

Red River Radio Community Advisory Board

Minutes of the Meeting

Wednesday, July 16, 2025 – 12:00 Noon
Location: Red River Radio Studios / Zoom

Call to Order & Welcome - Chair, Elton Richey

Elton Richey, Krystle Beauchamp, John Gayle, Andrew Bindursky, Jesse Gilmore, Robert Murphy, Tim Chauvin, Leonard Wilson, Angie White, Kermit Poling, Ranae Moran, and Troy Jones. Via zoom: Jeana Paul-Urena, Hilary Walker, Mary Decker, and Henry Edwards.

Recognition of Community Foundation Grant

Kermit: Allow me to introduce Garrett Johnson, who oversees grants for the community foundation.

Garrett: He announced a grant awarded to RRR for \$65,000 from their Travis White Fund under General Competitive Grants. Garrett read the bio for Travis White.

Approval of Minutes from Previous Meeting

Introduction of New Board Member: Robert Murphy

Elton made a few complimentary comments about Robert and his help through the years for RRR. Robert's expertise is in database development and direct marketing. He will join the Marketing Committee.

Board Development & Nominations - Chair, Elton Richey

Continued Efforts to Revitalize the Board

Elton: made a few comments about the federal funding likely being rescinded and said that "we" the board are the calvary for RRR. He also thanked the board for their work.

Elton: we are refining the way we bring on board members. Please alert me via email and text when you have someone you would like to nominate.

Advisory Board Meeting Schedule Change

Elton: there has been discussion regarding moving meetings to a quarterly schedule.

Kermit: whether we keep the schedule or not, the staff would prefer choosing one day – Wednesday or Thursday – and be consistent

Jesse: voiced support for quarterly meetings as long as we're moving toward a committee scenario of regular meetings. Krystle, John, and others agreed.

Elton: the executive committee will come up with dates and then submit an electronic ballot for approval of the board. There may also be the need to amend the bylaws to make such a change in the meeting schedule.

Manager's Report – Kermit Poling

Summer Fund Drive Recap

Kermit gave a summary of the successful Summer Fund Drive, which raise \$55,000 this year, as compare with \$35,000 last year. Total fund member contributions this fiscal year was \$326,408 as compare with last year's \$293,936, which represents more than a 12% increase in member contributions.

Overview of Current Federal Funding Status

Senate is still debating the bill. If the CPB money is rescinded, it would adversely affect RRR, rural stations, NPR and possibly music licensing used often in programming provided to RRR.

Recent CBS News Interview

The interview focused on Jeff and the importance of our local news, and the potential adverse effects rescinding CPB funding would have on RRR news. The report did insinuate incorrectly that a "news desert" would be created if CPB funds were rescinded, when instead a better way to describe it is the removal of an important news source, especially in rural areas of our coverage.

Kermit: I did interview on KEEL with David McMillan's Strategies for Living. Tony Taglavore did another interview with me for his online publication.

Staffing Update

Kermit: Kiara Lafitte leaves on August 21. She has been a great asset for RRR. We are going to miss her and we wish her well.

General Station Updates

Elton: I want to say thanks to the staff and others for making our summer drive so successful. We definitely had a big increase.

New Board Member Robert Murphy

Elton asked Ranae to introduce new board member, Robert Murphy, and said complimentary things about him, his work for the station, his database expertise, and his knowledge and assistance with RRR software through the years.

Committee Reports & Action Items

Marketing & Outreach Committee

Krystal: We've had an initial meeting with Richard's Creative in which we presented the document supplied at our last board meeting. Richard's Creative is a great partner for RRR and has been helping with our marketing needs for several years. They will send a proposal to Ranae, and then we will meet to discuss next steps.

Elton and Kermit discussed the potential for outdoor advertising with Lamar Outdoor. Elton will arrange a meeting with his representative, Patrick Kirton.

Events Committee – Angie White

Clarifying Questions for Staff/Board

Angie: What are examples of events that have occurred in the past? What was the purpose of the events? Raise funds or community outreach?

Ranae: Mostly community outreach

New Event Proposals

Angie: One opportunity is to build partnerships with four-year colleges in all of our markets, so that we can perhaps broadcast from some of their events.

Ranae: We did have a successful event at LSUHSC. Also, the Vino & Violin events have been very successful for us in past years.

Angie: Jena and I will follow up with a meeting with Ranae to find out more about past events and consider future opportunities. We're also thinking about events in which we leverage some of our own people and programming who have an active following, such as Birdcalls. Louisiana Haywire is another show we may be able to partner with for an event.

Jena: We do bring in groups and artists to our campus with whom we can partner. They would love to support RRR. We have a classical guitarist coming this year and that would be a great opportunity for an event. It could just be limited to donors or the entire community, or both. We can also place a link to RRR on our online resource page.

Orientation Committee (NA)

Development Committee

Jesse: Considering the looming gap in our budget, I believe in person fund raising events are an important tool in our arsenal. Unfortunately, I think we've identified a lack of personnel to effectively produce such an event from A-Z. I have a solution. There is a person I know who is a consultant in this field. He could help shape and deliver a successful fund-raising event for us. I have submitted his bio to the staff for consideration and perhaps we can speak with him soon.

Programming Committee

Andy: We are in the early stages of our work and still clarifying what our core job should be, but Tim and I have begun our discussions.

Tim: One thing we've discussed is bringing in area musicians to either record or perform live, so that we can program more local live music.

John: Good idea. While you're getting traction on that and considering we are short-staffed at this moment, I wonder if we could pull from our archive of past local performances and rebroadcast them. It wouldn't be "live," but it would be local.

Elton: Just as a reminder: all committees should meet between our Board Meetings, so they are ready to report any progress or status for their committee.

Discussion & Closing Items

There was more conversation about losing federal funding, the consequences and what we can do to improve contributions.

Angie: We need to say the number, the dollar number we are losing, so our contributors understand that's the amount we need to raise.

Ranae: We need a multi-year approach to our donors, so they understand this deficit will be an ongoing situation and not only this year.

Adjournment