

Minutes for the Community Advisory Board Meeting
Red River Radio
July 16, 2015

The meeting was held at noon at the station in Shreveport. Attending were:

BOARD MEMBERS: Gail Beil, Andrew Bindursky, John Coutret, Leonard Wilson, Tim Chauvin, Jim Conerly, Jana de Benedetti, Sally Langston, Ronald Herzog, Joe Kane, Carol Zaffater, Mary Decker.

STAFF: General Manager Kermit Poling and Membership Coordinator Henry Edwards.

GUEST: Ona Wilson

Advisory Board President, John Coutret, called the meeting to order, and then recognized Jennifer Stedman (spelling) to present Red River Radio with a check for \$50,000.00 on behalf of the Community Foundation of North Louisiana and its Travis Trust Fund. Ms. Stedman (spelling) explained that prior to his death Travis White had been an outstanding local businessman and community leader who established the Fund in order to continue to serve the community that he loved. On the Network's behalf, Kermit thanked Ms. Stedman for such a generous gift and explained that the money would be used primarily to produce local programming.

As the next order of business, John called for the reading of the Minutes of the May meeting, which were approved with the correction that Ronald, not Ross, is Bishop Herzog's first name.

Next, John recognized Kermit and Henry to give their Staff reports:

(1) General Manager Kermit Poling:

-Budgetary and Financial Matters: The federal government's adoption of a sequestration budget and fewer people giving to charitable organizations such as Red River Radio have put an additional strain on Network finances. Yet, overall, the financial year just ended was a positive one. Program underwriting was at a peak-some \$200,000.00 worth. The Staff had been successful in persuading many lapsed members to renew their support for the Network. Within a month of the July meeting, billboards advertising Red River Radio would be going up at strategic locations around Shreveport. And, the Staff submitted a grant application to? for funds to produce Dr. Gary Joiner's popular local program, "History Matters."

-Programming and Equipment: As a budget saving device, "The BBC News Hour" has replaced "To the Point" and "Selected Shorts." The manufacturer has been notified to correct the buzz in the newly installed software that can be heard on air. All HD channels are now available on car radios and online. The looping-back broadcasting glitch on the Shreveport transmitter was caused by nesting birds and insects has been corrected with the ousting of the "squatters."

(2) Membership Coordinator Henry Edwards:

-The fall fund drive is scheduled for October 5-16, with Cyber Day scheduled for October 2.

-Henry asked for the Board's help in identifying new and interesting premium gifts, especially ones with a local or regional flavor that contributors seem to prefer.

-The online pledge website has been revised to improve clarity and efficiency of use.

-Volunteers are replacing the former paid student workers, although Kermit would like to have a paid receptionist when the budget permits.

-Henry and Kermit asked the Board to help identify on-air guests with a community following, friends, or family that would be motivated to call in pledges while that their person of interest is on the air.

Following the Staff reports, John called for OLD BUSINESS, which elicited the reminder that "Performance Today" host, Fred Childs, will be in Alexandria on October 3rd to celebrate Red River Radio's thirtieth birthday.

Under NEW BUSINESS, John reminded the Board that at each July meeting the Bylaws mandate that the group elect a new Secretary to serve for the following fiscal year. The Board unanimously elected Jana de Benedetti to that position. Under the Bylaws, the current Board Vice-President, Gail Beil, becomes President for the coming year, with current Secretary, Mary Decker, moving into to the Vice-President's slot

With no further business to transact, the Board voted unanimously to adjourn. The next bi-monthly meeting is scheduled for September 16, 2015, at noon at the Station.

Mary Charlotte Decker,
Advisory Board Secretary