

GM Report October 2025

OPERATIONS

Equipment

- 88.1 Transmitter failed. I pulled the transmitter for repair and it took about 5 days to secure a loaner to get our signal back up. 88.1 is currently broadcasting at 100%. In my discussions with our tower engineer, it is evident that everything at that site needs to be replaced or rehabilitated. The enclosure for the transmitter is not climatized and in fact has openings in 2 places, one high, and one low that allow sea air and vermin to get into the enclosure. The conditions are harsh. In the summer, the temperature regularly exceeds 100 degrees and in the winter the humidity is very high. And of course there is the salt air. I have requested a detailed list from our tower engineer with costs to replace the broadcast equipment and climatize the enclosure. Napkin math puts the cost at 25-30 thousand dollars.
- The Underwriting desktop computer failed, and a replacement was ordered and installed. The cost of the new computer was \$650.
- The raid array and file backup system has been ordered for the administrative computer where all institutional documents will be maintained. That computer was moved from Philo to the Clay Street facility.
- Studio furniture will shortly be delivered to the Clay St. facility. It will need to be assembled (think Ikea) over the course of the winter. Once we start the process and see how the furniture goes together, we will be asking for volunteers the help.

ADMINISTRATION

- Dina and Steve have been training Heidy for some of the many tasks she will be taking on from both of their former positions. Dina's portion of the training has been completed, and Dina has made herself available for any questions or other training, if needed. Steve has been giving ongoing training because of all of the different facets of his position, and because he was unavailable for training for one of the weeks since Hiedy's hire.

- Ongoing Work with Mary cleaning up the last items to help completely close out the prior fiscal year, and the ongoing transfer to QuickBooks. Good progress has been made, but it continues to be very forensic and time consuming. Mary will be working with Hidey and myself to continue this work.

- We have been actively testing a different archive program to replace Jukebox. This is with Spintron. The Board asked staff to see if there was a way to have Public Affairs shows stay available more than the two weeks and there is not. Spintron, in compliance with FCC and RIAA regs, can audio-stream radio-station broadcasts, and keep those streams archived for 2 weeks. But Spintron does not distinguish the type of broadcast: Everything goes into the stream.

We will have to look at something that was done a few years ago, which is having Programmers create podcasts if they want their shows available for more than two weeks. We did do an

unscientific survey with some members to see if they listened to shows more than two weeks old. 100% of them said that if there's a show they follow via Jukebox, they listen to it within a two week period.

- Updating our KZYX App for phones and tablets. Katharine and I met with the App developer and went over some of the new features, like pre-roll Underwriting avails and streamlining how our local and national news is set up as well as integrating our new archive program.

Restructuring our Underwriting

- Underwriting has been working towards the goal of boosting our clientele 25%.

Fall Pledge Drive

Fall Pledge Drive just wrapped up and we are currently in the Overdrive phase until the end of the week. I will report out with the current amount donated at the live Board Meeting.

Programming Report

New shows

- We have a new Public Affairs show called "First 5" which is staff from First Five Mendocino which is a non-profit whose mission in partnership with our community, to strengthen and nurture early childhood systems that promote optimal health and development, narrow disparities, and improve the lives of children through education, support, and advocacy.

New Initiative to create a collective of NPR affiliates with a daylong summit at KQED on September 30th.

Corporation for Public Broadcasting is ceasing operations and the ongoing fallout from the rescission of federal funding, it's more critical than ever that public radio stations and nonprofit news outlets find new ways to leverage our partnerships and maximize our collective resources.

I attended a meeting at KQED that hosted California Public Media stations from all over the state. I was part of the Station Executive meetings that included representatives from most of the larger Public Media stations, and I represented the smaller rural stations. We are going to form a coalition of California Public Media stations where we will endeavor share resources and some of the larger stations in certain market areas will help support the smaller urban and rural stations. It is also to help insulate us from the national pressure that is acting against the interests of Public Media. This initiative is in its forming stages, and will be ongoing.

The participants include: KPBS, KVCR, KCRW, LAist, KCLU, KCBX, KAZU, KVPR, KRCB, KQED, KALW, KZYX, CapRadio, North State Public Radio, and CalMatters.

Ukiah Chamber Of Commerce

Katherine and I met with the Ukiah Chamber of Commerce to discuss how KZYX and the City of Ukiah can work together. We brain-stormed about ways we can mutually benefit from a collaboration and came up with a few ideas for putting on some outdoor concerts and events

(maybe a Ukiah Blues Festival?). I am also looking forward to attending some of their mixers to reach out to potential Underwriters and forging further partnerships. We also spoke about KZYX tabling Ukiah events like Pumpkinfest or the summer concert series. We are renewing our membership.

Alex De Grassi, Nina Gerber & Chris Webster Show

The show on October 17th was a success at Space Theater with an almost sold-out audience. The show was an amazing assembly of talent. Space Theater has indicated an interest of partnering with KZYX to do future shows.

UPCOMING KZYX EVENTS

11/07/25 - Yann Falquet and Keith Murphy - Abalone Room, Little River Inn, Little River, CA

11/14/25 - Robbie Fulks - Historic Town Hall, Ft Bragg

11/14/25 – The Treehouse Variety Show, live taping of The Treehouse, Space Theater