

Red River Radio Community Advisory Board Meeting

Wednesday, November 17, 2021 12 p.m.

In attendance: Sally Langston, Andrew Bindursky, Mary Decker, Hilary Haglund Walker, Kermit Poling, Ranae Moran, Henry Edwards

1. Call to Order.
2. Approve minutes from last meeting
 - a. Mary Decker motioned to approve and Andrew Bindursky seconded, so approved.
3. Staff Reports
 - a. General Manager Report – Kermit informed the board that program director, Bill Beckett, is no longer on staff and briefed the board on matters that needed to be cleared up relative to his departure. One, being that the holiday programming was mostly on Bill's computer and not on the station servers. Kermit said that he would be working with Ranae to get the Holiday Programs ready for Thanksgiving, Hanukkah and Christmas.

Kermit then mentioned the many local shows and the possibility of syndication. Mary Decker asked if we could possibly work with UT Tyler to get the syndication going. Kermit replied that we are still a little bothered by the new NPR station UT Tyler had launched.

Ranae mentioned the new 30 minute monthly show host Kay was planning to launch about successful black people and the struggles they had to endure to achieve the success they had. Kermit mentioned Tracy Burrell's new show, "Teach Reach Inspire." Recent topics were the shortage of teachers and Dads on Duty. The most recent show was about human resource officers and how they got involved in their profession. Ranae noted that it's helpful that the show profiles Black professionals, since this is an audience segment that Red River Radio needs to tap into.

Mary Decker asked if we had underwriters for these new shows. Kermit responded that yes that is the point of these new endeavors. He noted that grants from the NWLA Community Foundations supported "Health Matters" and our local news broadcast. He also mentioned that the Coughlin-Saunders Foundation was a potential source of underwriting for these projects.

Some further discussion of funding and underwriting from East Texas followed. Kermit mentioned the relationship we had formed with the East Texas Symphony and their music director, Richard Lee. Mary added that

Rabbi Katz of Tyler might be a useful connection in East Texas. Ranae mentioned our so far unsuccessful efforts to reach out to the Tyler Chamber of Commerce president, Scott Martinez. Mary brought up the possibility of having heads of Chambers on the air for our fund drives. Kermit responded that we previously had the President of the Lufkin Chamber, Jerry Huffman, on our board and on the air. Kermit also noted that Judy McDonald of Nacogdoches had also been one of our fund drive guests. Mary commented that we haven't had very many fund drive guests from Longview.

Hilary noted that now would be the time when businesses are making their charitable giving budgets, an excellent time to inquire about possible grants and underwriting.

- b. Membership Report – Henry mentioned the upcoming Holiday Backpack for Kids drive in early December. Matching money for the backpacks was in place for Northwest Louisiana and Central Louisiana matching money was coming along, but much more was needed for East Texas. Hilary expressed a willingness to ask East Texas Banks and the Temple Foundation for support.

Kermit noted that the advisory board finance committee had not met recently. Mary volunteered to set up a meeting on zoom in the new year.

Kermit asked if there were any comments for the open discussion. None were made so the motion was made to adjourn, seconded by Andrew Bindursky.