

WRKF Community Advisory Board Meeting

Tuesday, October 14, 2014

In attendance:

Blythe Johnson	David Gordon
Barbara Clark	Latricia Huston
Phil Smith	Rob Riley
Rosemary Monaco	Challa Kumar

After introductions, Blythe discussed the role of the CAB.

Challa suggested WRKF set a goal of getting young listeners interested in NPR with possible program ideas and tapping into local high schools. David agreed that attracting a younger audience is a worthwhile goal, but added that there is a challenge in cultivating a young audience while still satisfying WRKF's core listeners. Fundraising geared toward a younger audience is also a challenge.

Phil acknowledged that people do not give through social media and the internet. He noted Southern University recent successful campaign raised over a million dollars in 90 days with SU's Homecoming as the target date. The campaign was a peer to peer fundraiser through Twitter that went viral.

David noted that NPR's fundraising has been overhauled and will roll out new fundraising capabilities after the first of the year. The changes involve mobile giving with a redesigned format for giving—there will be no more “pledges;” people will be asked to donate all at once or commit to becoming sustaining members.

Latricia discussed the effectiveness of past fundraisers, including a friend challenge. Blythe discussed the possibility of using prominent people in the community and having donors “help” them reach their goal.

David said that “going on the air and asking for money is not getting us where we want to be” and the goal is getting more sustaining members and developing more event-type fundraising.

Challa suggested we look at existing programs to increase community participation. Blythe said “the station has done a good job of reaching out to existing listeners” for fundraising.

Phil asked about the growth in public radio today. David said that the days of growth in public radio has passed and that the current trend is growth is flat and does not seem to be changing. Additionally, the challenge of building a young audience in a large area that has a poor, undereducated population takes a lot of time. It will take many years, though it is not impossible, there will be no quick fix.

The impact of satellite radio was discussed and David said that satellite radio listenership has leveled off and does not consider satellite a competitor.

Attaining young listeners between the ages of 30-35 is considered a worthwhile goal as most younger people do not turn to radio, although many young listeners tuned in for coverage during 9/11. Blythe mentioned that this is when she began listening to public radio. Rob said that the war and current events should spur young people to tune in, but recent current events have not.

Latricia mentioned that getting young listeners to become donors is another challenge. In the past, WRKF has hosted a speaker series that attracted young people, but recent NPR downsizing and cost-cutting did not give WRKF any opportunities for a speaker or NPR event.

The recent tote-bag design campaign was discussed. Rob suggested the campaign may be aimed at women exclusively. Barbara has said the tote bag campaign was getting a lot of buzz on social media.

The departure of Jim Engster was discussed. David said that many people had ideas and opinions about how to fill the Engster programming slot. It was decided not to have another call in show, but to hire a full time legislature reporter, Sue Lincoln, for the "Capitol Access" program after the first of the year.

There was a discussion of Louisiana political coverage. Rob mentioned that there is little coverage about politics in Iberville Parish where he resides.

David mentioned the recent death of Connie Navratil and her work as a long-time advocate for classical music and the host of "LSU School of Music Presents."

Minutes respectfully submitted,

Rosemary Monaco