

Minutes of the Red River Radio Network Advisory Board Meeting

Held on Thursday, September 21, 2017:

The Advisory Board Meeting was called to order at precisely 12:07 PM at the Network's station in Shreveport, Louisiana.

Attending the meeting were:

Advisory Board Members: Ms. Mary Charlotte Decker, Mrs. Gail K. Beil, Mr. Charles Jones, Mr. Leonard C. Wilson, Mr. Hardy D. Foreman, Dr. Brian Murphy, Rev. Pike Thomas, Mr. John W. Gayle, Mrs. Anne Gremillion, Ms. Sally J. Langston, and Mr. Curtis W. Fenley, III.

Network Staff: General Manager, Kermit Poling, Development Director, Ranae Moran and Membership Coordinator Henry Edwards

1. Board President, Ms. Mary Charlotte Decker called the meeting to order and asked for a reading of the prior Advisory Board meeting minutes (July 19th Meeting), these prior Board Minutes were unanimously approved by the Advisory Board with a motion made by Mr. Leonard Wilson and a 2nd made by Ms. Sally J. Langston.
2. Station General Manager, Mr. Kermit Poling made his current state of the radio station remarks:

- Mr. Poling announced StoryCorps would be coming to Shreveport with a kickoff celebration scheduled for Friday, October 13th at 11:30 am through November 10th, 2017. They will be parking their converted Airstream trailer at the Shreve Memorial Library Broadmoor Branch located at: 1212 Captain Shreve Drive in Shreveport. Additionally, Red River Radio would be hosting a meet & greet and listening event for StoryCorps at Artspace (708 Travis Street, downtown Shreveport) on Thursday, November 2nd between 6:00 and 9:00 pm.

- Mr. Poling stated we had a decrease in new listener members, as well as, a decrease in membership pledges of \$90,000.00 which is approximately 10% of our entire budget for last fiscal year. A partial explanation for this decrease in membership pledges can be directly attributed to 900 non-renewing listener members from the prior fiscal year. The Christmas Fundraiser (North Louisiana Food Bank school backpack program) assisted the station in offsetting up to \$50,000.00 of the \$90,000.00 decrease in membership pledges.

- Mr. Poling introduced Mr. Davis Land our newest East Texas news reporter focused primarily on the Lufkin and Nacogdoches, TX region.

- Finally, Mr. Poling announced the Henderson/Overton, TX radio station, KPXI, located at frequency 100.7 is available for sale at \$475,000.

3. Station Membership Coordinator, Henry Edwards, announced the Fall Fundraising Drive.
4. Station Development Director, Ranae Moran, spoke about the scheduled meet & greet and listening event hosted by Red River Radio and scheduled for Thursday, November 2nd at Artspace located in Downtown Shreveport on Texas Street.
5. The Board of Directors unanimously approved the appointment of Mr. Joe Kane as the Board Secretary for the 2017 - 2018 fiscal year with a motion made by Mr. Leonard C. Wilson and a 2nd made by Mr. Curtis W. Fenley, III.
6. The resignation of Mr. Jim Conerly was thoughtfully discussed and accepted by the Community Advisory Board of Red River Radio.
7. The Community Advisory Board meeting was officially adjourned at 1:17 PM with a motion made by Mr. Curtis W. Fenley, III and a 2nd made by Rev. Pike Thomas.