

## **WRKF CAB August 12, 2014**

Notebook: client notes

Created: 10/13/2014 9:23 PM

Updated: 10/13/2014 9:38 PM

### **Tuesday, August 12, 2014**

#### **In attendance:**

Blythe Johnson      David Gordon  
Rosemary Monaco   Barbara Clark  
Latricia Huston      Amy Jeffries

#### **Discussed:**

2,000 likes on Facebook

\$5 Facebook Boosts have helped gain a couple hundred more likes.

1900 Twitter followers

Amy discussed her work on the board of the Baton Rouge Association of Black Journalist.

HD was back on the air since April of May, but recently down again. Problem with the digital tx shutting off.

Amy announced that there is data available on the WRKF app usage.

David discussed events vs. fundraising. Still trying to get the board together to raise funds for the station. Latricia is working with the board to call donors and thank them one day during the fall drive. Fall drive is September 2-10th.

iTunes Radio has an NPR1 app. 4:1 ratio of national to local content. WRKF is limited on what they can contribute because of the time constraints determined by NPR (?) NPR is hoping to acquire data on listening behavior and giving.

50-75% of NPR's revenue is from small-medium sized stations. (?)

David announced that NPR is blowing up the clocks to make room for national ad placements and because they have cut news resources.

David asked the CAB if they have any ideas for fundraising.

David will start running spots to recruit two more CAB members. Rosemary and Phil will both commit to a second year.

**Next meeting:** Tuesday, October 14, 2014