

KZFR Community Advisory Board (CAB)

Meeting Minutes for Wednesday, 21 September 2022 on Zoom

CAB Members Present: Rose Febbo; Cameron Kelly; Laura Nelson; Vicki Petrokovich

CAB Members Absent: Tom Lando; Bill Mash; Meg Turner; Lori Weber

KZFR Board of Directors present (liaisons): Rob Davidson; Steve Scarborough; Liz Currey

6:00 pm meeting commences

Agenda

- Welcome and Introductions
- Brief Overview of Station/State of the Station
- Questions and Discussion

CAB and Board members introduced themselves to one another.

Prior to meeting, Rob distributed via email the following documents:

- KZFR Fiscal Year 2022-2023 Budget
- Grant Parks, General Manager's Report (Sept 2022)
- Grant Parks, General Manager's State of the Station Report (Sept 2022)
- Leah McKean, Volunteer Coordinator's Report (Sept 2022)
- Ray Laager, Underwriting Coordinator's Report (Sept 2022)

Rob provided a brief overview of the station, touching on the roles played by GM, Volunteer Coordinator, and Underwriting Coordinator.

Rose asked about Operations Coordinator and Programmer Training. Those are mentioned in Grant Parks's State of the Station but not listed in the budget. Can the station afford it?

Rob thanks Rose for catching that! Our Board Treasurer, Michael McGinnis, also noted the discrepancy at the September Board Meeting. It comes down to better forecasting and projection of expenses. The BOD and GM have noted the issue. That said, Rob explains that both positions are crucial. Since previous Ops Coordinator John D passed away, we have not had an Ops person. Grant, as GM, has been covering the position. During the pandemic, training of new on-air programmers was suspended. We are just now resuming in-person training. A person to coordinate the training, as well as the re-certification for existing programmers, is an essential role. The GM and staff are currently over-taxed.

Rose also asks about input from the community. How does the station get it? Cameron Kelly discusses social media as a way to build audience; the Chico Art Center has had success with this. A revamped website has drawn more attention and boosted support.

Rob explains that KZFR's social media presence has grown considerably in the last couple of years, with very active Facebook, Instagram, and Twitter accounts. Also a YouTube video channel that did some good work during the lockdown. We have a public comment link on our website and we get regular input there. And people directly email Grant or Rob with comments.

Vicki notes that sometimes the on-air underwriting is a bit clumsy, with mispronunciations and mistakes. Uneven quality. Other community radio and public radio stations use pre-recorded, professional readers. Is that an option? Steve notes that she is correct, but

recording professionally like that would take time and money. As a volunteer-run stations with a limited budget, that might be tough. But it's a good point and we'll pass it along to the staff.

Rob notes that the CAB now has a lot of new members. The Board members are happy to continue as liaisons, but the CAB can also decide on its own organization and focus. Typically, in the past the CAB has meet 3-4 times a year. The Board members share some recent reports and discuss issues at the station, and answer questions. Suggestions from the CAB are always welcome and often lead to fruitful discussion and action at the Board level. At our next meeting, we can continue to discuss the focus and mission of the CAB.

Next CAB meeting: Tuesday, 6 December 2022, 6-7 pm on Zoom.

7:02 pm meeting concludes.