

Amplifying Awareness, Cultivating Change



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Annual Report

2019 - 2020

WSLR+FOGARTYVILLE



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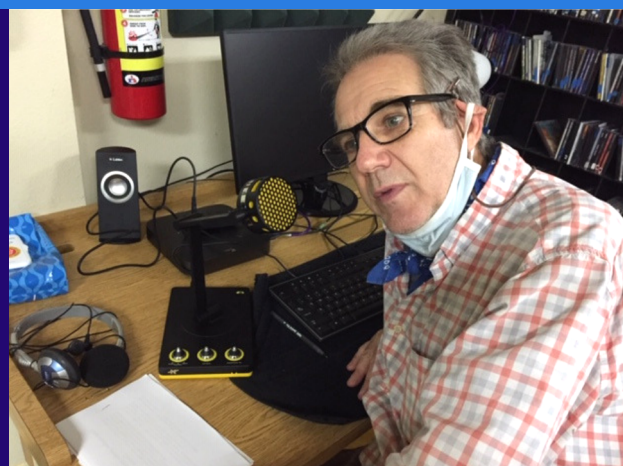
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Introduction



As 2020 draws to a close, we are all reflecting on this crazy year and everything we hold dear - our health, friends, family, community and how we interact and cherish those relationships. COVID-19 has only magnified the need for **WSLR+Fogartyville**, and the pursuit of our mission to increase civic engagement and creative expression.....and for providing a SPACE that nurtures these activities.

It has been a year like no other in generations. A worldwide pandemic has changed social, cultural and economic life in communities everywhere. Racial justice movements have pushed every sector of society to look closely at how we can do better. Community radio has faced unprecedented pressures to respond to local needs in ways we never would have guessed at the start of the year. With this report we take a look back at 2020 and re-cap **WSLR+Fogartyville's** significant events & financial performance.



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.

More than audio outlets, volunteer-based community radio stations are cultural institutions in their communities, reflecting the unique concerns and passions of the people who live there. With a system based on openness and collaboration, and diverse programming produced by volunteers and funded by listeners, community radio stations are cornerstones of participatory democracy, offering ordinary citizens the chance to exercise First Amendment rights in a mass medium and audiences the opportunity to directly support the programming that is of interest to them.

A Word from Our Chair



Thanks to all of our supporters, 2020 has been a good year for **WSLR+Fogartyville**. With your help, and with funding from the various grants we've sought and received, we're renovating our **Fogartyville** performance space to be more energy efficient and Covid compliant. Our programmers have adjusted to broadcasting remotely and returning to the studio with new safety protocols in place. Our news interns have increased the local news they report. Our public affairs programs continue to showcase local nonprofits and offer discussion of important community issues.

Of course we lost revenue due to the pandemic, but we made a lot of that back through community grants and through your generous support. We're ready to enter 2021 with new programs, a new broadcast studio, new **Fogartyville** facilities, a Board of Directors team with four excellent new members, and new dreams of what our community can be.

It has been a real pleasure to serve on the **WSLR board** for the last seven years, six of them as Board Chair. Of the many achievements over those years, the one I'm proudest of is having led the effort to purchase our building at 525 Kumquat. We're here to stay!

*Thanks again to all of you for
being a part of our family!*

Tom Walker
Retiring Board Chair

It is my privilege to be the new Chairman of the Board of **WSLR+Fogartyville**. Having been a fan of community radio for decades, I can truly say that Sarasota is lucky to have a station like **WSLR** to enrich our lives and connect us with our community. Our dedicated staff and volunteers make sure that the station is **here for us 24/7** with music, community news and discussions of local issues.

In addition to **WSLR**, we have the unique resource of **Fogartyville** - a gathering center for cultural enrichment and entertainment unlike any other in the Sarasota area.

WSLR+Fogartyville are the perfect symbiotic pair, each reflecting and complementing the other, as they provide the information and entertainment you want and need.

2020 gave us *a new reality*. COVID shut down **Fogartyville** but **WSLR** stayed on the air with local shows produced from volunteers' homes. We have slowly re-opened our studios but will continue to take all precautions to keep our people safe. While **Fogartyville** has not had a live performance since March, it has not been quiet. Our staff has installed energy-saving improvements and moved the stage to better accommodate an improved audience experience. When you return, I'm sure you will like what you see.

I look forward to working with the board, staff, volunteers and community in 2021. The road may not always be smooth but wherever our journey takes us, you can be sure that we will do our best to keep you informed, entertained and engaged.

Ed Subkis

Incoming Board Chair



MANAGEMENT TEAM

David Beaton
Annie Murphy
Arlene Sweeting

OFFICE ADMINISTRATOR

Laura Alden

BOOKKEEPER

Sydney Dehus

NEWS TEAM LEADER

Cassandra Manz - 1/10-8/20
Becca Hadwen - 9/20 -12/20



WSLR'S PROGRAMMING COMMITTEE:

l-r: David Beaton, Sharon Folta,
Alecia Harper, David Young, Jackie Horn,
& Carmela Pedicini.



2019-20

BOARD OF DIRECTORS

Tom Walker, Board Chair
Dru Greene, Vice Chair
Michele Demperio, Treasurer
Ryan Stanley, Secretary
Jenna Courtade, New College
Student Representative

Brendan Goff
Alecia Harper
Carmela Pedicini

In 2021 we welcome

NEW BOARD MEMBERS:

Brian Jones
Ethan Massa
Jennifer Rippel
Ed Subkis



Covid 19 and Being Essential

MEDIA

Is an essential service - especially in emergency situations. The WSLR team rose to the occasion serving our members and our community. We kept local programming on the air throughout the pandemic, we held virtual meetings weekly with our staff and programmers, we reached out to the arts community to offer them airtime, and we expanded our news and public affairs.

#1 LEARNING NEW SKILLS

With the lockdown in March, both programmers and staff began working remotely. Programmers set up make-shift studios at home, learned to record and edit their shows for advance scheduling.

Staff held weekly virtual trainings and programmers mentored each other to help everyone get up to speed.

WSLR kept **local** programming alive throughout the pandemic bringing you music to help keep your spirits up **PLUS** More local information to keep you informed.

#2 INCREASING NEWS & PUBLIC AFFAIRS

The coronavirus public health crisis revealed the critical role of local news outlets in covering the impact of COVID-19 on their communities.

At **WSLR Radio** we increased our news and public affairs programming to disseminate essential information from state and local government, to prevent the spread of misinformation, and to report important community stories - highlighting effects on the local economy, the work of local food pantries trying to meet a surge in demand as workers lose their jobs and incomes, and more. We added a **headline news segment** 4x daily, a ½ hour of local news every other week, and two additional hours of public affairs programming (**the Children's Hour** and **Hard Knock Radio**).

We ran PSAs around the clock informing listeners of testing sites, food pantry locations, and community response to the pandemic. We also used our social media channels to keep the community informed.



Basement Boxes host **Mike Chambers** interviews blues musician **Al Fuller** at his home studio.

Covid 19 and Being Essential



#4 NEW POLICIES

In June we implemented strict protocols at the station in order to bring programmers back live on the air and to keep everyone safe.

In October, we outfitted a second studio so programmers would not have to share the same space when setting up their shows and each studio would have down-time between use.

Art Siegel, host of 'Everything But the Kitchen Sink' happy to be live on the air in Studio B.



#3 Building a VIRTUAL Community

After the lockdown we worked hard to give programmers and supporters ways to stay connected. We implemented weekly Happy Hour calls with staff and programmers so everyone could continue to 'see' each other, ask questions, and share live events. We also used these calls to share new information with programmers and train them in new skills. The Board and all of our committees continued to meet virtually. We hosted a Virtual Volunteer call to check in with our volunteers. **Managers Dave and Arlene** began hosting "The Beat Goes On" on Tuesday morning, inviting community members on the air to share how they were coping during the pandemic.



#5 Keeping Arts Alive

Knowing that our other local art organizations would be looking for ways to connect with their audiences while not able to offer live performances – we offered them airtime at WSLR. The Asolo Rep and the Sarasota Opera took us up on the offer and you can now hear the Asolo's Engage On Air ½ hour show every Wednesday evening and the Sarasota Opera at Home every other Wednesday.



Covid 19 and Being Essential

HOW WE RESPONDED TO THE CORONA VIRUS

Due to the new reality of the coronavirus pandemic, life at **WSLR+Fogartyville** over the past year, like everywhere else, has been interesting, challenging, and quite difficult at times. We have done our best to navigate this new normal and serve our community.



#6 Supporting Local Food

When the Downtown Sarasota Farmers Market closed, **WSLR+Fogartyville** became the drive-by pickup point for **Worden Farms CSA Customers** in North Sarasota.

#7 CELEBRATING SCF GRADUATES

When the **State College of Florida** couldn't conduct graduation in person, we helped them do it on-air!

We got hundreds of text messages and phone calls from families wanting to offer congratulations to their loved ones. It went so well in the summer, we also hosted their Winter Graduation on-air.



#8

Community Partners

We work with many local organizations to help them share information with the community through Public Service Announcements, on air interviews, our Critical Times Activist calendar, Activist Tuesdays and special events. We have also become a home for the Sarasota Folk Club and the Sarasota Jazz Club, who both host concerts at Fogartyville.

Sarasota Folk Club



Mindy Simmons and Lisa Bohn perform at the Folk Club's Holiday of Song.

The Bridge Jazz Concert Series



Hot Club of SRQ

THE jazz club OF SARASOTASM

Upcoming Bridge Series Line Up

THURSDAY JANUARY 14, 2021

ARIELLE

THE JOHNNIE BARKER PROJECT

THURSDAY FEBRUARY 18, 2021

HOT CLUB SRQ

BERIMBAU

THURSDAY MARCH 18, 2021

MICHAEL ROSS TRIO W/FRED JOHNSON

TBD

THURSDAY APRIL 15, 2021

GUMBI ORTIZ AND NEW GROOVE CITY

SYNIA CARROLL

2020 got off to a great start at **Fogartyville** as we enjoyed music from the following performers from January - March:

Payadora, Kevin So, Blue-Eyed Bettys, Synia Carroll, Emi Sunshine and the Rain, Roy Book Binder, Appalachian Road Show, Fwuit, Rebekah Pulley, Beth McKee, Totin 'Arara' Agosto y La Liga Rumbera, David Jacob-Strain w/Bob Beach, Missy Anderson, The Bailsmen, Laila Biali, Gina Chavez, Runa, Joe Crookston, Trout Fishing in America, Tracy Grammar & Jim Henry, and Steve Forbert.

FOGARTYVILLE

Community Media and Arts Center



Emi Sunshine and the Rain



Gina Chavez rocked the house!



Payadora Tango Ensemble



In mid-March, **Fogartyville** closed due to the pandemic, but we weren't idle. As part of the

Partners for Green Places initiative, we

installed energy efficient lighting, programmable thermostats, metered faucets, and new insulated garage doors.

The stage was moved to the North wall allowing outdoor audiences to have better viewing of performers.

Lights, sound, and curtains are all in the process of being re-installed for 2021 events.

SHUT



DOWN

Our Volunteers

Volunteers are the heart and soul of **WSLR+Fogartyville**. The people behind the scenes and on the air at **WSLR+Fogartyville** are your talented friends and neighbors. Volunteers create 70 hours of locally-produced broadcast programming every week and help us staff all of our events at **Fogartyville**. They strive to inform, entertain, and in their own way bring this community together. Their jobs include being on air-talent, producing news and PSAs, fundraising, engineering, IT, legal, staffing events, and construction and maintenance of the facility at 525 Kumquat Court.



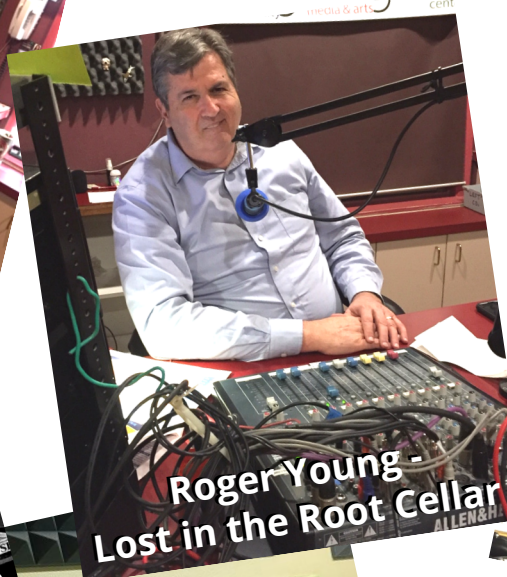


WSLR PROGRAMMERS



HERE'S A SHOUT OUT TO THE TREMENDOUS
VOLUNTEERS THAT BRING YOU THE PROGRAMS
YOU LOVE ON WSLR!

Cathy Antunes, Elissa Bello, Donna Bergman, Mark Binder, Ellie Bullen, Rachel Callari, Perette Cannady, Michael Chambers, Marco Ciceron, Bob Connors, Matthew Dakan, Joseph Daniels, Tom Darby, Rob Demperio, John Dickman, Stuart Donner, John Englander, Bill Ewell, Sharon Folta, Ed Foster, Sven Frackelton, Phil Gambutti, Peter Gentile, April Glasco, Sean Green, Mark Gruder, Beth Hammer, Alecia Harper, John Haupt, James Hawkins, Barbara Huntoon, Brian Jones, Ishmael Katz, John Kennedy, Dana King, Mark Kracker, Lauren Lobeck, Lew Lorini, Cassie Manz, Andy Mele, Pat Monahan, Juan Montenegro, Steve Norris, Carlos Pagan, Dave Pedersen, Eustace Peets, Bob Peters, Frankie Piniero, George 'Dadeeo' Pochos, Salima Rael, Mary Robertson, Luke Rosebaro, Carol Rosenbaum, Susan Runyan, Sal Serbin, Art Siegel, Sheila Siegel, Betty Silberman, Ted Sipes, Chris Skelton, Ryan Stanley, Bill Stoner, Elliot Tuchfeld, Mark Markus, Mariano Vera, Tom Walker, Brad Weinstock, Vin Whitman, Richard Willecke, Russ Yodice, Roger Young, David Young, Mark Zampella



WSLR NEWS TEAM

Dedicated hardworking interns and staff

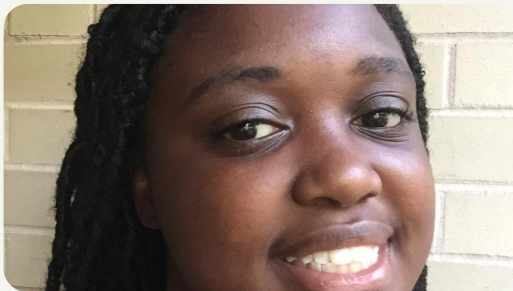
2019-2020



Becca Hadwen
Critical Times
Team Leader/Producer



Omar Guerrero
NCF Intern

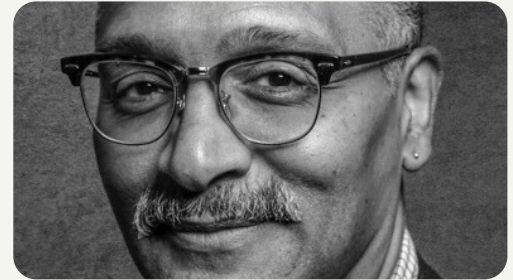


Danielle Campbell
Sarasota Arts & Humanities
Mellon Intern



Phil Mikus
Volunteer
Weekend News Briefs

Community media is a place for ideas and for learning. It is an inclusive platform for otherwise unheard voices and for expanding our understanding of each other. At WSLR+Fogartyville, we are not afraid of difficult issues. We offer content that provides hope and challenges perspectives. As a homegrown radio station, we highlight local people, local events, and local news and information. With your support, WSLR is training the next generation of journalists through our news internship program.



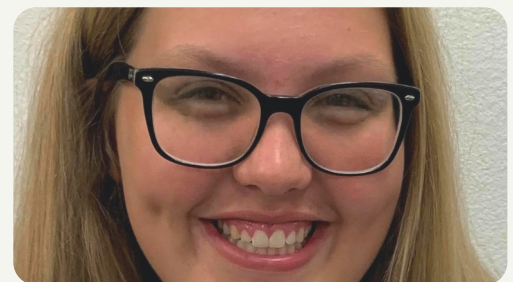
Brian Jones
Volunteer Headline News



Jacob Wentz
Covid Community
Reporter/Producer
Funded by the COVID-19 Response Initiative of
**Gulf Coast Community Foundation and
Charles & Margery Barancik Foundation**



Calvin Wren
USF InternNews
Headlines & Internal
Communications



Allison Housh
High School Intern

RACIAL JUSTICE

Informed by our core values, **WSLR+Fogartyville** has re-committed to walking the walk related to equity and inclusion.

WSLR+Fogartyville is a founding member of the **Manasota Anti-Racism Coalition** and issued a joint statement on the '[Urgent Need to Organize Against Racism and White Supremacy](#)' following the death of George Floyd. We sponsored an African American takeover day at the radio station on June 6 and participated in a nationwide commemoration of the death of Breonna Taylor on August 13.

Working with the **Anti-Racism Coalition**, **WSLR+Fogartyville** also signed-on to a letter calling on the Sarasota School Superintendent and School Board to take specific actions to undo racism in our schools.

We continue to examine our organization and challenge the status quo in order to combat racism in our structures, policies, and practices. It is our responsibility to do so, both as an organization which serves as a space for local students to become engaged in media, and as a media outlet which serves the greater Sarasota community.

WSLR+Fogartyville stands allied with the **Movement for Black Lives**. We believe the voices of Black, Indigenous, and people of color **MUST BE HEARD**.

We are here, ready to listen & support.



photos by **Allan Mestel**

Finances\$

THE GOOD

We received \$21,800 in
PPP funding



Paycheck Protection Program



We cancelled 19 concerts,
(devastating to the soul)

and still have not re-opened Fogartyville.

NET INCOME DOWN \$20,000

THE UGLY

Our ticketing company **Brown Paper Tickets** stopped
payment on several checks and refused to issue refunds
to patrons. They still owe us \$18,461.59.

We have signed onto a lawsuit against them.



The Community Foundation
of Sarasota County

— 2020 —
**GIVING
CHALLENGE**

Be The One

THE BEST NEWS

The community showed up and helped us
have our **most successful fund drive ever** in
conjunction with the **Giving Challenge**
in April 2020.

630 Total Donors

of New Donors: **264**

Second Place for Medium Organizations

\$47,026 Raised from Donors

\$40,801 Match

\$15,545 Raised outside Giving Challenge

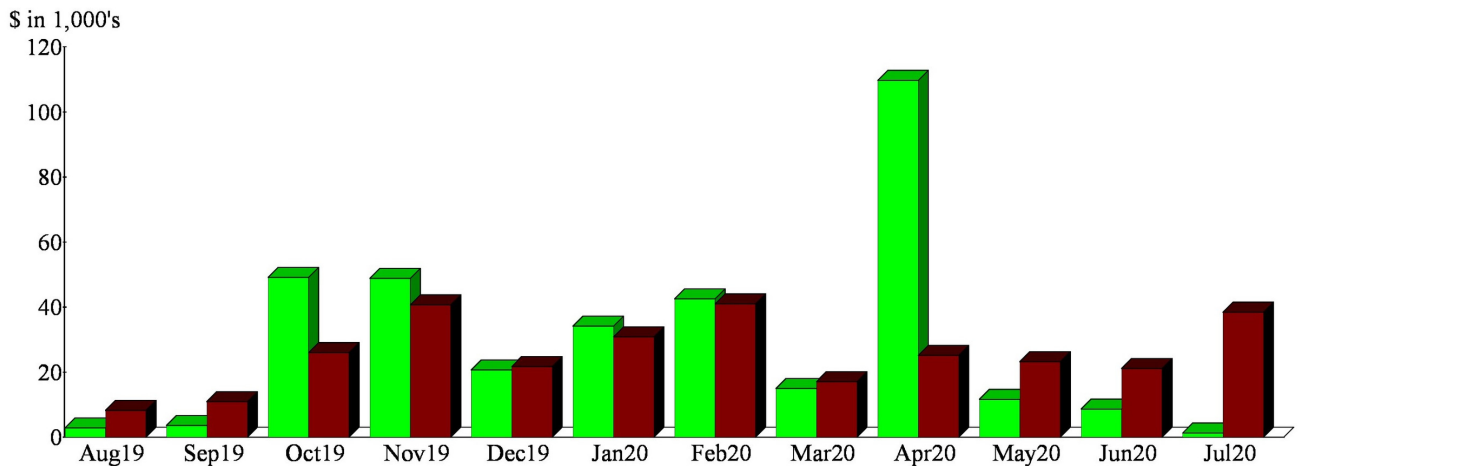
\$3,100 Prizes and Bonuses

Total Raised:
\$106,472

Finance\$

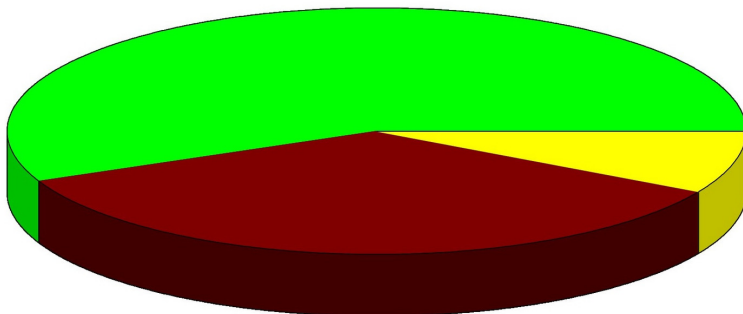
The graphs below reflect our Fiscal Year which runs from August 1 to July 31.

Income and Expense by Month
August 2019 through July 2020



Income Summary
August 2019 through July 2020

4000 · Dues, Contributions, Other Income	56.72%
4500 · FOG & Community Programs	35.26
4300 · Grants	8.03
Total	\$348,134.14

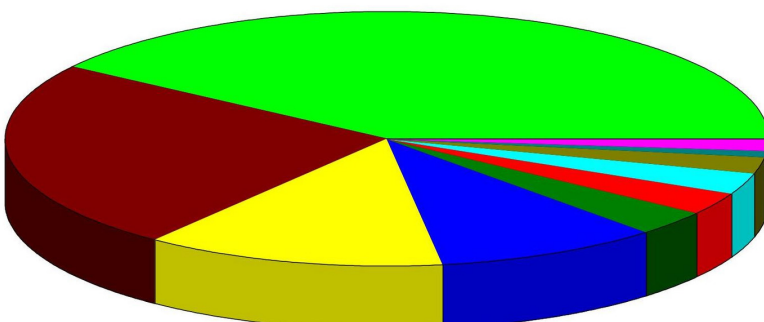


Income

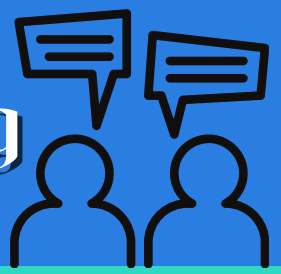
Expenses

Expense Summary
August 2019 through July 2020

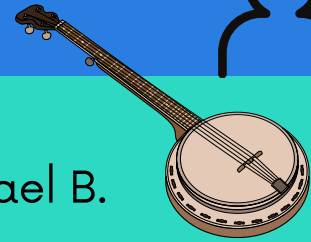
5100 · Compensation expense	40.43%
5090 · Fogartyville & Community COGS	24.25
7000 · G&A Expenses	12.86
8000 · Grant Specific Expenses	9.70
5000 · Broadcast expenses	3.22
9000 · Building Expenses	2.91
8020 · Fund Drive	2.76
7090 · Marketing Expenses	2.19
5200 · Accounting/Legal/Professional	0.93
6000 · Board Meetings Or Conferences	0.75
Total	\$304,589.18



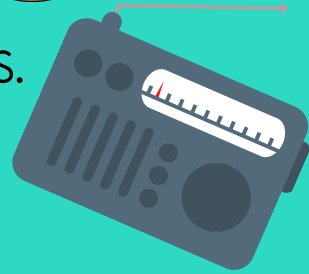
What Supporters are Saying



You are a force of good. - Michael B.



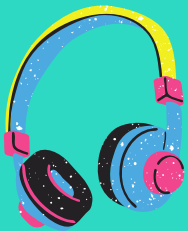
So happy with the on-air programming. - Brad S.



Happy to help your great station
and just as importantly a hub of community
awareness and activism. - Bob D.



You provide a much needed service to our community.
- Stephanie A.



Thanks for the magic of WSLR
during pandemic 2020. - D.F.



Really appreciate all that you do and who you are.
Greatest group of people I know.
Keep up the good work. - Rhana B.



We didn't know how lucky we were
to have terrific community radio until we visited
many places in America that don't have it. - Gene J.



Hope the concerts start soon.
-Ira C. (We do too!)

Thanks so much for all you do
to make our community
a great place to be. - Karen F.



We've been fans for the past 15 years!
Keep up the good work. - Dave L.



ACKNOWLEDGEMENTS

Special Thanks to the following:

Pam Callender - Art Curator & Landscaping
Roger Dehus - IT Advisor
Rob Demperio & Peter Gentile - Graphic Design
John Kennedy - Stage Assistant
Patty Kinder - Our Data Queen
Chris Rouse - Handyman Extraordinaire
Mark Zampella - Critical Times Layout

Our Regular Critical Times Contributors:

Cathy Antunes, Andy Blanch,
Rebecca Brey/Transition Sarasota, Diane Desenberg,
Cat Dillard, Jana Hoefling, Carol Lerner,
Florida Veterans for Common Sense,
Kindra Muntz, Tracie Troxler

Thanks to our 2020 Underwriters:

Ben & Jerrys
Charlie's Steak & Hoagie
GoTonight
Jessica's Picture Framing
Leaf & Lentil
NDC Carpentry
Old Packinghouse Cafe
P-Man's Classic Cycle Paint
Retallick Financial
Rocketman
SheCar Inc.
Suncoast Florist

If your business is interested in underwriting
on **WSLR**, please contact **Annie Murphy** at
annie@wslr.org.

We thank you for your
continued support of
our programs.

WSLR+Fogartyville Advisory Council

George Augustine
Tom Carabasi
Matt DeSear
Larry Eger
Carolyn Fitzpatrick
Debra Flynt-Garrett
Shannon Fortner
Susan Grundy
Ann Hankinson
Kelsey Hunt-Dolan
Dru Jones
Heather Kirkendall
Gary Leatherman
Leonardo Lunardi
Julie Morris
Lou Murray
Anand Pallegar
Dennis Plews
Pete Tannen
Darcy Young
Stan Zimmerman

*Thank
you!*

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