

**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.

## **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.

## **KZFR Community Advisory Board (CAB)**

Meeting Minutes for Wednesday, 6 December 2022 on Zoom

CAB Members Present: Rose Febbo; shelby hebert; Meghan Turner; Lori Weber

CAB Members Absent: Cameron Kelly; Tom Lando; Laura Nelson; Vicki Petrokovich

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
- Questions and Discussion
- Future meetings and agendas
- Set next meeting date

Prior to meeting, Rob distributed via email the following documents, all from the November Board meeting:

- General Manager's Report
- Underwriting Report
- Volunteer Coordinator Report
- Program Committee Report
- KZFR Balance Sheet
- KZFR Profit & Loss Statement

CAB welcomes shelby hebert as its newest member. We note with sadness the passing of Bill "Guillermo" Mash, a CAB member and a beloved member of the KZFR family.

Rob provided a brief update of the station, focusing mostly on the recent and successful fall pledge drive, which exceeded our goal of \$40k. In terms of budget, we have a significant amount of cash reserves. The station is in good financial shape, especially in the short-term.

shelby asks about the investment strategy mentioned in the General Manager's report, raising questions about ethical investment strategies. She has resources she can share. She hopes the station's investments will be in line with its values.

Rob thanks shelby for raising a great point. He explains that, for now, we're talking about Certificates of Deposit. Long term, if we were to get into the stock market, yes we would consider the ethics of investing. But please do pass along the materials, which may prove useful.

Steve adds that the Board has recently reviewed and approved policies regarding only partnering with businesses that align with the station's stated goals, values, and mission statement.

Meghan asks about the background of the CAB and its meeting dynamic. Rob explains the structure we've used for the last 3-4 years, adding that there is no formal policy. The station is required to have a CAB as per the Corporation for Public Broadcasting (CPB).

But the CPB guidelines are quite broad and loose.<sup>1</sup> The KZFR Board has some language re: the CAB in its Bylaws, but again quite minimal.<sup>2</sup> The CAB has, in effect, a lot of latitude in how it can be configured. In fact, a board member recently typed up a quick comparison of how CABs work at other, similar-sized community radio and public radio stations. Rob will pass this document along to CAB members when he distributes the minutes for this meeting. This CAB can certainly have a conversation about how best to organize, run, and document these meetings. There is no attachment to the current format just because “that’s how it’s always been done.”

Lori adds that she’s been on the CAB for 4 years. She knows some members have felt frustration that there is a lot of talk and little follow-through or action, but she has seen numerous points raised on the CAB that the Board has in fact considered and acted on. It can be a slow process, but good things do result.

Rob notes that the Board is currently working on a draft policy regarding the CAB, seeking to establish guidelines regarding the size of the group, and also addressing questions that have recently come up, like how many active programmers can sit on the CAB. (A question that never came up prior to recent applicants.) When there is a draft to review, he’ll share that with the CAB.

Rose asks about efforts to reach out to underwriters in areas like Yuba City and the like. Rob says that our underwriting coordinator, Ray Laager, is a well-connected guy and very active in local and regional business groups like BNI. Pretty sure he is active reaching out, but he’ll pass along the inquiry.

Rose heard a PSA recently about a listener survey and asks about that. Rob isn’t aware of a current survey. The station did an extensive Listener Survey in 2021 and we have those results. There will be some form of a listener and community survey in 2023 related to Strategic Planning, but that hasn’t been announced yet. Not sure what Rose heard!

Lori suggests that when it comes time to solicit input for strategic planning, the station should think carefully and plan ahead. Who do we want to hear from? Be strategic, or you’ll get the same old folks answering the same old ways. Few new voices.

Rob appreciates this input. The Board is only at the very beginning of planning for the Strategic Plan, and as we move forward the CAB should be part of the conversation. Could even help with outreach, execution, etc.

shelby refers back to the comment about the Board establishing guidelines for the CAB. She suggests a larger CAB might help accomplish the goals of being inclusive and inviting diversity. Bring in more voices. Liz Daniels likes that idea.

Steve notes that the BOD has quota restrictions on issues like how many programmers can serve relative to community-at-large members. Probably need a similar stipulation for CAB.

Lori reiterates that CAB could be an effective outreach vehicle, reaching diverse audiences and reporting back.

---

<sup>1</sup> CPB Guidelines for CAB available online: <https://www.cpb.org/stations/certification/cert3>

<sup>2</sup> KZFR Bylaws available online: <http://kzfr.org/pages/publicdocs>

In addition to meeting minutes, Rob will send out some materials for CAB members to review and consider:

- CPB guidelines for CAB
- KZFR Bylaws re: CAB
- Draft Policy for CAB guidelines (when ready for public review)
- CAB comparison sheet

Next CAB meeting: Tuesday, 7 March 2023, 6-7 pm on Zoom.

7:06 pm meeting concludes.