

President Gail Beil called the meeting to order at 12:20 PM

Executive Committee in Attendance:

Gail Beil (President), Mary Decker (Vice President), Rabbi Jana De Benedetti (Secretary

Advisory Board Members at Large in Attendance:

Fr. Pike Thomas, Anne Gremillion, Juli Jameson, Brian Murphy,

RRR Staff in Attendance:

Henry Edwards, Ranae Moran, Kermit Poling

The Minutes of the November meeting were approved after Mary Decker moved to accept the Minutes and Anne Gremillion seconded the motion.

Director Report by Kermit:

A glass panel from the window to the sound studio shattered, but has been repaired and all of the words have been replaced. Window shattered spontaneously.

We are halfway through the fiscal year. Membership contributions are down about \$14,000 and underwriting is up about the same amount. Despite wanting it to be better than previous year, we are approximately the same as last year. Car donations Last year were about \$15,000. This year the car donations are about \$17,000. These car donations are proving to be a significant part of our income. The publicity spots encouraging car donations are clever. We should try to come up with additional clever spots for a variety of ways to donate. We should include video spots on the website. We do have some, it is time that they should be renewed and modified.

Tyler, TX will be using promotions about ways NPR serves the community, which we can then use for all areas.

Other publicity ideas were discussed:

Perhaps we can appeal to egos: "I listen to Public Radio, and so do all the doctors in town."

Powerpoint, social media, videos on YouTube.

New billboards promoting classical music, news programming, HD, jazz, stories.

Campaign that says: Share it with your friends.

Advertise through our calendar, and news stories. It is easy and free.

Need to see if we can glean information about how many hits to our website.

Please inform Kermit if you experience problems with streaming the station. Apple seems to be successful and Android seems to not be as successful.

There is an NPR application for phones, which allows NPR1 to scroll through stories.

We are reminded that transparency information is all on the website. Radio stations are not obligated to post everything, but we do, including: Advisory Board names, salaried employees who make over \$100,000, and other info.

Henry Reported:

The Spring pledge drive will be 2/29-3/11. It is very important that we make our goals. We need income.

Some catch phrases were discussed:

Leap ahead with RRR; March 4th with Public Radio; Listen Educate, and Pledge

As part of the drive Henry is hoping to incorporate: New guests. New drawing items (laptop). Smart watch.

We are looking to obtain more local products, such as: Donate a wedding cake; Subscriptions; Books donated; University Press items.

It was pointed out that there is scheduled to be a Balloon Fest (July 13-20), and perhaps we can offer rides as premiums?

It would also be great to be able to offer experiences or classes. Such as: Steam boat rides; Bird call tour; Owl shacks (see website); Marshall tour (Gail); Hebrew classes; Fire Ant fest.

The Marshall contingent will try to arrange for an Amtrak trip to Dallas.

Juli discussed her findings about phone apps:

She will try to email us all her research findings. Many NPR stations have their own apps, many are identical to each other. They link straight to programming instead of NPR app which links to stories. We are looking for something with better flow, as opposed to having to click for each story. Obviously there is a boilerplate, and we could possibly use theirs. KCRW has a beautiful app. It allows logging in, which includes one time or recurring giving. Red Cross has an interesting giving option from their app. They broke it into a variety of emergencies. They show emergencies, like tornadoes, and allow for donations from that link. We discussed other Text to give apps, such as: Gift by Cell, mobilegiving.org. You can text "Ted" to 22022 and automatically give \$10. We would like to find other ways to use smart phones to involve younger generation.

There was a concern that text-to-give reduces the amount that people give.

We will try to find an underwriter to support an app-to-give. If the station isn't having to spend money to acquire or pay fees to use this kind of app we would be willing to try it.

Stations that already use these types of technology will be polled. Costs will be presented at a future board meeting.

Mary Decker:

Pointed out the excitement about using BBC programs. Please let J B Nabors know that we appreciate him for his help with underwriting the BBC programs. We should write formal thank you from listeners and advisory board. We should consider making requests to send comments that we appreciate the BBC.

Juli Jameson:

We would like to have a new RRR cooking book for the Fall. We will need to email recipes to be able to gather them and put it into a book.

Some of the older books were discussed. *Househusbands who are married to uppity women.* Archie McDonald. *Suspect: Leftover Oriental Delight.* *Pound of ground meat over everything left in fridge.*

Board members need to let other board members know what is important in the community. Remember to use the RRR community calendar to post events.

Send events to Wally for the calendar. Wderleth@lsus. Edu.

Send news to MaryDecker5323@gmail.com to accumulate and share events.

Meeting was adjourned at 1:30.

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