

**KZFR Community Advisory Board (CAB)**

Meeting Minutes for Thursday, 19 December, 2019

KZFR Broadcast Studio meeting room  
341 Broadway, Suite 416  
6:00 pm

CAB Members: Michael Branton; Laura Lukes; Steven Marquardt; Cameron Kelly; Lori Weber  
KZFR Board Member (liaison): Rob Davidson, Vice Chair of Board

6.00 pm meeting begins. Introductions. Rob reviews what the CAB is and why KZFR needs it (CPB Grant). We reviewed the new KZFR Diversity statement, added just this week to the website. We read over the rights and obligations of the CAB (see agenda) and then open it up for discussion.

Laura talks about her previous experience with KZFR, noting that professionalism overall has improved over the years, & licensing of programmers. She asks about how to grow the listening audience, and how to use education and information to reach a wider listenership & more diverse communities.

Michael reports that he heard we have an average listening audience of 300 or so; Rob thinks that is about right. Rob reports, anecdotally, about how long the average listener tunes in... somewhere in the area of 10-15 minutes at a time, if memory serves. And we stream live on the internet. We can track how many people are logged in & listening at any given time.

Cameron asks how does a show reach an audience? Do we utilize social media effectively? She shares some of her experience at Chico Art Center, where Instagram & Facebook have helped build a younger, more diverse audience & also attracted new board members. She likes the archive on the website. What about podcasts & other ways people can listen?

Michael asks about how hard or easy it is to change programs? There is a perception that some people and shows are "entrenched," or have been in place for a very long time & there's been little change. What is the process?

Rob discusses the recently-reconstituted Program Committee and talks a bit about what that committee does, including evaluating current shows. It's true that it can be hard to make changes to existing shows.

Laura asks if shows are evaluated or judged based on their ability to raise money during pledge drive? No, Rob says, not to my knowledge.

Michael notes that programmers might make a concerted effort at outreach & building community. How does the station define community outreach? Rob discusses some of the ways the station has done that, from hosting local music shows to tabling at the Saturday Farmer's Market, the Pride festival, and the like.

Steven urges KZFR to do more community outreach. It isn't as visible as it might be. It should be moreso.

Lori asks about the possibility of broadcasting live from community events. The station might consider doing more of that. Rob mentions that we sometimes broadcast live from music shows, so it is a possibility.

Laura seconds these ideas. Community outreach is essential for building audience. Booths at more events, like the idea of live broadcasts. Regional events like Women's march would be a good idea.

Michael mentions the Farmer's Day in Gridley, a good way to reach out to a Latinx audience. Cameron mentions Chico State internet radio KCSC & on-campus movements like the Sunrise movement.

Steven likes that idea. He talks a bit about his program on KZFR (he is a co-host for Youth for Justice). YFJ is evolving. He & Bill Mash want to reach out to Chico State & Butte College students.

Lori mentions her Criminal Justice students & the program on campus, which is very popular with Latinx students. The students & faculty are always looking for ways to get the students off campus & involved in the community.

Steven asks about children's programming. Rob explains the M-F kids' slots, 7-7:30 pm. The station has made a commitment to provide programming for kids, and also opportunities for kids to get involved in radio, including becoming certified programmers.

How do people become a programmer? Rob discusses the process & the test for certification. Programmers all have to serve 13+ volunteer hours per year. Most people do more than that. Discussion of coordinating volunteers. Rob mentions Leah's role as volunteer coordinator.

Lori notes our new diversity statement, which she likes. Our next step might be to make a commitment to expand the number of events that will target a more diverse audience & reach out. Set targets. Track events. Partner with specific organizations.

Laura asks about Program Committee. What are the standards for evaluating a program? How does the program committee report feedback to programmers? Would the CAB be of use in this regard?

Rob explains that the role of the CAB is more to advise the board & to provide feedback on larger issues. The PC covers the more granular details about evaluating shows & such. There are standards for evaluation.

Michael asks who is on the PC. Rob shows him the current list on the website: <http://www.kzfr.org/pages/boardcommittees>. PC agendas & meeting minutes are also available online: <http://kzfr.org/pcagenda>

Cameron asks if the PC is as diverse as we want? If the PC reflects our target audience, they can shape feedback accordingly. It takes time for the PC to establish itself & enact change. The equivalent committee at Chico Art Center took 3 years to become effective.

Rob reports that the station has made concerted steps to improve diversity in every regard, but there is always room for improvement.

Laura suggests a speaker series, in addition to the music programming. She thinks there would be an audience for that.

Lori asks if there are shows that focus on homelessness? Rob & Laura mention some shows & programmers who focus on the issue, like Bill Mash & Youth for Justice. Also The Real Issue, Woody & Friends, Peace & Social Justice, etc.

Rob mentions that KZFR currently doesn't have a local news director, but it is on our long list of things to address. We want to expand local news coverage on all fronts.

Discussion of CAB in 2020. We agree to meet quarterly in 2020. We can set an agenda & meet for longer than 60 minutes. Rob will email everyone & set a target date.

7:14 meeting adjourned.