

KZFR Program Committee

Minutes of Zoom meeting October 28, 2020

Meeting called to order 12:03

Members present Bill Nichols, Chris Nelson, Elena Eisenlauer, Jake Sprecher, Rose Febbo, Steve Scarborough and Rick Anderson, Chair

Guests present Grant Parks, Guillermo Mash, Mercedes Macias, Ray Laager, Sanjay Dev, Lili Silva joined later

Minutes of last meeting previously approved and posted

Public comments Email from Sanjay Dev advising the station to not alter the scheduling of his show Devastation Sounds or as he put it “don’t bite the hands that feed you.”

Amendments to the Agenda Steve noted that two additional program proposals from certified programmers R.J Laffins and Branden Melrose were available for discussion and that agenda item “Swing City” should be revised to be ‘Saturday 3-5pm programming.’ Steve also noted that Ray Laager was available to provide background on the potential Chico News & Review program proposal. He suggested moving Ray’s presentation to the first item of business.

Background on the CNR proposal Ray said the idea for this show came from the News Department Committee’s desire to collaborate with local news agencies. Because KZFR and the CNR share a common audience it was seen as a natural and powerful collaboration. Jason Cassidy, a KZFR certified programmer, would be the on-air voice for CNR. Ray said a formal program proposal and audio sample would be available soon. Jake and Guillermo praised the idea and thanked Ray for his work putting the project together.

Scheduling of new programs Shows proposed by Sue Hiilderbrand, Bobbi Tryon and CNR were wrapped into a single motion from Jake. He moved that Radio Parallax be broken into a 28 minute segment and scheduled Mondays at 5pm replacing Counterspin; that North State Give and Take air Tuesdays at 6pm; and

on Thursdays, The Butte Report and the prospective CNR show air at 5pm and 5:30 pm respectively. Seconded by Steve, passed unanimously.

Mercedes suggested that Radio Parallax cross promote KZFR on its website. Rick volunteered to bring that concern to the show's producer Doug Everett and also request that Doug make the portion of the show KZFR airs more Chicocentric.

Jake volunteered to confirm start dates for the new shows.

Guidelines for off-site producers of program content Grant said a distinction needs to be made between off-site producers who are certified programmers and those who are not certified and also a distinction between producers of podcasts for syndication and producers of programs specifically for KZFR. He said the approval process should be the same for shows produced in the studio and those produced off-site—all proposals would go through the Program Committee. Grant also stressed there should be a standard policy for including underwriting copy in programs produced off-site.

Steve suggested that the station create a new term for off-site producers who are not certified programmers. There seemed to be general agreement that both studio and off-site producers should be treated as programmers when determining eligibility for membership on the BOD and the PC.

Mercedes suggested the station develop instructional videos for off-site producers to insure their understanding of FCC regulations and station policies. She also asked the PC to request in writing that the BOD resolve issues related to programs produced off site.

Nielsen Ratings Rick explained how the ratings are compiled and some of the available data breakouts. He also talked about how KZFR is trending and agreed to make written reports available to the BOD and PC. Shortly after this discussion Mercedes left the meeting.

Saturday 3-5pm programming It was agreed that the air shift for Swing Time will be 3-4pm and that 4-5 pm would be advertised as an open slot. Rick suggested

that R.J. Laffins substitute in the open slot to gain programming experience while we await proposals. Everyone concurred.

Lili Silva joined the meeting and gave an update on her father's health.

Next meeting was set for November 18, 2020 at noon

Meeting adjourned at 1:33pm

Respectfully submitted by Steve Scarborough, PC Secretary