



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 December 5, 2024, in-person

Meeting called to order at 5:00pm

Members present: Peter Ratner, Robert Jones, Michelle Mussuto, Grant Parks GM/Chair

Members absent: Bob Steinacher, Marcie Ligammari, Sista Shoshanna

Guest attendees: Mary Tribbey and Rob Davidson from the Strategic Planning Committee

Agenda additions:

Review new Program Committee application from Julie Nilsson.

General Discussion: Update about Tyler Brown.

CORRESPONDENCE AND PUBLIC COMMENTS

GP: A listener recommends adding "California" to "KZFR, Chico" for clarity (because there are other Chico's).

ACTIONS TAKEN

New program proposal, Sarah Downs ("The Downbeat" – or could join the "All Mixed Up" rotation): RJ: Thumbs up, likes the concept. GP: She used to have a show "Animal Matters" on KZFR. She is the Operations Director at KCHO, knows her way around technically. PR and MM agree. Voted 3-0 to approve the show. GP: Put "The Downbeat" in the rotation with "All Mixed Up" or schedule it at another time? PR: If she is going to join "All Mixed Up" in addition then schedule "The Downbeat" for a different time slot. GP: No open time slot now. Consensus: "The Downbeat" for now will be added to the "All Mixed Up" time slot.

New program proposal, Alex Kuykendall ("Time Warp FM"): PR: Most fun show in a long time. RJ: Wanted to hear more. MM: Boring, maybe it's his choice of music? All: Presentation yes, music maybe. Voted 3-0 to approve the show. GP: Will discuss his choice of music and offer Alex one of these time slots: Tuesdays at 11:30 AM, Tuesdays at 6:30 PM, or Wednesdays at 11:30 AM.

Application from Julie Nilsson to join the Program Committee: Voted 3-0 to approve.

GM REPORT AND GENERAL DISCUSSION

GP: Emailed ratings report for everyone to review. Average time listening has increased but number of listeners has decreased. Discuss further at next meeting.

GP: Sista Shoshanna will not be joining the Program Committee due to unreliability of her internet connection and inability to attend in-person meetings.

GP: Ciara Barsotti's new show ("Chico Creates") debuted its first two episodes on 11/14/24 and 11/28/24.

GP: Becky and Noah Herr are retiring from "Tshua Hmoob" (Sundays 6-8 AM). Their last show will be 12/22/24. RJ: Another Hmong show for that time slot? Have them pre-record shows? All: Keep that time slot or another available for a Hmong show.

GP: Tyler Brown (new show, "North State Entrepreneurs") wants to pre-record shows, have a couple prepared before he starts. Will be ready for January 2025. Okay with Fridays 6:30-7:30 PM? RJ: Friday evenings not ideal for that kind of show. Earlier on a weekday? GP: Will offer him Wednesdays 11:30 AM to 12:30 PM.

COMMENTS ON CURRENT PROGRAMMING

None.

STRATEGIC PLANNING

Discussion led by Mary Tribbey and Rob Davidson of the Strategic Planning Committee (SPC). MT: Steps in the Strategic Plan (SP) are not complete, need to identify funding requirements for some. Need to complete by end of February to have input for next fiscal year's budget.

Goals identified for Program Committee:

- Recruit new programmers:
 - Benefits: Different types of programs, new voices, younger programmers, diversity.
 - Obstacles: Training, technical learning curve, personnel hours, how to recruit, finding time slots.
 - Ideas: Recruit programmers laid off by other stations, Instagram, recruit DJ's.
- Implement time slot sharing:
 - Benefits: Have replacement programmer in place when current programmer retires.
 - Obstacles: Resistant long-time programmers. Technical issues with late-night automation.
 - Ideas: Identify interested programmers, connect them with new programmers. Identify programs that don't already have co-hosts. Re-play time-shared programs at off hours.
- Evaluate programmers:
 - Benefits: Better programming, more listeners, improved communication with programmers.
 - Obstacles: Programmers who don't like criticism or are resistant to change. Someone has to do the work of evaluating. Programmers who won't acknowledge rules and regulations.
 - Ideas: Review and refine evaluation process. Discuss at next all-station meeting to get buy-in from programmers.
- Community-driven content:
 - Benefits: Expanding the "community" in community radio. Fulfilling KZFR's mission statement. Enhancing existing programs by adding content. KZFR becomes better known in the community.
 - Obstacles: Personnel hours. Training non-profit folks.

- Ideas: Develop community non-profit broadcast segments. Create memorandums-of-understanding, identify time slots. Identify and meet with non-profits. Production of segments.
- Showcasing local and live music:
 - Benefits: More listeners. Potential revenue. Promote local music scene.
 - Obstacles: Technological, especially on-site. FCC compliance. Personnel hours. Chico is out of the way for major live acts.
 - Ideas: Create memorandums-of-understanding. Identify half-hour time slots. Identify and meet with local venues and community groups. Buy necessary equipment, identify funding. Evaluate live events for programming viability.

Next meeting: January 16, 2025

Tasks to be done post-meeting

- GP: Will tell Sarah Downs that her program has been approved and discuss the “All Mixed Up” time slot.
- GP: Will tell Alex Kuykendall that his program has been approved and discuss time slots.

Adjourn 7:05pm

Respectfully submitted,
David Fuhs, Secretary