Through our News Team + internship program, **WSLR+** continues to train the journalists of the future.

**Becca Hadwen**  
News Team Coordinator

**Omar Guerrero**  
News Producer & Reporter

**Laura Fletcher**  
Grant-Funded Covid Reporter

**Stan Zimmerman**  
News Team Advisor

**Yasi Bahman, Danielle Campbell & Claire Thomas** - NCF Interns  
High School Contributors

**Bernadette Nwokeji, Allison Housh, Ivy Autman**  
High School Contributors

**Phil Mikus & John Finnegan**  
Community Volunteers

**Paula Colon & Sam Freitas** - USF Interns
We sponsored a **LISTEN LOCAL CONCERT SERIES** in the Spring of 2020 as artists were not travelling far from home due to Covid. It was also a way for us to **support local musicians**.

We booked a few shows over the summer—

- **Aaron Johnson Jazz Quartet**, but then another Covid surge forced us to **shut down again**.

We opened back up in mid-October with two crowd-pleasing shows with New Orleans trumpet player **Shamarr Allen** and his band the **Underdawgs**.

We were excited to partner with **The Jazz Club of Sarasota** to bring live music back to our stage with the 4 - concert **Bridge Series**.
31 LIVE CONCERTS

17 EDUCATIONAL EVENTS

THE COVID COMEBACK

MARY GAUTHIER & JAIMEE HARRIS

MARK RUNGE GUNPOWDER ART DEMONSTRATION

15 VIRTUAL CONCERTS

TIME SAWYER

2 ART OPENINGS

"Illumination - Divine Guidance of Humanity Through the Arts" by Terrence Joyce
WSLR+Fogartyville is a founding member of the Manasota Anti-Racism Coalition and has taken stands on the need to organize against racism and promote educational equity.

WSLR+Fogartyville formed an Anti-Racism and Cultural Inclusion Task Force in January 2021 to address internal issues of inclusion, diversity, equity and access throughout our organization. Task Force recommendations were integrated into the Strategic Plan approved by the Board in September 2021. The Board approved an Inclusion, Diversity, Equity and Access Policy.

You can learn more about the steps we are taking here: https://wslr.org/idea-commitment/

We partnered with the PEACenter & the Boxser Diversity Initiative to sponsor the South Arts Southern Tour of Independent Filmmakers, sparking conversations on a number of important issues +PLUS Elevating our local non-profit partners.
INCREASE CIVIC ENGAGEMENT + COMMUNITY IMPACT
SERVE AS A VITAL CULTURAL + EDUCATIONAL RESOURCE IN THE COMMUNITY.

STRENGTHEN + SUPPORT COMMUNITY JOURNALISM THAT INCREASES PRODUCTION + DISTRIBUTION OF LOCAL INFORMATION

DEVELOP A MARKETING STRATEGY TO INCREASE AWARENESS OF WSLR+FOGARTYVILLE IN THE COMMUNITY, BUILD SUPPORT, AND ATTRACT CONTENT PRODUCERS AND VOLUNTEERS.

ENHANCE WSLR+FOGARTYVILLE’S LEADERSHIP + MANAGEMENT CAPACITIES.

MAINTAIN + DEVELOP WSLR+FOGARTYVILLE’S FACILITIES TO SUPPORT CURRENT + FUTURE ACTIVITIES.

MONITOR + ADAPT TO THE CHANGING MEDIA ENVIRONMENT

STRENGTHEN EARNED INCOME + FUNDRAISING CAPACITY TO ENSURE LONG-TERM SUSTAINABILITY

SUPPORT + EXEMPLIFY A SPIRIT OF COMMUNITY + INCLUSIVENESS IN WSLR+FOGARTYVILLE’S CULTURE + OPERATIONS

You can view more details here.