

WRKF COMMUNITY ADVISORY BOARD MEETING MINUTES

JANUARY 11, 2017

In attendance: Paul Maassen, Latricia Huston, Barbara Clark, Chad Braden, Ginger Guttner, Ann Mcrory, Tom Lamparter, Steve Sanoski, David Kirshner, Julie Baxter Payer and Rosemary Monaco

The meeting began at 5:30 PM.

Minutes of the previous meeting were approved. Introductions all around, including WRKF's new station president, Paul Maassen and new Community Advisory Board members Chad Braden and Ann Mcrory.

There was an update from Paul regarding new station equipment. The station is looking into funding for replacing the station's aging transmitter and other equipment.

We are in talks with LSU about possible move to space on campus. There are many aspects to consider for an affiliation with the Manship School, including autonomy, staffing, and accessibility. Bottom line: How would a move to LSU help the WRKF community?

Paul outlined his new schedule with generally 2 days in Baton Rouge and 3 days in New Orleans. He believes that with regional cooperation, we will do a good job of reporting state issues and news. We control the most influential audience in the state.

David discussed the listenership data and possible programming decisions.

The board was informed of a proposed return of a new show with Jim Engster. That will play off the Morning Edition broadcast. There are possible underwriting opportunities for both Engster and WRKF. Julie added that Jim Engster's show is well thought of in Baton Rouge and that listeners miss his WRKF program.

Latricia discussed the Spring Fund Drive with Jazz Fest scheduled for the first two weeks in April. The WRKF Travel Club with a trip to the Havana Jazz Fest is offered as further incentives for membership drive. Fundraising outlook is positive.

The meeting was adjourned at 7pm.

Our next meeting will be held on Wednesday, April 12, 2017.

Respectfully submitted,

Rosemary Monaco, Chair