

Red River Radio

Community Advisory Board Meeting

Minutes - January 15, 2026

Attendees

Krystle Beauchamp, John Gayle, Jeana Paul-Ureña, Elton Richey, Chancellor Robert Smith, Rabbi Jana De Benedetti, Angie White, Ranae Moran, Juan Carlos Ureña, Mary Decker, Kermit Poling, Henry Edwards, Troy Jones, Robert Murphy

Call to Order

Time Called to Order: 12:05

Presiding Officer: Krystle Beauchamp

Approval of Minutes from Previous Meeting

Motion: Elton Richey

Second: Jeana Paul-Ureña

Vote: Approved

Chair's Update – Krystle Beauchamp

Welcome – Notes:

Krystle Beauchamp gave a special shout out to Elton Richey for all his work on the board. Has really sparked engagement!

Board Shout Outs – Very thankful for the board members who are engaging behind the scenes. Jim Clinton, Andrew Bindursky, and Leonard Wilson have been continually active in the Alexandria area, and we are now halfway to meeting our fundraising goal for the KLSA transmitter.

Event planning committee! Thank you to Angie White and Jeana Paul-Ureña for working on our fundraiser event: VINO e Violão.

Board Reflection Activity – Summary: Krystle passed out yellow feedback cards for board members to reflect on the gifts of time, talent, and treasure. Write on the yellow cards "What one word comes to mind when you think of Red River Radio, and how you are connected to the board?" What is the area we can offer most? Time, talent, or treasure?

KLSA Transmitter Updates / Plan – Discussion & Actions:

The KLSA transmitter needs a major overhaul for a transmitter replacement. A grantmaker has offered to match our fundraising by May 1. We have raised \$40,000 so far and we have people that we have not reached out to yet. We are creating a development team for outreach. We will talk about the identified groups and see if there are connections for development outreach. John Gayle and Krystle offered to meet with Kermit Poling and Ranae Moran to discuss fund raising to meet the May 1 deadline.

The Lufkin transmitter is in a bidding process that ends on the January 18th. Then we will have a 10 – 12-week build.

Manager's Report – Kermit Poling

December Fund Drive Recap – Highlights: We raised over \$30,000 for the station and were able to disperse backpacks of food to food-insecure children. \$12,000 went to the food bank from sponsors to thank donors.

March 23 – April 3 is the Spring Pledge Drive.

Shreveport / El Dorado Technical Issues – Status: Has been on backup audio since the storms came through. We are no longer on satellite, so we do not have HD. Once we can buy a few licenses for the receivers we have, we can start using them for broadcasting.

Committee Reports & Action Items

Marketing & Outreach Committee – John Gayle

Social Media Engagement – Discussion & Actions: John encouraged all of us to engage with RRR on our own social media platforms. Share information about the fundraising event. Link to the event!

Events Committee – Angie White

Vino e Violão! – February 19 – Update & Needs: We have put together recommended verbiage that can be used for email / social media to promote the event. Doors open at 6:00 — program begins at 6:30. Wine and heavy hors d'oeuvres.

We have an event sponsor! And a flower sponsor – John Gayle! We have help with decorations. Tables will hold 6. We have 120 seats in the budget. We have access. We have 200 postcards that will go out to members and underwriters.

Elton: Will send an email blast about the event with a link for purchase. (21,000 people)

John: We are also sending out a blast through Constant Contact.

Corkscrew Wisdom will also send out a blast through Pam's following.

Discussion about the promotion on the app.

Angie: If we were to sell all the tickets and sponsorships, we would be netting \$30,000.

John: There is a great benefit in addition to raised funds — bringing music to the community and introducing people to Red River Radio.

Kermit: This guitarist is phenomenal. Look into the artist.

Discussion & Closing Items

Board Questions / Discussion / Announcements:

Board Challenge – Notes: Consider buying tickets, sponsorship, promoting on social media. Review the list of potential donors.

Next Advisory Board Meeting

Next board meeting is Wednesday, March 18

Adjournment

Motion: Angie White

Second: John Gayle

Time Adjourned: 12:47 pm