

Red River Radio  
Advisory Board meeting of May 28, 2020

Call to order on Zoom by: 12:03 PM

In Attendance:

Joe Kane, Jesse Gilmore, Hardy Foreman, Mary Decker, Father Pike, Larry Clark, Juli Jameson, Tim Chauvin, Havard Lyons, Margaret Elrod, John Gayle, Anne Gremillion, Bryan Murphy, Charles Jones, Rabbi Jana, Sherrel Johnson, Kermit Polling, Ranae Moran, Henry Edwards, Andrew Bindursky, Larry Clark, Sally Langston, Curt Fenley

Approval of Minutes:

Moved by Brian Murphy, Seconded by Andrew

1. Chancellor Larry Clark addresses the Advisory
  - a. Good News! Enrollment has gone up from 4000 to 8900 due to the explosion of online enrollment. Enrollment revenue has enhanced the University. Will be paying down student fees to the tune of \$1mil with surplus. Because LSUS can't carry over surpluses, Dr. Clark payed off the \$350k mortgage for KYTK! Paid the remainder of repairs to the Lufkin antenna for \$25k, picked up half of Troy's salary, and done small equipment fees. \$415k total to support public radio. Will allow the station to seek money from listeners to support operations, NOT capital.
  - b. Father Picket moved that the board write a letter of commendation to LSUS and Chancellor Clark
2. Staff Reports:
  - a. General Manager
    - i. News about KTYK transmitter site
      1. Insurance covered \$40k, LSUS covered the balance.
    - ii. Update on license renewals
      1. Went through license renewal process for 2 Louisiana stations, and El Dorado station. Received last week. Good until 2028. Texas will be done next year.
    - iii. Final update on KLDN repair costs
    - iv. Restacking work at KDAQ
      1. Yet to happen, a ton of work has been at LBP site. Keeps being put off, could be several more month. We were expecting to go to low power during this fiscal year, won't have to happen. No money yet from Federal Government.
    - v. Moving forward during coronavirus
      1. Only people at the station iare Kermit, Chuck, Henry. Rest of staff is at home. Drive has gone to pre-recorded messages and social media, it has gone well. See Membership coordinator report below. Station is sterilized constantly.

- vi. CPB Support
  - 1. \$112k came to LBP from stimulus money! Our consortium of small/rural stations flexed its muscles.
- vii. Give for Good: so successful in the community that it inspired us to try this new Drive format.
- b. Assistant Manager
  - i. Beard Grant
    - 1. We received a \$30k Beard grant, first grant since the building.
  - ii. On-air pledge drive/recordings
    - 1. Still time to make a recording for the air or a video for facebook or the homepage.
  - iii. Coronavirus coverage
    - 1. Health Matters has been dedicated to coronavirus coverage. Carried President Trump, Governors Edwards/Hutchison/Texas
  - iv. StoryCorps project update and kickoff
    - 1. Was put on hold during lockdown, Kermit went up to train. Training will continue through about mid-June. Fill out application. Theme is conversations between people of different beliefs or opinions. "One Small Step." Could use more sound editing volunteers. Rabbi Jana's son Max is willing to help train.
    - 2. Kermit: Station will get a \$5k stipend THIS YEAR, \$30k NEXT YEAR. We are only station west of the Mississippi to participate.
  - v. SuddenLink now an underwriter due to partnership between station and NPB
- c. Membership Coordinator
  - i. "Socially Distant Drive", been in contact with other stations to share ideas. Going with an approach to emphasize the number of contributions. Mostly eschewing live pitching. Challenging people to be 1 of 1000. Sent out 2500 letters to renewals, lapses, current donors with around 100 responses for ~4% response rate.
  - ii. Pledge drive totals to date
    - 1. 332 out of 1000 donations. \$37,673 so far. Average gift \$112.
  - iii. Pledge drive gift incentives
    - 1. Mattress Plus drawing tomorrow at 7; last week did a \$250 gift card.
  - iv. Use of volunteers during coronavirus
    - 1. Couldn't use volunteers in office to stuff envelopes as normal; Henry drove the folded letters to volunteers such as Rabbi Jana's mother.
- 3. Old Business
  - a. Mary asked about Chamber of Commerce in Tyler:
    - i. Texas shut down before we could do that.
- 4. New Business
  - a. New Board Members

- i. Father Pike has a new board member proposal. Judy Deshotel who does outreach for Schumpert.
  - ii. Joe asked to check the bylaws to make the proper procedure.
- 5. Open Comment
  - a. None
- 6. Adjourned by proclamation by Joe Kain at 12:57.