

Red River Radio
Advisory Board meeting of January 17, 2019

In Attendance: (sign up sheet)

Called to order by: 12:10 PM

Rabbi Jana De Benedetti, Joe Kane, Bill McFadden, Ann Gremillion, John Gayle, Hardy Foreman, Mary Decker, Tim Chauvin, Margaret Elrod, Sherrel Johnson, Charles Jones, Sally Langston, Andrew Bindursky, Gail Beil.

Approval of Minutes:

Motion to Approve: Rabbi Jana

Seconded: Gail Beil

Staff Reports:

GM Report:

Renee filled in for Kermit.

The Holiday drive went well. The Backpack Drive generated close to \$30K. All of the backpacks available were utilized. 5,000 in CENLA, 5,000 in Shreveport/Bossier, 4,100 in East Texas. We exceeded expectations! There was a one time contribution of \$10,000 from an estate that put us over the top.

Year to date income is running ahead of schedule.

KTYK work continues. We are on the air. Not yet consistent. Programming feed is still via internet.

KTYK (Troy)

Troy made a presentation on the status of his work.

Troup TX is having equipment issues. Older equipment is not communicating with the new equipment. Gates Broadcast Equipment Co. has not yet solved the issue. Gates is going to use an additional device to work with the \$7,800 exciter (we purchased). A \$13,000 "box" is on the way that is supposed to solve the issue. End goal: HD Radio AND more reliable FM signal. No other NPR affiliate broadcasts as we do because of the multi station and remote transmitter setup. Our configuration uses much smaller bandwidth which allows us to operate at a lower cost.

Analytics for all stations per Troy:

He discussed streaming data. From Tritton. Rated in total listening hours vs, cume.

See handout. 42% of streaming listeners are from Texas. 38% originate in Louisiana, 27.8% listen on a mobile device (does not include terrestrial listenership). Troy continues to expand our capabilities. Capitalizing on the abilities of Alexa (smart speaker) is our next priority.

We need to figure out how to monetize the new data received. Data shows that 78 to 105 listeners are on line at any given time. Audience education is more important than ever. The East Texas expansion makes great sense (due to demographics) in the Tyler area.

Other Staff Reports:

Henry-Membership

Spring Drive will take place March 11 through March 22.
The Backpack drive brought about \$30K to the station.

Ranae-Underwriting:

Support generation needs to focus on CENLA, East Texas and outlying areas to improve contributions from those areas. This will be accomplished by increased outreach efforts.

New program. From Natchitoches, TX. Live from Nacogdoches. Program will feature national artists with local acts. Program will appeal to a younger demographic. Live with Chris Thealy reaches the same demographic (under 40). Nacogdoches program has yet to be slotted in the programming schedule. Maybe 8:00 Pm Tuesday or Thursday... or Saturday. There was a discussion of any licensing issues due to artists used. \$10,000 in underwriting is required per show. The cost of the project is around \$7,000 per hour. Idom has his own equipment/production company, which will help to contain production expenses. Cliff Shackford introduced him to us.

Engineering:

Troy included is report with his staff report.

Committee Reports:

- **None**

Old Business:

- **None**

New Business:

- **None**

Comments: Mary Decker suggested that we bring someone on the board from the Tyler area to help boost/solidify support for KTYK.

Next board meeting follow during pledge drive. Suggested date: April 3.

Anne Gremillion asked for an updated contact list.

Meeting adjourned 1:03 PM CST.