

KZFR Program Committee

Minutes of meeting December 9, 2020 on Zoom

Meeting called to order 12:05 pm

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

Members absent: Billy Nichols

Guests present: Kyle Porter and Stephen Tchudi

Minutes of last meeting: previously approved

Public Comments: Kyle said he thinks music programs bring in the most revenue for the station; although, at the All Station meeting he learned that the Program Matrix calls for only 12% of total programming to be news and public affairs. A balance that he thought was reasonable. Rick acknowledged and thanked Kyle for the weed abatement work he did at the transmitter site.

Stephen expressed a desire to work with Mercedes to host a Zoom workshop with the station's news and public affairs programmers. The goal being to create better communication between non-music programmers, more effective cross promotion of shows and the avoidance of redundancy in program content. PC members were universally supportive.

Radio Head Reminder The theme of Covid precaution was approved by consensus with a focus on replenishing the air in the studio through open window ventilation and use of the air purifier. Steve to create studio reminder. Rick to make a sign for the air purifier, Jake to create PDF for the windows.

KZFR website Rose raised the difficulty of navigating to the program archives on the station's website. There was a general discussion of the need to make the website more user-friendly and to develop its promotional possibilities. Jake volunteered to meet with Grant to explore what options are available.

Holiday season substitute programming Chris pointed out that many programmers may be gone during the holiday season and expressed concern about the transitions between studio programming and Radio Paradise fill-in programming. She suggested it would be helpful for the station to publish a holiday schedule showing programmers who will be gone. Rick said he would publish a schedule on the *Programmers Only* Facebook page.

Talkin' Bout Practice Rick announced that the co-hosts had decided to stay with a 60 minute format. Jake raised the concern that the show sometimes becomes less of a broadcast and more of a bro-cast where the hosts are entertaining themselves more than the audience. Jake volunteered to talk to them.

Program proposals Rick reported that no new proposals had been submitted for the open Saturday 4-5 pm slot. It was agreed to put out a final call for proposals via email and the *Programmers Only* Facebook page. Rick also said Branden Melrose had submitted a proposal for The Breakdown, but it was not complete—lacked an audio sample.

Programs and social media Kyle Porter asked if the station could put together a list of programs using social media that could help make them more interactive. There was a general discussion on using social media to promote shows. Jake suggested programmers whose shows have a presence on Facebook, Instagram, etc. should provide links on the website.

Promos for new shows Chris expressed the desire to have promos made for Peace and Social Justice as well as the recently approved shows. Steve suggested Bobbi Tryon as a qualified volunteer willing to produce the spots. Chris said she would contact Bobbie.

Status of revised Programmer's Handbook Rick and Chris said it had not yet been approved by the Board.

Nielsen data Steve said since Nielsen ratings and pledge drive receipts have driven programming decisions in the past, perhaps it is data the Program Committee should be privy to. Chris said the Nielsen data provided to the BOD shows listenership by bands, but not the hourlies which would be helpful. It was also requested that Rick provide the spread sheet Grant has created on pledge drive totals. Rick agreed to provide that information.

Membership PC The Board has not announced their choice of a community member to fill the position vacated by Bob Crowe. The question of term limits for PC members was raised. Steve clarified that the Bylaws limits service on the committee to three consecutive terms.

Radio Parallax Rick said the show was being done with more cross promotion for KZFR, but cautioned that Doug Everett, the show's producer, was in the midst of writing a book and might be taking off time from Radio Parallax.

In Kind Donations Rick mentioned that the station was itemizing donations of goods and services and advised committee members that a form was available from the office should they have something to declare.

Guidelines for off-site programmers Rick reported that work on the guidelines was essentially complete and ready for distribution. The problem of run-overs occurring when two or more prerecorded shows are aired consecutively was addressed. It was suggested program length of pre-recorded shows be limited to no more than 28 minutes. Studio programmers preceding recorded program need to start the next show on time and studio programmers following recorded shows need to use discretion in their transitions when resuming live programming.

Peanut Butter Jelly Time Bobbi Tryon sent a link to a site offering recorded programs that may be viable substitutions for PBJT during the absence of host Sandra Morales.

Update on the health of John D Rick reported that John has regained use of one arm and that his attitude is positive and is hoping to return as a programmer. It was suggested that the station's tie line currently being used by Lars to broadcast from his home might be better used to aid John D to program remotely.

Next meeting: January 13, 2021 at noon on Zoom

Meeting adjourned at 1:28 pm

Respectfully submitted,

Steve Scarborough, PC Secretary