

## KVMR Program Committee Minutes 5/26/2020

5:00 p.m. ~ via ZOOM ~ ZOOM moderator Joyce Miller

- I. Call to Order: Program Director Steve Baker called meeting to order at 5:02 p.m. Present: Program Director Steve Baker, Director of Content Sean Dooley, Catherine Allen, Ann Ashley, Jenny Michael, Joyce Miller, Judy Nielsen, Chris Towne Guest: Kendal Smeeth
- II. Approve minutes, agenda, and typeface:
  - Minutes: Moved by Chris, second by Jenny to approve minutes of 3/11/2020. Minutes reviewed by Judy. Vote taken. PASSED.
  - Agenda: New added under New Business – Catherine’s status on the PC; PC changes and Steve’s status on the PC; KVMR Board Development Committee. Moved by Chris, second by Jenny to approve the agenda with additions. Vote taken. PASSED.
  - Typeface 5 – big.
- III. Public Input & Correspondence: Adrianna has received many positive messages, expressing much appreciation to KVMR.
- IV. Kendal Smeeth: Kendal remains interested in being a PC member. Voting during executive session will take place at the end of the meeting. Kendal will be notified.
- V. Nice notes: The PC thanked Steve, Sean, and Joyce for their incredible and miraculous work during the pandemic, along with all KVMR staff members. Broadcasters are saving the day by learning to produce prerecorded programming from home. The PC would like to produce a thank you/sincere appreciation to be played on-air. Sean suggested a script via email, that each PC member records on their phone, followed by Sean, Jenny, and Joyce engineering. We can do a couple of versions, with an abbreviated message for overnight and 105.7 broadcasting, which is 59 seconds. Steve suggested using ‘2001 Space Odyssey’ for music.  
**ACTION ALERT:** Judy will send an initial script.
- VI. Program Director’s report
  - a. Corona Virus... You know most of the story.
  - b. Membership Drive: The 4-day membership drive was nothing less than sensational. Much was learned. Prerecorded programs and broadcaster pitches were utilized. It was a lively, energetic, and fun drive. Because of shelter-in-place there were a record number of people giving on-line. The drive took in the highest number of new members since February of 2012. The *pre-drive* \$10,000 match was met by 6:00 p.m. Monday night. Several e-newsletters went out that week and they worked. Joyce and Adriana’s kick-off show raised \$4,000. The \$94,000 raised does not include the initial \$10,000 match. As listeners, it was inspirational.
  - c. Talk Show Schedule: There have been many schedule changes. Gavin Newsome’s daily news brief, and KQED’s Forum Show have been running daily. Pascal’s Thursday Town Hall meetings have gone very well, with important outcomes. News updates have been rolled back. Steve is now producing a new daily 8:00 a.m. report.
  - d. Larry Lund resignation alternate Wednesday, 4-7 a.m. (alternates w/Paul Berger): Larry has resigned.
  - e. Nora Nausbaum resignation 4th Thursday "Jazz Workshop", 8-10 p.m.: Nora Nausbaum took a leave of absence and has now officially resigned.
  - f. Haines Ely passing: Haines passing has left openings for the second Sunday 1-3 p.m. blues program, and his noon 2nd, 4th, 5th Monday "Earth Mysteries" program.
  - g. CAB (Community Advisory Board) Survey: Sean reported on initial results, assessing how

listeners are reacting to station changes. Survey concludes on June 1. Thus far, people enjoy community orientation, if you will, the KVMR bubble and Nevada County, but return for the music. Listeners are not tied to any particular news program/public affairs. Final results will be assessed after June 1.

- h. Transition: Steve's office will become a broadcaster space to be used as a production studio. The big question is: 'where are we going to put Wesley'? **ACTION ALERT:** The PC suggested naming and decorating the room in Steve's honor. Steve will move to the second floor, in what is currently the newsroom. Steve's hours are most Monday thru Friday mornings and some afternoons as well. He will maintain his Monday morning program that is the entre into the week, for so many listeners. Paul is intending to produce some shows from his home studio.
- i. Bravehearts: The 5-10 minute spot on homelessness was evaluated. It was agreed that the topic is good but the presentation was stiff. The piece lacked intimacy. Even in a short segment, the listener needs to know who is presenting and who is being interviewed. There was much discussion on appropriate placement in the schedule - being a dark topic, and the division between the interview/story and the weekly needs of Hospitality House (HH). With Jerianne and Charolette it is upbeat. Bravehearts would be down beat. Suggested possibilities were: 5-minute segment as an interview, as a segue way to a full program, 'story' with William's questions removed, 6:30-7:00 p.m. show with 3 guests, noon-hour show, Friday morning as long as it's a short version, needs list as a PSA, needs list read on Fridays or on a monthly basis, use Friday morning as a 5-minute promotion to the full program – such as Alan Stahler's format or John Rumsey's periodic Sammy's Friends update. The bigger question is Ali's non-profit favoritism issue and the HH segment holding more water. **ACTION ALERT:** Sean will take feedback to Ali to have them propose another pilot. It needs to be a sustainable segment. It is also a question of production time versus outcome.

#### VII. Old Business

- a. Code of Ethics: **ACTION ALERT:** Sean will contact Ali to confirm finalizing the PC document at the June 9 PC ZOOM meeting. Ali and Sean will then put into action.
- b. Embracing the Journey: Notes from Jenny and Joyce were previously shared (Feb or Mar) with the production team, as further direction. They were open to be more narrative and story telling. Sages Among Us and Educationally Speaking do pre-recorded live programming. Embracing the Journey could do the same via calling in, prerecorded, or ZOOM recording. **ACTION ALERT:** Jenny, Joyce, and Catherine will set-up a ZOOM meeting with Julie to re-engage and resurrect.

#### VIII. New Business

- Catherine's status on the PC: Catherine will end her term on the PC in August, when a number of issues are wrapped up. She is ready to relinquish to new blood. As previously stated, Joyce will be leaving the committee when the Code of Ethics is completed in committee, ostensibly June 9.
- PC changes and Steve's status on the committee: This is Steve's last PC meeting. Sean is the new chairperson. It is difficult to clarify the role of the PC at this time. We are charting new waters as we shift to displaying on-line, on-demand, web casting and more. Steve offered his help to Sean whenever it is needed.
- KVMR Board Development Committee: Judy shared that she is being pursued for the KVMR Board. With major change afoot, Judy committed to two more years on the PC. As

a PC prospect, Kendal Smeeth was thankful that four people will not be leaving the PC and that Catherine and Joyce will stagger their terms.

- Kendal Smeeth signed off as the PC went into Executive Session.

IX. Announcement from Executive Session: The PC will offer Kendal Smeeth to be a community representative on KVMR's PC.

Other Addendums to Meeting: (Did this happen because of the ZOOM format?)

- Audacity and Voice Recorders workshop: Buzz did a bang-up job. Joyce said it would save her hours of work. For Catherine it reaffirmed what she already knew. **ACTION ALERT:** Sean will arrange a link of the recorded workshop be sent to Chris.
- Communicating Steve's changes: It was expressed that Steve's transition is unclear within the KVMR community. Steve's last day as a full-time employee was last Wednesday and was announced on Thursday. He is important and valuable to many people. Steve is grateful to those that advocated on his behalf, to arrive at this change. Sean brings tremendous capabilities to the position and the committee. He is brilliant and always has good ideas. Steve has supreme confidence that Sean will do a spectacular job. Steve reflected that Jenny was on the committee when he started and she's on it when he is leaving. His drive-by birthday party had 40-50 vehicles on parade. It was declared that Steve Baker can have his cake and eat it, too. He split the last piece with Buzz.

X. Adjourn: Moved by Catherine, second (that emotion) by Chris to adjourn. Meeting adjourned at 6:57 p.m.

Next meeting date: Tuesday, June 9, 2020, 5:00 p.m., ZOOM

Future agenda items:

- How to solicit for PC Broadcaster seats: Next membership meeting is September. It will be ZOOM or at the Miner's Foundry, in which there could be an election. Or, the committee itself could solicit people to take the new openings. Or, we could ask broadcasters to apply.
- An overall programming review has not been done for 20 years. It's time.
- Amy Goodman/Democracy Now (DN): News is dated when aired. DN is live at 5:00 a.m. (EST) and can be listened to thru many mediums. Locally it could be scheduled on 105.7. With KQED being aired at 10:00 a.m., it has been noted that listenership drops at 10:00 a.m., picking up at 2:00 p.m. for Music Magazine. There is a delicate balance to switch back and forth between music and news. Listeners deserve a good flow. Views expressed: 1. News is available in many places but not good music. 2. KVMR is a footprint of the community and the place for mid-day talkies. It's part and parcel of who we are. Change cannot happen sooner than July, when broadcasters potentially return live to KVMR.

MINUTES APPROVED:

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Steve Baker, Program Director

June 9, 2020  
Date