

**Red River Radio  
Advisory Board meeting of September 19, 2019**

Called to order by: 12:05 PM

**In Attendance:**

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

**Approval of Minutes:**

**Motion to Approve: Joe Kane**

**Seconded: Juli Jameson**

**Staff Reports:**

**GM Report:**

Kermit Poling

- Last year ended well. Membership generated about the same level of revenue, underwriting \$25K ahead of last year.
- Referenced report passed out showing new and renewing membership and membership.
- Our steady supporters continue to support.
- We need more (new) supporters to maintain future growth.
- Expenses continue to increase. NPR is increasing small station costs....giving breaks to the larger stations. Anticipate a 3% increase in fees to NPR in 2020. About \$150K plus about \$25K other expense. We have joined the "small station group." Using voting power to increase representation at the NPR level in Washington. Kermit has offered his services to help represent the Small Station Group.
- Small station is defined as <\$1.2 million.
- RRR fills a major void in our geographic area.
- Tyler/Overton, TX promotion about to roll out as soon as the graphics are ready. Coverage in the area is a little small. We have interference from one of the DFW stations.
- The Tyler area has been charted by Troy/Kermit to see where the signal is weak. We may add to additional bays to the two bay antenna to improve effective coverage. The other option is to change station classification which would negatively impact our coverage in Kilgore-this option is not deemed to be acceptable.
- Lufkin needs a new antenna. Water fried the antenna. We are replacing the system. Operating off of one bay until a new antenna can fabricated/installed 11% power. Knocked off of the air this morning due to new weather event. 6 bay antenna system. Transmission line should be OK. Turn time is about 2-3 weeks once the purchase order is issued by LSU. Troy is working to get the

station back on the air. Operating at only eleven percent (11%) until we can get a new antenna. Cost is about \$40K.

- Discussion on signal issues. How we maintain.
- American Tower-(tower contractor) problems with the antenna system-Guy wire system. The ladder is rusted off!
- Restacking remains outstanding. Shreveport date has not yet been set. There will be a reimbursement program by the FCC. Lots of paperwork. Good news. We have to qualify for the reimbursement

Rabbi Jana asked about Friends Of RRR program...nothing has been done to date. Hardy Foreman is working to set it up.

- **ENGINEERING (Troy)** Working in Lufkin

#### **OTHER STAFF REPORTS:**

##### **Henry Edwards-Membership**

Fund drive in 2 weeks 10/7. He is setting up appointments for Board Members to appear on the air. We will offer the same premiums as previously offered . 35<sup>th</sup> anniversary design has been adopted and will be incorporated into the premiums.

Discussion turned to questions about the average contributor/contribution amount. Henry advises that the average pledge is around \$100...maybe up to \$120.

Few Tyler members contributing so far. We have not done the push to announce ourselves. Awaiting graphics to facilitate the promotion of the new station/market. Rollout should take place in November.

##### **Underwriting**

Discussion of funding trends from year to year.

##### **Committee Reports:**

- **None**

##### **Old Business:**

- **None**

##### **New Business:**

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

Meeting adjourned 12:50 CST.