



# Annual Report

Dear WWFM Member,

We are pleased to present you with our first-ever WWFM Annual Report.

Our hope is that it will help you learn about our mission, our methods, and our goals. We have written it in the belief that honesty and transparency will strengthen the bond between you and us.

The year ahead promises to be one of great possibilities, as well as one of never-ending challenges. We look forward to facing them with you as our ally.

Thank you for your support!

Peter Fretwell  
General Manager

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## ANNUAL REPORT

2009-2010

# *M*ESSAGE FROM THE PRESIDENT

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It is my pleasure to congratulate the staff of WWFM for a very successful year, and to thank our supporters for making this important station a top priority.

Mercer County Community College takes pride in hosting this 24-hour-a-day classical music station – the only one in New Jersey. WWFM keeps the world's greatest music alive for our generation.

I am especially pleased that WWFM provides our community with historical perspectives on music, and educates us about world-class composers and performers.

This year at WWFM we reached our most ambitious fundraising goal ever, and redefined our fundraising pledge drives to bring the music front and center.

WWFM expanded its HD classical and jazz signal, using the latest technology to deliver great music to listeners how and when it is convenient for them.

We established further ties with performing ensembles and venues to lay the foundation for our "Celebrating Our Musical Community" series, starting with monthly broadcasts of concerts from the archives of the Institute for Advanced Study.

The excitement generated this year by WWFM has been remarkable indeed, and all of us at Mercer County Community College are appreciative of the support the station receives from the community. This is your station, and it's only through your support that it will continue.

Sincerely,



President  
Mercer County Community College

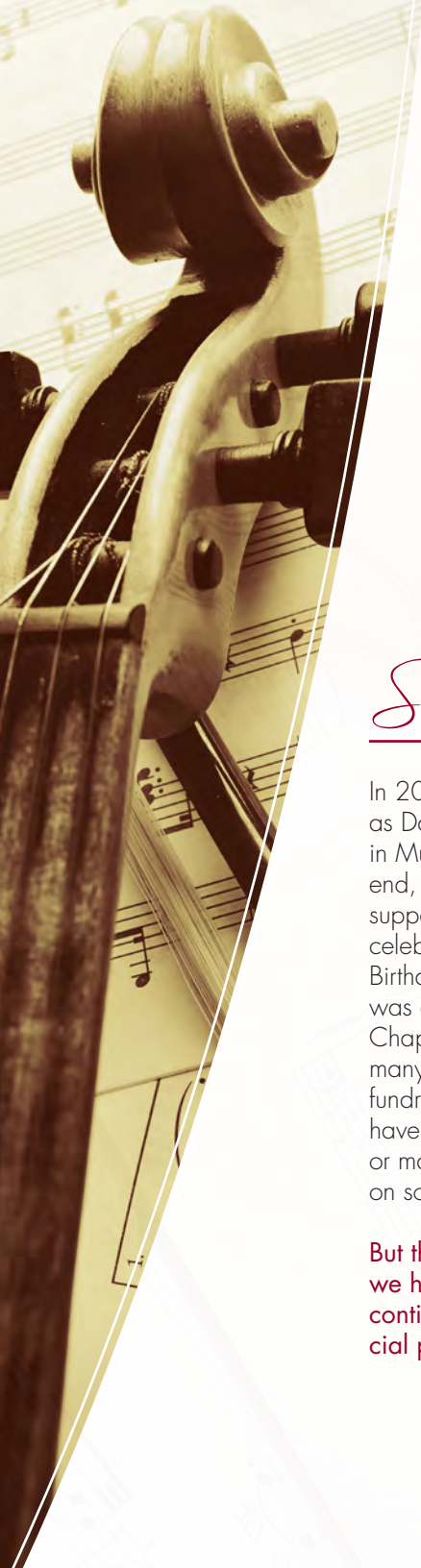
# A NEW MISSION

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The mere fact that we have survived as the region's only 24/7 classical music station is a testament to the dedication and appreciation of our listeners. Many of you have told us that classical music is a major force in your lives, an invaluable pillar of our society. If we lose it, we lose a part of who we are and what we can achieve as human beings. With this in mind, The Classical Network has chosen not simply to send classic masterpieces out over the airwaves, but to take an active role in fostering and spreading the enjoyment and appreciation of classical music, and supporting others in our community who share our vision. If we don't meet our financial goals, yes, we stop the music, turn out the lights and go home – but we also deprive our community of a reliable and intelligent source of classical music enjoyment and education. In a world where classical music has all but disappeared from schools and television broadcasts, The Classical Network wants to ensure that we – and the greatest music of yesterday and today – are around for generations to come.



*David Osenberg and Glenn Smith discuss programming.*



## SPECIAL PROGRAMMING DAYS

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In 2009-2010, we brought you such varied themes as Day of the Dance, Film Music, and Shakespeare in Music. We held our first-ever Opera Gala Weekend, encouraging our opera-loving fans to show their support for this grand art form. In addition to birthday celebrations for Beethoven and Mozart, our Bach Birthday drive received unprecedented support – and was capped by a special organ concert in Miller Chapel at Princeton Seminary, where we welcomed many of you as our guests. And our “Warhorses” fundraiser underscored what tremendous support we have among our listeners, as many joined, renewed or made additional gifts to ensure we ended the year on sound financial footing.

**But the challenges never end. As we move ahead, we hope that you, our listeners and members, will continue to draw great enjoyment from these special programming days and show us your support.**

## *C*ELEBRATING OUR MUSICAL COMMUNITY

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The Classical Network recognizes the rich and diverse range of performing ensembles and musicians residing in our region. In the Fall of 2007, we offered our first “Celebrating Our Musical Community” CD, which featured performances by many of these well-regarded performers. In the fall of 2009 we began broadcasting concerts from the archives of the Institute for Advanced Study in Princeton. And in the Spring we featured a live broadcast of The Princeton Festival’s production of Handel’s Ariodante. These efforts expanded in our current fiscal year into our weekly “Celebrating Our Musical Community” concert broadcast, showcasing our many talented regional performing groups and musicians.



Our dedicated hosts at JazzOn2 continued to bring jazz 24/7 to the Trenton area, and with our expansion of our HD2 capabilities, to our listeners in Cape May. Our vision is for JazzOn2 to be a voice for Trenton’s jazz heritage...and a way for Mercer County Community College to encourage students to do two things: stay in school and stick with music. Many teens play in a jazz band in high school, then put away their instrument and leave behind the creation of music for the rest of their lives. By providing positive role models – successful adults from music, academia, and other professional positions – we aim to encourage the students to stick with education and to stick with music.

On September 27, 2009, JazzOn2 celebrated its one-year broadcast anniversary with a jazz showcase featuring several of our jazz hosts who are also professional musicians.

*Bill Zagorski and Alice Weiss  
at our Bach Organ Concert*

**OPERATING REVENUE**

	<b>2010</b>	<b>2009</b>
CPB Grants	\$155,470	\$155,891
Underwriting Revenues	\$33,367	\$48,796
Tower Revenue	\$127,263	\$128,722
Foundation	\$26,726	\$10,972
Listeners' Donations	\$745,230	\$572,976
In-Kind Contributions	\$54,842	\$52,466
Institutional and Administrative College Support	\$625,625	\$638,017
<b>Total Operating Revenues</b>	<b>\$1,768,522</b>	<b>\$1,607,840</b>

**OPERATING EXPENSES**

	<b>2010</b>	<b>2009</b>
Program Services		
• Programming and Production	\$156,354	\$161,458
• Broadcasting	\$729,226	\$607,240
• Programming Information	\$13,790	\$11,878
• Depreciation	\$43,181	\$45,064
Administrative	\$795,304	\$732,145
Fundraising	\$73,848	\$78,988
<b>Total Operating Expenses</b>	<b>\$1,811,703</b>	<b>\$1,636,773</b>

Peter Fretwell and  
Ross Amico during  
our "Moscow to Main  
Street" Pledge Drive



## *N*EW PROGRAMS & NEW FACES

At The Classical Network, we never stop looking for innovative and quality programming. In winter 2010 we unveiled our *Sunday Opera* feature, introducing veteran opera commentator and host Thor Eckert as host for our exclusive broadcasts of opera productions from the famed La Scala opera house in Milan, Italy. In June we introduced *The Piano Matters*, a program of comparative piano performances hosted by pianist, author and Juilliard professor David Dubal.

## *N*EW PROGRAMMING IN 2010-11

With your support, we have continued to expand our programming, introducing *Picture Perfect: Music from the Movies*, hosted by Ross Amico and other WWFM hosts; chamber music with Carl Hemmingsen on *Indivisible By 4*; and *The Spanish Hour* with Candice Agree, with plans to add a Spanish-language webcast version. We are also excited by our latest geographic expansion – with the addition of HD broadcasts to the greater Philadelphia and New York regions – that will bring us within reach of more potential listeners than any other classical station in the country.



Community 2010

All of this would have been  
impossible without **YOU!**

From all of us at WWFM –  
A heartfelt **'Thank You'**  
for your ongoing support!

WWFM – 89.1 Trenton/Princeton, NJ **HD**

WWNJ – 91.1 Toms River, NJ

WWCJ – 89.1 Cape May, NJ **HD**

WWPJ – 89.5 Pen Argyl, PA **HD**

New York – 89.9 **HD2**

Philadelphia – 89.5 **HD2**



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