

Red River Radio Community Advisory Board Meeting

July 20, 2022 Meeting – Zoom meeting

ATTENDING

Jesse Gilmore, Krystle Beauchamp, Andrew Bindursky, Anne Gremillion, Bill McFadden, Kermit Poling, Henry Edwards, Renae Moran, John Gayle

CALL TO ORDER

Jesse G. called meeting to order

Noted six board members only. Inadequate attendance. (More regarding board participation under Old Business, New Business below)

APPROVE THE MINUTES

Disputes: none

Motion: Bill Mc.

Second: Anne G.

STAFF REPORTS

General Manager, Kermit Poling

1. Stations on full power

All stations operating normally at full power with no transmitter issues at any location! Only minor power and HVAC issues, which are being addressed.

2. Cutting Beethoven network

C24 now distributed directly from APN, so we can switch networks, enjoy the same cost with enhanced programming and better service for our listeners, such as a better selection of recent recordings and performances. We are keeping the Jazz Network from the Beethoven network.

3. Poynter Institute project with staff (digital training)

RRR was selected for digital transition training as part of a group of only 20 stations. Due to our staff size, our entire staff has been given the opportunity to complete this exciting and important training.

Our short-term goals include increased email capture and content distribution via email, focused podcast content development and collaborations with select outside groups. Ultimately, we strive to increase web visits and engagement, especially with younger listeners and creators.

Renae M: We have a great coach. She has helped us focus our efforts, so our time and expectations are better managed to reach short term goals. Our initial audience focus is the segment of 18 – 44 “young creatives.”

Already, our focus in this area is generating interest from underwriters, such as Rhino Coffee, which is interested in partnering with RRR in many ways, including a podcast targeting young creatives and even supporting an upcoming mayoral debate.

Jesse G: I have experience with hosting and monitoring a mayoral debate. I learned quite a lot and I will be glad to help.

4. Reimbursement funds from the FCC

RRR is finally receiving reimbursement funds from the FCC to recover costs during the re-stacking project. The amount is more than \$100,000 and will cover among other items, consulting costs.

5. Southern Charm canceled

Our Southern Charm trip has been cancelled. The trip was contingent not only on our group going, but others. Interest and bookings fizzled probably due to the heat wave (groups are booking more trips to Alaska to escape the heat) and resurgence of Covid. We will consider another trip at a later date.

6. Questions?

Anne G: How did the summer fund drive perform?

Kermit P: We were satisfied. We had an amazing number of giveaway items and people were excited about getting them. We are already lining up more items for the autumn drive.

Jesse G: I especially enjoyed the live music. I called in when my friend's band was playing. This brings up an issue. The process to take my donation took 15 minutes and my donation message never got through to the control room to be read. I realize that is always a possibility with volunteers and I appreciate anyone willing to man the phones that late in the evening, but I did want to bring it to your attention.

Assistant Manager, Renae Moran

1. Poytner Institute Project (see remarks above under GM topic 3)

2. Programming Notes

Jazz Out: Andy B's show is getting rave reviews. We are receiving a lot of positive feedback.

Swing Night: The same is true of Mark's popular show

Classic Jazz (NEW!): Kiara hosts Classic Jazz Monday evenings.

3. In-Person board meeting

We postponed the in-person board meeting this time due to extreme heat and Covid concerns. We are considering an in-person board meeting for September if conditions improve.

4. Volunteer appreciation event

We had the same issue for this event as for our in-person board meeting and are considering dates later in the year.

5. The 90-Second Naturalist

Renae M: Anne, do you like the new nature insert?

Anne G: I like it better than the old one, but I still think there must be a better program for that 90-second slot.

Renae: We are running it in the interim and are continuing to look for better options.

OLD BUSINESS, NEW BUSINESS

Jesse G: I have the task of calling all board members to find out if and how they want to stay engaged. The core group of you who always attend and contribute to our meetings know we have an issue with many of our board members who virtually never show. That, combined with the urgent need to add new and younger voices, compels me to ask our current board members who do not participate in our meetings if they wish to remain on the board and how they see themselves engaged in the future. The goal is to make room for new voices and build a invigorated board who will help RRR continue to succeed.

OPEN COMMENTS

Kermit P: We are pursuing the development of our own RRR app through a firm who has handled other public radio and television station apps. We learned of this company through our collaborative meetings with other stations as part of the Poytner Institute Project. Therefore, we are looking for a corporate sponsor to underwrite our new app for \$5,000.

Jesse G: I used the WRKF app in Baton Rouge. It's a great advertising opportunity.

Andrew B: One caution: I listen to many stations from around the country. Some of them have long intros and advertisements that put you off from listening. I hope that we keep our intro very short and go quickly to our programming.

Kermit: Yes, we will keep our intro short.

Jesse G: Any more thoughts or comments? May I entertain a motion to adjourn?
(12:40 PM)

Motion: Andy B

Second: Anne G

Meeting adjourned at 12:40 PM

NEXT MEETING: Thursday, September 15, 2022