



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 May 15, 2025, by Zoom.

Meeting called to order at 4:58 PM

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

Members absent: Marci Ligammari, Bob Steinacher

Guest attendees: None

Agenda additions: None

CORRESPONDENCE AND PUBLIC COMMENTS

GP: No new correspondence about the removal of "New Dimensions." Sent the PC the comment about "The Power of Love." MM: Doesn't understand what the show is about, she promotes her restaurant a lot. JN: Agrees: not sure what the show is about, talks about her restaurant frequently. Positive, loving energy. GP: Comment doesn't address her accent, the music, just the overall idea of the show. PR: Lili is a sweet and loving person, but the show is incoherent, no focus. MM: Agrees. PR: It started as an interview show, drifted away from that. GP: Show proposal was for a talk show about love. RJ: Other than her positive personality, it's not clear what the show is about – Lili's vibe? Concerned about the comment that Lili's advice may represent a liability to KZFR. Other shows would be a better fit for drive-time. DF: She should do the "opinions expressed" disclaimer at the start of the show if she is offering advice. Sometimes an odd show will get listeners to stay on KZFR. Positive affirmations pep-talk show. The PC recently turned down a proposal for an interview-based show. MM, PR: Lili wants the show to be an hour long. PR: Can't have her doing promotions for her restaurant. RJ: She stops short of calls to action. Show is like taking a sugar pill. GP: Agrees that show lacks focus, also has bad sound quality. Doesn't have to be a "call to action" for it to be self-promotion and advertising, the volume of references to her restaurant is enough. Lili declined moving the show to an hour-long slot on Wednesdays. MM, DF: There are plenty of quality show proposals and not enough time slots for them. RJ: Agrees that the show has a lot of technical issues. Remedial training? Request a clear theme for the show. PR: Concerned about Lili's lack of reliability. Smiley frequently covers for her. GP: Will follow-up with Lili about concerns: focus and quality of show, reliability.

ACTIONS TAKEN

GP: Need time slots for two new shows, both programmers are certified, Kim Gimbal has already subbed: Kim Gimbal ("Across the Universe") and Tim Applebee ("The Emerald Isle"). Their preferences: KG = Any day or time except Friday or Saturday night. RJ: What's available? GP: Sunday 6-8 AM, alternate weeks. If they pre-record shows a lot of options open (like late night shows). MM: Any current programmers asking to go to every other week? GP: No. PR: Consider standardizing music shows to two hours. That would free up two hours on Monday morning alone. All: Discussions about the ramifications of such a change. RJ: We have a lot of good new shows, need somewhere to put them. DF: Changing shows to two hours will mean programmers later in the day will be starting

their shows earlier. GP: Need a volunteer to determine how many new shows we can fit in the grid if we reduce existing music shows to two hours. RJ: Two hours maximum, less is okay. PR: Agrees to do the grid experiment. DF: Create waiting list for late-night shows to move to daytime? MM: "Culture Caravan" is not locally produced. Can Kim and Tim alternate in that slot? PR, DF: Agree. Motion from MM to offer KG and TA Tuesdays 11:30 AM to 12:30 PM, second from RJ. Unanimous vote to approve the change.

New program proposal: Jackie Powers ("Exposure Therapy"): RJ: Cool show, she has charisma, earnest vibe, big thumbs up. MM: Agrees with RJ even though it's not her type of music. She actually completed the program application completely. She is willing to do a late-night show. PR: Agrees, although he didn't like the music. DF: I started listening to KZFR because of a similar show. JN: She was great, first song was cathartic. Motion to approve from JN, second from RJ. Unanimous vote to approve the show.

New program proposal: Vince Kotchian ("Indie Rock Radio"): RJ: Liked the show, he's earnest, liked his personality. MM: Played music you don't hear often, good voice, energy. JN: Great, sounded like he was already on the radio. Liked the music selection. PR: Agreed. DF: He sounds young. Least favorite show of the three. GP: Likes his approach to indie rock, would be a good sub for several existing shows. Can figure out time slot at next month's meeting. Motion to approve from PR, seconds from MM, JN. Unanimous vote to approve the show.

New program proposal: Lugardo Chavez ("On a Sunday"): GP: Liked the show and Lugardo, he was fun to work with in the studio. RJ: Loved the show, wished it was longer, great personality. Two thumbs up. MM: Least favorite show of the three. Too similar to other shows, in particular "L.A. Sounds." DF: Liked it a lot. JN: He did a great job. PR: Reminiscent of "L.A. Sounds" but more evolved, liked his radio presence. Alternate with "L.A. Sounds?" Motion to approve from RJ, second from MM. Unanimous vote to approve the show.

GM REPORT AND GENERAL DISCUSSION

GP: John hosts "Rhythmic Storm" Saturdays 6:00-7:00 AM. The station received email from a company ("PickRights") that licenses photos. John grabbed a photo someone else owns to put on his show's web page. PickRights wants \$798 for unauthorized use. This is an issue we have brought to the programmers before. Our insurance company says \$798 is less than the deductible, so we would have to pay the full amount. Sent an email to John, no reply so far. No decision needed now. DF: Who decides how much the penalty is? Is that negotiable? GP: Up to them, artist's evaluation of his work's worth? DF: Listened to his show a while back, unimpressed, he badly mis-pronounced one underwriter. GP: Programmer's Handbook does not state that the programmer is responsible for paying the penalty but he can be disciplined. DF: Similar issue, been having an ongoing discussion with Ray Laager about whether we can play artists from upcoming local shows if the venue is not paying KZFR to promote the show. RL claims it's the programmer who pays the penalty. Intend to do research, find out where it stands legally. GP: You can discuss the event as a fact but not as a call-to-action or free promotion.

GP: Jarreau Gilbert ("Flipside Radio," "Talkin' Bout Practice") is moving out of town, mid-June. Expect "Talkin' Bout Practice" will continue without him. PR: Have Lugardo Chavez ("On a Sunday") replace "Flipside Radio." GP: JG has been doing all the pre-production for "Talkin' Bout Practice." MM: Don't want to lose "Talkin' Bout Practice." GP: JG expects to be a remote contributor to the show. PR: Insist the other programmers don't change the format in JG's absence.

COMMENTS ON CURRENT PROGRAMMING

RJ: The donate your car promotion is dated. The new programmer recruitment promotion is too music-based, should also ask for public affairs programmers.

PR: Don't think it's appropriate to have the chem-trail people as underwriters.

Next meeting: June 19, 2025, at 5:00 PM, in-person at KZFR.

Tasks to be done post-meeting

- GP: Will discuss show focus and quality, reliability with Lili.
- GP: Will notify Kim Gimbal and Tim Applebee about Tuesday mornings.
- GP: Will follow up with John ("Rhythmic Storm"), include relevant Programmer's Handbook sections.
- GP: Will update car donation promotion.
- PR: Modify program grid changing all music shows to two hours.
- DF: Research playing artists for upcoming shows whose venues are not paying KZFR to promote the event.

Adjourn 6:35 PM

Respectfully submitted,
David Fuhs, Secretary