

WRKF Community Advisory Board Meeting
January 8, 2019
Juban's Restaurant

Members Present:

Paul Maassen
Tom Lamparter
Ann McCrory
Barbara Clark (left at 6:45 p.m.)
Ginger Guttner
Gwen Palagi
Chad Braden

Members Not Present:

All members are present.

Meeting called to order at 5:44 p.m.

President's Report

Tom welcomed everyone and thanked Gwen for her hard work in helping the station meet its annual fundraising goal.

The minutes were approved.

Review of Recent Events

Cane Land Distilling Listener Meet Up

The event went well. Attendance was light, but there were good conversations and reconnections. We got a donation out of it. Consider hosting future meet-ups away from holidays.

Holiday Happy Hour

This was a wonderful, little event.

Year-End Membership Drive

The Drive was successful. Gwen reported that we had \$89,000 pledged in 2017 for year-end. In 2018, we had \$118,000 pledged at year-end. Our goal was \$450,000 and our total was \$462,878.20.

Update on Station Changes

Paul reported that Blythe Johnson was hired as our new underwriter. There is a search underway for a regional news director. We are looking at candidates now. The NPR news hub is getting traction now; it includes Louisiana, Mississippi and Alabama. We're also working on a formal internship program with LSU during the legislative session. Science Friday will start this month. We're trying to build a science ecosystem where the College of Science will sponsor the show. It will air on both Baton Rouge and New Orleans stations and sell sponsorships in both markets. Marketplace will move to 6:30 p.m. (so an hour later). Out to Lunch will have to move from Friday to possibly Thursday. We discussed ways to improve Talk Louisiana, including adding a Louisiana History Quiz.

WRKF Board

Rodd Naquin is the new chair of the WRKF Board of Directors. New member is Liz Mangham with Southern Strategy Group.

Broadcast Anniversary

WRKF's 39th Birthday Party will be held on January 31, 2019, at Radio Bar from 5:30 to 8:30 p.m. There will be birthday cake, and Radio Bar will have a special on a bubbly drink. There will be drawings for James Taylor tickets (presents). We will set everything up for the 40th anniversary in 2020.

Spring Membership Drive

It will be held March 27-April 3, 2019.

Additional Planned/Considered Membership Events/Apearances

Juban's will be approached about hosting a future listener meet-up. We should have a presence at Fur Ball again. Gwen has reached out to the West Baton Rouge Historical Museum about hosting an event paired with their blues exhibit and have Nick Spitzer host or be a part of it. Tom discussed having an event to help kick off the legislative session.

Listener Comment Email Box

Tom reported that we have received two emails, both were about technical issues. Paul said we would start reporting the comment box on the air, since we haven't done so far. Tom suggested that we change the name of it to the Member Comment Email Box. The email address is comments@wrkf.org.

Community Advisory Board

Tom asked that we start looking for a new member for the CAB. Paul suggested adding the request to the station's email blast. Anne said she knew three people who are interested in serving, so Tom asked Anne to have those people contact him.

Tom suggested April 9, 2019, for our next meeting.

Meeting was adjourned at 7:27 p.m.