

# **Red River Community Advisory Board Meeting Notes**

May 18, 2023 – 12:00noon

## **ATTENDING**

Jesse Gilmore, Krystle Beauchamp, Kermit Poling, John Gayle, Hardy Foreman, Leonard Wilson, Joe Kane, Troy Jones, Elton Richey, Ranae Moran, Henry Edwards

ZOOM: Anne Gremillion, Andrew Bindursky, Mary Decker

## **CALL TO ORDER**

Jesse G: called the meeting the order at 12:11 pm.

Minutes were approved, motioned by Mary D., 2<sup>nd</sup> Hardy F., no disputes

## **New Board Members**

Jesse G: warmly welcomed new board members Elton Richey and Angie White

## **Introductions of Board Members**

Jesse G: had board members introduce themselves for the sake of newer members

## **STAFF REPORTS**

### **Kermit Poling, General Manager**

1. Chuck Smith leaving June 30. Kermit has submitted paperwork for re-hiring and waiting for LSU to post the position online. Kermit commented on Chuck's fine work in the news and wished him well.

2. Centenary donated their radio station to RRR. The transfer has been filed with FCC. RRR will own everything but the land, including the transmitter, building, tower and antenna. The station will remain an alternative rock station.

Hardy F: Is this an opportunity to involve college students in RRR?

Kermit: Sure. The problem is getting a commitment from students for any length of time.

John G: Maybe we could get some students interested in producing podcasts and help fulfill recommendations from Poynter.

Kermit: There are various ways students can be involved.

Anne G: How are we promoting those opportunities to students?

Kermit: We have promoted it on our website and they can reach out to us through our contact information.

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Hardy F: I don't think many students even know this [the studio] even exists.

John G: Yes and beyond know we exist, we must be relevant to them or they won't care. I'm thinking about podcast development – something we need based on our streaming numbers and directives from Poynter – and how creators may need help understanding how to take an idea for a podcast and turn it into a reality. Perhaps we can put together a “how to” guide for working with RRR.

Kermit: You should talk to Kiara. That's something she has been involved with before she came to RRR.

John G: I'll reach out to her.

Elton Richey: I'm wondering if we should stop with college students. You know, high school students are very involved in podcasting. Maybe we could host a “podcast bootcamp” for students.

All: Members thought Elton's idea was good. John G said he would follow up with Elton.

3. Shreveport Transmitter: RRR is close to having the replacement Shreveport transmitter and will be installing it soon. We need to install new electrical. The current Shreveport transmitter will be used as a backup for Lufkin/Nacogdoches

4. The RRR app is very close to release. We are waiting for Apple to accept our app for download. The app will provide new opportunities for listeners and underwriters.

### **Ranae Moran, Assistant Manager**

1. Welcomed new board member, Elton Richey, and made the point we still need new board members from underserved areas.

Jesse: met with staff and began developing a short list of board prospects based on level of giving

2. New business show going on the air with a July launch as the goal. Marcy Howard, Shannon Johnston will host. They envision conducting business profiles with interviews and facts about specific businesses.

3. We are now working on promoting RRR in Tyler. We are trying to reach out to Tyler and work that area, get billboards up and compete with UT Tyler station.

Kermit: UT Tyler is not really competition, mostly jazz, not much overlap with us. We carry classical, which got us into the Tyler market.

### **Henry Edwards, Membership Coordinator**

1. The next Fund Drive is June 12 – Fri 16. We are looking for on-air guests.

Kermit: Nationally, NPR conducted a Give for Good drive on Monday and Tuesday. The messaging was excellent, so we're using this messaging in our upcoming drive. We'll send out scripts of the messaging to use as a guide for our own messaging during the fund drive.

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### **OLD/NEW BUSINESS**

#### **1. Executive Committee**

Jesse G: we have gaps in our executive committee and still need a Secretary and Vice Chair.

All: Jesse G will stay on another term through September 2024. Krystle Beauchamp will serve as Vice Chair and Elton Richey volunteered (sort of) for Secretary. All were confirmed by the board.

#### **2. Term Extension**

Joe K: can we extend executive committee terms from one to two years

Jesse G: proposed this measure. 2 years beginning September. Joe K motion, Hardy F 2<sup>nd</sup>

Jesse G: put the proposal for two year terms for executive committee members to the board at large. The RRR board passed the proposal unanimously.

#### **3. New Board Member**

Jesse G: Upon the boards review of Jeana Paul-Rena's CV, I ask for a motion to nominate her to the board. Joe K motioned, Hardy F 2<sup>nd</sup>, and the board voted unanimously to accept her.

Joe K: What about Jessica Hawkins as a board member?

Mary: We need a new board member from Lufkin.

#### **4. Friends of RRR**

Jesse G: We have formed "Friends of RRR," to solicit large donations and out of market contributions, mainly for large capital projects. Friends will greatly simplify such contributions and will facilitate their allocation for the needs of RRR.

Jesse G: We need 6 – 7 people to serve on the Friends of RRR board. This is not much of a time commitment, but important to oversee the funds. Jesse G asked for volunteers.

The following people were accepted as Friends of RRR board members: Hardy Foreman, John Gayle, Joe Kane, Leonard Wilson, Jesse Gilmore, Elton Richey, Kermit Poling (ex-officio)

### **OTHER NEWS**

Kermit: The Tyler transmitter has had recent issues of dropping out. Parts are ordered. The digital signal is still fine.

Kermit: There is a new fund that more or less replaces the defunct Public Telecommunications Fund and RRR is applying for the funds to provide backup power to markets such as Lufkin, Tyler and Alexandria.

Jesse G: Moved to adjourn meeting at 1:11 PM.

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**NEXT MEETING: Wednesday, July 19, 12 noon**