

# ANNUAL REPORT 2022



**WSLR+FOGARTYVILLE  
SARASOTA, FL**



## 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.

## VISION

To ensure a just, inclusive community through media and arts.

## OVERVIEW

2022 was an exciting year for WSLR. For starters we hired our first full-time Station Manager, we celebrated the completion of our patio renovations, and we got back to a full season of events at Fogartyville!

## 2022 Board of Directors

Ed Subkis, **Chair**

Dru Greene, **Vice Chair**

Jennifer Rippel, **Treasurer**

Brian Jones, **Secretary**

Sophia Brown

David Brain

Alecia Harper

Ethan Massa

Stan Zimmerman

In 2023 we welcome

**NEW BOARD MEMBERS**

Sharon Folta & Paul Scire



Board Member **Brian Jones** welcomes audience members to **Fogartyville**.

Friends,

2022 was a year of **significant change and growth** for WSLR.

We hired our **first full-time Station Manager**, brought on a **new office manager and news coordinator**, celebrated the **completion** of our **patio renovations**, and got back to a **full season** of events at Fogartyville.



Over the past 12 months, our team has worked hard to bring you **the local information you need** to stay informed, to **inspire music and arts**, and to give you a deeper look into some of the issues of concern right here in Sarasota in the way only public media can. We stayed on the air throughout Hurricane Ian, **providing essential information** to our listeners. We joined the **Community News Collaborative** (CNC) funded by the Barancik Foundation to help increase local coverage of important topics that affect our community. (We should start to see the fruits of this partnership in 2023.) WSLR also partnered with **New College of Florida** and **Solmart Media** to expand the community journalism internship opportunities we offer to local college students.

Fogartyville presented over **50 live music concerts**, hosted local art exhibits, kicked off our first **Spoken Word series**, and partnered with numerous community groups to sponsor events. WSLR was a screening partner for the **South Arts Southern Tour of Independent Filmmakers** hosting screenings and conversations with US-based documentary filmmakers around important stories and the art of filmmaking.

Whether it is local journalism, live events, music discovery, or grassroots activism, WSLR+Fogartyville provide a space where people can come together and **engage in the life of our community**. We are thrilled to be part of an organization that enriches civic life, lifts spirits, and values the participation of everyone who cares enough to be part of it.

Thank you to all of the individuals, local businesses and foundations that have supported our work and have helped to build this organization. As my partner often says, “The most important word in ‘community radio’ isn’t radio, **it’s community**” and you all are what makes this place so special.

Your in community,

A handwritten signature in purple ink, likely belonging to Arlene Sweeting.

Arlene Sweeting  
Founder & General Manager





# WSLR by the Numbers:

**1031**

Active members  
(as of 12/31/22)

**219**

Sustaining Members  
(as of 12/31/22)

**38,975**

Unique users at WSLR.org  
(1/1/22-12/31/22)

**5776**

Followers on WSLR Facebook

**10,000**

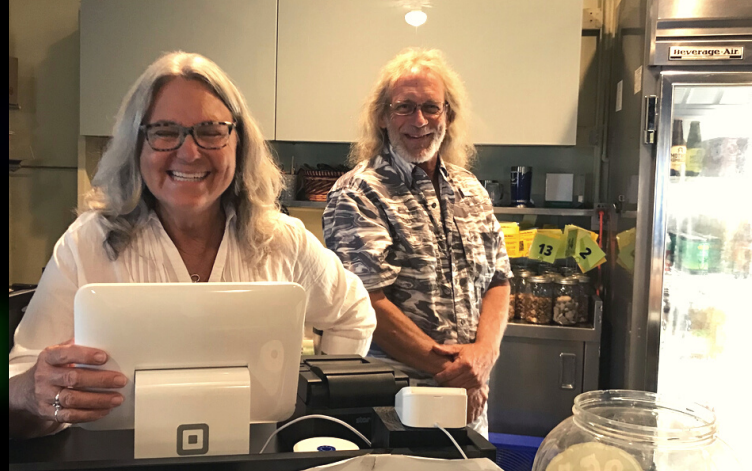
Weekly listeners  
(Nielsen Spring 2022)

**3169**

Active e-newsletter  
subscribers  
(as of 12/31/22)

**\$334,392**

Mortgage Balance  
(as of 12/31/22)





# Staffing Changes

In June, we were very excited to welcome

## Jesse Coleman

as our first full-time Station Manager.



Management Team Member **Annie Murphy** helped train Jesse, then left **WSLR** to focus more on her *Yoga and Massage Therapy* business. Annie served on the Management Team for 7+ years and was also a host on *From the Mountains and Beyond*.



In August, we bid farewell to Office Manager **Lev Siegel** as he travelled to Scotland to attend graduate school in Theater.

To take his place we welcomed the talented **Kathleen Murray** to our Team.



**Onyx Hadwen**, our part-time News Coordinator, graduated from New College and took a position with our friends at the **MultiCultural Health Institute** while continuing to assist the News Team with training, and updates to the website and social media. Onyx started with **WSLR** as an intern, was promoted to News Coordinator, and did a great job leading our News Team through Covid virtually.



*Onyx helps Peter transition into the News Coordinator position.*

**Peter Gentile**, an experienced newspaper writer and editor, assumed the position of *News Coordinator* in August and has done a great job working with the interns to produce our local news show the **Critical Times**.





# Programming

*WSLR brings a host of diverse viewpoints and musical styles with our 100 Watt transmitter, reaching an audience of 10,000 listeners per week. Showcasing a range of musical content and engaging public affairs, **WSLR** aims to represent the voices in our community that commercial radio ignores.*

- **80 Hours of LOCAL Programming Every Week**
- **55 Volunteer Programmers on the WSLR Roster**
- **7 Locally-Produced Public Affairs Programs**
- **44 Locally-Produced Music Programs**
- **3 WSLR- Produced programs are syndicated nationally on the Pacifica Network**

## NEW SHOWS IN 2022

***Old Folk and American Festival***  
Tom Dooley

***Community Conversations with Mel***  
Melanie Lavender

***Discovery Road***  
Lousie Coogan

***Corduroy***  
Sebatien Wegeng

***The In Between***  
Jay Ackerman

***ArtBeat***  
Kathleen Murray

***Longboat Luau***  
The Ho-dad





# WSLR News Team



We bid farewell to **Omar Guerrero** this year. Omar started as an intern in the Fall of 2020 and transitioned to a part-time staff member in 2021. He accepted a full-time job in Miami in the Spring of 2022.



News interns **Josh Epstein** and **Nickolas Steinig**.

Through grant funding provided by the **Mellon Foundation's Higher Education and Scholarship in the Humanities Program** and with the sponsorship of **Dr. Sarah Hernandez**, WSLR was able to provide 5 *News internships* in 2022. Students participating in the Radio News Tutorial were **Basil Pursley**, **Rhiannon Hanlon**, **Joshua Epstein**, **Nickolas Steinig** and **Jesus Arenas**.

Generous support from the **Olson Foundation** allows us to retain interns when they have completed their semester as a **Mellon intern**. We have also been able to hire Communications Interns to work in the office (**Lee Collings** and **Jude Zelznak**).



Our community volunteer contributors allow us to expand our local coverage and produce daily news briefs. Thanks to **Bernadette Nwokeji**, **Ivy Autman**, **Diana Dobos**, **Vana Prewitt**, **John Finnegan** for their participation.



We renewed our relationship with **Pine View High School** hosting a student for a full-year externship that began in the Fall. During the year, **Simon Valek** will get to experience a 360 degree view of our organization.



In addition to our volunteer programmers, we have numerous volunteers that help at **Fogartyville**, in the office, and with landscaping and maintenance tasks.



**Fogartyville** staff and volunteers - **Annie, Joya, Lisa, Ben and William** - show their support for ending gun violence by wearing orange in June.



**Calvin and Juniper** help out during an outdoor work day.

# WE LOVE OUR VOLUNTEERS!



**Beth Sullivan & Teri Rivera** staffing the bar at **Fogartyville**.



**Mark Kracker** is indispensable, always lending a helping hand, and he puts on a pretty good fish fry too!



You will frequently find **Juan & Claire Montenegro** at the **Farmers Market** helping to spread the word about **WSLR**.



**Terry Binder, John Saraniero & Terri Schubel** help out during the **Fall Membership Drive**.





BENNETT, LANE & WALKER — STEVE FORBERT — RENESITO AVICH  
DAVID WILCOX — SETH WALKER — STUMBLE CREEK AND WANDERING  
HOURS — OSHIMA BROTHERS — SUSAN WERNER — MURIEL ANDERSON  
CHRIS DINGMAN TRIO — ARIELLA — AL FULLER AND JOHN LONG  
JAKE BLOUNT QUARTET — JORGE LUIS PACHECO

PETER ASHER  
TODD ALBRIGHT  
CHRISTIE LENE



VINAY DESAI  
WALTER PARKS  
JORDAN TICE  
TONY MONACO  
THE BAILSMEN  
GRANT PEEPLES

GOOD MORNING BEDLAM ALASDAIR

FRASER & NATALIE HAAS

REV. BILLY C WIRTZ

DENISE WALKER QUARTET

CALLIE CHAPPELL & THE WHOLE BAND

LAUREN HENDERSON — SUITCASE FULL

OF BLUES — DIEGO FIGUEIREDO

SHAMARR ALLEN & THE UNDERDAWGS

THE BLACK FEATHERS

VERY MERRY JERRY DAY

# 51 Concerts

JOE CROOKSTON — THE SLAMBOVIAN CIRCUS OF DREAMS

DAVID JACOBS — STRAIN + BOB BEACH — ABHIK MUKHERJEE & SHANKH LAHIRI

— LANEY JONES AND THE SPIRITS — SETH GLIER WITH REED SOUTHERLAND

JASON CARTER & BROWNYN KEITH — HYNES

THE JONI PROJECT — MAURICIO LATIN JAZZ BAND — GRANT PEEPLES &

PASSERINE — ROY BOOKBINDER — RESONANT ROGUES





# Spoken Word & Film



Performers from our first Spoken Word event in February 2022.

With the generous support of the **Gulf Coast Community Foundation** we were able to offer our first **Spoken Word series** hosted by local Spoken Word artist **Melanie Lavender** (now a WSLR programmer!).

## We Hosted the UN Women's Film Festival Award Ceremony

and celebrated the inclusion of **Sharon Folta's** film *"Little Satchmo."* After living for more than five decades with the secret of her paternity, Sharon shares what it was like to grow up as the 'secret' child of **Louis Armstrong**.



Sharon and Howard Folta with Film Producer Lea Umberger.

*Panel discussion following the film "My Name is Pauli Murray".*



We continued our partnership with South Arts as a screening partner for the **Southern Tour of Independent Filmmakers**, screening 8 films in 2022.

## SOUTHERN CIRCUIT TOUR OF INDEPENDENT FILMMAKERS

**Jonah Ray**, host of the *'Saturday Morning Gospel Beat'* moderated a discussion with **Angela Kent** following the screening of *"Stay Prayed Up"*, part of the Southern Tour of Independent Filmmakers 2022-23 season.





From this...



With the generous support of the **Selby Foundation** and supporters that purchased engraved bricks, we were able to transform our patio into a more functional, aesthetically pleasing space.



...to this!

Hundreds turned out for our **Party on the Patio** in October to help us celebrate!





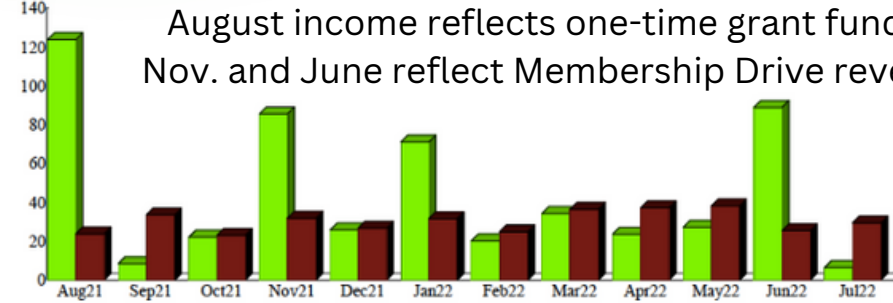
# Money Matters

**FY 2021-2022**

Income and Expense by Month  
August 2021 through July 2022

Income  
Expense

\$ in 1,000's

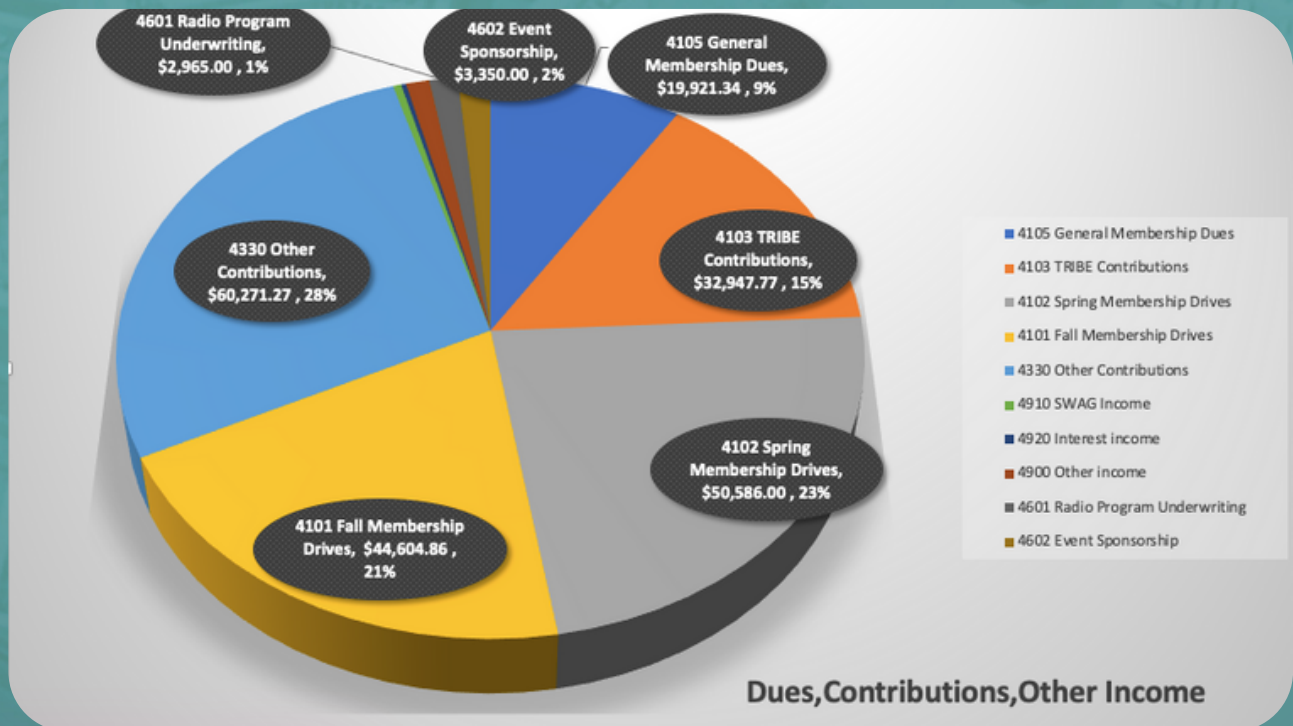


Income Summary  
August 2021 through July 2022

4000 - Dues, Contributions, Other Income	43.07%
4300 - Grants	34.07
4500 - FOG & Community Programs	22.86
Total	\$539,458.96



## Membership, Contributions & Other Income Breakdown



**GOAL**  
Getters

**Thanks to STRONG  
community support, we exceeded  
goals for our Spring & Fall  
Membership Drives!**





CONNECT, COLLABORATE,  
COME TOGETHER

NOON TO NOON 12-26 - 27  
VISIT GIVINGCHALLENGE.ORG



We raised **\$37,848.50**  
from the community during the 24 hour  
**GIVING CHALLENGE**  
receiving **second place** for  
medium organizations and a **MATCH** of  
**\$33,268.50!**



  
**Sarasota County**  
**Tourist Development Tax**  
Paid for in part by Sarasota County

We received funding from the  
**State of Florida** and **Sarasota County**  
to support Music and Arts  
programming at **Fogartyville**.

**New College**  
THE HONORS COLLEGE of Florida

In partnership with  
**New College of Florida**,  
the **Mellon Foundation** funded  
community Journalism Internships  
for **local students**.



Basil Pursley  
News Intern



Jude Zelznak  
Communications Intern

CHARLES & MARGERY  
**BARANCIK**  
FOUNDATION

**C** COMMUNITY  
NEWS  
COLLABORATIVE

WSLR became a media partner in the **Community Media Collaborative** funded by the **Barancik Foundation**. You should see the results of this partnership in the coming year.

**The Olson Family Foundation**  
continued their generous support of  
our internship programs.



# What Supporters are Saying...

My husband and I became snowbirds last year and couldn't have been more thrilled to discover this wonderful community diamond just around the corner. You were my first radio pre-set in the car. The concerts we saw were amazing and the people, the vibe, the mission, all just the tribe we seek. - **Chris S.**

A hub of authentic culture in our rapidly changing/growing town.  
- **Michael S.**

THE BEST listening room in the Bradenton/Sarasota area!  
- **Rolland S.**

I appreciate how you are involving the community. I love the jazz events but community building is most important. - **Lurline A.**

Best institution in town! Simply indispensable. - **Andy B.**

Love local radio, love WSLR, love the events.  
Keep up the good work! - **Chris B.**

BEST venue for music, film, and great community. - **Joe Z.**

You are doing great work & are a true asset to the community.  
- **Terry B.**

WSLR is the heart of democracy, art and music in Sarasota County. I cherish this "island" of democratic ideals and freedom.  
- **Rebecca L.**

WSLR and Fogartyville are essential to a healthy, happy, connected, and well-informed community! - **Sara S.**

WSLR Rules! Best music and public affairs shows on a local station.  
- **Sheila S.**

I appreciate how you are involving the community.  
- **Lurline A.**

Love that it's non-commercial, peace-loving, varied radio.  
- **Andy S.**

Thank you for years of community radio and awesome events!  
- **Ronni B.**

Thank you so much for presenting LOCAL news!  
- **Christine J.**

Been coming for years. Far and away my favorite music venue.  
- **Donald B.**

Tremendous asset for our community. - **Lore K.**

The shows at Fogartyville are tremendous!  
Please keep them coming +keep up the good work on peace education and social justice!! - **Rus R.**







In April we celebrated Birthdays with two of our stalwart supporters,

**WSLR Ambassador**  
***Francis Scheuer***  
and

George "Dadeo" Pochos,  
host of

**DADEEO'S**  
**COLLECTORS CORNER.**



***Gone but not forgotten.***  
***We celebrate and remember***

We miss Longtime programmer

**SAL 'WHITEHORSE' SERBIN,**  
host of **Indigenous Sounds.**

Sal, an Assiniboine Sioux,  
was an activist for indigenous  
rights and brought many native  
voices to our airwaves.



**our video and  
livestream engineer.**  
**NATHAN PAISIE**

- his creativity, his sense of humor,  
his genuine goodness.

***We miss you Nathan!***

**7/9/94 – 11/26/22**

