

Red River Radio Advisory Board Meeting Minutes

Date: Wednesday, November 20, 2024

Location: Red River Radio

Attendees:

Andrew Bindursky, Krystle Beauchamp, Mary Decker (zoom), Margaret Elrod, Elton Richie, Hilary Walker (zoom), Henry Edwards, Troy Jones, Ranae Moran, Kermit Poling

Call to Order:

The meeting was called to order by Elton Richie.

Approval of Minutes:

Motion to approve the previous minutes was made by Krystle and seconded by John Gayle. The motion passed unanimously.

General Manager's Report (Kermit Poling)

1. Backup Generators
 - a. RRR applied for FEMA grant and received it
 - b. \$80,000 reimbursable
 - c. Includes backup generators for Lufkin, Tyler, El Dorado
 - d. Work is scheduled to begin soon
2. El Dorado
 - a. A part on the transmitter failed. That particular part is not available any longer. Troy is seeking a work-around.
 - b. A pawn shop has the part we need for \$3,000
 - c. Kermit needs someone (a donor) to buy the part and then donate it to the network because the university cannot purchase it directly from a pawn shop.
 - d. Elton: include donation message at the top of Wavelengths and push out on our Facebook page
 - e. We may be reaching the transmitter equipment life, exhibited by the lack of support for some essential parts.
 - f. Replacement cost for the transmitter is \$70,000
3. 4th Anniversary
 - a. Appreciation event at the station: invitation only, speeches, live music, food
 - b. 6:00 – 8:00 PM, Thu, Dec 19
 - c. Business casual
 - d. Inviting donors, underwriters, friends

- e. Elton: make sure we take this opportunity to reach out to all our underwriters and potential underwriters and donors
 - f. Mary: are we inviting mayors to this event? How about the Chambers? Invite the mayor and head of chamber from each town in which there is a transmitter.
 - g. Kermit: We'll be happy to invite anyone you guys think is important to invite.
 - h. We may possibly move the party to the 18th
4. Cultural Forces of the Armed Forces of Ukraine
- a. A cultural "Thank You" from Ukraine to the people of the United States
 - b. From front lines of military in Ukraine. All seven of these world class performers are active duty military and have experienced war, bearing physical and/or emotional scars
 - c. These phenomenal artists have performed many places in the area, as well as across the southeast, south and west coast of the US.
 - d. RRR featured them in a live broadcast
 - e. Yesterday was the 1000th day of the war and all the performers were returning home

Assistant General Manager's Report (Ranae Moran)

- 1. Community Connections, a new production
 - a. Interviewing non-profits
 - b. Monday at 6:30 PM, right after Visions and Ventures
 - c. The Institute for Non-profit, Administration and Research will host the show
 - d. Scheduled to begin in January 2025
- 2. KSCL News
 - a. We currently use Exponential for content. It is a streaming service for alternative music played on the newly acquired station
 - b. The problem is we get conflicting branding, so we a building our own music library of this type of music. We can then promote clean branding that RRR is providing this music, as opposed to a third party
 - c. We can also tailor the programming the way we want

Membership Report (Henry Edwards)

- 1. Membership
 - a. Holiday Backpack Drive is coming again in December
 - b. Live pitch on air from Wed, Dec 4 through Fri, Dec 6
 - c. Each donation from an individual triggers three back packs full of food
 - d. In recent years, we have raised about \$40,000 during each drive
- 2. Fall Fund Drive
 - a. Goal: \$100,000; actual: \$60,000
 - b. Elton R: Did we learn anything? Anything we want to change?
 - c. Henry R: We could mention our 40th Anniversary more often.

- d. Kermit P: We will mention 40th Anniversary for sure. Also, since we may lose Federal funding, we can mention this is a great time to support us and perhaps at a higher level to cover potential shortfall.
- e. Elton R: Make sure people understand how much we rely on their local contribution.

Other Business

1. Other Fund-Raising Opportunities
 - a. Fund Raising Through App
 - b. Elton: Have we made progress on that?
 - c. Troy: Yes. We just need the messaging for the Backpack Drive and we can push that out
 - d. Elton: Are we set up for people to give on their birthday?
 - e. Kermit: No. It's a bit tricky because our tax ID is LSU. Our Friends organization could help and I am pushing to get that up and running.
 - f. John: Can we send Wavelengths to our legislators?
 - g. Elton/Kermit: Yes, we will do that. Krystle will send Henry the email list.
 - h. Ranae/Kermit: We should add more content, rather than only what is coming up on our schedule. John G volunteered to help write content for 40th Anniversary. Ranae will supply him with basic information.
2. Discussion of expanding board, adding board members from East Texas

Adjourned: 1:07