

Red River Radio Community Advisory Board Meeting

Wednesday, March 30, 2022 12 p.m.

In Attendance: Kermit Poling, Jesse Gilmore, Bill McFadden, Sherrel Johnson, Mary Decker, Ranae Moran, Henry Edwards, Greg McPherson, Andrew Bindursky, Margaret Elrod

1. Call to Order.
2. Approve minutes from last meeting
 - a. Mary Decker motioned to approve and Greg McPherson seconded, so approved.
3. Staff Reports

- a. General Manager Report – Kermit reported on the difficulties faced by the station since the passing of staff member Wally Derleth and the departure of Bill Beckett. Also, several staff members testing positive for Covid-19 further interrupted the normal operations of the station. Kermit has had to take on the Operations work that Wally was doing. The position of Operations Manager has been advertised nationally to replace Wally Derleth.

Mark Pizalotto has been hired on a temporary contract to continue doing breaks, *Crooners After Hours*, *The Acoustic Hour*, and a new Jazz Show.

Kermit also mentioned technical problems beyond our control. Work on the tower to install guide wires will put KDAQ on low power for a couple weeks, about 20,000 to 25,000 watts. A recent downloading error from the server had *Marketplace* playing at half speed, the file sending the wrong attributes.

- b. Assistant Manager Report – Ranae reported that in person advisory board meetings would soon resume. Upcoming plans include an in person outside event to show appreciation to our Volunteers and Board Members. Format would be a picnic lunch with live music outdoors. Efforts to build a major donor base continue. New Jazz Programs such as Andy B's *Jazz Out!* on Wednesday nights are launching.
 - c. Membership – Henry briefly reported on the recent Spring Membership Drive. Discussion about the upcoming Volunteer Picnic continued with Greg suggesting that he put together a Jazz group for the event. Sherrel remembered fondly the similar Volunteer Picnic Red River Radio hosted several years back to celebrate the opening of the then new Radio Station Studios.

4. Old business – There was none
5. New business – Mary expressed her opinion that we have a large board with a much smaller participation level. It is time to refresh our board membership and get new voices. Kermit presented Krystle Beauchamps, Director of Communications for Caddo Parish, as a candidate for the board. She was voted in by voice vote.

Kermit mentioned that the bylaws specify 24 to 25 board members. He further suggested that Chairman, Jesse Gilmore, contact our non-participating board members and see if there was interest on their part in renewing their participation in board meetings and station events.

New business discussion continued, Mary mentioned Universities and Colleges might be a source of young people interested in partnering with Red River Radio. Angelina College in Lufkin being one.

Kermit continued mentioning the Radio Station at Centenary College that Red River Radio might acquire. No students are running it now and they are in danger of losing their license from the FCC.

Kermit further mentioned the stations efforts to get a new person to fill the Operations Manager position previously held by Wally Derleth. He also mentioned that Student Internships are still listed on the station website.

Kermit brought up the Southern Charm vacation being promoted by Red River Radio. A minimum of 10 participants is needed for Red River Radio to make money off the promotion. Mary asked what the deadline to sign up and was told there was a deadline of the second week of May to get the least expensive airfare. A full refund will be available up to the day before departure.

Greg McPherson expressed interest in helping with the weekly Jazz programs. Ranae explained more about the stations plans for the Jazz programming. Andrew's *Jazz Out!* would be a modern Jazz show while the Mark Pizalotto's Thursday night show would be a swing show like Wally use to do. Kermit mention the memorial show for Wally that Andy B did for his first show and Greg expressed an interest in re-airing it for those who missed it.

In closing new business, Ranae mentioned a needed capital campaign needed to replace old equipment. She also mentioned that Cliff Shackelford was retiring his position with Texas Parks & Wildlife, but that he wanted to continue doing Bird Calls. Thursday, May 19 at noon is the next meeting. The meeting adjourned.