

KZFR Community Advisory Board (CAB)
Meeting Minutes for Thursday, 20 February 2020

KZFR Broadcast Studio meeting room
341 Broadway, Suite 416
6:30 pm

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

6:30 p.m. meeting commences.

Rob reports that the KZFR BOD has hired two interns, including a social media intern. This move was prompted in part by a recommendation from CAB last December. Thanks for the great idea!

Michael asks about radio personalities/DJs & public interaction. Can they do more community engagement. They might invite more community members on the air, or they might go out into the community to record their voices & opinions.

Michael, Lori, and Steven discuss interacting with fans/listeners at events. Interview people at music shows. Why are you here? And we could broadcast that. KFAN used to do that. Or go out & interview people on the street about community issues—needle exchange, districting, etc.

Rob says Bill Mash has done some things like this, but it seems like a good idea to consider in other formats. Think 5-10 minute chunks, or shorter.

Rob discusses the programmer volunteer requirements—10 hours per year, attached to fundraising & pledge drive as well as other events. Also, BOD acknowledges the need for more local news programming. We simply don't have the budget right now, but we do have a long-term goal to develop it. BOD member Paul O'Rourke-Babb has been working on it.

Cameron reports that the New Year's Party was great! Laura has been to several shows & sees good attendance, quality performances.

Laura asks about Program Committee—how is it going? Rob reports that it is functioning & making headway, all signs are good. Will report back at next CAB meeting with new updates.

Michaels asks about mission statement for PC. Rob shares the bylaws section for PC. Discussion of PC's responsibilities.

Rob discusses general process for program evaluation (PC interacting with programmers). BOD is discussing how to implement a re-certification process. Also "cleaning up" the roster of current programmers, making sure everyone on the board is a fully certified programmer, current, etc. PC will be involved in all of this, including training of new programmers. This is a big help to our overtaxed staff.

Michael asks how new programs get added to the matrix. Rob discusses the training program & process for proposing a show, which is reviewed by PC & the voted on. General Manager has the final say on changes to the matrix, but PC serves in advisory capacity.

Rob says currently the matrix is pretty full. A lot of shows that have been on the air for a long time, but openings periodically occur & shows do get moved around. Some types of

shows have higher turnover, like Kid programming. There is an ongoing discussion about the ratio of music to public affairs programming.

Cameron asks about BOD meetings. Rob discusses meeting schedule (second Tuesday of every month). Agendas & minutes are posted on KZFR website. Meetings are public & everyone is welcome to attend. There is always an agenda item for public input, questions, etc.

Michael & Steven asks about BOD priorities. Rob reports that fundraising and diversity are two top priorities, currently. Also some paperwork issues like cleaning up policy documents. We have three prongs for budget: fundraising/pledge drive/donations; events; and grants. Current fundraising initiatives: continuing the music events, obviously. We do pretty well, overall, on the music events. Some shows do better than others, but overall we raise a lot of dough.

Michael asks about public speakers & lectures. Rob says we've talked about it & done some in the past, though not recently. We are aware that we could do more of that. Also, our music events could be more diverse. We appeal to a specific demographic. Could branch out to more music styles, different audiences. We have done a few rap shows, reggae, and such. Could be more mixed.

Michael & Cameron & Lori report that the KZFR iPhone app doesn't work. Rob will check on that with Grant Parks & get back to the CAB. You can also listen on the web page, kzfr.org

Rob reports that we're in the middle of a multi-stage technical upgrade in the station. Web pages are secure. Credit card entry during pledge drive is now secure. Also changes to the gear in the studio. We're getting better, but it takes time. Good news is we have the money allocated.

Lori asks about grant writing. Rob reports that we're working on it. Paul O'Rourke-Babb recently wrote a grant for NVCF. We have had some success in the past. The BOD is aware that we could do more in this area. Again, it comes down to person hours & expertise.

Lori mentions a grant writing class at Chico State taught by John Canaans. Health & Community Services class. Students in the class are looking for organizations to help. Students write the grant to gain experience, under John C's guidance. Rob says this is a great lead! Will report this to BOD.

Lori, Michael suggest looking into health programming issues & specific groups we approach, like Red Cross. "Wellness" is the hip term now. There are service organizations that would be happy to fund health-related programming. Worth looking into.

CAB plans to continue to meet quarterly. CAB can still add members. Interested folks can fill out the application & need a vote by BOD. Someone who wants to check it out could come to the next CAB meeting to see what it's like.

Steven & Michael return to idea of interviewing people on the street. "What is community radio?" might be a good question to engage people. Maybe get young people to ask other young people. Laura suggests short little spots—just a minute or two, in between programs. Get more & diverse voices on the air, sprinkle them around the day.

Rob says this sounds cool. We did something similar after the Camp Fire, with 3-minute fire updates. Really quick. Sometimes we're locked into thinking about programming blocks and such. But there are other ways to get more voices on the air.

Cameron asks how often is the station approached by creative types about new shows or programming? Or events? Rob says it happens a bit, here & there. We've collaborated with Slow Theatre, for example, to air plays written by incarcerated youth. Certain programs of course regularly host community guests from all sorts of organizations.

Cameron suggests we consider a model like she employs at Chico Art Center: a call for applications for events, artists, people interested in working with the station. A way to reach out & get more community members involved. This sounds promising, Rob says. We certainly partner with some community groups, like Pride or Touch of Chico. But there is always room for new voices.

Next CAB meeting will be Monday, 18 May, 6:30-8:00 p.m. in Suite 416.

7:40 meeting adjourned.

KZFR Community Advisory Board (CAB)

Meeting Minutes for Monday, 18 May 2020

Zoom online meeting

6:30 pm

CAB Members Present: Michael Branton; Laura Lukes; Steven Marquardt; Cameron Kelly

Absent: Lori Weber

KZFR Board Member (liaison): Rob Davidson, Vice Chair of Board

6:30 p.m. meeting commences.

Rob reports that the station has been continuing to broadcast during the pandemic, albeit with a skeleton crew, social distancing, lot of in-house sanitizing, etc. Focus in the past two months has been on keeping the station on-air and functioning during the pandemic. We did proceed with our spring pledge drive, during which we raised approx. \$32,000. We went into the pledge drive with no set goal, one week of asking, and unsure what would happen. We were pleasantly surprised by the community support. Board of Directors has been reviewing what worked well in anticipation of fall pledge drive.

The station was also successful in getting a one-time infusion of cash from the Corporation for Public Broadcasting, as well as federal assistance (Payroll Protection funds). Despite the pandemic crisis, the station is in good financial shape for the short-term. But long-term concerns are there, including a significant drop in underwriting during the health crisis.

Rob reports that there is a possibility that KZFR will be able to hire a news director. Rick Anderson, General Manager, and the Board are working together on this possibility. If it works out, it would fill a vital hole in our staffing & programming.

Rob mentions BOD recruitment. He invites CAB members to help spread the word. Email announcements & on-air PSAs will be forthcoming soon.

Michael asks about Program Committee and ongoing program review. Rob reports that most sub-committees at KZFR have been on hiatus since mid-March. To Rob's knowledge, the PC has not been meeting, but all sub-committees are planning to resume business in late May/early June.

Rob discusses the recertification process that the station is drafting. We've never had a formal recertification process, but the planned policy will require all on-air certified programmers to get re-tested every two years.

Laura asks about the budget breakdown—how much comes from underwriting? Rob thinks it is roughly 1/3 of our total budget, but will check. [Rob looked it up later: Yes, according to latest Treasurer's report, grants, underwriting, and fundraising each contribute roughly 1/3 to the total gross income for the station.]

Michael mentions questions of engagement—virtual versus face-to-face.

Laura appreciates the calming & reassuring tone of the announcements on KZFR.

Cameron asks about our ratings & listening audience. Rob reports that we're doing pretty well.

The General Manager has the data in the office, but in the last Neilson ratings we were in the top three or so during M-F daytime. Our biggest competition is KCHO, since we share many listeners.

CAB agrees to meet again in 3 months (August). Rob will be in touch.

7:15 pm meeting concludes.

KZFR Community Advisory Board (CAB)

Meeting Minutes for Monday, 3 August 2020

Zoom online meeting

6:00 pm

CAB Members Present: Michael Branton; Laura Lukes; Steven Marquardt; Cameron Kelly; Lori Weber; Davy Andrek

Absent: n/a

KZFR Board Member (liaison): Rob Davidson, Board Vice Pres.

6:00 p.m. meeting commences. Welcome & introductions. Special welcome to new CAB member Davy Andrek.

Steven asks about KZFR's political & civic engagement via programming during this difficult time. Rob discusses various programs that address current issues (e.g. The Real Issue, Peace & Social Justice), and that there is an ongoing discussion regarding the possible expansion of news & information coverage on KZFR.

Cameron asks if Steven Cummins from Chico State Performances has contacted the station. Rob reports that General Manager Rick Anderson has been in touch with Cummins & is part of the conversation about arts & info in the community during pandemic.

Davy asks about programmer training & certification. Rob reports that all new programmer orientation & training is on hold during the pandemic.

Rob reviews the recent approval of the recertification process for programmers, to be implemented by staff & the Program Committee.

Rob reports that fundraising committee has been active, and recently submitted a grant request (with News Dept) for a grant from a local organization, 100 Women Foundation.

Regarding budget during the pandemic, Rob reports that the station is secure in the short-term due to federal PPP loans and grant money from Corporation for Public Broadcasting (CPB). Long-term, the GM and Executive Committee have been planning for a possible 50% reduction in funding for 2021.

Lori mentions 1078 Gallery's "Rent Club" initiative, an outreach to support the gallery while closed. Targeted marketing focusing on a specific issue. Results have been favorable for the gallery. KZFR could try a similar targeted appeal?

Laura suggests this approach might work well for issues like rent or utilities. Michael seconds the idea, suggesting a special, focused pledge drive that concentrates on a specific issue, like paying the PG&E bills. Wait until after the election & holiday season, maybe early 2021. Target a specific issue, call past donors ahead of time to give them a heads up; maybe they will agree to back the drive, offer matching funds, guarantee a certain number of pledges, and so forth.

Rob says this sounds like a great set of ideas. We tried something similar a few years ago with the "Power to the Tower" campaign.

Davy asks if the station has considered going solar? Rob isn't sure how seriously the station has considered this. Davy volunteers to look into costs for a nonprofit like KZFR.

Rob mentions that the Document Review Committee has been revising the Programmer's Handbook, which will include updated info all around, as well as new policies on hate

speech, recertification of programmers, and a revised disciplinary procedure (all subject to BOD review & approval).

Rob reports that a News Department Committee recently formed & is discussing ways to expand news & information programming on the station. It's too early to share details, but there is a robust discussion going on & a lot of interest. When the committee has a solid proposal, it will share it with the BOD & the public, including programmers.

Laura (former programmer, PC member, & BOD member) is excited to hear about the possible expansion of news & info programming on KZFR, especially in the current social & political moment.

Rob mentions KCHO's proposal to merge with CapRadio, and the possible implications of that move for local programming. KZFR may have an opportunity to fill a gap in local news, info, and so on. Could be timely for KZFR to expand news & info programming.

Cameron asks if a local program like Nancy's Bookshelf has ever migrated from one local station to another, for example from KCHO to KZFR? Could we pick up a show that gets dropped? Rob knows of several on-air programmers who've moved back & forth between the stations, or who maintain roles at both stations simultaneously, but he isn't aware of an actual program that has moved from one station to the other.

Rob reviews some of the ongoing pandemic-related protocols at the station. The building is closed to the public, consequently no public office hours or guests in the studio. Studio has been kept very clean. Programmers wear gloves & masks, disinfect regularly. All current committee meetings are on Zoom, and the station is purchasing official Zoom accounts for necessary staff & Board. Some programmers have stepped back from on-air broadcasting. Station is looking into purchasing an automated system to facilitate shows remotely.

Cameron mentions the Chico Art Center newsletter, and the possibility of promoting KZFR events & announcements, including links to the station, and so forth. Just reach out!

CAB agrees to meet again in 3 months (November). Rob will be in touch.

7:00 pm meeting concludes.

KZFR Community Advisory Board (CAB)

Meeting Minutes for Tuesday, 17 November 2020

CAB Members Present: LeAnn Cooley; Laura Lukes; Steven Marquardt; Lori Weber; Davy Andrek

Absent: Michael Branton; Cameron Kelly

KZFR Board Member (liaison): Rob Davidson, Board Vice Pres.

6:00 p.m. meeting commences on ZOOM. Welcome & introductions. Special welcome to new CAB member LeAnn Cooley.

Laura asks about November pledge drive. Rob reports that final tallies are not in, but the latest update is that we are struggling to hit \$10k. The goal was \$50k. Once the numbers are final, the Board and staff will reflect on why the pledge drive faltered. Might be the election season. Might be too close to our previous pledge drive, the 30th annual drive, which did quite well.

Davy follows up on his inquiry into solar panels. One of the people he talked to noted that there aren't a lot of solar panels on downtown buildings. Could be a zoning thing? He'll do a little more work on it.

Question asked about training for new programmers & new shows. In-person training is still on hold during Covid. Rob discusses the plan to purchase an automation system that will make pre-recorded, off-site programming easier. Some existing programmers are reluctant to come into the studio during pandemic. An automation system might allow for a different category of new programmer, one who prepares a show in advance and uploads it to the station without ever coming in for formal training. Staff is working on all of this.

Rob is happy to report that three new news & info shows will be added to the rotation in December: Sue Hildebrand will do a local news show; Jason Cassidy from the Chico News & Review will do a local arts & music & events show; and Bobbi Tryon is adding a local news show. That's a great start at increasing the locally-based news & info content on KZFR. The News Department and Program Council continue to discuss possible additional changes, but progress has been slow and at times contentious. There will be an upcoming all-station meeting to address some of it.

Lori asks about youth programming. Could Gen Z be more involved with the station? What is our social media presence? Rob gives a quick update on kids' programming, which in recent years has dwindled. Turnover for the shows is one issue. Quality of content is another. But it is part of our mission to educate and train future programmers and listeners, so we want to find a way forward.

Rob reports that KZFR has active social media accounts on Facebook, Instagram, and Twitter. Leah McKean, our Volunteer Coordinator, takes the lead on social media and she regularly reports statistics on what's happening. Rob says he'll get back to the CAB with the most current data. Here it is (from Leah's VC report):

We did approx. 56 posts in October. Here are the most popular posts:

- 10/6 Ballot Drop Box Locations 588 views
- 10/7 New pix added to Show Us You Bottles 483 views
- 10/9 Peace & Social Justice show promo 518 views
- 10/13 Track Your Ballot 1.8k views

- 10/21 Thank You Gifts Update (pic of Grant with ale shirt) 417 views (top post on Ig)
- 10/25 Watchdog Groups Question Stephen Vest's Death (CN&R) 837 views (2nd top post on Ig)

The 10 videos we posted in October helped with page views especially on Fb.

- Facebook Currently 5.3k followers, facebook.com/kzfr90.1fm/
- Twitter Currently 1.5k followers, twitter.com/kzfr901FM
- Instagram Currently 1.3k followers, instagram.com/kzfr90.1fm/

LeAnn asks, How can we reach out to more youth?

Steven suggests Chico State, Butte College, and local high schools, especially Inspire Academy.

They have a media arts department with some talented kids. Further discussion of how to develop slots for more kids' programming, say a show reserved for high school students with an adult programmer who is always around, even if the kids come and go.

Laura notes that KZFR needs to retain its existing demographic as well as reach out to younger listeners.

Rob gives a brief budget forecast for 2021. The station had some one-time funds from federal government and CPB related to the pandemic. That has helped us get through 2020, but future funding of that sort is not a sure thing, as we all know from the news. The station faces a very challenging 2021, especially if our pledge drives are inconsistent. We really miss past revenue streams, like our live events.

Steven mentions recent online events for CHAT and Chico Democrats. Both raised good money.

Has KZFR considered this? Rob reports that Rick Anderson is arranging an online music event with John McCutcheon, scheduled for 9 January. It will be our first attempt at this kind of thing. If it works, we may do more.

Lori asks about monthly giving and attracting more online donors. Rob reports that we do have that, and promote it during pledge drives. Not sure offhand about the current numbers: how many monthly donors we have, or how long they give (year after year), but we do have that option in place.

Lori asks about targeted pledge drive for specific issues, like promoting youth programming.

Rob mentions the Power to the Tower drive, or the 30th Anniversary. We've done that in the past and they tend to be successful. New ideas for target topics and audiences is welcome. Youth would certainly be one.

LeAnn asks about outreach to donors and retention. Does the station send out thank you letters?

Yes, we do, says Rob. Pretty consistently. Board has tried some outreach activities to cultivate and retain long-term donors, but it's been hard to keep that up with an all-volunteer board.

Davy suggests we reach out to youth in K-12 and perhaps get them making arts & crafts which might be part of a thank you package to donors.

Steven asks what are BOD priorities for 2021? Rob mentions Rick Anderson's upcoming retirement and the need to plan for that. Hiring the next GM will be a top one. Budget planning and fundraising, especially given the concerns mentioned earlier.

Davy makes a lot of videos to promote various issues, like mental health. He'd be willing to make a promo video for KZFR for free, if we're interested. Rob will definitely pass that long, and thanks Davy for the offer.

Rob thanks the CAB for being so active & engaged. We've now met four times in 2020, and it's great that people want to stay active on the CAB for 2021. Big thank you!

CAB agrees to meet again in 3 months (February 2021). Rob will be in touch.
7:00 pm meeting concludes.