



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 March 20, 2025, in person.

Meeting called to order at 5:10 PM

Members present: Peter Ratner, Bob Steinacher, Michelle Mussuto, Robert Jones, Grant Parks
GM/Chair, David Fuhs (ex-officio Secretary)

Members absent: Marcie Ligammari, Julie Nilsson

Guest attendees: Rob Davidson (Strategic Planning Committee)

Agenda additions: None.

CORRESPONDENCE AND PUBLIC COMMENTS

GP: A listener says when we say "tip this show" it is not clear that it is the station and not the programmer getting the money. Recommends adding "all proceeds go to KZFR."

GP: Did a dry run with Alex Kuykendall and his new show ("Time Warp FM") yesterday. Sista Shoshanna arrived for her show ("Planet Waves") viscerally upset about Alex's show replacing "New Dimensions" before her show. AK was startled by her approach (SS barged in while he was live on the microphone, kept voicing her complaints while AK was on the air). Had to ask SS twice to stop attacking Alex and interrupting his show, as SS was irate. Debriefed AK afterwards, during which AK said he did not want to be involved with KZFR after his encounter with SS. He changed his mind later, will come back for his second show. A "jarring experience" for GP and AK. Invited SS to attend this PC meeting to plead her case (SS did not attend). Pointed out to SS that "Time Warp FM" is locally produced and replaces a syndicated show, one of the station's goals. DF: Just got a similar complaint from Dan Robles before this meeting. PR: Remind SS that we prioritize local shows. GP: Doesn't want to penalize SS, but believes he needs to be present for the upcoming transitions between "Time Warp FM" and "Planet Waves." PR and RJ: "New Dimensions" is available as a podcast.

ACTIONS TAKEN

New program proposal: Kim Gimbal ("Across the Universe"): GP: JN said she couldn't play the demo. MM: She couldn't either. GP/PR: File was in .WAV format, which is larger than an MP3. PR: Great presence, excellent choice of music. RJ: Agrees. GP: Has good production skills. RJ: Earnest delivery. MM: What time slot? GP: He still needs to pass the certification test. GP: Will convert the demo to MP3, post it for everyone. Agreed to wait until next month to vote on the application.

RJ: People submitting program applications are not following instructions. All: Send back incomplete applications (add to instructions: "applications that are not complete will be returned...").

Tuesdays 6:30-7:30 PM: Need a show for to replace retired Ginger. PR: There are four proposed shows? GP: Needs to be a public affairs show. "Project Censored" is the default news/public affairs show for situations like this. RJ: Re-run various local public affairs shows in that slot? BS: Recruit more public affairs programmers. PR: Will require production work to edit public affairs shows to fit the

time. RJ: Underwriters would have to be modified for dates. Agreed to put "Project Censored" in that slot.

Wednesdays 7:00-7:30 PM: Need a show to replace retired Kevin. Sandra ("Peanut Butter Jelly Time") requested a move from every other Thursday 7:00-7:30 PM to Wednesday. C. Barsotti ("Chico Creates") is moving to monthly in May. Agreed to move "Peanut Butter Jelly Time" to Wednesday and use old episodes of "Chico Creates" to fill the temporary gap on Thursday. Is there a backlog of "Chico Creates" episodes (some that haven't been on the radio)?

GM REPORT AND GENERAL DISCUSSION

Visit from Rob Davidson of the Strategic Planning Committee: Reviewed and ranked by importance and desire previously identified goals, identified action steps for each goal.

Evaluate programmers: GP: Highest priority because our product is on-air content. Do more programmer workshops. Make them mandatory? RD: Institute mandatory periodic re-certification. Obstacles = programmer resistance, size of undertaking. Action steps = Review rubric, update as needed. Get rubric to programmers, let them know reviews are coming, and why. Implement timeline.

Recruit new programmers: GP: Identify types of new programs we want. Public outreach. Get Community Advisory Board involved. Obstacles = staff time, new programmer follow-through. PR: Identify programmers who can do training instead of staff.

Implement time slot sharing: PR: Already happening. DF: Identify programmers already stressed, most willing to share slot. GP: Limit how many different shows a programmer can host or limit number of on-air hours per week. Obstacles = resistance from existing programmers (pride, identity tied to show). PR: Make sure new programmers and substitutes stick to the program genre/format.

Showcase live music: Already doing some broadcasts, acquired new equipment.

Develop community non-profit broadcast segments. RJ: Heard station with "Non-Profit Spotlight" short segment run multiple times per day.

Feedback on Best Practices document: GP: Wants to distribute to all programmers. PR: Emphasize submitting reports on damaged equipment.

Ratings report: Currently tied for second in our listening area with KCHO.

COMMENTS ON CURRENT PROGRAMMING

None.

Next meeting: April 17, 2025, at 5:00 PM, via Zoom.

Tabled for next meeting

- Ratings report
- Where to put new programs from Corban Fowler and Leslie Jones
- Chico State Orion (wants to be on the air more often)

Tasks to be done post-meeting

- GP: Will notify staff about "Project Censored" moving to Tuesdays 6:30-7:30 PM.
- GP: Will modify documentation for new program applications to state that incomplete applications will be returned.

Adjourn 6:36 PM

Respectfully submitted,
David Fuhs, Secretary