

KZFR Community Advisory Board (CAB)

Meeting Minutes for Tuesday, 28 September 2021

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

CAB Members Present: Lori Weber; Michael Branton; Cameron Kelly

Absent: LeAnn Cooley; Laura Lukes

KZFR Board liaisons: Rob Davidson (Board President); Sandra Morales-Miller (Board member)

6:00 pm meeting begins.

Introduction of Sandra Morales-Miller, the new Board liaison to the CAB. Rob was elected President of the KZFR board in July 2021 and is very busy. Sandra will take over hosting meetings in January 2022.

Rob reports Grant Parks is the new full-time General Manager of KZFR as of July 2021.

Mercedes Macías left the board. We have three new board members: Karl Ory, Lili Da Silva, and Liz Daniels.

Michael asks about fundraising in light of Grant Parks's recent GM report. Live events appear to have a limited payoff. Rob notes that the board is aware and will be reducing the sheer number of shows in the future, partly due to Covid but partly due to the labor involved and the relatively low payoff. KZFR relies too much on live concerts and the pandemic has revealed the limitations of a fundraising monoculture.

Grant and the Fundraising committee are looking into new fundraising strategies. We're also expanding our grant writing efforts. We're also continuing discussions about getting newer, younger programs and programmers on the air and continuing to develop our audience.

Cameron: growing an audience takes time and is slow. She shares some experiences from Chico Arts Center.

Michael asks about recruiting new programmers based on audience and demographic. Is KZFR actively seeking out newer, younger programmers? The station might consider targeting local groups to solicit new programmers, e.g. Chico Art Collective, Stonewall, and student groups on Chico State campus.

Rob reviews current training protocol. Due to pandemic, in-person training is still suspended. Station is in fact on near-full lockdown with only on-air programmers allowed and no guests. That will remain until pandemic numbers improve.

But we have new protocols for off-site programmers and several current and prospective programmers are utilizing this method. Working well so far.

Cameron suggests BOD can invest time and outreach fostering younger programmers and younger BOD members, too. There are ways to promote active participation.

Rob notes that part of Grant's and the staff's new initiatives involves actively reaching out to the Yuba City/Marysville communities. Our terrestrial signal reaches there but we haven't capitalized on it much in the past.

Cameron asks if we've considered reaching out to the Sikh community in that region. Might find music, news, info programming content in that vibrant community. Rob: Great idea!

Cameron notes that some community members like Kelly Lindner, formerly of Chico State and now at Sac State, have great contacts. Kelly is currently exhibiting work by an artist originally from Yuba City, Rajkamal Kahlon.

Lori asks about potential research. She has political science students who look into "social capital" and how we connect with diverse communities. She could envision a project that perhaps uses Nielsen ratings info to identify new communities. Rob says we receive Nielsen ratings 1-2 times per year and have some of that recent data. We also have data going back a few years, so let us know.

Rob notes that CAB could be a more project-oriented committee, addressing and/or researching specific issues at the station like community outreach or fundraising.

Lori notes that community outreach and building new listening groups—demographic outreach—would be a natural fit for the CAB.

CAB members could pair up with BOD members on specific issues.

Michael notes that the path to active KZFR citizenship involves reaching out to people and making them feel welcome. Lori agrees. BOD and CAB must entice new community members, encouraging buy-in and commitment.

Michael suggests a mentoring program, again could be a mix of CAB and BOD.

Michael suggests KZFR reach out to Stonewall, especially the drag community. He recently saw a performance from a drag artist Chardonnay Risque that was particularly good. Risque knows how to entertain and connect! Michael can get us in touch with the current president of Stonewall.

Michael adds that more Latinx programming would also be good for the station, especially outreach to new and younger listeners.

Rob notes that Grant has started a conversation about how to work in new shows and programmers while still honoring the many years of service from our older, more experienced programmers. It is a delicate balance and requires a soft touch.

Lori mentions Ali Meders-Knight and her native ecological/Mechoopda contacts. They recently published a Forest Management Guidebook utilizing native and traditional environmental management techniques.

Rob notes he's heard Ali on KZFR several times, such as Ecotopia. Ali is definitely a great resource.

Next CAB meeting will be in January 2022.

7:07 pm meeting adjourned.