

# **Red River Radio Community Advisory Board Meeting Notes**

**September 15, 2022**

## **ATTENDING**

I didn't take names.

## **CALL TO ORDER**

Jesse G. called meeting to order

Asked for approval of minutes

## **APPROVE THE MINUTES**

Disputes: none

Motion:

Second:

Jesse: Thanked staff for outlay of food, etc.

## **STAFF REPORTS**

### **General Manager, Kermit Poling**

Financial summary of last three years included in packet.

Net: 2020 and 2021 we lost money. Fortunately, the Rescue Act gave us 250K and we had CPB funds.

2022 looks better, but mainly due to CPB funds, the Rescue Act (we carried over about 100K and finally, reimbursement money from the restacking project was 117K last physical year.

This year we will need to find replace these one-time revenue streams. We need major donors. Several transmitters are 17 + years old and will need to be replaced soon.

On the positive side, we started Podcasts (Conserving Earth, Illuminations) and are receiving very good number of downloads (see attached for numbers) Thousands of people are downloading our podcasts, listening to RRR on their own time. Great distribution this early on. Goal 250 downloads in six months. Already have thousands and we're only weeks into podcasting. This aspect of our network will be great for selling to new donors.

### **Assistant Manager, Renae Moran**

Poytner has been great. We have learned new methods to improve our email capture and communications. We have also learned better practices for internal communications.

Poytner has introduced us to Sky Blue, a company that creates apps specifically for public radio. The cost is \$3,000 per year.

I would like the board to know our student worker: ?? He is doing great work.

Jesse: That reminds me, the number one feedback I get is how awesome Kiara is with her on-air presence during her jazz show, on promos, etc.

Kiari: When I was interviewing I said, "I like jazz and I stay up late at night." I think I was hired at that moment!

Chuck: We have stories airing on NPR, including a Bill Joyce interview coming soon. Bill talks about the journey of how he lost his toy teddy bear as a child, only to find it many years later in his parent's attic.

Board Chair, Jesse Gilmore tabled to the next meeting any decision about board leadership elections due to lack of quorum and disruptions related to the covid-19 pandemic. It was further suggested by General Manager, Kermit Poling, that Jesse remain board chair for another year.

The meeting adjourned a short time later.