

## WRKF COMMUNITY ADVISORY BOARD

Meeting Minutes -April 12, 2016

In attendance: David Gordon, Barbara Clark, Steve Sanoski, Julie Baxter, Rosemary Monaco

- 1) The minutes from the January 12 CAB meeting were read and approved.
- 2) David discussed recent TEDX conference as a missed opportunity for WRKF and questioned whether LSU is desirous to work with the station.

In regard to angry listeners: David says the station responds on a case by case basis. If it is determined that the listener is a member, he will definitely respond.

Many of the programs, including Diane Rehm, have a disclaimer that the opinions expressed are not those of the station.

3. Rosemary reported that Susan Hidalgo Smith will no longer serve on the Community Advisory Board.

The 2<sup>nd</sup> Annual Founders Luncheon will be held on September 20 at the Crowne Plaza. Cokie Roberts will be the speaker. Barbara said she hopes the CAB will be available to help at the event.

David discussed programming holes that will occur when the Prairie Home Companion and The Diane Rehm Show end production later this year. The possibilities for replacing programming were discussed including On Point and moving Fresh Air and Here and Now. David mentioned NPR's fees for the new Prairie Home Companion program.

4. The ratings are holding steady, though it does appear that the time audiences spend listening is less—about 6-6 1/2 hours per week.

It also seems that we are raising money from fewer people.

The first day of the Spring Fund Drive was an “awesome” day—David said it was off to a great start.

The Jazz Fest package continues to be the most popular. WRKF must work in conjunction with WWOZ for all things Jazz Fest.

Of some concern is the need for a new transmitter. The station needs a replacement and has begun getting bids for the work—a full replacement will cost between 150,000 to 180,000.

A capital campaign, which is in the works will focus on funding a new transmitter.

The next meeting is scheduled for July 12.

Respectfully submitted,

Rosemary Monaco