

KVMR Program Committee Minutes 6/23/2020

5:00 p.m. ~ via ZOOM ~ ZOOM moderator Sean Dooley

- I. Call to Order: Director of Content Sean Dooley called meeting to order at 5:13 p.m.
Present: Director of Content Sean Dooley, Catherine Allen, Ann Ashley, Jenny Michael, Judy Nielsen, Kendal Smeeth, Chris Towne Guest: Station Manager Ali Lightfoot
- II. Approval of the minutes & Agenda: Moved by Chris, second by Judy to tentatively approve the minutes. Feedback should be submitted in the next 24 hours, before submitted for posting online.
- III. Public Input & Correspondence
 - Music Programming 12:00 p.m. – 2:00 p.m.: The survey has been completed. Simultaneously KVMR staff has been engineering music programs in some of the talk show spots and asking for feedback. Out of 10 calls received, KVMR heard nothing negative. These calls relayed that they are enjoying the music and leaving their radio on. It is something to consider when reviewing KVMR programming. This is a great time to experiment because scheduling is currently and understandably irregular.
 - ‘Stars Stars’ New Time-slot: KVMR has been running an on-air promo announcing the change in time and receiving only positive feedback.
 - Preemption Process for Special Programming/Live Broadcasts: What parameters call for being preempted for special programming, and what should happen when KVMR is not producing the special and it is live, potentially going overtime? Many scenarios were discussed but the key is good communication with broadcasters, presumably from KVMR Staff but should also be part of the Broadcaster Handbook. Pay attention to who is on the schedule to be preempted and note if a program is about a topic that is time sensitive. Thoughts were: a broadcaster can be notified a month ahead and accept being preempted; broadcasters and listeners need to be honored – publicizing if a show will be heard in its entirety or cut at a certain time, to go back to regular broadcasting; and, use a summer schedule that rotates preempted shows. When programming goes live there will be a statement in the Broadcaster Handbook that is part of the signed annual broadcaster agreement. The statement will acknowledge the possibility of preempting circumstances.
 - Nevada County Fair: Chris inquired and proposed that we might have a special program during what would have been the Nevada County Fair – August 12-16.
- IV. Content Department Update
 - Show Openings/Program schedule review:
 - 4:00 a.m. – 7:00 a.m. openings are being filled with older programs. A recent opening is Wednesday, bi-weekly. 4:00 a.m. – 7:00 a.m. These time-slots were historically the transitional place to get your feet wet with NPR/BBC Headlines, Community Calendar, and weather updates. This time slot has become more difficult to fill in the recent years.
 - South of the Border has an opening on the second Monday of the month.
 - Sunday noon – 1:00 p.m. & Wednesday, 4:00 a.m. -7:00 a.m now open slots.
 - Auditions: Auditions are on hold, inspiring other potential scenarios. Discussion ensued. It could be a temporary solution to audition with pre-recorded shows that are not aired. Pre-recorded versus live shows are two different skill sets. Pre-recording could become

part of broadcaster training, as the ability to keep people safe is dictating ideas to keep programming fresh. Everything has changed with Coronavirus. Issues that need addressing are what are best programming concepts and what is sustainable.

- Upcoming Specials:
 - Truth about Covid 19. Hosts interviewed six people on how to find truth and facts, including the author of *Truth Decay*, a scientist, a doctor, Starlight Compost, a conspiracy theorist, and Nevada County Department of Health. The premise is that media has changed to be opinion and commentary rather than research based. This program analyzes truths and facts.
 - Virtual Dance Party, Friday, June 26, with Earls of Newtown, This collaboration is a new concept with the Center for the Arts.
 - High Sierra Music Festival: July 2, 10:00 a.m. to July 5, 4:00 a.m. Asking PC for feedback on the special broadcast.

V. Old Business

- Code of Ethics: The Broadcaster Handbook has been reviewed and updated by the Content Director and General Manager. The handbook has been streamlined to address only that which is the business of a broadcaster. This includes new policies, including the Code of Ethics. GM plans to send the Code of Ethics under separate cover, with a requirement to sign as an annual broadcaster agreement, to take place each October.
- Embracing the Journey update: new talk show will present a prerecorded ½ hour show for evaluation. KVMR Broadcaster will help with the recording and preproduction process. PC will review submitted show. Day, time, and frequency will need to be addressed.

VI. New Business

- KVMR Program Schedule Review: Reviewed previous program committee policies that exhibited interesting protocols that could be adopted for current schedule review. In past decades, it was proposed to send out a new Program Schedule Review annually, to update scheduling each fall. PC will begin annual program schedule review.

VII. Adjourn: Moved by Chris, second by Catherine. Meeting ended at 6:57 p.m.

Next meeting: July 7, 5:00 p.m., ZOOM

MINUTES APPROVED:

Sean Dooley

Sean Dooley, Director of Content

July 7, 2020
Date