

Red River Radio

Advisory Board meeting: November 28, 2018.

In Attendance: Kermit Poling, Rabbi Jana De Benedetti, Joe Kane, Bill McFadden, Ann Gremillion, John Gayle, Hardy Foreman, Mary Decker, Andrew Bindursky, Tim Chauvin, Marcus Jones, Hilary Walker, Leonard Wilson, Gail Beil, Nell Shehee, Ranae Moran, Henry Edwards.

Meeting called to order at 12:12 PM

Approval of Minutes:

Motion to Approve: John Gayle

Seconded: Nell Shehee

Staff Reports:

GM Report:

Noel Foundation contributed \$15K for a back up transmitter. This is in addition to the other funding already made for the exporter and other equipment.

KTYK

- Announcements pending for Tyler market.
- No official announcement has been made to date.
- Possible trade with Tyler and Kilgore newspapers to help promote the new station.
- New dish installed but not on line...Troy addressing issues 11/28/18.
- Full press needed in the Tyler market to hit people up for money.
- \$50K would provide for a state of the art HD transmitter to replace the existing transmitter. Will look to the community (Tyler/Kilgore) to get that equipment. Continental transmitter. This is a priority. This is in addition to the \$125k needed for overall operations.
- We lost the exporter...fortunately equipment was available on site (Thank you Noel Foundation) to get back on the air within hours.
- We need a portable transmitter (1kw) to use during maintenance.
- The existing temporary transmitter is underpowered and does not always work.
- Grambling has a new small transmitter. Site is in poor condition. New engineer hired by Grambling who is promising to maintain the site there.
- Internet is in place.
- Access to the LSU accounting system has been granted for payment of bills for the new station.
- On the air. Tuning satellite reception. All three stations can be heard in parts of Marshall, TX
- The station is currently analog.
- News releases have been sent out to all papers in the area...nothing published to date.
- We will officially announce once Troy finalizes the dish reception.

- Ads have been placed in East Texas symphony programs for various events. We will eventually begin running their performances... in the near future.
- Ranae is handling the news releases.
- We need to look at billboards for the market.
- We will need to educate the market on the HD channels once an HD transmitter is installed.
- Mary Decker talked about who needs to be contacted in the various towns surrounding the new market.
- We need some major underwriters from the Tyler/Kilgore marketplace. Charter Members!
- Event mentioned for the winery in the area. Keipersol Winery.

Kermit discussed an insert in the package regarding financials for June 2017 to June 2018. We only lost \$600 (before depreciation) in the last fiscal year. YTD, we are very close financially to where we were last year at this time.

We will receive additional funds from the federal government if more funds are generated/raised. There is a 2-year lag for this process.

Two new features: Grants from Noel Foundation requested staff to tour the Noel Collection. A new feature in All Things Considered will feature highlights from the Noel collection. It will lead in to Star Date on Friday. A new AR based music program will be added Tuesdays at 9:00 PM just ahead of Wally's show.

Restacking-Still planned for February. Some headway made with the FCC for reimbursement. Our cost now is estimated to be \$25K.

Other Staff Reports:

Henry-Membership

3rd year: Christmas Food Bank drive begins in a few weeks. Recruiting for Board to appear on the air. Dates of drive 12/12-12/14...online effort will run the week prior. Want to raise 33% on line prior to live drive. Every contribution leverages three (3) backpacks. Program will include East Texas Food Bank. Kermit stressed the importance of the Food Bank.

Our on air presence is reaching thousands of online listeners. We exceed Towne Square Media's listenership (according to Troy). Website streams are huge. FB friends are increasing.

Renee-Underwriting:

Renee said Tyler is the main push. Schumpert is one of the targeted "whales" that we need to try to work with. Digital packets are being created. Troy is assisting with this project. Retention is also an effort that needs attention. We need someone to underwrite the online streaming. We pay a service to handle that.

Troy has proven to be a multi-talented asset! He is assisting marketing, engineering, Internet.

Major underwriters discussion: WK, Holmes Motors (trying to bring them back), Ochsner Health will be targeted after they are more established.

Mary Decker suggested that we reach out to the small town industrial boards. She will provide info to Ranae so she can reach out to them.

Committee Reports:

- Entertainment Committee...no work has been done. Ranae is suggesting that work begin.

Old Business:

- None

New Business:

- Rabbi Jana presented a mug to Mary Decker after she rolled off of the Executive Committee.
- Rabbi Jana moved to adjourn at 12:59 PM.