

Red River Radio Community Advisory Board Meeting Notes

January 19, 2023

ATTENDING

Jesse Gilmore, Mary Decker, John Gayle, Margaret Elrod, Andrew Bindursky, Nell Shehee, Joe Kane, Rabbi Jana de Benedetti, Kermit Poling, Ranae Moran, Henry Edwards

CALL TO ORDER

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

APPROVE THE MINUTES

Disputes: none
Motion: Mary D.
Second: Andrew B

STAFF REPORTS

General Manager, Kermit Poling
Assistant Manager, Ranae Moran

1. Bill Beckett's Passing

Kermit spoke of Bill Beckett's passing. Further details can be found in his obituary online. Bill's death came nine days shy of one year since Wally passed away.

2. Annual Audit/Financial Status

Auditors have been slow to report, but we did not lose money last year. This year, we will have the challenge of replacing the Shreveport transmitter, which costs \$190,000. Fortunately, we have an offer to cover half the cost. That means we still need to raise \$95,000.

The first step is for Kermit to raise as much as he can by asking key donors. The second step is to set up a Capital Campaign Committee for replacing the Shreveport transmitter.

Jesse G: Volunteered to lead the committee

Nell S: Volunteered

Crystal B: Jesse volunteered Crystal

John G: Volunteered to help put together the pitch

Kermit: Additionally, we have four transmitters which are 35+ years old and need to be replaced.

Andy B: What about Alexandria's transmitter? I'm concerned the "old guard" who used to underwrite large projects are gone now and some key contributors have been replaced by a foundation with rules for grant writing. We will need to apply for a grant before they will meet with us.

Mary D: How about someone from Ruston? Is there anyone there, such as the prior owners of T.L. James, who could help replace that repeater? I'm also thinking of Longview. Are there people there who could support our capital needs?

Kermit: Maybe the LeTourneau family and company.

Mary D: I will speak with Richard LeTourneau about support. He lives in Hallsville.

Kermit: The upgrade would directly impact reception in Longview.

Mary D: Joe, what about your friend, Scott Martinez in Tyler. He's head of Economic Development for the Chamber.

Joe K: I'll talk to him next week when I go over there.

Mary D: When you speak to him, ask about how we can tap into the community of physicians.

3. Poynter Update

Apps on phones: RRR was selected by Poynter Institute to be a digital media network. Our team has been working with them for nine months. Our online usage is amazing. Conserving Earth is really performing well with up to 16,000 streaming listeners. We have a substantial streaming audience. It is growing and we are pursuing building this audience with Poynter's help.

Ranae: Poynter is very impressed with our streaming audience.

Andy B: when can we get some of the music shows available for online streaming, podcasts, etc.

Kermit: We are working on that. We are covered for music licensing through CPB.

Jana B: Can we monetize the podcasts/streaming.

Kermit: Yes and now that we have more numbers, we will approach underwriters for our shows with the data to support our pricing.

4. Station App

With Poynter, we participate in group sessions with other stations and in one session, another station mentioned they were about to launch their app. Kermit asked who built it for them. Public Media Apps (Sky Blue) at a \$3,000 per year cost. About 200 stations have used them. Deploying an app will help us meet Poynter's goal for us concerning dollar contributions. We are just getting started because the LSU approval process took 4 months, but we are now approved.

Mary D: How are we reaching out to young people with these new tools.

Kermit: One thing is a station geared toward young listeners is being donated to us. I can't say who, but many of you know. I also had a wonderful conversation with Ed (from Chamber) along these lines. The Poynter Project is also geared toward younger creators and listeners, but Poynter wanted us to work on our low hanging fruit then move out into more difficult areas such as young creator/listeners.

Jana B: Maybe we can access some of these young creators in our area.

Kermit: Yes, for sure we want to reach out to them and find ways to incorporate their work in what we are doing.

4. New Business

Ranae: Two programs ending: Says You, Women in Music. Please send us your suggestions for new program.

Kermit: By the way, people love Andy B's show, Crooners after Hours, and the Chuck's Community Spotlight, these programs are very popular. Also, just a side note on the Tyler market: the UT station is in a little hot water and can no longer air Morning Edition because influential people supporting the university did not want the "liberal media" broadcast. That is unfortunate for their station, but means we are the only station now carrying Morning Edition in that market.

Jesse G: Our advisory board needs additional officers. We're looking for a Vice-Chair and Secretary. I nominate Krystal Beauchamp (pronounced Beachum). Second: Andy B. Nomination accepted.

Joe K: Vita Riner could be a good addition to our board.

Jesse G: Great. Let's arrange a meeting.

Jesse G: Well folks, we've been here just more than an hour and had a very good meeting. Thank you for joining us. I move we adjourn.

Joe K and Nell S: second

Next Meeting: Wednesday, March 15

The Spring Pledge Drive will begin the following week, March 20 – 31.