

## **Red River Radio Advisory Board Meeting Minutes**

**Date:** Thursday, January 16, 2025

**Location:** Red River Radio

### **Attendees:**

Elton Richey, John Gayle, Tim Chauvin, Angie White, Margaret Elrod, Mary Decker, Jeana-Paul Urena, Kermit Poling, Ranae Moran, Henry Edwards, Troy Jones

### **Call to Order:**

Elton Richie. 12:10. Lacking quorum.

### **Approval of Minutes:**

Motion to approve the previous minutes was made by (could not vote; lacking quorum)

### **Advisory Board Chair (Elton Richey)**

Elton prepared a PowerPoint presentation covering the board's mission statement and with many concepts on how the board can better serve the station. The essential information of this PowerPoint is covered in the email Elton sent to the board in early March 2025.

### **General Manager's Report (Kermit Poling)**

1. 2024 in Review (see attached)

John G: Based on our needs outlined in the review, should we have capital campaigns for each market?

Kermit P: Yes

John G: Regarding our slide in membership, do we have the ability to look back at members we've lost?

Kermit P: Yes. We use MPower software and have membership data for 10 years.

2. A Look Ahead at 2025

Kermit P: Much of the look ahead was covered in the review, which enumerated current needs we have.

KSCL is a new way to reach a younger audience and we will be leveraging that asset.

Margaret E: I can't always receive digital 2 or 3 channels. Only 1. Is that a glitch.

Kermit: It's not a glitch so much as it depends on your exact location. Digital 2 and 3 signals weaken the further south in town you go.

Angie W: KSCL, I know several former KSCL DJs. I informally polled them to see if they would be interested in participating in the new station and received positive

responses. Maybe we can have a focus group with some of these people and get their input. People such as Tommy Brit, Chris Jay, Chris Brown. These people know others who were DJs.

Kermit P: That would be great. As it stands, we have the KSCL equipment, but we are starting at zero. So, we could use the help to move toward a better programming environment with our RRR brand. A separate studio would also be nice, so we could produce content for that station.

### 3. Goals For 2025

Kermit P: 20% increase in fund raising

Community participation with events; talking with groups

Angie W: Design/produce RRR stickers for coffee mugs, cars, etc. Also do this for KSCL to build awareness among college students and other younger listeners

## **Assistant General Manager's Report (Ranae Moran)**

1. Great idea about the stickers. We can send them out easily and inexpensively. Kiara has collected stickers from various other public radio stations.
  2. We have begun producing our new Community Connection program. This program should provide good will with our business community.
  3. Dr. Bhat did his first Health Matters and did a great job hosting.
  4. Student workers/interns. We've had great success getting good quality student interns. We have one from Centenary who helps edit podcasts.
  5. Elaina and Jeff Ferrell are submitting stories to Louisiana Association of Broadcasters. We had great coverage election evening. All the staff were here, and the coverage was very thorough.
  6. Sponsorship: we have a goal to increase digital sponsorship.
  7. Underwriter: we are creating annual contracts for underwriters
  8. Events: create or be involved with events in our markets to better connect with the communities we serve and build awareness for RRR
  9. One even with which I'm familiar included "musical chairs" to Beethoven's 5<sup>th</sup>, combining fun with classical music. The event also featured a "vino and violin" segment.
  10. We probably should have a board committee for events, which would create or support RRR visibility at events, event planning, and volunteers to be at the events
- Kermit P: Ranae and I are currently exploring ways in which we can play a significant role in a new jazz festival now in the planning stage. This would be a great connection for RRR.

John G: I like the goal of participating in events. I recommend at this time, since staff is stretched and we are in the process of strengthening our board, that we look for opportunities exactly like the jazz festival, in which someone else is responsible for putting on the event (not us) and we participate.

## Membership Report (Henry Edwards)

1. Holiday Drive: we reached \$38,000 in contributions  
Elton R: How did we advertise the drive?  
Henry E: We sent out two Holiday drive emails to members
2. Spring Drive: March 17 – 28. We need to do better on the Challenge Grant. There has been a long-term decline in contributions. About \$17,000 compared to the previous year.  
Elton R: What is your goal for the spring fund drive  
Henry E: \$80,000 is the goal for the spring drive. We do need to look a increasing pledge drive dollars. One way is to acquire a corporate sponsor/matching grant.  
Elton R: Yes, corporations/companies benefit from aligning themselves with RRR  
The entire board entered a lengthy discussion regarding membership and fund drive improvements, the upshot of which was that John G, Krystle B would meet first with Ranae and later with external resources to improve RRR's marketing efforts, focused first on current/recent members and then on acquisition of new members.

## Other Business

1. Elton R: Kermit and I discussed “pressing pause” on the Friends of RRR. There are compliance issues due to being part of the LSU system and there are more pressing needs.
2. Elton R: a more pressing issue is reinvigorating our board and board committees. I would like for us to take small steps to make improvements over time.  
I have emailed the board with a SWOT analysis and information gathering questions, so that I can get more information about each board member and your ideas with regards to the station.  
Sometime ago, the board did set up the committees you see listed (see attached).  
We may want to add a Strategic Planning Committee.  
I ask board members to think about what committee to which you are best suited.  
As a group, we have institutional knowledge as well as outside experience and expertise.  
Angie W: What is the orientation committee?  
Mary D: That was established to onboard new board members  
Angie W: Looking at the names it seems Resources and Development could be the same committee.  
Elton R: Good input. Please respond to my email by Monday with the SWOT and other information.
3. Angie W: Regarding making our pledge drives more effective, I know several people who would be interested in doing on-air pledge drives.  
Henry E: That's great. I'm always looking, so please have them contact me.
4. Mary D: I have a lead on several people who would make good board members from East Texas.

Elton R: at this moment, the Executive Committee will review any applicants for the board and make recommendations to the full board. Eventually, we should have a Board Membership Committee.

5. Renae M: We would benefit from someone in Tyler to help introduce us to businesses in that area. They don't necessarily need to join the board, but just be a supporter of RRR who is connected to the business community in Tyler.
6. Elton R: I know we all like the idea of using board members to speak to organizations and those opportunities exist, but we need to prepare our board members with what to say.

I will work with Ranae to prepare a packet of RRR information to serve as a guide for our board members and a "leave behind" for prospective sponsors.

7. Renae M: may we consider always having our meetings on Wednesday?  
Board members concurred, but could not vote for lack of a quorum.

### **Adjourned**

Elton R: Called the meeting adjourned at 1:20 PM.

### **Next Meeting**

12:00 noon, Wednesday, March 19