



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 October 20, 2022, via Zoom

Meeting called to order at 5:04pm

Members present: Nancy Davis, Marci Ligammari, Chris Nelson, Grant Parks GM/Chair

Members absent: Rob Jones, Ann Steckel, Bob Steinacher

Correspondence and Public Comments:

- A listener called to report that they heard some inappropriate language in lyrics on the show Throwback Attack. Grant contacted the programmer (JRo) and refreshed him on the FCC's prohibited words, and also had him fill out a required Discrepancy Form.

ACTIONS TAKEN

- none

GM REPORT AND GENERAL DISCUSSION

Ratings Report. Grant summarized the latest Ratings Report. Some highlights include:

- KZFR moved from ranking 14th to 12th of the 31 stations included in the report.
- During the Monday through Sunday, 6am to midnight timeslot, listenership increased from 400 to 600 people every quarter hour.
- Highest listenership is Monday through Friday, 10am to 3pm, with an average of 1000 people listening every quarter hour.

Archives. Grant showed us the new archives page. User interface is greatly improved.

Programmer self-Evaluation. Will be brought before the PC at the next meeting for voting approval.

New Programmer Orientation. The New Programmer Orientation was very successful; there were a surprisingly large number of people seeking to complete training and get certified.

Comments on current programming

- Pitching during the pledge drive was excellent. And we met our goal of \$40K!
- Chris suggested we expand the focus of our programming to include KZFR's wider broadcast area including Yuba, Glenn, and Tehama counties. Grant agreed and suggested we recruit programmers from those areas.

Next meeting: Thursday, November 17, 2022 at 5pm, via Zoom

Adjourn 6:00pm

Tasks to be done post-meeting

Grant

- Put Nancy in touch with Leah and Fran
- Send PC raw ratings data
- Add vote on Programmer Self-Evaluation to next meeting
- Send out info regarding podcasting

Respectfully submitted,
Robert Jones, Secretary