



GOLDEN VALLEY COMMUNITY BROADCASTERS
KZFR COMMUNITY RADIO 90.1 FM

341 Broadway, Suite 411
PO Box 3173
Chico, CA 95927

KZFR Program Committee Minutes of meeting February 27, 2025, in person.

Meeting called to order at 5:05pm

Members present: Bob Steinacher, Michelle Mussuto, Marcie Ligammari, Julie Nilsson, Grant Parks
GM/Chair

Members absent: Peter Ratner, Rob Jones, David Fuhs (ex-officio Secretary)

Guest attendees: None

Agenda additions: MM and GP: Amend Action Items to table review and prioritize Strategic Planning goals until March meeting. GP: Amend Action Items to table discussion of Best Practices document until March meeting.

CORRESPONDENCE AND PUBLIC COMMENTS

No public comments.

ACTIONS TAKEN

New program proposal, Julian Mendoza ("Timeline"): BS: Really impressed with his demo. Great addition as a younger programmer. Professionally done. JN: Didn't have that positive a reaction. Voice is great but it was unclear what his program is about. MM: Liked his voice but unclear how he is going to operationalize the concept. ML: Loved the concept. Is it a news program? If yes, demo should have examples. How will he get his news stories? MM: How long a show? GP: Application has "to be determined" for length, date, and time. GP: Will discuss questions raised with JM.

"Norcal Entrepreneurs": GP: Tyler Brown will not be able to maintain a weekly show, wants to go monthly to build up a stockpile of shows. Could move him to the second Thursday monthly at 6 PM, which gives him plenty of time (March 13) to get his next show ready. GP: Talked to TB about not letting his guest turn the show into a 60-minute advertisement. All: Is the focus a single business? Reduce it to a half-hour show? GP: That would create problems filling the other 30 minutes. Motion from MM to move "Norcal Entrepreneurs" to 6 PM on the second Thursday of each month, beginning March 13, second from ML. Unanimously approved.

With "Norcal Entrepreneurs" leaving, need a weekly show for Tuesdays at 6:30 PM, beginning March 4. BS: Use an outside show that we have used before? GP: Several suggestions. MM: Talk show with lighter content? GP: NPR shows not being played by KCHO? Motion from JN to play "Radio Paradise" until we find a suitable replacement, second from BS. Unanimously approved.

Kevin Cook ("Writing on Air") has retired and moved away. Wednesdays 7:00-7:30 PM. GP: Program matrix requires a youth program else a news program in that slot. ML: Have Sue Hilderbrand do "The Real Issue" 6:00-7:30 PM every other week? GP: Do we need to revisit the program matrix? It creates arbitrary constraints and works against us frequently. BS: Get additional opinions about revising or eliminating the matrix. GP: Will ask Sue H. and her co-host Christine Ponce. Next instance is March 5.

If they say no, recommend playing "Radio Paradise" until we get a better solution. Motion from JN to ask SH and CP if they can do the extra half hour, second from MM. Unanimously approved.

GM REPORT AND GENERAL DISCUSSION

GP: Board of Directors created an ad hoc News Advisory Committee. That committee has a proposal before the board which, if approved, will task the Program Committee with finding a weekly half-hour time slot for a news program beginning in October.

GP: Intend to do another five-episode series of programs and podcasts with Chico Velo to start in late April and coincide with Bike Month and the Wildflower series of rides. Need to discuss the details at next month's meeting.

GP: In October plan to do a five-week series of shows with a non-profit called "Girls on the Run" (focus on athleticism and activism). "Girls on the Run" has connections to multiple schools in the area. MM: Put that in the youth time slot Wednesday evenings?

COMMENTS ON CURRENT PROGRAMMING

GP: Have done simulcasts from the Sierra Nevada Big Room. Plan one from Winchester Goose.

BS: Heard Bob Littell struggling with music sources during his show.

Next meeting: March 20, 2025, in-person at KZFR.

Tasks to be done post-meeting

- GP: Share best practices document with programmers and the Program Committee
- GP: Share program matrix with the Program Committee
- GP: Tell Tyler Brown about the date and time change for "Norcal Entrepreneurs" plus pass along suggestions from the Program Committee
- GP: Will talk to Sue H. and Christine P. to see if they will do an extra half hour of "The Real Issue" every other week.
- GP: Will discuss his show proposal with Julian Mendoza.

Adjourn 6:10pm

Respectfully submitted,
David Fuhs, Secretary

