

**Red River Radio Executive Board Meeting**  
**Thursday, May 17, 2018**

1. Conservation Network
  - a. Mary getting contacts to John.
2. Overton Station
  - a. Moving forward. Contracts in progress
  - b. Attorneys want tower inspection
3. Rabi Jana
  - a. Flesh out agenda better ahead of time
  - b. Committees should get better about developing their points of discussion in advance of a meeting

**Red River Radio Community Advisory Board Meeting**  
**Thursday, May 17, 2018**  
**(RRR Performance Studio)**

In Attendance: Rabi Jana De Benedetti, Mary Decker, Bill McFadden, Ranae Moran, Rev. Pike Thomas, John Gayle, Anne Gremillion

1. Call to Order – 12:12  
General discussion of fund raising slogans.  
Have more informative agenda.  
If there are issues a member wants to discuss, please submit for consideration in the agenda.
2. Approve Minutes from last meeting  
Motion:  
Second: Brian Murphy
3. Staff Reports  
General Manager's Report – written (Kermit in Philadelphia)
  - a. The Noel Foundation, matched by LSUS, provided funding for back up equipment. Jana: can we post wish list of items we need with amount, so potential sponsors can go online and see what is needed.
  - b. Lufkin transmitter is on the blink. HVAC unit failed. Had to reboot transmitter. It has not come back to full power. Several engineers researched the problem. They believe a backup component failed and that is why the transmitter is not full power. The issue has been defined and should be resolved shortly – within a few weeks.
  - c. Overton station is on track and should come to fruition. No major problems foreseen in closing the deal. Attorneys still want a tower inspection. Board members can begin to approach people they know about the coming station.
  - d. The restacking at KDAQ will take place in August, so our summer fund drive will not be affected. We are researching a low power option for the time in which we will be down on the tower due to the work mandated.
  - e. Wine Event coming. Get your tickets. Please encourage others to come. Joint effort between the Summer Music Festival and KDAQ. Music paired with wines.

- f. The Young Artist Competition will be held June 9<sup>th</sup>. 30-minute show instead of an hour show. We're late this year and out of the school year, so we didn't get as many higher quality students to audition.
- g. Diego Martinez came as an intern for a week. Edited Story Core recordings. Made entries into database for Henry. Suggest if any of us know young people who would like to intern, please have them call.

#### Other Staff Reports

##### Membership - Henry

- a. Summer Fund Drive June 4<sup>th</sup> – 15<sup>th</sup>; goal is \$80,000 - \$100,000;
- b. Anne: A promo is still running saying "If you're in Alexandria, please call..." It's outdated. Henry asks if we can call when we hear something amiss on air, such as an antiquated promo.
- c. Jana: how many ongoing contributors as opposed to new contributors. We need to thank them. Pike: we should reach out to people who have lapsed. Pike and Mary said they'd be glad to help. Henry: had some help last summer calling up lapsed members and that would be helpful again this year. Bill M: does your database software support CRM initiatives, such as when a contributor lapses 12 months. Henry: he does parse database by lapsed members and addresses them. Charles J: don't mix are good contributors in with others and subject them to too many "robo-calls". Suggestion: divide database regionally or locally and have local board members call them.
- d. Anne: what is the progress on the Mike Wallace initiative? Henry: haven't made progress yet, but the goal is to set up new software and monitor for Summer fund drive. The software prompts appropriate remarks and selling points and focuses comments during specific segments. Andrew: we don't want to be generic, but use it as a tool. Anne: Also, we shouldn't knock other commercial stations because it doesn't look good for us and they are really an entirely different type of entity.
- e. Brian: Use the profile of a public radio listener to build a prospect mailing list for email.

##### Underwriting/Overton Station

- a. We can begin to approach business people and potential supporters
- b. Anne: Before the public comment period, form committee to make contents, develop lists, etc., so we are prepared when the time arrives to build financial support. Mary: had made this suggestion
- c. Mary: motion, second by Gail; to have the development (Pike) and communications (John) to develop a plan of approach.
- d. Anne: until we have the Overton station up and running, can we meet more often. Pike: maybe the executive committee could meet more often. Executive Committee meeting scheduled for
- e. Mary: we need to make sure to reach out to Chambers of Commerce; Rotary Club

#### 4. Other

#### 5. Committee Reports

#### 6. Old Business

#### 7. New Business

#### 8. Open Comment

9. Next Meeting – Wednesday, July 18, 2018; Executive Meeting – Wednesday, June 20.