

WRKF Community Advisory Board Meeting Minutes-Tuesday, October 11, 2016

In attendance: Thomas Lamparter, Ginger Guttner, David Kirshner, Steve Sanoski, Julie Baxter Payer, Latricia Huston, Barbara Clark and Rosemary Monaco

The minutes from the July meeting were approved.

The new CAB members were introduced. There was a brief discussion of the by-laws and the purpose of the Community Advisory Board was discussed.

Barbara discussed the Nielsen Radio Summary for the Baton Rouge market (Spring 2016). According to the data, our listeners are up. Typically, in an election season, more listeners tune in. About 50% of our listeners are sustainers, and we have a core group of members who are eager to support the station.

David asked for more comprehensive data in order to make programming suggestions. Barbara agreed to look into this request.

Steve asked about the status of the Prairie Home Companion and The Diane Rehm Show since the retirement of both Keillor and Rehm. Keillor's replacement, Chris Thile is beginning his turn as new host of the program.

NPR offers a new program, 1-A, hosted by Joshua Johnson, as a replacement for The Diane Rehm Show. The new program begins in January.

The search has begun for the new station manager, and an announcement will soon be forthcoming.

In addition, there have been some discussions with LSU regarding internships and joint programming.

The 2nd Annual Luncheon with Cokie Roberts was very well received with proceeds of about \$35,000. This year's event had more sponsors and community support. There were many individuals who bought tickets as well as 29 table sponsors.

The Fall Pledge Drive was successful. Latricia said the \$55,000 raised surpassed the \$45,000 goal, and the goal amount was reached on Wednesday of the drive week.

David asked if people would donate if there's a promise to cut back on fundraising appeals.

Barbara mentioned opportunities that arise with grants and incentives. There is a Whole Foods incentive for public radio and other challenges.

Some discussion about how much the station earns on donated cars.

Latricia explained the board challenge to new members. Each member is asked to raise \$1,000.00.

Politics and Pinot needed to be rescheduled because of the flood—we are shooting for the spring.

One of the points of discussion was the need for more local coverage. Julie mentioned the need for local news reports and asked about options for increasing the local news reporting.

While the coverage of the flood was good, and picked up nationally, there was less coverage about the Sterling and police shootings.

The community feedback and the events of the summer have demonstrated a need for more local news. David asked about the station working more closely with the Manship School and having students work on brief news stories.

Tom observed that since the departure of Jim Engster, there's been less opportunity for local voices.

Barbara agreed that more local reporting is needed and that it is a hope that the station will be able to fund another reporter.

There was discussion about NPR's attempt to bring in younger listeners with music beats. Hootenanny Power uses local musicians and is more popular with younger listeners.

David suggested the station consider demoting On Point and Steve asked if there's a list of available shows and possible sampling of programming that the CAB could consider.

Finally, it was determined that the meetings will continue to be held at the station.

Respectfully submitted,

Rosemary Monaco