

Red River Radio Advisory Board Meeting Minutes

Date: Wednesday, March 19, 2025

Location: Red River Radio

Attendees:

Elton Richey, Krystle Beauchamp, Andrew Bindursky, Margaret, Elrod, John Gayle, Tim Chauvin, Angie White, Mary Decker, Jeana Paul-Urena, Hilary Walker, Leonard Wilson, Rabbi Jana de Benedetti, Jim Clinton, Kermit Poling, Ranae Moran, Henry Edwards, Troy Jones

Call to Order:

Elton Richie. 12:06. Lacking quorum.

Approval of Minutes:

Motion to approve the minutes from the two previous meetings. Jan 16, 2025, Jesse, second Jeana-Paul; November meeting minutes, Leonard, second Jesse

Advisory Board Chair (Elton Richey)

Elton: I would like to ask board members to arrive at 11:30 AM for our board meetings, so we can have lunch and conversation before the actual meeting. Thank you.

Elton: At this time, let us all welcome our new board member, Jim Clinton from Alexandria. (Elton describes Jim's CV)

Jim C: Thank you for the opportunity to join you. I am looking forward to working with you. I am a writer first. It's how I think about things and how I frame my work. I have a sideline as a poet. I am a music, arts, and culture fan. RRR is very important to preserving what I love and that's why I love public radio.

General Manager's Report (Kermit Poling)

1. **Protect Our Public Media.** We can't advocate for funds directly. The CPB can be unfunded, not NPR which receives no direct government funding. If the CPB is unfunded, it will affect public radio stations across the country, including us. The new FCC Commission has now specifically requested underwriting information from select PBS and NPR outlets – 16 public radio stations nationally. The new Commission is taking a closer look at the books. RRR has always been very conservative in following the FCC rules. Stations are encouraging their members to advocate on public radio's behalf. We cannot lobby on behalf of ourselves, but people who care can contact legislators, letters, phone calls. Go to protectmypublicmedia.org to find out more about what you can do. It's best to use your own words when reaching out. We cannot instruct you to do this, but I can ask you to please consider taking some of these steps if you are so moved. One of our senators is suggesting RRR is not needed because "everyone" now has internet. This is not factual, and we regularly hear from our rural listeners that they

do not have internet access or limited internet access. The whole point of public radio was to provide the interconnection regardless of where you live – even in rural areas that are not profitable for commercial radio. We fulfill that as part of our mission.

2. We have our spring fund drive going on. We decided to have our board meeting during the drive. As always, our meetings are open to the public.
3. Andrew B: (Andy explained more about his experience on the protectmypublicmedia.org website, the ease of use and how to support RRR.)
Angie W: Use our own social media to communicate this to our friends and followers, as well as announcing when you will be on air.
Kermit P: We are starting off with a good drive. Please post and share RRR information with your community online.

SWOT ASSESSMENT

Elton: (walked us through the quadrant, then asked for feedback.)

Mary D: RRR not traditional news coverage due to staff limitations. Do we need a strategy for what events we cover or not, so we don't miss any opportunities?

Elton: I think staffing is a weakness in that we have a staff that is stretched just to do the fundamentals of running the station, leaving little time for growth, etc.

Elton: One threat is the current climate, I think we need to do more to communicate our value to the public on an individual basis, as well as on a network level.

Mary D: About volunteering, for a while we had a regional reporter in East Texas, who did wonderful interviews and reporting. She did a wonderful job interviewing Sissy Austin, which meant a lot to people in the area. If we could do more reporting like that, I think it would really help us.

Ranae: I agree. The was Elaina who wrote that story. She is interested in any ideas we have to give to her for stories.

Jim: I read the SWOT analysis, and I want to double down on what Elton said about the mood of the country and our current leadership. We should view their actions as an existential threat. We did not appreciate the speed at which changes would be made. The Democrat's leadership and strategy is not working. It is a matter of urgency.

Marketing Committee

John G: Krystle and I are looking into our marketing efforts. Feb 19, we met with Ranae regarding our member database and current social media status. Wed 26, I met Ranae and Robert Murphy, a database specialist who helps RRR. We identified our database software, MPower, which Robert originally installed for us. We will be looking at membership behavior for any trends or other information that can help us first, win back prior members, second, make sure we are communicating effectively to current members, and third, look for opportunities to attract new members. Krystle will be working directly with Richard's Creative, who will execute the SM campaigns and posts.

Krystle B: SM is our low hanging fruit and opportunity for improvement. Once we understand our member data, we can begin to craft the categories and campaigns and then execute them in a consistent manner. We will shore up this effort by using Richard Creative who is a trusted partner. We intend to meet quarterly after each board meeting, so we can incorporate any ideas or observations you may have.

Elton: (recapped importance of SM and brand presence)

Reinvigorate Board – Board Member Packet

Ranae: (presented our new onboarding information, providing a summary of each section.)

Elton: (issued a call to action for the board to help “sell” RRR to area businesses and individuals.)

Events

Kermit: New Jazz Festival, April 12 in the amphitheater on the riverfront. RRR is involved by providing on-air mentions and will have onsite visibility. The festival producers have committed to three years with the city. So, the city, Sci-port, festival plaza are all involved.

Kermit: Concert series in June/July. They have been packed in the past.

Angie W: Centenary is celebrating anniversary this year with many events.

Elton: I started a private FB group for RRR Board members because we need to communicate with each other: post documents, have discussions, create surveys and ballots. It will help with our decision making.

Committees

Elton: Now we’re down to the weed-wacking. We have 8 committees.

Angie W: Can we reduce number of committees? I would be more excited about working on items if there were fewer. I do have a lot of experience with board organization and would love to help.

Elton: You just nominated yourself for the Bylaws committee.

Strategic Planning: Elton, Krystle, (Kermit)

Communications: Krystle, John, (Ranae)

Development: Jesse G, Jim C, Mary, Jana

Events: Angie, Jeana-Paul

Orientation: Leonard, Jana, Mary

Programming: Andrew, Tim Chauvin, Angie, Jim Clinton

Bylaws: Mary, Elton, Angie

Resource: Jesse G, Jim C

Angie W – I am good at doing board organization and will be happy to help with that.

Mary D: get with Chambers to tie in with their welcome wagons that provide packets for new businesses and newcomers to introduce them to RRR

Motion to adjourn at 1:08 PM

Next Meeting: Thursday, May 15