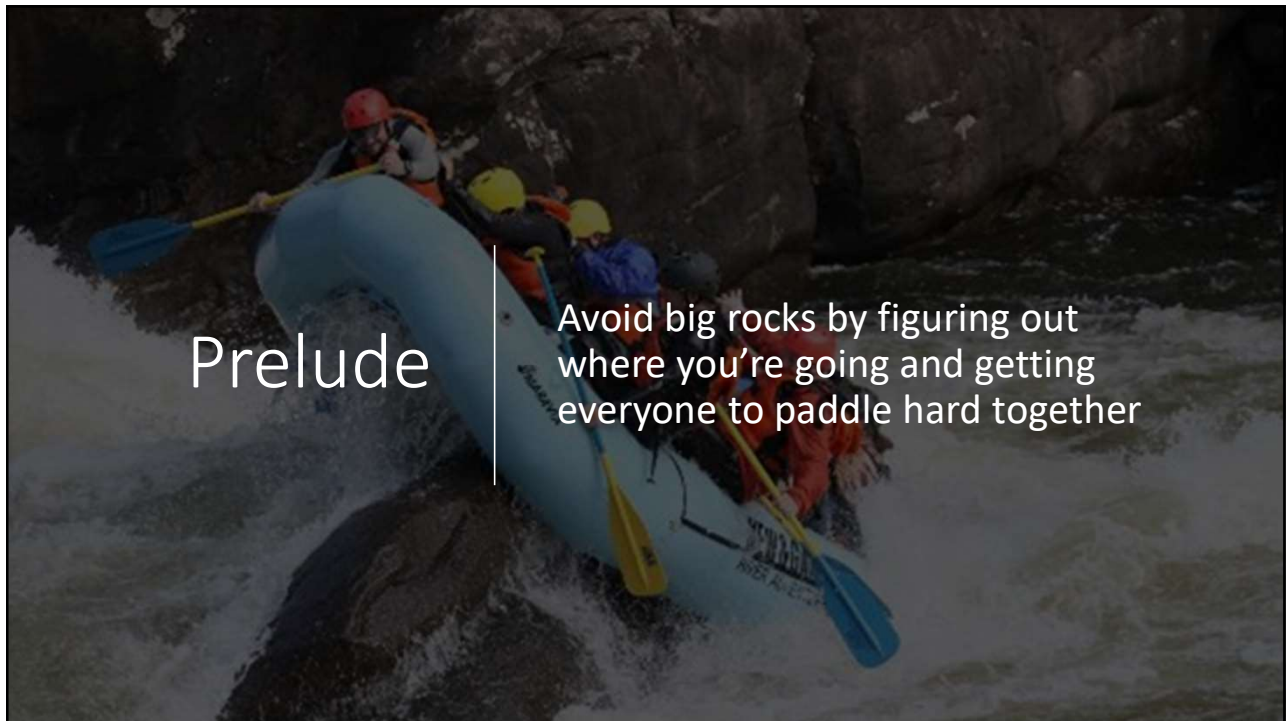




Movin' On Up: Station Moves

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Prelude

Avoid big rocks by figuring out
where you're going and getting
everyone to paddle hard together

2

Pre-Move

01

Know why you're moving

02

Take the temperature of your stakeholders

- Internal surveys
- Lots of conversations
- All station meeting

03

Acknowledge major concerns – adjust plan where possible

3

So you're going to move...

- **Core working group (2-5 people)**
 - Identify needs and wants
 - Conduct search for spaces
 - Conduct search for designer / builder
- **Larger internal advisory group to keep looped in (10-20 people)**
- **Expert advisers in areas where you need help**
 - Tech planning?
 - Fundraising pieces?
 - Space design?
 - Etc.

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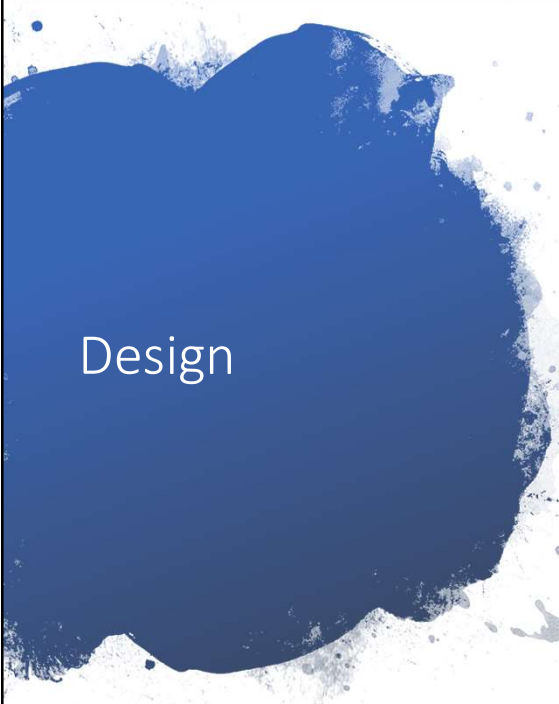
Example: WTJU's needs and wants

- ✓ 2000+ sf; 2500-3000 better
- 🚗 Some kind of parking
- 🔑 24/7 access
- 👷 Close to UVA Grounds
- 💰 Within our budget
- 😬 Okay for us to be sorta noisy
- 📅 In by late 2018 / early 2019
- 👤 Wish: performance space
- ☀️ Wish: natural light

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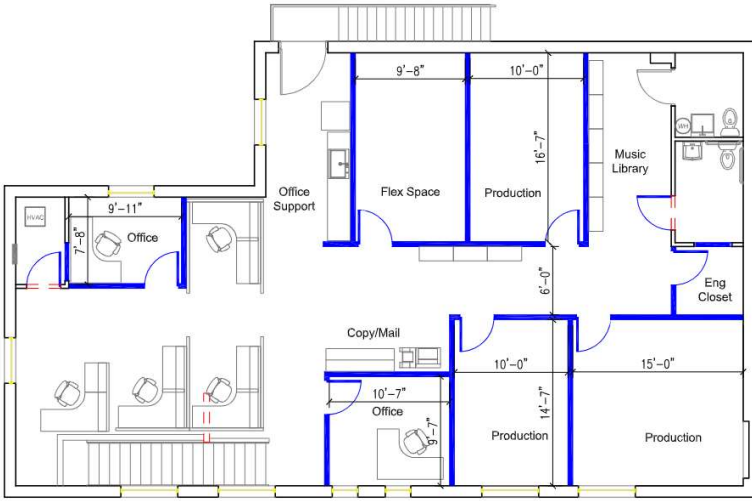
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Design

- Four distinct areas:
 - Studios
 - Staff
 - Stuff
 - Stage
- Consult with:
 - Office space designer
 - Sound/studio designer
 - People who'll be using it

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2nd floor
draft –
March 2018

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Builder

- WTJU used UVA Project Services
 - Pros: no bidding, up to code
 - Con: quite expensive, little experience with sound
 - Pro: University admin paid for 2/3 of move cost
 - Con: Still had to raise \$150-160k in 6 months
- Hire someone collaborative and in your budget range

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| Category | Cost | Notes |
|---------------------------------|-------------------|-------|
| Hard Costs | | |
| Site Services | \$ 10,352 | |
| Job Clean Up | \$ 4,330 | |
| Permits, Testing, Inspections | \$ 2,519 | |
| Demolition | \$ 1,223 | |
| Masonry/Plaster | \$ 26,293 | |
| Carpentry | \$ 42,448 | |
| Flooring | \$ 10,239 | |
| Painting | \$ 9,516 | |
| Ceiling | \$ 10,807 | |
| Mechanical | \$ 32,477 | |
| Sheet Metal | \$ 2,367 | |
| Plumbing | \$ 12,575 | |
| Electrical | \$ 65,163 | |
| Generator | \$ 20,000 | |
| Construction Project Management | \$ 15,000 | |
| Keying | \$ 8,647 | |
| Signage | \$ 450 | |
| Hard Costs Subtotal | \$ 274,406 | |
| Hard Costs \$/sf | \$ 106 /sf | |

| Soft Costs | | |
|------------------------------|------------------|---------------------------------------|
| Project Management | \$ 7,500 | Design Project Management |
| P.S. Design | \$ 2,500 | Preparation of construction documents |
| A/E Design | \$ - | |
| P.S. Construction Management | \$ - | Included in Hard Costs above |
| Soft Costs Total | \$ 10,000 | |

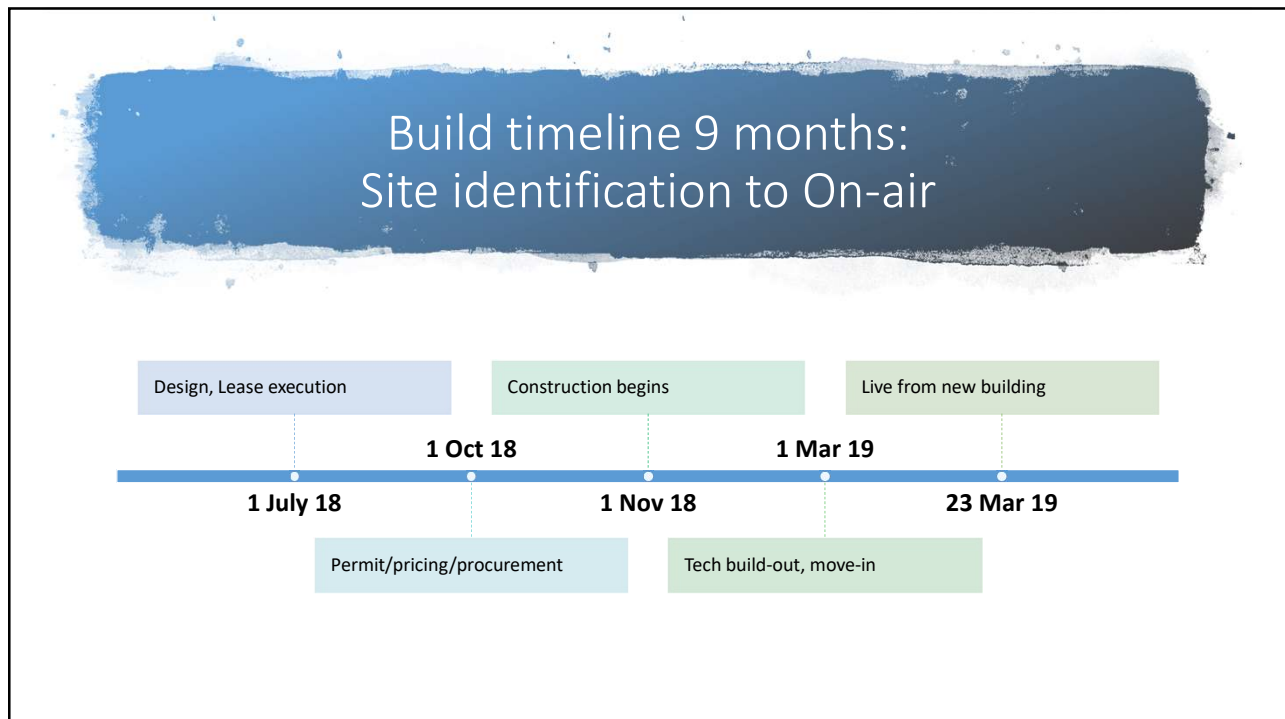
| Other Project Costs | | |
|----------------------------------|------------------|--|
| Environmental Remediation | \$ - | |
| EH&S Support | \$ - | |
| Moving | \$ 12,500 | |
| Special Inspections / Testing | \$ - | |
| Telephone / Data Drops | \$ 8,000 | |
| Data Easement | \$ - | |
| Utility Shutdowns / O&M Support | \$ - | |
| Other Project Costs Total | \$ 20,500 | |

| Fees | | |
|---------------------------|---------------|-----------------------------------|
| Facilities Management Fee | \$ 573 | 1.88% on any PO's and FM Expenses |
| Grounds Improvement Fund | \$ - | (if > \$2M project) |
| University Architect | \$ - | (if > \$2M project) |
| Fees Total | \$ 573 | |

| | | |
|--------------------------|-------------------|----------------------------------|
| Project Subtotal | \$ 305,479 | Project Services Proposal |
| Project Contingency (\$) | \$ 8,421 | |
| Project Total | \$ 313,900 | |
| Project Total \$/sf | \$ 121 /sf | |

Build costs

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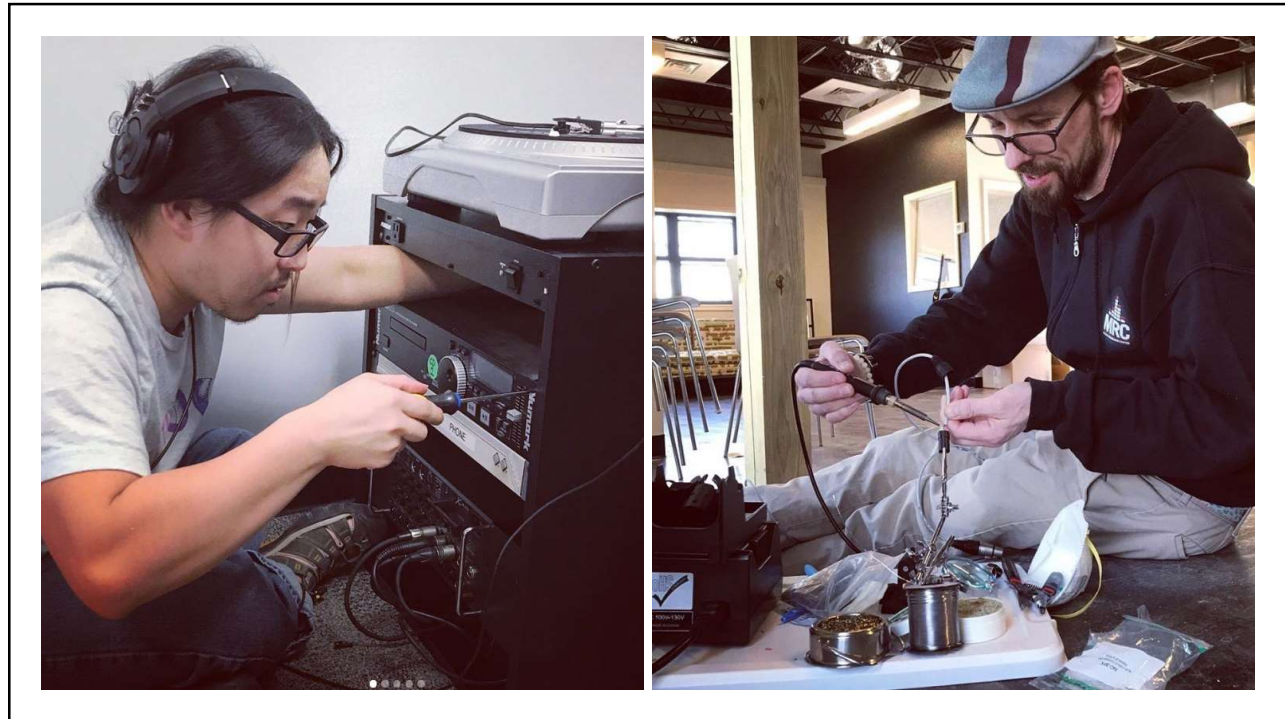


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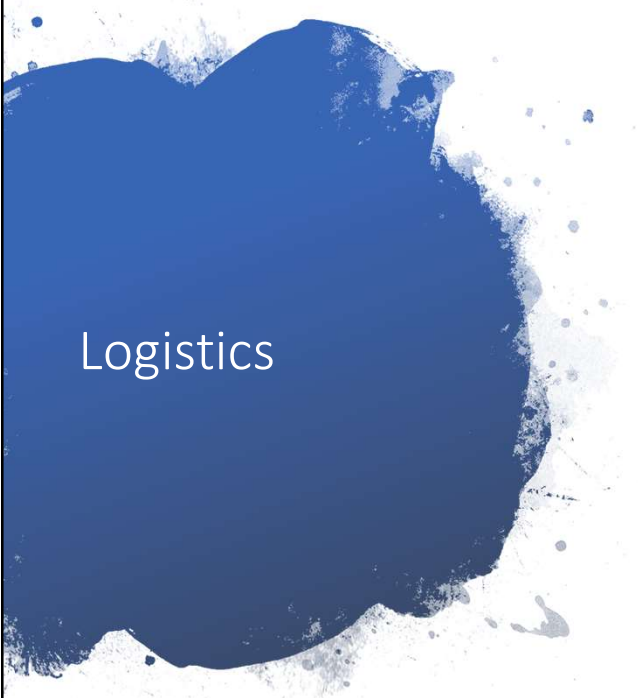
Tech

- **Key: Problem-solver engineer**
- Tons of research – develop gear list
- WTJU mostly bought new
- Reused old STL, mics, etc
- Winter 2019: test studio in old building
- March 2019: built all new studio = instant switch from old
- Adjusted throughout spring & summer: LOTS of Amazon Prime orders

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Logistics

- **Key: Hired 50% coord Jan-May 2019**
- Google Spreadsheet: who's doing what tasks on what days/weeks
 - Four departments winnowed & packed LPs & CDs
 - Built LOTS of record shelving, office furniture, donated studio furniture
 - Movers
 - Telecom installation
 - Keying system
 - Security system
 - Signage & lighting
 - Gearing up for big launch event

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Fundraising

- **Major donors**
 - Fall 2018: Developed case
 - Fall 2018: Developed prospect list
 - Dec 2018 - March 2019: Lots of donor emails, calls, coffees
- Fall 2018 - Spring 2019: Grants
- Feb 2019: Two public phase events
- March & June 2019: Direct mail appeals
- June 2019: Mini pledge drive

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[COME HOME]
to
WTJU
THE CAMPAIGN FOR
WTJU'S NEW HOME



THE CAMPAIGN FOR WTJU'S NEW HOME
CAMPAIGN BUDGET

The budget for the campaign for WTJU's new home totals \$505,000. The University of Virginia has committed to funding \$305,000 of these expenses:

| | |
|-------------------------|-----------|
| Construction | \$355,000 |
| Technology | \$58,000 |
| Furniture and Equipment | \$22,000 |
| Endowment* | \$70,000 |

TOTAL BUDGET: \$505,000
CAMPAIGN GOAL: \$200,000

Naming opportunities are available. Please contact Nathan Moore for more information or to set up a meeting:
Nathan.Moore@virginia.edu
o: 434.924.0883 | c: 434.249.7564

* This campaign will establish WTJU's first-ever endowment, which we will continue to grow in order to ensure the continued vitality of community media.

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Promotions

Get the word out

- Instagram
- Facebook
- Email blasts
- On-air
- Local news coverage

Get people in the door

- March 23: Guinness record breaking
- March 30: Open House
- April 10: Meet & greet with Rob Sheffield
- April 19: Started weekly live concert series
- April 24: Hip-hop festival discussion panel
- April 27: Podcasting workshop
- May 6: City council candidate forum

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Surprises...

- Bright afternoon sun in air studio
- Realities of less storage
- Weight issues in CD library
- STL poor line quality
- Soundproofing problems



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Key takeaways

- Think through everything you possibly can
- Know that unexpected things will come up
- Pay for staff hours for logistics & tech point people
- Keep DJs and listeners along for the ride – ways for them to help
- Social media the hell out of it
- Do a big event for attention and public celebration

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And the bottom line

- Your station move should grow from your mission, just like everything else
- Keep what's good about the old
- Grow into new ways of serving your community