

KZFR Community Advisory Board (CAB)

Meeting Minutes for Tuesday, 2 March 2021

CAB Members Present: LeAnn Cooley; Laura Lukes; Lori Weber; Michael Branton; Cameron Kelly

Absent: Steven Marquardt; Davy Andrek

KZFR Board Member (liaison): Rob Davidson, Board Vice President

6:00 p.m. meeting commences on ZOOM. Welcome & introductions.

Laura asks about the new news and information programs. Rob says they appear to be doing well and are continuing. There is a possibility that the programs might get repeated at other times of the week for folks who missed the original broadcast. Laura likes the idea of re-running the programs mid-day.

Rob briefly recounts the changes to news and info: three new programs in the last few months. North State Give and Take, Butte Report, and Chico News and Review.

Cameron reports that she got the email for the KZFR survey and really appreciated the comprehensive range of questions, including a list of all the station's programs. She hadn't been aware of some of them prior. The survey showed the range of shows we do in a fresh way. She's going to be checking out several new programs.

Cameron also praises the recent emails and social media posts, which are visually appealing and contain good messaging. The meet your Programmer series was really great, adding a personal touch.

Michael isn't sure he got the email survey. Rob will follow up. (Note: survey can be accessed via KZFR web site and runs until the end of March.)

Rob reports on the first PPP loan, which was completed and forgiven by the SBA. A second PPP loan is in the works and we expect to hear the results soon. During this difficult year, this loan has really helped the station a lot and big thanks are due to our friends at Tri-Counties banks and GM Rick Anderson.

Cameron asks about Cal Arts grants and the California Small Business Emergency Relief grants. Rob isn't sure what the status is for KZFR on this; he will follow up with Grant Parks. Cameron will also follow up with more info. (Update: KZFR applied for a grant in January and is currently on a waiting list.)

LeAnn asks what she can do to help the station. She owns a sign company and could volunteer her PR services. KZFR shouldn't hesitate to reach out and ask!

Rob announces March pledge drive and explains our new plan for 2021: four pledge drives spread out during the year, each about a week long. Heavy emphasis on online giving, though we do have a phone line as well. Our last pledge drive underperformed, so we're hoping this one does a lot better.

Cameron and LeAnn will help spread the word about pledge drive.

Michael suggests that KZFR focus more on local art and music, like local musicians. He knows we have some shows like Studio 416 that cater to local live music. But is there room for more coverage of local and regional artists? Musicians are recording at home now. Lots of people have new music. There are art shows online and, soon, back in the galleries. The station is covering some of this, but Michael feels we could do more and do it more robustly. Interview photographers, artists, actors, etc. Chico is brimming with talented people.

Cameron notes Jason Cassidy's new Chico News & Review show as one new show in this area.

Rob reminds everyone about the KZFR archive where past shows are available usually for 1-2 weeks.

The Community Calendar would be another spot to promote local arts & artists.

Michael asks about radio plays and serial broadcasting of longer work, like a play or a novel. Weekly installments. Could be a connection to local theater groups. KCRW did a reading of Sinclair Lewis's *Babbitt* a few years ago that was really great.

Lori notes that Slow Theatre has done some online Zoom readings of plays recently with great turnout. 150 people for Sophocles! Let's tap into the creative talent in Chico.

Michael can track down scripts and pursue any questions about rights.

LeAnn and Rob note shows like Studio 416 (music) and Writing on Air (literature and writing) that might be interested in participating.

Cameron notes that on the KZFR page there is a "submit your music" form, though the Google Page doesn't appear to be active.

Outreach efforts might include reaching out to youth, especially K-12 and local college students. Promote local music. We could push it out on social media and build a response, expand audience.

LeAnn asks for update on youth programming. Rob notes we have some gaps in that area. Part of the issue is recruitment: we haven't been able to recruit or train new on-site programmers for a year now, though we recently added some off-site programmer protocols, including a process for applying for an off-site show, so we can expand our programmer base that way. Also, some current programmers still face challenges coming into the studio during the pandemic. The off-site protocols will help them, too.

Michael and LeAnn are big fans of Ginger Nichols kid's show. More of that!

CAB will meet again in June 2021.

7:00 pm meeting adjourned.

KZFR Community Advisory Board (CAB)

Meeting Minutes for Tuesday, 1 June 2021

6:00-7:00 p.m. on Zoom

CAB Members Present: LeAnn Cooley; Laura Lukes; Lori Weber; Michael Branton

Absent: Cameron Kelly

KZFR Board Member (liaison): Rob Davidson, Board Vice President

6:00 pm meeting begins.

Steven Marquardt and Davy Andrek have left the CAB. We thank them for their input and service. There is certainly room for additional/new CAB members, so feel free to spread the word. The application is available on the KZFR website.

Rob sent out several documents in advance of this meeting: the Joint Statement from the KZFR Board and Rick Anderson (27 April), and the April staff reports (Underwriting, Volunteer Coordinator; Office Report; Program Committee; Interim GM Report). Rob will try to do this from now on, as the reports contain a lot of good info and will answer some of the CAB's questions. Laura really liked having a chance to review the reports, especially the Underwriting report. She's glad to see that the local businesses continue to support the station.

Rob reviews CAB mission as per the Corporation for Public Broadcasting (CPB). The CAB is an advisory body distinct and independent of the Board of Directors formed to assist the station to be more responsive to community needs. In order to be eligible for CPB funding, KZFR must maintain an active CAB and it must meet at regular intervals. We've been really good about this, meeting quarterly. Meeting minutes are posted to the KZFR website and future meetings are announced on the website at least one week in advance.

As per CPB Guidelines, the CAB responsibilities include: the right to review the station's programming goals; the right to review the service provided by the station; the right to review significant policy decisions rendered by the station; and the obligation to advise the station's governing body on whether the station's programming and other significant policies are meeting the specialized educational and cultural needs of the communities served by the station, and to make recommendations that the CAB deems appropriate to meet such needs.

Complete CPB Community Advisory Board guidelines are available online: <https://www.cpb.org/stations/certification/cert3>

Rob discussed the recent GM transition, noting that Grant Parks is now Interim GM. Staff are all satisfied with the transition and the station's new direction. With a few exceptions, volunteers and programmers have accepted the change.

There will be a silent pledge drive 14-28 June. Grant is open to trying new ideas and strategies for fundraising. Our most recent pledge drives have been mixed. One did well, but one seriously under-performed.

Discussion of Zephyrfest on YouTube. The programs have been a hit so far, building audience weekly and getting the message out. We're thinking long-term on this.

Michael asks about the type of events the station plans to hold once we return to hosting shows. A wider variety of types of events and musical genres would be welcome. A lot of the shows pre-pandemic were of the same sort of Americana/Dead Head genre. Mix it up. Focus on younger bands like Blu Egyptian. Maybe some hip-hop. Draw in younger audience.

Discussion of diversifying and expanding our pool of donors. Rob notes that Donor retention is a new focus for the Fundraising committee. Grant is aware that we have room to improve in this area.

LeAnn asks if we could hire a paid fundraiser on staff? Or an intern? Make this position a priority. Get some professional help. Michael agrees. Make fundraising more central. Rob notes that the station is currently short-staffed and our immediate need is get some office and production assistance for Grant, who is currently doing his "old job" as well as his new job. Adding a paid fundraiser might strain the budget, but he'll mention it to the BOD.

Discussion of programming, specifically the amount of news and information relative to music. Michael would like to see more focus on local news and politics. The station would benefit from a more robust engagement with the community.

There is room for more diversity in the music offerings. Several shows seem to have the same format, appealing to older rock listeners. There's room for more diversity, such as a hip-hop show that might appeal to a younger audience. Michael notes a station like KEXP in Seattle; they are always breaking new artists and promoting the latest stuff. They have made a reputation for that. Also, on many shows the ratio of male artists seems lopsided. There is definitely more room for women's voices on the music shows.

LeAnn discusses recording her spot for a recent Zephyrfest show. It was really fun but it's a little weird playing to an empty house. What if a small audience was there to put a human face on it? Also, Dan Carter might need more tech help! He's doing a lot.

LeAnn and Michael are still interested in the idea of a radio drama, like a serialized novel or play on the radio. Something with social content that is relevant to our community.

Lori thinks Slow Theatre might be interested. They are re-starting their juvenile hall program, and in the past that has resulted in some one-act dramas that were read on the radio.

Rob will follow up with Lori and Slow Theatre to see if there is interest in pursuing this.

Next CAB meeting will be in September.

7:07 pm meeting adjourned.

KZFR Community Advisory Board (CAB)

Meeting Minutes for Tuesday, 28 September 2021

6:00-7:00 p.m. on Zoom

CAB Members Present: Lori Weber; Michael Branton; Cameron Kelly

Absent: LeAnn Cooley; Laura Lukes

KZFR Board liaisons: Rob Davidson (Board President); Sandra Morales-Miller (Board member)

6:00 pm meeting begins.

Introduction of Sandra Morales-Miller, the new Board liaison to the CAB. Rob was elected President of the KZFR board in July 2021 and is very busy. Sandra will take over hosting meetings in January 2022.

Rob reports Grant Parks is the new full-time General Manager of KZFR as of July 2021.

Mercedes Macías left the board. We have three new board members: Karl Ory, Lili Da Silva, and Liz Daniels.

Michael asks about fundraising in light of Grant Parks's recent GM report. Live events appear to have a limited payoff. Rob notes that the board is aware and will be reducing the sheer number of shows in the future, partly due to Covid but partly due to the labor involved and the relatively low payoff. KZFR relies too much on live concerts and the pandemic has revealed the limitations of a fundraising monoculture.

Grant and the Fundraising committee are looking into new fundraising strategies. We're also expanding our grant writing efforts. We're also continuing discussions about getting newer, younger programs and programmers on the air and continuing to develop our audience.

Cameron: growing an audience takes time and is slow. She shares some experiences from Chico Arts Center.

Michael asks about recruiting new programmers based on audience and demographic. Is KZFR actively seeking out newer, younger programmers? The station might consider targeting local groups to solicit new programmers, e.g. Chico Art Collective, Stonewall, and student groups on Chico State campus.

Rob reviews current training protocol. Due to pandemic, in-person training is still suspended. Station is in fact on near-full lockdown with only on-air programmers allowed and no guests. That will remain until pandemic numbers improve.

But we have new protocols for off-site programmers and several current and prospective programmers are utilizing this method. Working well so far.

Cameron suggests BOD can invest time and outreach fostering younger programmers and younger BOD members, too. There are ways to promote active participation.

Rob notes that part of Grant's and the staff's new initiatives involves actively reaching out to the Yuba City/Marysville communities. Our terrestrial signal reaches there but we haven't capitalized on it much in the past.

Cameron asks if we've considered reaching out to the Sikh community in that region. Might find music, news, info programming content in that vibrant community. Rob: Great idea!

Cameron notes that some community members like Kelly Lindner, formerly of Chico State and now at Sac State, have great contacts. Kelly is currently exhibiting work by an artist originally from Yuba City, Rajkamal Kahlon.

Lori asks about potential research. She has political science students who look into "social capital" and how we connect with diverse communities. She could envision a project that perhaps uses Nielsen ratings info to identify new communities. Rob says we receive Nielsen ratings 1-2 times per year and have some of that recent data. We also have data going back a few years, so let us know.

Rob notes that CAB could be a more project-oriented committee, addressing and/or researching specific issues at the station like community outreach or fundraising.

Lori notes that community outreach and building new listening groups—demographic outreach—would be a natural fit for the CAB.

CAB members could pair up with BOD members on specific issues.

Michael notes that the path to active KZFR citizenship involves reaching out to people and making them feel welcome. Lori agrees. BOD and CAB must entice new community members, encouraging buy-in and commitment.

Michael suggests a mentoring program, again could be a mix of CAB and BOD.

Michael suggests KZFR reach out to Stonewall, especially the drag community. He recently saw a performance from a drag artist Chardonnay Risque that was particularly good. Risque knows how to entertain and connect! Michael can get us in touch with the current president of Stonewall.

Michael adds that more Latinx programming would also be good for the station, especially outreach to new and younger listeners.

Rob notes that Grant has started a conversation about how to work in new shows and programmers while still honoring the many years of service from our older, more experienced programmers. It is a delicate balance and requires a soft touch.

Lori mentions Ali Meders-Knight and her native ecological/Mechoopda contacts. They recently published a Forest Management Guidebook utilizing native and traditional environmental management techniques.

Rob notes he's heard Ali on KZFR several times, such as Ecotopia. Ali is definitely a great resource.

Next CAB meeting will be in January 2022.

7:07 pm meeting adjourned.