

President Gail Beil called the meeting to order at 12:14 PM

Executive Committee in Attendance:

Gail Beil (Chair), Mary Decker (Vice Chair), Rabbi Jana De Benedetti (Secretary),
John Coutret (Immediate Past Chair)

Advisory Board Members at Large in Attendance:

Jim Conerly, Anne Gremillion, Juli Jameson, Joe Kane, Leonard C. Wilson,

Ex-Officio Members in Attendance:

Dr. Larry Clark

RRR Staff in Attendance:

Henry Edwards, Ranae Moran, Kermit Poling

The Minutes of the September meeting were approved after Jim Conerly moved to accept the Minutes and Ann Gremillion seconded the motion.

Director Report by Kermit

Since there were so many events in October, which we discussed in our last meeting, there is less to report for this meeting.

The Fred Child event in Alexandria was a success. One of the highlights that we appreciated was that he became a member of Red River Radio in front of the audience on phone. The event did not make money, but it also did not lose money. It was a positive experience to have it in Alexandria, to be able to reach other listeners and be a presence outside of the Shreveport area. There were a few hundred in attendance. All performances were wonderful.

Financial Update:

Our financial status is about where we were at this time last year. The Fall pledge drive fell short of our goal, but we realize it often balances out with other drives and long term members. Underwriting increased this year.

The CPB is about to drop \$19,000 in funding, so we need to increase membership. This was not an issue last year. We have many new requirements from CPB with transparency, and how it reports public info to the public. Almost everything is now available online. There is a lot of information we now must post online to receive federal payments. Public files have always been maintained in the office, but also now are available online. CPB underwent review a year and a half ago, and determined they needed more transparency. Smaller stations are having difficulty meeting

requirements, and are losing funding. We are doing well with meeting the new guidelines, and feel that the transparency is a positive thing.

There was a discussion about why underwriting numbers are improving and what type of business is more tending to underwrite our programs. The Development office (Ranae) has been working hard to obtain new sources. Medical centers, financial planners have been good sources of underwriting, not just for extra "publicity" for their business, but also because they often have our music playing in the background. Sometimes the programs are an influence to have underwriter support, especially Marketplace, and the shift to BBC news.

Kermit pointed out that research shows that among NPR listeners 50% listen to us and one other station, and 25% listen only to us.

There was a discussion about the frequency of hearing requests for car donations. Car donations bring in about \$15,000 a year.

Anne Gremillion suggested that we increase number of informational spots, and have them not seem like commercials requesting money. For example, have a spot that mentions how much money we receive from car donations, instead of directly asking for the donation.

There was a discussion that Gail Beil started suggesting that we use more social media to inform our listeners and find new listeners and supporters. Juli Jameson suggested a number of ways for using media especially to attract younger membership. She said that she recently learned that Red Cross has a text-in pledge program, and they found that 90% of those who texted in their pledges were new members. She said that an example of an app that she has used is named Acorn, which has a \$5 donate button. So many millennials use phone for everything. It can include many new members, even in small increment donations. You can also glean other information such as email, etc. that can be helpful to gaining and maintaining membership There are a number of apps that may be helpful.

Kermit's review of data that has come from NPR is that response to text donations has been lukewarm from stations using it.

One study showed a loss of 25% of listenership among 40-50 years old. However, the 50-60 year old listeners increased, which they found to essentially be the same people who had been listeners, but are now older.

A question was posed whether having many smaller donations affect what we would owe to CPB, however CPB amounts that we pay them is based on dollar amounts received and not number of members.

We will look into apps that will allow us to incorporate “quick donations” better.

Program Report

Bill was not in attendance, due to illness, but sent a long list of Thanksgiving Specials about to be aired.

Membership Report

Henry is working on the community cookbook. We still need recipes. He requested that the Board members contact local area restaurants. There was a discussion about incorporating a possibility of receiving discounts at restaurants for those who purchase the book.

New business:

Anne Gremillion reported that she, Mary Decker, Ranae Moran, and Kate Archer Kent are working on how to entice East Texas to understand that life is better with RRR, and for our reach to be able to move westward. Mary has compiled a list of businesses that would benefit from being connected to RRR. East TX is similar to Shreveport in that businesses will listen to businesses. A powerpoint presentation is being prepared to be able to show businesses how we have art, education, and businesses to appreciate how RRR serves the community and their needs.

Gail suggested that economic development organizations exist in small communities. We should make pitch to them.

Juli suggested that Rotary is a good place to target too – very receptive audience of business leaders.

We should target the kinds of businesses that stream classical music as background in their offices.

It was suggested that we perhaps talk to nursing homes.

Gail asked the Board to email to whole board to share ideas including business organizations for us to contact.

There was a discussion that RRR encourages all organizations to submit events of interest on the RRR website.

In conclusion, President Gail Beil charged the Board to get local events on website pages. Get civic clubs in your community to contact to push RRR.

Red River Radio Advisory Board November 19, 2015 12:00 PM

Leonard C. Wilson moved to adjourn and Jim Conerly seconded the motion. Meeting was adjourned at 1:03 PM

Respectfully submitted by Rabbi Dr. Jana L. De Benedetti, Advisory Board Secretary