

Red River Radio Community Advisory Board Meeting Notes

May 19, 2022 – Zoom Meeting

ATTENDING

Jesse Gilmore, Mary Decker, Anne Gremillion, John Gayle, Margaret Elrod, Greg McPherson, Andrew Bindursky, Kermit Poling, Ranae Moran, Henry Edwards

CALL TO ORDER

Jesse G. called meeting to order
Noted light attendance
Asked for approval of minutes

APPROVE THE MINUTES

Disputes: none
Motion: Mary D.
Second: Greg Mc.

STAFF REPORTS

General Manager, Kermit Poling

1. New Hire, Kiara Lafitte, Operations Manager

Kiara Lafitte is the new Operations Manager for the station. Recent graduate of NSU. Her dream is to work at NPR. Highly recommended by her professor who said, "She is perfect for you." Kiara produced her own show at the NSU station. Kiara is getting up to speed quickly with her responsibilities. She will perform operations and eventually produce jazz programming. As a plus, she has a very nice radio voice.

Also, the station is getting help by hiring Mark Pizalotto, a longtime volunteer with radio experience. He is producing breaks, Crooners After Hours, The Acoustic Hour and a new Jazz show.

2. KDAQ Tower Work Continues Causing Low Power Issue

As you know, KDAQ shares the tower with LPB, which is finishing work after the restacking project, including painting the tower and stringing guywires. For this reason, personnel are still working at the top of the tower, therefore we must reduce power and not use our main antenna. A backup is in place, broadcasting at approximately 15% power. Not great, but something for the interim. Due to weather delays, we cannot predict the completion of the remaining work, but we will send an email to the board upon completion.

3. Poynter Institute Project With Staff For Digital Training

RRR is fortunate to have the opportunity to receive staff training under the CPB's Poynter Institute Project – a project focused on audience growth through digital media. The goal is to indoctrinate stations into the digital realm to seek and attract currently underserved audiences.

Our staff is in meetings several hours a week. In addition, surveys have gone out to the station manager and other key board members (e.g. Jesse Gilmore) to gather station operation information. Kermit will meet with the Poynter Institute tomorrow regarding what Poynter has discovered with the surveys.

The overall goal of the project includes reaching specific audiences via digital media, e.g. young professionals, by training staff how to identify and target those audience groups. We have already benefitted from the internal staff meetings and improvements in internal communications.

4. Reminder For Sothern Charm Vacation

We ask our board members to spread the word about our Southern Charm Vacation. It is a fundraiser for RRR, so the more people who join, the better for the network. Booking now to secure airline tickets could save costs for travelers. Kermit would love to see as many "like-minded" travelers (i.e., people who love RRR) on this trip as possible.

Assistant Manager, Renae Moran

1. Poynter Institute Project

RRR staff is currently attending 2-hour sessions Tuesdays and Thursdays. Poynter is focused on gaps in our audience demographics. Some examples of audiences we are missing include young professionals, young creatives, young women and Hispanic people. Young women 18 – 35 account for a large demographic in our area and many live in poverty. Poynter is interested in helping RRR discover how to better reach and serve such underserved groups.

Poynter has also been beneficial in revealing gaps within our staff communications. For example, there are instances in which some staff members are unaware of what other staff members are doing. There hasn't been internal measurements or communications regarding our effectiveness at what we are doing.

Mary D: Does Poynter help identify how to fund raise?

Kermit: Poynter does not focus directly on fundraising, but rather on audience development through training our staff on digital methods to better reach and serve heretofore-unreached audiences and along the way help our internal communications to reach that goal. The project improves two important aspects of our future growth and welfare.

Kermit: Most stations that are in line for this project have much larger staffs, so this is a great opportunity for RRR. We have large group meetings with other stations, as well as smaller break out meetings. These meetings are great for training and the exchange of ideas from other stations pushing for growth.

2. Lamar Advertising Company Billboards

We are pleased to say Lamar Advertising Company is once again donating outdoor advertising space for our upcoming drive. We thank board member Anne Gremillion for establishing this relationship and Lamar General Manager Tommy Roberts for continuing their support.

3. In-Person Advisory Board Meeting In July

The staff would like to have an in-person board meeting in July if possible. Among other reasons, we would like to introduce everyone to meet Kiara Lafitte. Maybe we could have a meeting/social hour for our board and staff.

Jesse G: I love that idea. We're long overdue for a get together. We need a little board appreciation meeting and celebrate the employees to show them how much we appreciate all their hard work, especially this year. Unfortunately, we continue to have abysmal participation in our board meetings. Henry, do all board members respond to you and let you know if they are coming or why they are not?

Henry E: I have mixed results getting responses from board members.

Jesse G: I've been here several years and there are literally members I've never met because they've never attended a meeting. Perhaps we should consider culling some people from our board or at least reach out to them and ask how they see themselves being involved with RRR going forward.

Anne G: Part of the problem is board members are not asked to do anything for RRR and lose interest as a result. Since we are an Advisory Board, it's important for the staff to reach out and ask us to help as needed.

Kermit P: We have asked board members to do things in the past and sometimes they don't follow through. For example, we were going to have a "Friends of RRR" group. We asked a board member to lead that effort. There was no follow through and it didn't happen. Also, Covid has prevented much of the activities which would allow us to work together, such as you (Anne G) and I went to East Texas on behalf of our new station. I'm always up for something like that and we should have more opportunities now that Covid has subsided.

Jesse G: Kermit, perhaps it would help if we met, identified some areas where the staff does need help and map that list to the capabilities and willingness of board members.

Kermit P: Yes, the staff and I will meet with Jesse and any board member he would like to join us.

Andrew B: Another problem with board engagement came about when we tried to establish specific committees and their responsibilities overlapped, causing confusion and the effort seemed to run out of steam. Maybe we can clean that up.

Andrew B: Regarding meeting times, it is a little hard for out-of-towners to come to an evening event because we might need to spend the night.

Rena M: Yes, I can see that. Maybe we keep it to a lunch event.

Anne G: There was a time when we regularly met at a restaurant. Perhaps this is an occasion when we could consider that option.

Kermit/Rena: Yes, that's possible. We can explore that option with some local restaurants.

Greg Mc: I'm developing relationships with a recording studio and with Brookshire's that may help us identify other partners with whom we can work in East Texas.

4. Volunteer Appreciation Event Pending

5. Jazz Out and Swing Night

We're happy to have these programs being produced. Andrew, are you enjoying Jazz Out?

Andrew B: Yes, I'm enjoying and I am getting some good response anecdotally.

Kermit: We're also kicking off Swing Night.

6. Pulse of the Planet Replacement

We are looking for a new module to replace Pulse of the Planet. Board members could help us find a new one.

John G: We'd love that. How do we do that? Do you guys have access to a listing or database of modules.

Renaë: Yes, from PRX. We can download and share modules. In addition, we welcome new 2 to 4 minute modules from a local producer. So, if any of you have ideas, please let us know.

Greg Mc: Do you think I could produce a segment for Black Music Month in June. I just need some help from you.

Renaë: Sure. Let's get together on that.

Mary D: How is the environmental show going? Good response?

Kermit/Renaë: It is going very well. It is a very good show and well received.

Membership, Henry Edwards

Upcoming Drive

Our upcoming summer fund drive will be June 13 – 24. We will have live music once again for this drive.

NEW BUSINESS

Jesse G: Our new board member Krystal could not make it to this board meeting because she is out of town, but she is very excited to be on the board and is a great voice to add to our board.

NEXT MEETING: Wednesday, July 20, 2022

The staff and members of the Advisory Board will explore options for making this meeting in-person and an appreciation for staff and board members.