

Golden Valley Community Broadcasters
KZFR-FM Chico, CA
Diversity Report 2013-2015

Golden Valley Community Broadcasters is a community radio station dedicated to diversity in broadcasting. GVCB (KZFR) believes acceptance and understanding are vital parts of the diverse communities we represent. KZFR programs and actions reflect such diversity.

For KZFR, the concept of diversity encompasses acceptance and respect. It means understanding that each individual is unique, and recognizing our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies. It is the exploration of these differences in a safe, positive, and nurturing environment.

It is about understanding each other and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.

Once per year KZFR BOD and Staff will participate in Diversity Training as offered by Chico State University Professor Tray Robinson, Director of University Diversity Programs and Inclusion.

Diversity is a very important part of our objectives and purpose:

This is from our BOD By-Laws:

The purpose of this corporation shall be:

(a) To establish a corporation organized and operated exclusively for educational purposes, no part of the net earnings of which

insures to the benefit of any director of the corporation.

(b) To establish and operate for educational purposes, one or more radio broadcasting stations licensed by the Federal Communications Commission in such manner that the facilities involved shall be as nearly self-sufficient as possible.

(c) To promote the cultural welfare of the community by providing outlets and training for creative skills and activities through radio broadcasting operations.

(d) To engage in radio broadcasting operations and any other activities that shall contribute to the lasting understanding between nations and between the individuals of all nations, races, creeds, colors, abilities, genders, and sexual orientations; to gather and disseminate information on the causes of conflict between any and all of such groups; and through any and all means compatible with the purposes of this corporation, to promote the study of political and economic problems and of the causes of religious, philosophical and racial antagonisms.

(e) To promote through radio broadcasting operations, the full distribution of public information from sources of news not commonly brought together in the same medium; and to present news and information on matters vitally affecting the community.

(f) To engage in any and all other activities permitted of a California Nonprofit Public Benefit Corporation, and of an organization exempt from taxation under subsection 501(c)(3) of Title 26, Subtitle A, Chapter 1, Subchapter F, Part 1 of the US Code.

Current programs on KZFR include a wide array of culturally diverse persons and groups which include interviews, talk shows,

news programs, music programs, and live music shows. Here are a few:

- 5 hours of programming in Hmong, produced and voiced by Hmong volunteers. No one else in the state does this.
- The Peace and Social Justice program
- The Without a Roof program about homelessness
- It's Your Body, women's health program
- Democracy Now!
- Pulse of the Planet
- Non-Human Radio, an animal rights and vegan program
- Children's Programming produced and voiced by kids.
- Love in the 21st Century, a show about relationships.
- New Dimensions, New Age views
- We have 3 environmental shows focusing on solutions.

KZFR programming is diverse in terms of culture, age, gender and religion. KZFR encourages and supports diversity among its BOD, Staff, members and volunteers, although the area is very much White, non-Hispanic. We have 12 seats on the BOD, up to 4 are elected by programmers/volunteers and up to 8 are self-appointed. When there is a vacancy we use email blasts and on-air announcements to publicize the opening. Right now, there are 3 women on the Board, 2 are Native American, and one is White. The rest are men, non-Hispanic Whites. All BOD members are over 45 years of age and the BOD understands the need for younger members.

