



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 August 17, 2023, via Zoom

Meeting called to order at 5:03pm

Members present: David Fuhs, Robert Jones, Marcie Ligammari, Peter Ratner, Grant Parks GM/Chair

Members absent: Michelle Mussuto, Bob Steinacher

Correspondence and Public Comments:

- none

ACTIONS TAKEN

- none

GM REPORT AND GENERAL DISCUSSION

- Grant reported that he certified two new programmers
- Grant summarized his report on the latest Spring 2023 Nielsen ratings. Some highlights include: since Spring 2022, KZFR's average share has increased from 3.8 to 4.2; time spent listening has increased from 6.75h to 7h/ week, putting KZFR as tied for 6th place out of 35 stations and streams; our highest listening period is M-F, 10am–3pm with an average of 1000 listeners; our biggest increase in listenership occurred Sat–Sun from 6am–12m with an increase from 400 to 600 listeners.
- David suggested we increase ticket giveaways during rating periods as a means to increase listenership; Grant supported that suggestion
- Grant reported that the News Committee is being revived. Grant invited members of the PC who are interested to volunteer for the News Committee. Grant also reported that he learned at the NFCB conference that a number of segments already broadcast on KZFR (e.g., the Community Calendar, Local Update, etc.) already count as “news.” Discussion about where we might place and how frequent we might broadcast specific segments (e.g., Hightower).
- David reported problems with inaccuracies and omissions with the program logs. Grant reported that once the station website is updated, programs logs will be digital. Peter brought up the point that if the program logs go all digital, then if the internet goes out, we might be left without logs. Grant agreed that that is a valid concern to keep in mind.
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Comments on current programming

- Rob brought up two issues about the timing of Peace and Social Justice show;
 - Talk World Radio starts at 11:30am and is 29 minutes, so there is an extra minute to be accounted for. Grant and the PC suggested that hosts fill that one minute up to the noon hour.
 - Should the Community Calendar on Fridays at begin at 1pm or earlier. The PC agreed that the Community Calendar should start at 1pm as stated on the program log.
- Robert also suggested broadcasting promos for particular segments of programs. Grant thought it feasible, but will require advanced preparation and coordination.

Next meeting: Thursday, September 21, 2023, at 5pm, via Zoom:
<https://us02web.zoom.us/j/85029594506?pwd=MkV3Mm9JMGpXM1FaLyt4RHIXeHhaQT09>.

Tasks to be done post-meeting

- Grant will send out his Nielsen ratings report to programmers.
- Grant will contact the hosts of Peace and Social Justice about that one extra minute, and all will contact parties involved about transitions from PSJ to Playing Dead.

Adjourn 6:33pm

Respectfully submitted,
Robert Jones, Secretary