

WRKF Community Advisory Board Meeting

Tuesday, October 22, 2013

In attendance:

David Gordon	Amy Jeffries	Rosemary Monaco
Barbara Clark	Renee Areng	Phil Smith
Latricia Huston	Larry Kaptain	Blythe Johnson

David started the meeting with his vision that WRKF become THE public radio station of Louisiana and the go-to source for news and information.

Feedback:

Larry likes the freshness of the new programming and the repeat of shows. He hears complaints about the lack of classical music, but promotes WRKF's classical stream.

Promotions:

Renee suggested WRKF buy an ad in Business Report's Newcomers Guide and offered space on Visit Baton Rouge's new digital billboard along I-10. She noted since Katrina, the majority of out of town visitors attending BR arts & culture events are coming from the Northshore area.

Arts & Culture:

David wants a full-time Arts & Culture Reporter. He is meeting with Eric Holowacz of the Arts Council to discuss possible funding. Larry mentioned that the Advocate significantly cut its arts coverage resulting in a need that WRKF could fill. Phil suggested the station cover the uniqueness of our area. Amy reported that the station is producing 1-2 arts & culture related features per month.

News:

The station also focuses its reporting on State Politics (the station's bread and butter), Education, Environment, and Business. Amy hopes to answer, "How do we represent the communities in our area?" and "How do we foster communications between these communities?" Amy asked the CAB for feedback on how the station is doing answering these questions and for suggestions on who the station can partner with, story ideas and a place to foster dialogue.

Events:

Radiolab – WRKF wants to bring them to BR.

Ted Radio Hour – Larry agreed to put Barbara in touch with the person running the TedX events at LSU.

Terrance McKnight – Larry offered to look into this guy for the station.

Spanish Town Parade – Renee said Visit BR would partner with WRKF to get WWDTM a float in the parade or make Carl Kasell Grand Marshal.

Summit 2015 – Renee offered to start communications about the 2015 Lt. Gov's Summit on Tourism. And give WRKF access to a panel of gubernatorial and Lt. governor candidates.

Volunteer Opportunities:

CAB was asked to volunteer time at WRKF's table at the Louisiana Book Festival on November 2nd.

Next Meeting: Tuesday in January TBD