

WRKF Board Meeting: April 3, 2018

Members Present:

Paul Maassen
Tom Lamparter
Ann McCrory
Gwen Palagi
Ginger Guttner
Chad Braden (via phone)

Members Not Present:

Barbara Clark

Meeting called to order at 6:30 p.m.

Minutes were reviewed and approved.

Tin Roof Member Meet-Up

One hundred and fifty people were there doing yoga. Forty-four members went on the tour, and 70 pizzas were sold (double what they expected). We posted follow-up photos. The Manship School of Mass Communications students working with WRKF attended and gathered data. Karen Henderson and Adam Voss attended.

Upcoming Events

Next listener meet-up will be at the Radio Bar on May 17. There will be drink specials just for us, and they'll give us a table for WRKF materials.

Ginger suggested contacting Yoga Bliss and Tsunami to see about scheduling a member event there for a yoga night.

Pledge drive starts Thursday, April 19. The goal will be announced, and we will stop the pledge drive once the goal is reached. We will stop on April 27 if the goal hasn't been reached and take a break and then come back a bit later if necessary. We're going to bring back in volunteers to answer the phones and take pledges.

Outreach table on Thursday, May 3 at the Capitol for UNESCO's World Press Freedom Day. Times are 10 a.m. to 1 p.m. in the rotunda.

On Monday, May 21, we are doing Bistro for a Cause with Bistro Byronz on Government Street from 5 to 9 p.m. WRKF will get 20% of dine-in food sales and 10% of take-out food sales.

WRKF will have a table at the Louisiana International Film Festival gala; date to be determined.

WRKF will have a table at the Fur Ball benefitting Companion Animal Alliance on April 21. Gwen will work that event.

LSU Manship School Project

The students are polling on LSU (students, faculty and staff). They've gotten 76 responses so far; the goal is 100. They are hoping to do a focus group as well. They helped with the Tin Roof event. They are working on hosting a community giving day at a local restaurant (possibly Louie's Cafe or Raising Cane's).

Regional News Initiative

Paul reported that we have submitted a first draft to the Corporation for Public Broadcasting. Initial response from CPB has been very positive. There is a three-pronged recommendation: 1) strengthen news staff by hiring a news manager for both markets; 2) shore up technical structures, especially things that are shared (e.g., membership software), and put in a dedicated audio link between the stations; and 3) addressing the sustainability of the project to raise money and to keep it going after the initial CPB money is used to start up the initiative. We're asking for \$1 million over three years to cover both stations. Another big piece is to have a dedicated news person at WRKF. We need a timeline from CPB, and we're waiting to hear how much money we will get. This could be the catalyst for statewide collaboration.

Founders Lunch

The guest will be Mary Matalin. Stafford Wood is the committee chair. Cyril Vetter will be our recognized founder. The lunch will be held Friday, September 28 at the Crown Plaza.

Programming

Paul reported that we are considering moving Market Place from 5:30 p.m. to 6:30 p.m. with All Things Considered has ended. The committee felt that schedule change would be fine.

The next meeting is on Tuesday, July 10 at Juban's Restaurant.

Meeting was adjourned at 7:56 p.m.