

WRKF Community Advisory Board Meeting: October 16, 2018

Members Present:

Paul Maassen
Tom Lamparter
Ann McCrory (had to leave at 6:55 p.m.)
Barbara Clark
Ginger Guttner
Gwen Palagi
Chad Braden

Members Not Present:

All members are present.

Meeting called to order at 5:50 p.m.

Minutes

The meetings from the July 2018 meeting were reviewed. Chad made a motion to approve, and Paul seconded the motion. The meetings were approved.

Review of Recent Events

Baton Rouge Gallery Event

Paul and Gwen discussed a small membership event held at the Baton Rouge Gallery. There were presentations by Jim Brandt, Wallis Watkins and Taylor Caffery.

Fall Member Fest

Paul reported that we met our Fall Member Fest goal. Gwen reported that we raised the goal 40% over the previous spring goal (this was mainly due to equipment and building expenses). The total raised was \$75,234. About \$16,000 came in prior to the on-air campaign via direct mail. On-air we brought in more than \$56,000. We had 610 gifts and about 186 of those are sustaining members. Of the 610 gifts, 170 came in pre-drive through mail or walk-ins (non-web based forms). The amount pledged from new members is \$14,191. Most popular giving amount was \$120, followed by \$60.

Founder's Luncheon

Five hundred and 10 people attended. The CAB discussed the format and what worked and what didn't.

Member Meet-up at White Star

Gwen reported that we had a good turn-out.

Programming Changes

Paul reported that we added BBC News Hour at 2 p.m. We're keeping both 1A and On Point at this time. We added the Politics Hour at 9 a.m. on Saturdays; this will continue through the

mid-term elections. Paul reported that we're hearing that listeners need a break from the constant news so we're considering adding Science Friday to replace some news programming.

Staff Change

Chelsea Fontenot left WRKF to be the development director for the LSU Manship School of Mass Communications. The open position to replace Chelsea has been posted.

NPR Grant Project

There is a super regional conference next week for general managers. Next year this conference will be held in New Orleans, and there should be a registration category of which CAB members can take advantage.

Listener Meet-up Plan

Gwen reported that we don't have a listener meet-up planned in the immediate future, but we have outreach tables at the Louisiana Book Fest and at Tap City Beer Fest. We will also have a table at White Light Night in front of Red Stick Spice; we will serve our WRKF tea blend. The next campaign (3-day) will launch on Giving Tuesday. If we do host a listener meet-up, it will take place in December at the Radio Bar.

Establishment of Listener Email Box

Barbara set up an email (comments@wrkf.org). Tom, Adam and Marlene will receive the emails.

What's Next? Future Event Ideas, Listener/Member Increase Ideas, Programming/Project Suggestions

Status of CAB

We will review the bylaws for the CAB to determine the status of current terms and to ensure that the CAB is following the bylaws. Ginger, Tom, Chad and Ann all started in October 2016.

The next meeting will take place on Tuesday, January 15, 2019.

Meeting adjourned at 7:26 p.m.

Respectfully submitted,
Ginger Guttner, APR
Secretary