

KZFR Community Advisory Board (CAB)

Meeting Minutes for Tuesday, 22 February 2022

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

CAB Members Present: Laura Lukes; Lori Weber; Cameron Kelly

Absent: LeAnn Cooley; Michael Branton

KZFR Board liaisons: Rob Davidson (Board President); Lili Silva (Board member)

6:00 pm meeting begins.

Rob gives a brief overview of the station. (Prior to meeting he circulated most recent staff reports with CAB, including GM report, Underwriting, and Volunteer Report.) FCC License was renewed. CPB granted an extension on raising NFFS (non-federal financial support) funds. Thanks to federal relief funds and loan forgiveness, the station is currently cash positive. We are financially healthy, but still face challenges with raising funds and other things.

Laura asks if CAB members can volunteer for a KZFR pledge drive. Rob says he'll check with Volunteer Coordinator, Leah McKean.

Cameron appreciates Rob's overview. What are the current problems?

Rob says fundraising and meeting the CPB-imposed goal of raising \$300k NFFS are two of our big challenges. We've also been dealing with our Events/Concert Policy, which must evolve to meet public health situation, and some recent issues with programmers delivering anti-vax messaging.

One area we're concentrating on is improving fund raising. GM Grant Parks, Leah McKean, and Rob will be meeting with Patrick Newell on 10 March to research targeted grants and non-federal sources of funding. Rob reviews some identified areas we're looking into, but invites advice and suggestions for grant categories.

Cameron has worked with Patrick and agrees he is knowledgeable. She shares some tips: delegate duties among volunteers and staff. Strategic, collective action. For example, an office manager can monitor deadlines and type up documents. Don't dump all the duties on one person.

Laura suggests grant categories: food security; local food providers like Organic Farmer's Market or GRUB; climate change; agriculture. What about Hmong farmers? They're amazing. Bobbi Tryon has contacts with Butte County food providers.

Lori asks what type of organizations is KZFR willing to partner with? That can help with grant search. Make sure it's a good fit.

Cameron: Is tech a grant category? Look into that. Social media and fundraising: use social media to inform public about our needs. Something like an online wish list. (But not Amazon!) Let the public know what we need and want. We could target specific causes, like a generator on the roof.

Chico State does a "Giving Tuesday" (next one will be 2 March 2022). Rob says some years Chico State has done well. Cameron notes that during the pandemic that kind of fundraising has diminished, but it helps if you pitch it in a targeted way. Language like "Ten dollars will buy us one X," or "Forty dollars gets us Y." Some donors like knowing that a specific amount will provide a certain, specific thing.

Can KZFR share its donors' names? Rob says we ask that question during pledge drive and people generally share a first name. We read it on the air. He isn't aware of a list of

donors in a central site. The *Chico News and Review* publishes a page with a long list of local donors and people like to look at the list and see who's given. It sometimes inspires others to contribute. KZFR could consider publishing a page on its website or somewhere that lists donors (who consent to share their name).

Lori shares a good resource for solar funding. EBSCO specifically targets libraries, but they might have other categories, or might point us to other resources. See

<https://www.ebsco.com/solar>

Cameron commends KZFR for keeping things going through all the recent turmoil. She still enjoys listening. She notes a certain Sunday afternoon program she heard recently. A lot of anti-vax messaging. Rob says the GM and Program Committee are aware of the show in question and are working on addressing the issue.

Cameron notes there is a fine line between promoting diverse voices and viewpoints. You have to consider issues related to censure and gatekeeping.

Lori says radio is not social media. It's more diverse. Things occur live and in real time. People get exposed to diverse viewpoints and have to grapple with what's out there.

Lili notes it is a sensitive point. When we hear things we don't agree with or appreciate. We should promote tolerance. What do CAB members think?

Lori notes that programmers should be careful about venturing into turf in which they're not expert. A music show that spills into public health messaging, only promoting one side of an issue, is questionable. The host is clearly not an expert. Not a healthcare professional. Are they making an effort to truly represent all sides? They come across as sounding like unprofessional amateurs. People turn it off.

Rob notes that the station has received a fair number of complaints about the Sunday afternoon show in question. Station is working to address that particular programmer. We have taken programmers off the air for similar issues. But we are always trying to do it "by the book," be transparent, and treat all programmers fairly and with respect. But we also have to respect our audience and the values of the station, which are officially pro-CDC guidelines, pro-vax, and pro-masking.

Rob thanks CAB members and Lili for giving their time.

7:08 pm meeting adjourned.