

WRKF Community Advisory Board Meeting Minutes
April 12, 2017

In attendance:

Chad Braden, Barbara Clark, Ginger Guttner, Latricia Huston, David Kirshner, Tom Lampartar, Paul Maassen. Ann Mccrory, Rosemary Monaco, Julie Baxter Payer, Steve Sanoski

The minutes from the January 11, 2017 meeting were approved.

Old business:

Paul reported on status of repairs to the station equipment, some equipment was replaced. There's been no movement on funding/grants for repairs. While the equipment is currently fairly stable, it's time to plan for future equipment issues.

Paul also discussed a meeting with the LSU Manship School about a relocation/partnership possibility. Originally, the LSU Foundation had planned to help with the funding for a relocation (estimated cost would be about 1 million), but with new personnel on the Foundation Board, this now seems unlikely.

There's positive and negative issues about a station move. WRKF owns its current building, but there may be other sites worth exploring.

Discussion of the new Engster program: Chad mentioned discussion of the program on Facebook and social media. David says his initial impression is that the new show is better than the old one. Paul says suggestion to Engster to have programs about local events.

There were also some discussions about 1-A –mostly positive reception for new program. Joshua Johnson is scheduled to appear as a featured speaker in August at the NABJ conference in New Orleans. There may be an opportunity for a possible event.

New business:

Ginger asked about ability for text or mobile giving during fund drives. Many members/potential members are listening to fund drives in their cars. Latricia said there are fees attached to Text to Give that make the service not cost effective.

WRKF Travel Club -there has been much interest in possible trips with the travel club.

There was some discussion about the need to elevate the importance of WRKF in the community—and with that, stressing the importance of the support from the community.

Ann said her boss was not aware of WRKF. Julie said that no one talks about WRKF's programs. The question is-why don't people listen to WRKF? Paul said there is a dichotomy regarding ratings. The audience is there, but we don't seem to connect with people on a deep level.

Perhaps some community events -open house could remedy that.

Community events mentioned: Louisiana Book Festival, Arts Market, Culture Collision, an expo of nonprofits, Pop up performances

David made a motion that the CAB recommends when Indivisible finishes its 100 day run, Fresh Air is moved to the 7 pm slot with On Point to follow from 8-10 pm.

The rationale regarding this motion is as follows: Fresh Air and its host Terry Gross has achieved much recognition and awards from a 1994 Peabody Award to receiving the National Humanities Medal in 2016 from President Obama.

On Point is not as well received, with its host Tom Ashbrook awarded a Livingston Prize in 1990 prior to hosting On Point.

David's motion was seconded by Ann and support for the change was unanimous by the board.

Paul has said that he will take the motion into consideration, but that there are other things in play. He suggested moving 1-A into the slot.

The CAB has agreed to meet at TIO Javi's on July 12 at 5:30. Ginger will take care of the reservation and details.

The meeting was adjourned at 7:28 pm.

Respectfully submitted,

Rosemary Z. Monaco