

WRKF Community Advisory Board Meeting
Minutes from Tuesday, January 12, 2016

In attendance: Barbara Clark, Steve Sanoski, Rob Riley, Susan Hidalgo-Smith, Latricia Huston, and Rosemary Monaco

The minutes from the previous meeting were approved.

New members Steve and Susan were introduced. Rosemary passed around copies of the CAB by-laws and the duties of the Community Advisory Board were discussed. Latricia said that as a community supported station, WRKF has a responsibility to listen and respond to the public. Rosemary mentioned that the CAB's role was to listen to opinions of the listening public and give feedback to the station. Our role is an advisory one.

The results of the Fall Board Challenge was good for a first effort. 3 out of 4 CAB members participated. There was a new pledge form and Rob said some people may have been confused by the new forms. Latricia said ultimately the Fall Pledge Drive was a success raising about \$61,000.00 total.

Rob mentioned that since our base is listeners over 40, WRKF needs to tap into a younger market. He suggested downloadable music/programs for younger listeners.

There was also discussion about the First Founders Day luncheon. Susan said that the seating could have been better organized. There are plans for a Second Founders Day luncheon.

Possible ideas for Pledge Drive packages resulted in discussion of the 13th Gate Haunted House/The Myrtles Plantation/ possibly a movie set experience at Celtic Studios.

Steve mentioned TEDX at LSU, a local version of the TED Radio Talks, held in March.

Susan said she is on the board of the Textile Costume Museum and wondered about possible broadcasting of its fundraiser.

Rosemary raised a question about a recent letter to the editor published in the Advocate. The letter writer was offended by something on the Diane Rehm Show and said WRKF should apologize. Is there a policy for angry listeners? Barbara said aggravated listeners were usually handled one on one by David.

There was praise for Roux Radio and Out to Lunch as well as Capitol Access. The CAB agreed these were all excellent programs they enjoyed.

The next meeting was set for Tuesday, April 12 at 5:30 PM.