

**Red River Radio
Advisory Board meeting of July 17, 2019**

Called to order by: 12:14 PM

In Attendance:

Rabbi Jana De Benedetti, Joe Kane, Bill McFadden, Ann Gremillion, John Gayle, Hardy Foreman, Tim Chauvin, Mary Decker, Jessie Gilmore, Havard Lyons, Sally Langston, Kermit Poling, Henry Edwards, Julie Jameson. Andrew Bindursky.

Approval of Minutes:

Motion to Approve: Rabbi Jana Benedetti

Seconded: Tim Chauvin

Jessie Gilmore-LSU Health Science Foundation was introduced as the newest member of the Advisory Board. The group introduced themselves to him. He was immediately nominated to be Secretary for the upcoming Term.

Juli Jameson provided an update date on **Gail Biel**. She is ill and is having some challenges. We are hopeful she will be able to return soon.

Staff Reports:

GM Report:

Kermit Poling has been on vacation over the past two weeks.

- New transmitter for KTYK-Troup, TX. An HVAC issue there that causes transmitter to shut down to protect itself was off air 7/12-7/17. Field-testing to be completed as it is suspected that we are not receiving the greatest potential signal coverage.
- KDAQ-Shreveport: New tube to be installed ASAP.
- Discussion on recent expenses compared to income. We have spent about \$100K more than last year, but have taken in \$120k during the same period.
- Kermit talked about the purchase of multiple transmitters (portables), which gives us some auxiliary redundancies not available in the past.
- Discussion of underwriting. Underwriting is running ahead of schedule. Willis Knighton provided a \$22K check to assist with restacking project. This contribution was over and above their regular underwriting commitment. The past year was expensive (Tyler purchase, new transmitters, etc....), but good income to offset. Finished about \$15-17K above expenses.
- 35th anniversary is coming in October. Logo design contest, similar to the 25th anniversary contest, is underway. Submissions will be due mid-September
- **ENGINEERING (Troy)**
- Troy handed out an Engineering Report dated 7/17/19 (attached).
- The new KTYK transmitter was found in New Orleans. Troy moved that unit to Troup, TX, and then moved the old transmitter to Shreveport for evaluation. New transmitter is HD and solid state. There was a discussion of Solid State versus Tube based transmitters. We are fully digital in Troup.

- Storms in the area have created issues. Most of our transmitters do not have backup generators. Shreveport and Alexandria do have generators. Required capacity is 40-50 KW. Juli Gilmore commented that back up power should be a priority. She is to research renewal power systems (solar powered battery banks). The generator at Lufkin is maxed out, with no additional capacity for our operations.
- The signal drop out issue at KTYK is probably solved. The pager company has cooperated with us in our attempts to correct the issue.
- Tube replacements are scheduled for Shreveport and Lufkin
- Shreveport has changed to the LONI line for Internet. Bluebird suffered a major cyber attack resulting in loss of service to RRR and no programming to our network. The LONI line serves LSU-S. Huge speed! Chancellor Clark approved RRR tying into this system.
- Google Analytics is now activated for our website. Enables demographics data generation. Ad Sense has been activated allowing banner ads to be added to our website. Possible additional income or value added vehicle for underwriters.
- Group then discussed who/where activity on the RRR website originates.
- Discussion of what program content is most beneficial. Classical remains very strong.
- HD transmitters could possibly have up to 17 channels!
- Troy advised that devices installed have been installed at each site allowing monitoring from Shreveport studios.

OTHER STAFF REPORTS:

Henry Edwards-Membership

- Fall drive is second/third week of October.
- Membership is down (about \$15K) compared to last year.
- We have about 100 new members each drive, but others drop off resulting in lower membership income year to date.
- Henry will have a breakdown of gain versus loss trends for the next meeting.
- December backpack membership drive will take place December 11-13.

Ranae Moran-Underwriting:

Push is about to begin in for KTYK.

Committee Reports:

- **None**

Old Business:

- **None**

New Business:

General discussion took place of varying topics:

- We need to begin finding Tyler area Board members. We need to push Tyler market entry...tie to 35th anniversary?
- Discussion of story content. Need to do more original programming from east Texas. Discussed sending recorders out to "reporters" recruited in these outlying areas. Cell phone is the best tool for this task.
- Jessie Gilmore mentioned several people's names that are interested in doing locally originated programs. These younger producers can help drive a younger listener to RRR.
- Mary Decker talked about the need for environmental programming.

There being no further discussion, a motion was made to adjourn.

Meeting adjourned 1:26PM CST.