

KZYX & Z Community Advisory Board (CAB) Meeting
Via Zoom
Monday, June 23rd at 5:00 PM
MINUTES

Members: Diann Simmons, John Arteaga, Judy Albert, Lia Holbrook, Jim Beatty

Present: Diann Simmons, John Arteaga, Judy Albert, Jim Beatty, Andre de Channes, General Manager/Director of Operations, Dina Polkinghorne, Interim General Manager

A. Introductions of all present

B. Public Expression

"Public expression" time is limited to items that may not have been considered by the Community Advisory Board previously and are not on the agenda. No action will be taken. Members of the public may also comment during specific agenda items when recognized by the CAB Chair. Speakers are limited to three minutes each.

No members of public present

C. Brief summary of purpose of CAB

The purpose of the KZYX Community Advisory Boards is to provide advice and feedback to the station's Board of Directors, review the station's programming goals and make non-binding recommendations and to advise the Board of Directors on how the station can best serve the community.

D. Discussion of online survey of broader community, through media

There have been previous discussions of how to get input from younger community members. Long surveys have been done with mostly input from older members. The group discussed doing a short survey with big picture questions to be set up on Survey Monkey and advertised in online sites

Discussed potential questions:

1. Do you listen to the radio? Yes, no, where, when
2. What are you interested in when you listen:
 - a. music
 - b. news
 - c. entertainment
 - d. public affairs
3. Are you familiar with KZYX&Z
4. If yes, do you currently listen to it, are you a member
5. Would you be interested in participating in a focus group

The CAB would develop the questions and staff would set it up in Survey Monkey, with a website link and advertisements in Mendo Fever, Mendo Voice and facebook

Discussion: Will younger people look at those 3 sites? Programmers could announce the website link along with staff posting it on social media such as Instagram where the younger generation connects. There are many people in the county who have never heard of KZYX so we need to do more publicizing and outreach for that also. Focus groups were discussed but may be difficult to bring together and facilitate with only part-time staff. Flyers introducing the station and the survey link could be handed out at events, including setting up a table. Flyers could be posted at schools etc.

Action:

1. Diann will take the lead to set up the draft survey questions and then send to CAB members and staff for changes. Once completed, staff will set it up in Survey Monkey with a link on the website and advertise it on the above 3 sites and other social media sites.
2. Jim will take the lead on creating a simple informational flyer about KZYX which will include a bar code link to the survey. Diann will work with him on the flyer. The draft will be sent to staff for review.
3. Dina said she will organize a focus group of her young adult children and their friends.

Encouraging programmers to volunteer time was discussed including tabling at events.

E. GM Reports

1. Impacts on programming with new Public Affairs Director W Dan Houck
Andre: W Dan is on board and doing a great job. He is poking around trying to get new Public Affairs programming plus asking the current programmers to step-up a bit. He's a good communicator and is bringing some creativity.

A new amplifier for 91.5 has improved transmitting with less micro drop-outs. Other transmission improvements are planned including a new amplifier for 90.7.

Katharine Cole is creating an access on the website to allow all programmers to use any of the promos.

2. Projections of impacts if Federal funding cuts

Dina: The new budget will be presented at the annual membership/board meeting tomorrow. We had to create a budget that assumed loss of our federal funding per the pending rescission package in Congress that would take back already approved funds for the next 2 years. This funding has been 25% of our annual budgets. The Big Beautiful Bill has already removed future funding for the Corporation for Public Broadcasting, starting in 2027. Another fund we receive that is threatened is for bulk music listening licensing. Without it, KZYX would have to track every song and pay for it. That would require

another staff person to do the tracking. Currently, all staff except Andre are part-time and we can't afford to add any.

A big change that has just happened due to the impending funding cuts is that our News Director Elise Cox was laid off. This was not the station's choice. Her position was required by California law to be full-time exempt with a set minimum salary, which can't be changed by the station. It is now too expensive with the budget cuts. There has been push-back from some listeners, as many don't understand how tentative our funding is.

We will still have regional news. Andre is working on getting set-up to utilize news from local online sources. Coverage will be more evenly distributed between the coast and inland. There will be more short points of news instead of many long features, although there will still be some in-depth stories. We will also use stringers, which is in the budget. There will be spots running on the air about the news change

F. Set next Meeting

Due to the process with the survey and flyer, we may need the next meeting to be earlier than the normal 6 months. If not, Diann will send out potential dates in about 5 months.

G. Adjourn at 6:22 PM