

MINUTES OF THE THURSDAY, MARCH 17, 2016 MEETING OF THE RED RIVER RADIO ADVISORY BOARD

Community Advisory Board Chair Gail Beil called the meeting to order at noon at the Red River Radio Network headquarters in Shreveport.

Attending were staff members Kermit Poling, Henry Edwards, and Ranae Moran.

Advisory Board members attending in addition to Gail were Carol Zaffater, Pike Thomas, Havard Lyons, and Mary Decker.

As the first order of business, Gail called for the reading of the Minutes of the January 20, 2016, meeting and for any additions and corrections to those Minutes. As there were none, the Minutes were unanimously approved as presented.

Next, Gail recognized staff members Kermit Poling and Henry Edwards to give their reports.

Kermit began his report by stating that a lot would be riding on the summer fund drive scheduled for May 16 through June 3. He explained that the drive would be longer than usual to allow the Network as much time as possible to raise the money required to meet budgetary requirements by June 30. In addition, he hoped that the longer drive would allow the Network to recoup vital revenue lost when the 2016 spring fund drive had to be curtailed due to massive flooding throughout a large portion of the Network's Louisiana listening area. Kermit said that all hands would be required on deck to raise the money, and asked Advisory Board members to promote donations within their respective communities. He added that Red River Radio had plenty of listeners. The problem was that the listeners didn't contribute in sufficient numbers, and that not even Ranae's success in recruiting eager underwriters could make up the difference.

Henry Edwards echoed Kermit's concern and emphasized the need for the summer fund drive to be one of the Network's most successful in years. He urged Advisory Board members to help by being as active in as many ways as they could.

As there was no further business, Gail entertained a motion to adjourn, which was made, seconded, and unanimously accepted.

Mary Charlotte Decker,
Substitute Secretary