

KZFR Community Advisory Board (CAB)

Meeting Minutes for Tuesday, 1 June 2021

6:00-7:00 p.m. on Zoom

CAB Members Present: LeAnn Cooley; Laura Lukes; Lori Weber; Michael Branton

Absent: Cameron Kelly

KZFR Board Member (liaison): Rob Davidson, Board Vice President

6:00 pm meeting begins.

Steven Marquardt and Davy Andrek have left the CAB. We thank them for their input and service. There is certainly room for additional/new CAB members, so feel free to spread the word. The application is available on the KZFR website.

Rob sent out several documents in advance of this meeting: the Joint Statement from the KZFR Board and Rick Anderson (27 April), and the April staff reports (Underwriting, Volunteer Coordinator; Office Report; Program Committee; Interim GM Report). Rob will try to do this from now on, as the reports contain a lot of good info and will answer some of the CAB's questions. Laura really liked having a chance to review the reports, especially the Underwriting report. She's glad to see that the local businesses continue to support the station.

Rob reviews CAB mission as per the Corporation for Public Broadcasting (CPB). The CAB is an advisory body distinct and independent of the Board of Directors formed to assist the station to be more responsive to community needs. In order to be eligible for CPB funding, KZFR must maintain an active CAB and it must meet at regular intervals. We've been really good about this, meeting quarterly. Meeting minutes are posted to the KZFR website and future meetings are announced on the website at least one week in advance.

As per CPB Guidelines, the CAB responsibilities include: the right to review the station's programming goals; the right to review the service provided by the station; the right to review significant policy decisions rendered by the station; and the obligation to advise the station's governing body on whether the station's programming and other significant policies are meeting the specialized educational and cultural needs of the communities served by the station, and to make recommendations that the CAB deems appropriate to meet such needs.

Complete CPB Community Advisory Board guidelines are available online: <https://www.cpb.org/stations/certification/cert3>

Rob discussed the recent GM transition, noting that Grant Parks is now Interim GM. Staff are all satisfied with the transition and the station's new direction. With a few exceptions, volunteers and programmers have accepted the change.

There will be a silent pledge drive 14-28 June. Grant is open to trying new ideas and strategies for fundraising. Our most recent pledge drives have been mixed. One did well, but one seriously under-performed.

Discussion of Zephyrfest on YouTube. The programs have been a hit so far, building audience weekly and getting the message out. We're thinking long-term on this.

Michael asks about the type of events the station plans to hold once we return to hosting shows. A wider variety of types of events and musical genres would be welcome. A lot of the shows pre-pandemic were of the same sort of Americana/Dead Head genre. Mix it up. Focus on younger bands like Blu Egyptian. Maybe some hip-hop. Draw in younger audience.

Discussion of diversifying and expanding our pool of donors. Rob notes that Donor retention is a new focus for the Fundraising committee. Grant is aware that we have room to improve in this area.

LeAnn asks if we could hire a paid fundraiser on staff? Or an intern? Make this position a priority. Get some professional help. Michael agrees. Make fundraising more central. Rob notes that the station is currently short-staffed and our immediate need is get some office and production assistance for Grant, who is currently doing his "old job" as well as his new job. Adding a paid fundraiser might strain the budget, but he'll mention it to the BOD.

Discussion of programming, specifically the amount of news and information relative to music. Michael would like to see more focus on local news and politics. The station would benefit from a more robust engagement with the community.

There is room for more diversity in the music offerings. Several shows seem to have the same format, appealing to older rock listeners. There's room for more diversity, such as a hip-hop show that might appeal to a younger audience. Michael notes a station like KEXP in Seattle; they are always breaking new artists and promoting the latest stuff. They have made a reputation for that. Also, on many shows the ratio of male artists seems lopsided. There is definitely more room for women's voices on the music shows.

LeAnn discusses recording her spot for a recent Zephyrfest show. It was really fun but it's a little weird playing to an empty house. What if a small audience was there to put a human face on it? Also, Dan Carter might need more tech help! He's doing a lot.

LeAnn and Michael are still interested in the idea of a radio drama, like a serialized novel or play on the radio. Something with social content that is relevant to our community.

Lori thinks Slow Theatre might be interested. They are re-starting their juvenile hall program, and in the past that has resulted in some one-act dramas that were read on the radio.

Rob will follow up with Lori and Slow Theatre to see if there is interest in pursuing this.

Next CAB meeting will be in September.

7:07 pm meeting adjourned.