

WRKF Community Advisory Board Meeting

Tuesday, February 4, 2014

In attendance:

David Gordon Phil Smith
Larry Kaptain Amy Jeffries
Renee Areng Blythe Johnson

Meeting started at 5:40pm

Events:

Barbara hasn't gotten very far with the TedX event at LSU (March 29th), Larry offered to assist her. David said there is a partnership in the works between WRKF and the Manship Theatre. Nick Spitzer is planning a Road Show. Don't have details/dates yet. Diane Rehm - WRKF would like to bring her in. Phil suggested having the Communications Disorders Department at LSU sponsor it and maybe have Margaret Kemp, a full time voice specialist, involved. Ira Flatow /Science Friday - WRKF would like to bring the show to BR - Renee recommended doing something in connection with IBM or LSU. Larry suggested the Water Institute. Renee said the La Governor Summit on Tourism is moving forward and will be held Tuesday-Thursday, the same week as Fete Rouge.

Ratings:

David presented WRKF's ratings saying they were the best he's seen in 8 years!!!

News:

Amy talked about the LENS - an online project based out of New Orleans. nola.org
The new Morning Edition Host, Ann Marie Awad, is set to start soon.
Frank, the fill-in guy, is on-air more and is working some with Jim Engster.

Grants/Arts & Culture:

Amy discussed matching grants available (\$3-5k) from the Arts Council. She's hoping to apply next time they become available. She would like to create a series of stories that follow a thread that will allow them to go look for a bigger grant. They need \$40-50k to hire a full-time reporter. Asked who else WRKF could partner with to get more grant money/
Someone suggested BRAF.
Grant person at Arts Council is Sarah - Endowed Fellowship Program/Competitive Fellowship
Pay someone from another city to come to Baton Rouge for a year to report on the arts in BR.
Rene asked is the Arts Council would give a grant that would fund a final project from LSU students.
Phil suggested that LSU partner with the Arts Council and WRKF facilitate it.
David said that if anyone is looking for a project and would like WRKF to facilitate it, WRKF is game as a media sponsor, as long as it's of a professional caliber.

Larry brought up the USC Annenberg School for Communication's program where they have someone spend a semester there to do work, as an example of what WRKF could do.

App:

David announced that WRKF has a new app coming out in the near future and will be able to access metrics that aren't available through the NPR app. The app will have a new feature that will allow listener to click to make a donation.

Promotions:

Renee announced that the digital board will go up later in the week. She said Latricia called about messaging. Renee thinks the message can be as simple as Listen Locally 89.3FM while driving through Baton Rouge.

Next Meeting: Tuesday, May 6, 2014