



THIS WEEK'S SPEAKER

August 31, 2021

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Frank Dominguez: Leading WDAV and the Pandemic

By Suzanne Bledsoe

Frank, a graduate of Adelphi University and the University of New Orleans with Bachelors and Masters of Fine Arts, respectively, has risen to the role of General Manager in his 27-year affiliation with WDAV, one of the top classical radio stations in the country. From its beginnings as a student run radio station at Davidson College to its current esteemed status, ranking third amongst other classical radio stations, WDAV continues to educate, entertain and promote classical music in our community and around the region.

The mission of WDAV is to build community through classical music with programs that allow for easy access, engender exploration and discovery, and provide enjoyment. Frank shared with us the many programs that WDAV offers to its listening public, all of which exemplify attainment of these goals. *Classics for Kids* on Saturday mornings, designed for children, offers opportunities for children and their families to learn and enjoy classical music. *Minute with Miles* is a quick and easy to understand entrée to music appreciation. *Noteworthy*, offered three times a week, focuses on introducing and sharing music from artists of color and a variety of ethnicities, as well as promoting collaborations between different musical styles and genres. There are programs that highlight operatic performances (*At The Opera*), organ recitals (*Pipedreams*) and bilingual programs (*Concierto*). WDAV sponsors "small batch" concerts, student concerts and competitions for young performers. It is safe to say that there is a little bit of something for everyone when you tune into WDAV!

Frank also shared with us some behind the scenes views of what it has been like to run the station remotely for the past year and a half. Like most of us, he and his staff were sent home unexpectedly last March and

have just recently returned to their offices. During that time, programs were staged in closets, bedrooms and random corners that could quickly be converted to workspaces. No doubt, strong leadership and a seasoned staff allowed them to proceed without skipping a beat. In fact, in almost all areas measured in terms of audience size and demographics, WDAV actually increased its listening footprint during the pandemic.

WDAV is, at its core, a service of Davidson College supported by listeners, sponsors and underwriters, and grants. They will soon embark on the fund-raising campaign for 2022, seeking about \$1.9M in support. Take a minute to tune in, enjoy the programming and lend your support to this truly outstanding community asset.

*A recording of the program is available here: <https://vimeo.com/595476182>
Mr. Dominguez' introduction begins at 11:30 minutes.