Red River Radio Community Advisory Board Meeting  
July 21, 2021

Virtual Meeting

In attendance: Greg McPherson, Hardy Foreman, Kermit Poling, Bill McFadden, Ranae Moran, Sherrel Johnson, Joe Kane, Andrew Bindnursky, Anne Gremillion, Judy Deshotels, Tim Chauvin, Mary Decker, Henry Edwards, Jesse Gilmore, Margaret Elrod

1. Call to Order.

2. Approve minutes from last meeting
   a. So approved.

3. Staff Reports

   General Manager Report
   1. Damage to KLDN and KTYK
      a. BIRDS have caused the intermittent signal!
      b. Roughly $50k worth of damage. Filing an insurance claim because it’s fairly new.
      c. Tower crew cost $30-40k.
      d. Last needed part arrived 7.20.21
      e. KTYK transmitter is most difficult; microprocessor shortage to blame. Not even used parts available.
         Operating 1/3 to ¼ power.
      f. Kermit bought a new transmitter for $60k. Ship date September 9th. Took a month for LSU to approve it in Baton Rouge.

   2. Renewals for TX stations due this month.
   3. New Website!
   4. Got some rescue money from the federal gov’t. Station ran at a decent surplus.

   Ranae / Assistant Manager Report

2. Kicking off an environmental show. Rebecca Trish, Laura Ashley Overdyke and one other hosting a show on the environment and conservation.
3. 3 new underwriters. Window and Screen Company. Texas Shakespeare Festival.

Membership Report – Summer Fund Drive, end of fiscal year and PMDMC
1. Summer fund drive: $50k raised
2. End of fiscal: $392k in membership for the year
3. 230 or so sustainers.

4. Old Business
   a. Tyler Chamber of Commerce – Joe Kane will handle setting up a meeting.

5. New Business
   1. Rebranding! Will start putting the bulk of our shows out there as podcasts, utilizing the new website. Potential new name: Red River Public Media. Ranae working on new logos and collateral.
   2. Host of classical guitar today is from Shreveport! Potential to do an event for sustainers.

6. Open Comment
   • Sherrel stressed that the regional news coverage is key to introducing new audiences to RRPM.

NEXT MEETING: Thursday, September 16, 2021