

Mendocino County Public Broadcasting KZYY Listener Supported Community Radio

“The programs you love, the news you need.”

State of the Station Report to Board of Directors and Public

Jeffrey Parker
General Manager

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Overview

The May-June period was dominated by preparation and execution of the June Pledge Drive, which ran 3-11 June under the theme: The Programs You Love, The News You Need. Also worked with board of directors finance committee preparing the budget for fiscal year 2018, and planning telecommunications updates that aim to achieve substantial reductions in telecom costs, though Mendocino County remains crippled by the lack of high-speed broadband services that are taken for granted in urban communities.

Membership

Apart from traditional on-air pledge drive programming, staff, board and volunteers attempted to connect with listeners and potential members via social media (Twitter and Facebook) and the new KZYY.org website. Response has been positive.

Staffing

Part-time station bookkeeper Steve Winkle, who succeeded Dan McDonnell, underwent training in the various financial management systems and software used to manage cash flow, membership donations and other key financial operations, and now is making important operational and strategic contributions to the station. Pledge Drive is always a ton of work, and Steve handled the crunch with impressive calm and competence.

Programming

The period saw the launch of a strategic program on alternate Wednesday evenings called Mendocino Works, focusing on the planning, launch and nurture of sustainable startups and produced in collaboration with West Company and the Recording Arts and Technology program of Mendocino Community College. The program aims to serve several groups: local people who want to invest wisely in the Mendocino economy, young people and working people wanting to learn about local opportunities, young people wanting to learn about community radio broadcasting and programming. More and more programmers are learning to manage and operate their program pages on KZYY.org, and these also are being shared more widely on social media, substantially increasing awareness of KZYY programming among listeners and the broader public.

Operations

Broadcast operations were generally stable during the period, although the 91.5 MHz signal serving Willits, Ukiah and parts of Lake County remains a concern due to our current use of a backup exciter (transmitter) on loan to us while our main and backup exciters are undergoing repairs. These concerns will ease once the main and backup exciters are back with us in coming weeks. Separately, we found and purchased a set of devices called a station-to-transmitter link, or STL, that is identical to the two we are currently using to deliver our broadcast signal to Cold Springs Tower on Signal Ridge west of Boonville (90.7) and the Laughlin Tower on Laughlin Ridge between Ukiah and Willits (91.5). The new STL will serve as a backup to either of the main transmitter STLs, allowing us to respond quickly in the case of a failure. The 88.1 signal is produced by a different technology called a translator, which receives the 90.7 MHz signal from Cold Springs and “translates” it to 88.1 MHz for broadcast to the Fort Bragg coast, and thus does not require an STL.