

**Golden Valley Community Broadcasters, Inc. KZFR  
Community Radio Board of Directors August 11, 2020  
BOARD MEETING MINUTES**

Board Meeting Date: August 11, 2020  
Location: Virtual Meeting  
Commencement Time: 6:00 pm

## **1. Meeting Opening**

### **1.1 Call to Order – 6:02 pm**

(Skipped to Public Input/Correspondence at the Top of the Meeting - Guest Request)

Jake Sprecher – PC member, 14-year programmer and previous staff for 6 years; got brought into discussion regarding public affairs and the prospect of rearranging aspects of the program schedule. Last year “similar changes” were brought to the PC by Bobbi - Jake “does not know exactly what the new proposals looks like” as he has not seen the current proposals, has only been told “the gist of it”. PC heard the presentation one year ago [regarding Thom Hartmann] and decided as a group not to take those changes up at that time. Learning that a new discussion has been brought up without the PC’s input up to this point seems to have trivialized what the PC does and is supposed to represent.

Secondly: COVID-19 has made it difficult for the public to attend Board & Committee meetings. Many programmers don’t seem to know what is being discussed at the Board level or in subcommittees. When having any discussions that may result in Programmers potentially losing their shows, getting their shows cut, or being moved around, Programmers need to be included in the discussion. If they are not, the optics can appear as if the Board is trying to use the pandemic to make sweeping changes without seeking proper stakeholder input. This can create hostility and defensiveness very quickly, especially given the historic KZFR debate between “music and public affairs”.

Jake urges the board to consider the financial difficulty we are facing and focus on fundraising and finding new revenue sources as a top priority. Cautions the Board to not become divided when we need to be more unified than ever. Divisive issues should not be at the forefront of priority when we really need to band together.

Third: cutting or scaling back locally produced shows to include syndicated programming seems counterintuitive to the mission of KZFR. Jake had a sports program in the past and appreciates the effort and time it takes to put together effective public affairs programming. Jake is going to support Sue Hildebrand’s [news] proposal at the next PC meeting because Sue is reliable and a hard worker and \$500/month is something the station can afford, while \$30,000/year for a proposed News Director was not. Jake is for more “public affairs” but not at the cost of cutting local programming.

Jakes hates the feeling that KZFR butts heads seemingly once per year on this “public affairs vs music” because this feeling should not be harbored deep down. It can potentially spiral and have people feel unheard and feeling like “they could have the rug pulled out from underneath them”, turning people on each other. We’ve seen it happen on the Board and on the PC in the past and we don’t want that. Hoping KZFR can be transparent and try to think about locally produced programming first above all else and, whatever decisions ultimately get made, let it not be at the cost of people’s hard feelings. Jake asks that all Board and Committee meetings will be more open and accessible to ensure that everyone has a voice in the discussion to avoid division.

1.2 In attendance:

- 1.2.1 BOD: Mercedes Macías, Rob Davidson, Courtney Farrell, John Burge, Steve O’Bryan, Paul O’Rourke-Babb, Bobbi Tryon, Jeannie Trizzino, Sandra Morales-Miller, Helene Ginter, Ken Pordes, Dan Joseph
- 1.2.2 BOD Absent: LeAnn Cooley
- 1.2.3 Staff: Rick Anderson, Grant Parks, Ray Laager, Leah McKean
- 1.2.4 Public Guests: Jake Sprecher

1.3 Amend/Approve Agenda – additions added: 2.1 Action Item

**Motion to approve agenda with addendums:**

Dan Joseph 1<sup>st</sup>, Ken Pordes 2<sup>nd</sup>, all in favor

1.4 Amend/Approve Previous Minutes from July 28

**Motion to approve minutes with edits for grammar/completeness:**

Dan Joseph 1<sup>st</sup>, Rob Davidson 2<sup>nd</sup>, all in favor

1.5 Public Input/Correspondence (Continued..)

Mercedes Macías: Recently a listener called in to a Programmer regarding racist lyrics in a song played over the air on KZFR. Listener asserted that said language was inappropriate and should not have been played. The Programmer called Mercedes to inform her that the complaint had been made and her name had been mentioned by the caller. After investigation, the lyrics of said song were determined to have been misheard. The listener then contacted Mercedes and after a phone conversation the issue was resolved. The Programmer was re-contacted in order to close the loop. We should be proud of KZFR for being the kind of station where community members feel they can contact us to air grievances and feel as though they will be heard. President is not necessarily the correct individual for such complaints to be directed to but we all as KZFR admins must be willing to receive concerns when they are brought to us.

Paul: What is the way the station currently handles these kinds of calls? Do we field all of these to the GM or Office Manager to be recorded or does the PC record them? It seems appropriate for all such receipts to be recorded and reported during the “Public Comments” portion of the regular Board meetings.

Rick: Complaints usually go to GM over the phone without being recorded and unless they email their concerns they don’t get written down. Current protocol is to listen to what they have to say and explain what is going on from our standpoint and move on. Everybody’s view is respected and we let them say what they want.

Mercedes: It is time to plan our annual Diversity Training for the 2020-2021 Board and Staff, as per our CPB Grant. This year we ought to open it to our Programmers as well. This item will be added to the next meeting agenda/Strategic Planning discussion.

Jeannie: What if it HAD been a racist lyric? What/where are our procedures for that?

Rick: We would require the Programmer to issue a public apology over the air and make a note not to play that song again. We have an official discrepancy report we use for that purpose. It protects us if we have

an inquiry from the FCC. In terms of legal recourse, that's the best we can do.

## 2. Action Items

- 2.1 The Board of Directors of KZFR authorizes Rick Anderson, Mercedes Macías, Rob Davidson, Courtney Farrell, and John Burge to update to the signatory responsibilities for Tri Counties Bank and Members First Credit Union.

**Vote to authorize the above for bank signatures:** All in favor

## 3. Staff and Committee Updates

### 3.1 Staff Reports

#### 3.1.1 GM Report – Rick

Please see attached report

- Oroville & Paradise are in the Sacramento Distribution District for beer and do not want to distribute our 30th Anniversary Sierra Nevada beer. 600 cases in Chico only will likely go fast.
- Potential joint virtual art auction to help raise money for KZFR

### State of the Station FY 2019-2020: Rick

Please see attached report

Jeannie: Do we have an idea of when we'd like to schedule a virtual pledge drive?

Soon - within the next few weeks. Before October, either the 3rd or last week of September. This would also entail having another one during November before the end of the year. Whatever we do in September should be short and sweet, a 5-day mini-pledge-drive; and whatever we do at the end of the year should be a full 10-day drive.

Dan: Has any work been done, maintenance-wise, up at the transmitter site, or is there a need for work? I remember a need for a new roof and some of the framing needed fortification.

Before we hit fall we could do some weed-eating. Just had some work done on the A/C to fix a condensation issue. If someone really wanted to help out, some fences are still falling down from the fire where trees had fallen on them.

Courtney is working on a grant and all of this will be included in the application, such as putting a new roof on the building and building a new roof over the generator.

Courtney: We've been accepted to apply for a pretty significant USDA Grant for our community facilities. Finding out how much match-requirement will be for that and maybe if some in-kind donations, maybe if the Board or another group of people would be willing to donate some time, we might be able to utilize that. Hoping to find out by next week what the parameters are and what kinds of expenses they will accept. Working with Rick and Grant to determine what could be included.

Dan: Could gather some carpenters to help with this project.

Rob: Heartened to hear that the Nielson ratings are going up during the pandemic. It's one of the weird opportunities that occurs during this time and we, as a station, should be really smart and try to build on

that fact that, at least in the short-term, our audience is growing. Would like to support Jeannie's comment promoting additional fundraising opportunities such as micro-pledge drives, virtual pledge-drives, and targeted pledge-drives. This is the time to do it because the audience is there and it's growing. As we saw from the last online pledge-drive, people are ready to support us. We live in a weird economic time where some people are suffering incredibly due to the economic downturn and some other people who have a lot more disposable income than usual right now because they are not going out as much or are receiving higher salaries. This is the perfect time for us to be adventurous and intelligent about fundraising and new ways to do it and doing it more than twice a year.

Paul: Wants GM to feel confident that all present understand the financial predicament we are in, and have been in for a fairly long period of time. Regardless of whatever programming initiatives we might want to put forward. Please forward any and all ideas you come up with or hear from others for new fundraising ideas to the Fundraising Committee. We need to be looking in new places for new sources of funding.

Rick challenges all Board Members to bring one fundraising idea to the next Board meeting.

Courtney: A soft spot in her heart is the reggae realm, as her husband is a reggae DJ on the station. Has been hearing from some past Programmers who are willing to come on and still have a huge following. They often come and big-up our fundraising pledge-drives anyway. We have a former DJ from Hawaii who is willing to come on. There is huge opportunity, given the technological capacity we have now, and the fact that we've done it once with a virtual pledge-drive which blew us away with its success. Challenges us to think alternatively, think of a different way, think creatively, in how we can engage other people. It is encouraging to see that our Station has listenership that is increasing. It would be a missed opportunity if we didn't embrace that.

Rick: What if, either by FB or Zoom, we hosted an event with a bunch of different musical artists from all over the country who come on for 15 minutes at a time. Ray Wylie Hubbard suggested this and is willing to participate. Many other acts who frequent KZFR stages might be willing to come on. I don't really know how to do this but maybe someone could assist.

Mercedes: Regarding the KZFR Survey - who is doing it, where are we in the process of getting this up and running?

Rick: Mat Jacobs (ID International) is working on it and is a bit behind schedule. Has been working with KZFR for at least 8 years, most often pro-bono. Does all posters, genre stickers, etc. and has wanted to help with the survey for a while. We're using SurveyMonkey again and it will be 10-12 questions where people can write in their comments. It will gather demographics on listeners in order to get a better idea of how people consume our medium. He will work to formulate questions and answers in order to minimize or eliminate bias or spin on the questions or choices. The idea is to have as many people as possible fill it out. It's gonna take a month or so to collect results and the link should be shared widely on social media, etc.

Jeannie: Has been listening to podcasts from the Washington Post and New York Times and they have been having audience surveys. We might want to consider asking survey participants to be part of focus groups asking them for ongoing information.

Mercedes: Would like to be involved with the survey creation process as we are still in the early stages of the process. There was a larger KZFR Listener Survey in 2014 and perhaps this one could gather a

lot of information with more input. A good survey could gather data from current listeners and perhaps also help us find out what might entice new listeners to the station.

Paul: Would also like to have input in how it's designed, especially utilizing this opportunity to expand our listener circle, not simply re-enforce the circle we have..

### 3.1.2 Office Manager Report – Grant

Please see attached report

- KZFR Cares About Musicians campaign has considered asking the beneficiaries of those \$250 assistance funds to submit videos of themselves performing. Ray had the idea to then develop those performances into an online fundraiser. The gift cards are being picked up at the station this week.
- Guillermo Mash is doing an online fundraiser this Saturday. He's been talking with Rick & Grant about it. It's a pre-produced show with local performers doing a song and talking about a specific topic and then giving out pitch information. We're working with him to see what kind of potential that kind of online fundraiser has. We should be able to get a good handle on the kind of tech that's involved in doing these kind of fundraisers.
- Has been part of fundraisers using Skype and Restream/Rebroadcast where you're able to send the recordings to facebook and Twitter, etc.
- Regarding Donor Retention, sent out 320 of the one-time donor thank you letters already, and the monthly sustainer thank-you's will go out this week. Included personal business cards so folks can contact directly
- Regarding the App: archives will now be accessible right from the app; Bobbi showed us a great app that can be used in case we ever experience long-term problems with our app - we can still get it out there as a placeholder while the other app is fixed. Dana Hawking is going to now maintain our apps.
- Regarding Programmer Recertification: Rick & Mercedes spoke and decided to hold off on adding any extra stress to our Programmers during COVID, especially keeping extra bodies out of the studio

Jeannie: Thank you for the thank you letter. Sure all donors appreciate.

- Courtney helped with the thank you letter, fine-tuning language.

Bobbi, Paul, Rob, Mercedes: Also appreciated receiving the letters

Mercedes: About training, if COVID-19 goes past the New Year, what kind of creative ideas are we considering to ensure that the station can eventually train new people so the station doesn't stagnate without getting fresh local programmers/programming on air during this uncertain time? Can we convert the side studio to be identical to the main studio for training purposes, perhaps with a camera? Has friends reaching out to ask about becoming a programmer and has directed them to Grant.

- Currently, a lot of the training requires Grant to be right beside someone on the board showing them all the buttons, etc. Having an identical board would be ideal – but there are budget constraints as the operating boards can cost \$50,00-60,000. Maybe we need to consider installing plexiglass or however we got to do it because there have been several requests for training to become a programmer. Especially because some people have a lot more free time and are coming up with creative ideas and looking to KZFR as an outlet to express those. We do have an injury, illness, and protection plan that is our guideline of how we have to conduct business during COVID so falling within that IIPP is the best way to do some training in case COVID lasts so long that we find it necessary to train more people. This is something he will start drawing up.

1:00:00

### 3.1.3 Volunteer/Outreach Report – Leah

Please see attached report

- Staying in regular contact with programmers regarding concerns about COVID precautions –

working on bridging communications for reminders of safety procedures in the Studio

- Had some people report that the Studio is not as clean as it should be, no guests in 416
- The events, such as being at the Farmer's Market and at other nonprofit's events used to keep us on people's radar even when not listening
- Exploring new virtual avenues for outreach since community events are cancelled or limited; we were invited back to Pride 2020, which will be 100% virtual
- Rick and Leah teamed up to determine why certain programmers have stepped back from their show
- Volunteer Gratitude Efforts will be spearheaded by Leah moving forward
- Leah will coordinate the staff/board bio and pictures project

#### 3.1.4 Underwriting Report – Ray

Please see attached report

- Institutional request for underwriting are in progress
- Supports virtual fundraisers

### 3.2 Treasurer's Report – John

- Reviewing 20/21 budgets and had some recommended adjustments
- Reviewed June bank statements
- Request for analysis of fundraising expenses from FY 18/19/20
- Analysis of event/performance fundraiser expenses vs. income

### 3.3 Committee Reports

#### 3.3.1 Executive Committee

- Discussions regarding budget and getting financial statements out to Board on time
- GM contract updates, will bring before BOD when complete
- Will work with John to revise Treasurer job description for the Bylaws, then bring before BOD
- Meeting 2<sup>nd</sup> and 4<sup>th</sup> Mondays at 3:30

#### 3.3.2 Program Committee (PC)

- No updates since July meeting
- No August meeting planned - will be set for the week after BOD meetings to allow for proper agendas/minute taking and minute approval/postings
- Will need to consider meeting more often if needed during COVID
- Date/time for next meeting will be sent out with past meeting minutes

#### 3.3.3 Community Advisory Board (CAB)

Please see attached report

- Main point: ideas for fundraising
- CAB is positive about the news department committee and supports additional local programming

#### 3.3.4 Fundraising Committee

- USDA grant update
- Fundraising committee meeting will be scheduled
- Power of 100 women – virtual meeting with random organization selection process; we were not selected for this cycle in November; will be back in rotation for possible February meeting

### 3.3.5 Document Review Committee

- July 17 last meeting, completed Programmer Handbook review and draft sent out for final review and distribution
- Leah to review volunteer section in Programmer Handbook
- Treasurer section under review
- Diversity statement needs to be reviewed annually

### 3.3.6 News Department Committee

- Minutes have been sent for August 3rd, another meeting held on 8/10 – minutes to follow
- Discussions continued and a consensus was reached regarding the programming matrix
- Full proposal will come to the board for review
- 168 hours of programming – news occupies 9.5 hours. KZFR states that we exist to educate our listeners. Historical discussion regarding the programming to include news programming
- Inclusivity has been encouraged to have open discussion around the topic
- Challenges exist in adding additional news programming without disrupting current programming schedules, NDC would like to discuss with board first before delivering to the PC
- News committee sensitive to not impacting the upcoming 20-21 constrained budget and understands the need to raise money
- Request for proposal to come to the board with the understanding that the PC will need to be involved
- Sue Hildebrand's proposal recommended to come before the board
- Proposed matrix needs to be reviewed by board of directors
- No proposal to remove local programmers to include news programming – adding 1.5 hours per week

## 4. **Matters for Discussion (All items moved to August 25th BOD Agenda):**

~~4.1 Permanency of Document Review Committee~~

~~4.2 20-21 Budget~~

~~4.3 Strategic and Succession Planning Process~~

## 5. **Meeting Finalization**

5.1 Items for August 25<sup>th</sup> Agenda:

- Treasurer's Report (Written & Verbal)
- PC Report (August)
- Fundraising Committee Report (August)
- Permanency of Document Review Committee
- 20-21 Budget
- Strategic and Succession Planning Process
- Diversity Training for the Board, Programmers, & Volunteers
- Harassment Training

5.2 Meeting close – adjourned at 7:55 pm

Next BOD meeting scheduled for Tuesday, August 25<sup>th</sup> at 6PM via Zoom.