

WRKF Community Advisory Board Meeting Minutes
January 10, 2018
Juban's

Members in Attendance:

Barbara Clark
Ginger Guttner
Tom Lamparter
Paul Maassen
Ann McCrory
Chad Braden
Gwen Palagi

The meeting was called to order at 5:43 p.m.

Minutes

Ann asked that her name be corrected from "Anne" to "Ann," and Paul asked that his last name be corrected to "Maassen" from "Massan." With those changes, the minutes from the October 11, 2017, meeting are approved.

Pledge Drive

Camille reported that the pledge drive was more successful this year than last year. Tom asked if we got an increase in new members; Camille will pull that info for the board.

Testimonials

Most of the board has recorded theirs. Ann will schedule hers.

Book Fair

Barbara reported that 300 – 400 people came by the WRKF table at the book fair. Tom asked the board to consider with what other events we can collaborate to raise awareness (e.g., Krewe of Mutts Parade). Ann suggested we have a bookmark with WRKF info on it as a give-away at the 2018 Book Fair.

Meet and Greet

We need to make sure that the CAB members are aware of the date, time and location for the 2018 event. Paul asked the CAB to organize the next Meet and Greet. Schedule the next one in March 2018. Ginger asked Barbara to set it up as a Facebook event so CAB members can share it on their own social media.

WRKF Board of Directors Meeting Summary

Paul reported that the board had its year-end meeting. Jay Cullens, the chair, passed gavel to Jim Brady. Ron Naquin is the new vice chair. Installing the new officers and members was the primary focus. There are seven new members on the 17-member board. There was also discussion of the transmitter building and the NPR grant.

Collaboration Grant

This grant is to help us do strategic planning between New Orleans and Baton Rouge (have the news operations work together and collaborate on underwriting). The first stage is to work with consultants. This is up to a \$750,000 grant for staffing, equipment, etc. The goal is to collaborate where it makes

sense but for each station to retain its own voice. Our strategic plan is due in March with a funding request.

Marketing

The LSU Manship School of Mass Communications is looking for non-profits to help as part of a PR Campaigns class. Will it include access to the SMAC lab? Ginger will work with the Manship School and let them know that WRKF would like to participate. Ginger will also ask the LSU Public Policy Research Lab for stats on the greater Baton Rouge area. The board discussed different ways to convert listeners to members and getting new listeners (e.g., easier ways to give online, direct mail to non-members, member-only events, go online and check on your membership status).

CAB Board Membership

The bylaws require four members. Ann will submit two nominees of people who are interested. If necessary, the station can send out a call for members.

New Business

Ginger informed the board that a PR Campaigns class at the LSU Manship School

The meeting was adjourned at 7: 45 p.m.

Respectfully submitted,
Ginger Guttner