



GOLDEN VALLEY COMMUNITY BROADCASTERS

KZFR COMMUNITY RADIO 90.1 FM

341 Broadway, Suite 411

PO Box 3173

Chico, CA95927

### **KZFR Program Committee**

#### **Minutes of meeting March 31, 2022 on Zoom**

Meeting called to order 5pm

**Members present:** Ann Steckel, Chris Nelson, Marci Ligammari, Nancy Davis, Robert Jones, Grant Parks GM/Chair

**Members absent:** Billy Nichols, Steve Scarborough

### **Correspondence and Public Comments**

- Letter from Kay Paden announcing her resignation as host of Mood Swings
- Letter from Rene Hernandez thanking the station for providing him with Spanish language underwriting copy

**New program evaluation** Island Rhythms, Cyd Strain received an overall favorable three month evaluation on her development as a new programmer.

### **Youth programming**

- Students under the direction of Michael Peck, Media Arts Dept. Chair at PV High School have produced promos about mental health. Grant said he had agreed to air the promos as positive way to interact with young students in media arts.
- Grant reported that Ginger Nichols has proposed an outreach program to get more young people involved in radio. He plans on meeting with Ginger to develop a long range plan to recruit and train more youth programmers.

### **Open air shifts**

- Thursday 5-5:30pm Seatrain radio continues to temporarily fill the spot while waiting for proposals
- Alternate Sun 1-3pm Grant said he'd prefer to have substitute programmers fill the slot rather than use Radio Paradise.
- Grant reported that Guillermo Mash had posted on social media that he was stepping down as host of Imagining Community. Grant said he would contact Guillermo to see if that was indeed his intention.

### **GM REPORT AND GENERAL DISCUSSION**

- **PC application revision** Grant said he would email everyone the most recent iteration.
- **Paul Davis application** Grant has not talked with Paul.

- **Program Matrix proposal** Grant reported it was on the Board's agenda for its next meeting.
- **FPs for public affairs programs** Grant said not all p/a programmers have submitted info for the FPs, but the ones that have are being played on the air. He said it was an ongoing project to keep the FPs up to date and training folks to be able to navigate to their location on the computer. Rob suggested if the FP folder was a stand-alone item rather than a subfolder it would be easier to access.
- **Programmer evaluations/recertifications** Grant said there were no immediate plans to undertake wholesale evaluations or recertifications. He said administering either program would be too much for the GM to do alone. Ann asked how many programmers actually listen to their fellow programmers. She said in the teaching profession she found it helpful for teachers to sit in and learn from their colleagues. Grant replied that previously KZFR had a self evaluation program that required programmers to listen to play backs of their own shows. He said it was surprising how many programmers had never listen to recordings of themselves on the air and that there was demonstrable benefits from that sort of critical listening. Several members discussed the concern that evaluations might be perceived as threatening to some programmers. Chris suggested that self eval was a good approach and that the PC should first review the evaluation form as a starting point to the process. Grant said he would provide the eval forms the station has used in the past for the committee to review. At the conclusion of this discussion, Ann left the meeting.
- **Resumption of new programmer orientation and training.** Grant said the Board was taking a "wait and see" approach to when the station would relax covid restrictions enough to resume in-person group training. Chris and Rob both suggested that based on programming needs and applicants' qualifications, the GM should be able to initiate, with discretion, limited one-on-one training.

### **Comments on current programming**

- Chris reported that Leslie Layton, editor of ChicoSol News complained that KZFR was relying on corporate news sources for the content of Megan's news update segments. Grant said he would follow up with Leslie about the possibilities of alternative content.
- Grant expressed concern about activities at the station involving copy right infringement including the playing of YouTube on the air, the unapproved use of protected images on the station's website and pledge drive thank gifts of artistic property. Grant said he planned to address these issues with all programmers.
- Rob raised the issue of programmers having difficulties with the CD players. Grant said the lack of an OPS employee and the unavailability of replacement equipment have contributed to the problem, but that he was trying to do one-on-one training with programmers having difficulty using the current CD players.

### **Pledge Drive**

- Grant reviewed the goals of the upcoming pledge drive and encouraged PC members to listen critically during the drive and keep notes on how we might improve our messaging.

- Rob suggested the station contact Amy Goodman to record a spot for KZFR. Grant said he would follow up on that suggestion.
- Marcie proposed that programmers offer to play listeners' playlists as a thank you gift for their pledges. Everyone agreed that was a good idea.

**Next meeting** Thurs April 21, 2022 at 5pm on Zoom

Adjourn 6:28pm

**Tasks to be done post meeting**

Grant

- Share with the committee the PV High School promos.
- Share with the committee the most recent revision of the PC application form.
- Share with the committee the most recent eval and self eval forms.
- Contact ChicoSol News to see if they are interested in providing content for our news updates
- Have Leah request a temporary substitute for the alternate Sunday 1-3pm program slot.
- Contact Amy Goodman to make a pledge drive promo.
- Contact Guillermo Mash about his future plans as host of Imagining Community.

Respectfully submitted,  
Steve Scarborough, Secretary