

# Red River Radio Community Advisory Board Minutes

Wednesday, March 21, 2018

In attendance: Mary Decker, Harvard Lyons, Anne Gremillion, John Gayle, Joe Kane, Sally Langston, Curtis Fenley, Charlie Jones, Julie Jamison, Andy Bindursky, Gail Beil, and New Member Bill McFadden. Kermit Poling, Renae Moran, Henry Edwards as Staff.

1. Meeting called to order by Kermit Poling

2. Approve Minutes from the last meeting.

Motion to approve: Kurt

Seconded by Charlie

Approved: unanimously with changes.

3. Staff reports

a). General Manager's Report (Kermit Poling)

i) Acquiring Tyler Area Station: The following is confidential...

Board of Supervisors approved moving forward. Received an appraisal for \$475,000, purchase price is \$350,000. This fulfills the University requirements and borrowing the money from LSU Baton Rouge maintenance fund of the athletic department. The loan is very understanding and very low interest. With the appraisal in hand, an asset purchase agreement is created. RRR Attorney's in Washington, DC are working on the first draft. That draft is sent to LSU Baton Rouge and then to the current owner of the station.

Once all signed, goes to Board of supervisors for approval. Then filed with FCC. After filed with the FCC there are 30 days for the community to comment. And once signed we can then inform the community and start to raise money and prepare to go on the air. There will be some upgrades on equipment.

Pricing on the shows are based on income from 2 years ago. As we increase revenue, then the costs for shows will increase. The purchase will not immediately affect the cost of programming. Over time, as income increases, costs will catch up.

The feasibility study, based on demographics, population and business, concluded that this purchase would be a benefit to the community and benefit RRR.

Project the first year \$85,000 in expense. Second year expense at \$65,000. This purchase will add a population of 250,000 to our potential audience. The metro area of Tyler is over 400,000. Being conservative with the numbers.

Since RRR owns the tower, there is potential to lease space on the tower to other entities.

Mary Decker recommendation to form a committee to research and plan the opening and announcement of RRR purchasing the Tyler station. Create a committee and plan to kick off the station to the Tyler community. Determine who to visit and potential businesses to meet with. Curt, Hillary, John, Anne, and potentially Tim to be on the committee. Kermit will ask Hillary to be the chairman of the committee. Kermit will also ask Jerry to be involved.

ii) Other...LSUS 50<sup>th</sup> Anniversary Funds

RRR has a lack of back up equipment. The restacking of Alexandria, and in the future restacking of Shreveport raises concerns. The equipment is basically Dell computer operating 24/7 for 11 years. If they go out, we are off the air until new systems can be built. Each computer is customized and made to order.

\$40,000 is the cost for the equipment. LSUS Chancellor suggested that RRR request a grant from the Noel Foundation and LSUS will match the funds. This is funds from the 50<sup>th</sup> Anniversary of LSUS.

Could go into the Tyler station with lower level digital signal. This decision is yet to be determined. This grant application will be completed by the end of the week and we will know more by our May meeting. And this is funding that does not come out of our general fund!

Off the air in Alexandria due to the re-stacking. RRR off the air for most of the pledge drive and Alexandria is good for about 20% of RRR total finding raising. Ended up with the Spring Fund Drive about 20% off our goal.

Installed equipment that alleviates the outages due to lightening strikes. On LPB back up systems in Shreveport that also alleviates outages. Power outages and lightening strikes cause outages. So, upgraded the grounding of the dishes has improved the situation.

b). Membership Coordinator (Henry Edwards)

Pledge Drive, raised \$111,000. A little below the goal, about 20%...and a very good last day.

Brandon Oldenburg and socks as giveaways were very popular.

Thank you to all our volunteers on the air and working the phones.

Be more ambiguous with the Summer Drive.

One thing that worked was John Gayle and Wally, kept announcing the Fund Drive Total raised and raised an additional \$1600 in 20 minutes.

Mike Wallace assists PBS stations with fund drives and is going to work with and talk to Kermit about ways to improve the fund drive. Wallace is doing this at no charge. The only cost is the software, if we decide to go this route.

Food Bank and Holiday drive is very popular and a gift giving opportunity that listeners enjoy.

Whereas a person donating can donate in another person's name as a gift and a gift...

This is a collaborative program, assisting public radio and the Food Bank.

Look for other potential collaborative programs that fit FCC regulations.

Reminder letters go out two months before the giving/donation anniversary. If necessary, five reminder letters are sent.

#### 4. Committee Reports

a). By laws: Sally Langston and Anne Gremillion

Keeth Berry of Lamar Outdoor very graciously aired the RRR message on digital billboards throughout Shreveport/Bossier. Anne G suggests RRR send a thank you to Keeth Berry. Lamar ran the message everywhere!

b). Finance – Hardy Foreman, absent

c) Special Events- Ranae Moran

d). Programing: Anne Gremillion

e). Communications: John Gayle

f). Development: Pike Thomas

#### 5. Old business

#### 6. New Business

New Board member, Bill McFadden of Louisiana Boardwalk Outlets...welcome and thank you for the \$1500 in certificates used for the Spring Pledge Drive. Bill will do this again for the Fall Drive.

Minutes completed and presented by Joe Kane

## **Executive Meeting**

### **March 21, 2018**

In attendance: Mary Decker, Joe Kane, Anne Gremillion, John Gayle, Sally Langston,

General Manager report: Kermit Poling

Moving ahead on the purchase of the Overtone Station. Awaiting approval from LSU Board of Supervisors. LSU approved the investigation to purchase. Next step the LSU Board must approve the purchase. Then the attorneys in Washington, DC will draw up the contract. After contract is signed by all parties, then filed with FCC. After filing with the FCC, there is a 30 day period for public comment. Kermit has inspected the station. Previously owned by Salem Broadcasting which was a Christian Broadcast station. Then sold to current owner, At some point after the sale, there will be the mortgage of \$350,000 cost and debt that is due. The original feasibility study was very optimistic on revenue verses expenses. This market should have been part of RRR listening audience to begin with.

John Gayle, concerned over paying the debt. Feasibility study is dated, ten years from when study was done.

Kermit: Also committed to airing E Texas symphony. The Tyler market is 250,000 people we need and should be providing service. We need about \$80,000 per year to run this station.

Spring Fund Drive raised \$111,000.

Alexandria was off air for the Spring fund drive and usually accounts for an additional 20% of our fund raising.

Due to FCC rules, it will take 2 to 3 months to close the purchase. Then gear up for a big event and inform the community. Hospitals appear interested in the station.

Interesting point, the University is self-financing the purchase. Financing from the maintenance budget from the LSU sports department in Baton Rouge.

The appraisal came in at \$470,000 versus purchase price of \$350,000. The University is financing and providing with a very low interest rate.

E. Texas Symphony will be aired and is actually larger than Shreveport Symphony. The PBS out of Dallas does not target or support the Tyler market.

Start with Stringers in Tyler market and other markets to promote local news. Pay stringers by the story and find local underwriters and air RRR network-wide. At this point all stories will be RRR network-side.

Write a grant to the Noel Foundation and the University will match it. Purchase needed transmitter and dish and gain back up equipment that we need. Then considering going digital with the new station right from the get go!

Like Alexandria, Shreveport will get upgrades to the antenna and tower later in the year. RRR will borrow an antenna to use while the Shreveport station is upgraded. This way we will stay on the air, lessor power, but on the air.

RRR needs to find a new source of income and this purchase will do that. Not just sell on NPR news, but sell the overall RRR mix. We all ready have listeners in the area requesting a better signal. Then add that the University is behind us on this purchase. So, move forward. With the feasibility study, reduced the numbers in half and it still looks like a good purchase. And presented the feasibility to the LSU Board of Supervisors with the feasibility study at half. Tyler is a very wealthy community and we should go after it. And this is a very reasonable price.

E. Texas is the second highest source of funding for RRR. So, this sound be a good source of additional founding out of Tyler.

Need to meet the new executive director of the Temple foundation. He is very focused on educational issues. This should be a good opportunity to partner. The letter of intent to Temple Foundation is extensive.

Applying to the Piney Woods Foundation. Applying for equipment.