

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.