

Red River Radio
Advisory Board meeting of Sept 20, 2018.

Attendance: Tim Chauvin, Rabbi Jana De Benedetti, Mary Decker, John Gayle, Anne Gremillion, Charles Jones, Joe Kane, Sally Langston, Dr. Brian Murphy, Rev. Pike Thomas.
Bill McFadden
Staff: Kermit, Henry, Renae

Call to order by Rabbi Jana De Benedetti at 12:13 pm

Approval of the minutes:

Motion to approve: Rev Pike Thomas

Seconded: Dr. Brian Murphy

Approved unanimously

Change closing to: purchase agreement signed and awaiting FCC approval.

Staff reports:

General Manager's report:

1. Troy Jones- chief engineer

LSUS Chancellor Larry Clark has agreed to match the Noel Foundation grant. LSUS will also match the salary of the new engineer for this fiscal year and possibly next year.

2. KTYK...FCC approved the sales and transfer of ownership. Will receive notification upon the actual closing of the transfer of ownership which will be electronic. Waiting on LSUS and LSU admin to transfer the finds. Jerry Hanson the owner gave Kermit the keys to the transmitter. Need to install a satellite dish at the station in Shreveport. Working on interconnection. This will happen not sure of the actual date. Kermit will notify Board. KTYK will be shut down for a short time while setting up interconnection to RRR. KTYK are new call letters for the station. RRR will have 6 stations with this addition.

Need to find and raise \$125,000 this year to cover the costs of the new station. Charter contributors are the key in both Shreveport and now Tyler Area.

A committee is proactive on raising funds for the new station. Chamber of Commerce has offered to host an event promoting the station.

A detailed feasibility study from 10 years ago, estimated funds and fund raising to promote and keep the station on the air. Tyler is a very affluent area and rather progressive area. Response has been very positive about the station.

A RRR committee is setting up appointments with business leaders in the Tyler-Kilgore area.

NPR calculates costs and fees based on non-federal funding and contributions from 2 years ago for this fiscal year, \$548,000 are the costs for this fiscal year. The calculation includes population and broadcasting area. (KTYK is the 946th NPR station).

Costs related to restacking of the tower. Delayed until Feb 2019 due to access of antennae's to be delivered. Kermit has a plan in place, out of pocket costs that will not be reimbursed by the FCC is approximately \$10,000.

Tower on Campus requires grounding work. Struck by lightning last summer and requires grounding work. A few thousand dollars in costs.

One sheet and marketing packet regarding KTYK. KTYK100-7.org
Separate website for KTYK. Email the pdf on KTYK marketing piece to Board members.

Grambling is back on the air. Translators keep blowing because the room does not have proper ventilation for the equipment. Troy was able to get Grambling station back on the air. Troy will work on repairing the situation at Grambling and working with Grambling on issues related to proper care of the equipment.

Digitech possible trade for broadband for the new station.

There is a marketing packet created to present to possible donors and sponsors. Includes cost of spots and sponsorship costs of specific programing.

Will now inform current sponsors of the new station and the reach has increased.

Anne reached out and experienced an excellent response from the East Texas Community Foundation. Kermit and Anne meeting Monday Sept 24.

Anne contacted:
UT Tyler
Junior league

Other Staff Reports

1. Membership...Henry...Fund drive in October. Starts Oct 1, ends Friday Oct 12. Looking for more board members to schedule shifts. "All Things Considered" mug and added the Tyler Station to the mug. "Wait Wait Don't Tell Me" mug also available.
2. UW – Ranae...working on underwriting for the new station.
3. By Laws...there is room for more Board members. According to the By Laws, the maximum number of members is 30. Currently have 24 Board members. So, there is

room to add 6 more Board Members, possibly from the Tyler area. Terms are renewable 3 year terms and may be renewed.

Rabbi Jana's son is interning at the station and her mom is answering the phones. Both are volunteering their time to the station! Wonderful contributions to the Station!

Old Business - none

New Business:

Officers for 2018-2019

Rabbi – immediate past chair

Hardy Forman– president

Joe Kane- vice president

Bill McFadden – secretary

Unanimously approved.

Discussed reception issues on the HD channels. HD 1, and HD 2 have good reception. HD 3 reception drops in and out. Troy will look into the situation. Could be a tuning issue. Staff needs to monitor the stations for reception.

Suggestion: Communication Committee writing articles promoting the new station to circulate to the small newspapers throughout E. Texas. Contact KTLA-TV regarding the new station.

Possibly reach out to Wiley College for content. Much like RRR does with Grambling. And in turn, RRR would accept content from the station. RRR Locally created content can be shared with other stations. Set up a file share.

Lunch from Habanero's...Thank you Rabbi Jana for Lunch today!
Habanero's, located next to Panera Bread on Youree at E 70th.
Staff working on bringing them in as an underwriter.
Today's lunch was the first catering experience for Habanero's.
Excellent Lunch! Thanks again Rabbi Jana!

Motion to adjourn: 1:23 pm

Rabbi Jana

Seconded by Father Pike

Next meeting scheduled for Wednesday, Nov 21, 2018