

WRKF Community Advisory Board Meeting Minutes

-July 11, 2016

In attendance: Latricia Huston, Julie Baxter Payer, Barbara Clark, Cyril Vetter, Rosemary Monaco

The minutes from the April, 12, 2016 meeting were approved.

Cyril Vetter was introduced as WRKF's interim manager. David Gordon had announced his retirement. Julie noted the suddenness of Gordon's retirement and asked about the circumstances. Cyril had no information to convey other than Gordon retired after over 35 years in radio.

There will be a nationwide search to land a new manager. Cyril announced a committee will be formed and search will begin immediately.

Cyril also noted an upcoming meeting with the LSU Provost; he planned to discuss several promising

opportunities with LSU and WRKF, most notably, a speaker series and internships.

The station is focused on raising 150K for transmitter and is also looking into vendor financing.

The new equipment will improve our on-air sound and enhance the HD channels.

Rosemary asked about programming holes: Cyril said personally, he would like to see another local program.

The CAB discussed the need for WRKF to have more of a presence in the community. This increased profile would also help with our fundraising capabilities.

The new situation will remain the same despite the recent events in Baton Rouge. Cyril acknowledged that we are woefully understaffed with 7 full timers and 4 part timers. He does plan to reach out to the colleges in the area, LSU, Southern and possibly, BRCC, for some good student interns.

Latricia said the Spring Fund Drive did well, although there is room for growth. 50% of our members are now sustainers. There are about 3,000 total with membership.

Barbara discussed the Second Annual Founders Luncheon to be held on September 20 with Cokie Roberts as its featured speaker. She asked CAB to share the information on social media and also asked for members to help with the event.

August 18th will be the Politics and Pinot event; all candidates running for Senate seats have agreed to attend.

Rosemary asked about replacements for Diane Rehm who is retiring. So, far, there has not been a replacement named.

Cyril requested that the CAB hold its meetings at the WRKF station. This is a new move for CAB since we have met elsewhere, but it was agreed to meet at the station in the future.

We discussed holding an open house at some point – inviting members of the public into the station. There are some logistics that would need to be addressed.

Julie mentioned that the CAB could be helpful with future pledge drives.

Rosemary asked that an ad be run to solicit more CAB members. Barbara said the ads would be run to fill the openings.

The final matter addressed was the issue of security for people working at the station, particularly those working late at night. Cyril said some new measures have been put into place to make people feel more secure.

The next meeting will be held on Tuesday, October 11 at the WRKF Station at 3050 Valley Creek Drive, Baton Rouge, 70808.