

WRKF Community Advisory Board

Tuesday, August 4, 2015

In attendance:

David Gordon	Latricia Huston
Barbara Clark	Blythe Johnson
Rob Riley	Rosemary Monaco

Also attending: David Carnes

*The minutes from the previous meeting were approved.

*Both Rob and Rosemary have agreed to continue their terms on the CAB. Blythe is rolling off. Phil has not given his answer yet about continuing on the CAB.

*Latricia discussed the upcoming board/friend challenge. Each board member will be challenged to raise \$1,000.00. The challenge begins 8/10 and the fall drive starts 9/28.

Latricia will get in touch with the CAB members by email and website pages will be created for each board member. In addition to raising funds, the drive will help raise the profile of the CAB members. This particular challenge will require money paid upfront as opposed to pledges. Rob mentioned that he is confident friends he recruits will follow through on their donations, but Latricia noted that the difference is money on hand versus money over the course of a year.

*Rob mentioned that tickets to the popular 13th Gate Halloween Haunted House might be a good fundraiser to attract younger listeners/members.

*Latricia and David discussed the new pledge forms which are working well in their new more simplified form. David noted that NPR Digital Services are often difficult for staff to use although they are easier for the donor to negotiate. The new forms default to sustaining member and to a credit card.

There was a discussion of reasons why people do not follow through on their pledges. The Juan Williams/NPR debacle from some years back was often cited as a reason. David noted that while the decisions are made by NPR, it is the local station that feels the repercussions from a controversial decision.

*Save the Date cards were passed out to WRKF's First Annual Luncheon featuring James Carville. The luncheon, to commemorate the station's 35th anniversary will be held on Tuesday, September 22 at the Crown Plaza in Baton Rouge.

There will be a First Founders Award given to Lew Carter and a studio will be named for Carter, acknowledging his years of service to WRKF. A slideshow will give a history of the station as well highlights from Carter's career at WRKF. There will also be a display of the different logos WRKF has used over the years.

*Latricia also talked about Politics & Pinot, a fundraiser to be held on 8/28 at the Governor's Mansion. The event will feature the gubernatorial candidates: Edwards, Darden, Angelle and Vitter in a kind of informal Q & A. "Whose Vote is it Anyway?" will be hosted by Sue Lincoln.

* Two new programs were discussed: Roux Radio and Out to Lunch. Both have good energy and seem to have much potential to be popular shows.

*The CAB turned to David Karnes, a listener who had heard the meeting announcement on the air and decided to see what it was about. David explained he was a regular listener of WRKF since 1994 and preferred it to other NPR stations available. Blythe mentioned that the station had its struggles since many people listened but membership is not as high. She said that the purpose of the CAB was to be a sounding board for the community, but that it had no real power for programming.

The discussion turned to fund-raising and Rosemary mentioned that an idea like the ALS Ice Bucket Challenge comes along very rarely. Rob mentioned that ALS is using the challenge

*Again, the question of how to attract younger listeners was raised. David said that there are young people involved with the station as employees and interns. While we do not want to alienate our core listenership, it would be good to build on what is already here. He mentioned the Maker/Member program as a way to build on what's already there. Young people barter and trade their services. WRKF's Maker/Member program is a way to start a relationship.

*There was a discussion of NPR's decision to "A Prairie Home Companion" without Garrison Keillor who plans to retire. David talked about the re-airing of "Car Talk," which takes up airtime. There seems to be a dearth of funny programs on NPR. Rosemary noted that comedy is not really NPR's strong point. The direction of the network is to continue with shows that have a storytelling angle, not necessarily shows that entertain.

*The board thanked Blythe for her service as chairperson and wished her luck on her future endeavors. Our new meeting place and date will be announced.

Respectfully submitted,

Rosemary Monaco