

WRKF Community Advisory Meeting: July 17, 2018

Members Present:

Paul Maassen
Tom Lamparter
Ann McCrory
Barbara Clark
Chad Braden

Members Not Present:

Gwen Palagi

Meeting called to order at 5:35 p.m.

Succession

Barbara will check the start dates for the board members so we can determine when board terms end.

Minutes

Paul made a motion to approve the minutes. Chad seconded. Minutes were approved.

Recent Events

We had a good turnout at the Radio Bar meet-up. Gwen attended the LASM outreach event with Poppy Tooker. It was our most well-attended event. We didn't make much from the Bistro Byronz listener dinner.

LSU Public Relations Class

Tom reported that the class did a great job. Tom will send their report to the CAB.

Future Events

Paul suggested scheduling meet-ups quarterly and have different facets of the station plan the event. The CAB could take one. One suggestion was to host an event at the Capitol with Wallis Watkins.

New Employee

Paul reported that the station recently hired a recent LSU graduate to help with digital marketing. She was recommended by Lance Porter, LSU faculty member and WRKF Board of Directors member.

Founders' Luncheon

Barbara reported that 20 tables have been sold so far plus 28 individual tickets. Barbara will check to see if more people have bought tickets.

NPR Grant and Regional News Initiative

Paul has a call tomorrow and will go over the budget. The regional news director position has been posted; the grant will pay the salary for two years.

Board of Directors

Paul reported that the main order of business will be to discuss the purchase of a new transmitter.

Upcoming Events

There is a Circle of Friends Donor Event on August 14 at Baton Rouge Gallery. Late August/early September, we will host the next listener meet-up possibly at White Star Market.

President's Report

Paul discussed a possible station trip to Chicago to see "Wait, Wait Don't Tell Me." They are discussing some programming tweaks. We may move Marketplace to 6:30 p.m. after All Things Considered; right now, it runs in the middle of All Things Considered. We need to choose between On Point or 1A.

Respectfully submitted,
Ginger Guttner, APR