

KZFR Chico Local Content and Services Report 2016

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Goals: our main goal is to provide access to our airwaves for the entire community. This is from the KZFR 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 inures 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.

KZFR stresses its “live and local” programming and we are very proud to have about 20+ hours of each broadcast day devoted to local music and information programs hosted by local programmers and DJ’s. In 2016 our local news department suffered a blow when our director resigned to take a job in a larger market; we have revamped the delivery of local news to include more volunteers and community members. We cover a wide variety of diverse issues.

KZFR continues to cover environmental issues, agriculture issues, water issues including drought and water usage, health issues and policy, food safety including GMO discussions, homelessness, world politics, world peace, and social justice. In the 2016 election cycle we expanded coverage to include candidate choices, ballot choices and education. We aired a League of Women’s candidate forum.

KZFR continues to “go live” from almost anywhere. KZFR broadcasts live from hundreds of events including music concerts, city and county government meetings, and family fun shows. Bernie Sanders made a speech and appearance in Chico that was broadcast live on KZFR.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational

institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

KZFR's #1 key initiative for 2016 was homelessness:

- KZFR continues to work very closely with CHAT, Chico Homeless Action Team, to produce programs highlighting the need of homeless people in Chico. The effort includes fundraiser events and on-air programs. CHAT actively houses 40+ people a night in the winter and helps them connect to social services including employment and mental health. We developed a youth program to hear the needs of young people who happen to be homeless and how to help them get on their feet, get off drugs, find a job and a place to stay. We also put together a Resource Gathering to bring all the different groups together who help people get out of the homeless cycle and let people know about their services.
- KZFR collaborated with the Brain Injury Coalition of Chico to put together a radio broadcast that included their voices and stories. KZFR worked with Chico State grad students to develop a program with Chico residents who had brain injuries. The residents arranged the segments and voiced them together. This was a 6 month project that stretched through 2015 and 2016.
- KZFR has partnered with the Chico Peace and Justice Center for over 15 years to publicize various events, speaking engagements, and on-air programs. The 90-minute "Peace and Social Justice Program" airs every Friday where these issues are discussed with local, national and international guests.

- KZFR supported Frack Free Butte County's efforts to publicize the dangers of fracking through a series of events and meetings.
 - The Chico Certified Farmers Market was in danger of losing their spot in Downtown Chico and KZFR came to their aid by publicizing their needs and issues. In the end the market was able to be saved and farmers and ranchers in our area did not lose a valuable resource for selling their goods.
3. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KZFR offers programming to diverse audiences through various public affairs shows and with world music. Here are three examples:

- KZFR has supported the Butte County Adult Literacy program for 6 years running. We hold a co-fundraiser every year; we run PSA's describing the program and how to become involved, and we continued to do so in 2016.
- KZFR broadcasts 5 hours of programming in Hmong per week. The shows are developed by Hmong programmers and broadcast in their native language. We are proud of our Hmong programming and are the only radio station in Chico to have it. Through our engagement with the Hmong Community we became aware of the problem of teenage pregnancy. Hmong teen pregnancy has increased over 20%

in the last two years and it is a concern to Hmong elders and families. KZFR ran a series of PSA's in Hmong to highlight the need for contraception and abstinence. We also ran interviews with health professionals in Hmong.

- Also in the last year KZFR teamed with the Hispanic Chamber of Commerce to seek out and engage Latino businesspersons. Through interviews and PSA's on our Spanish language programs they have seen a two-fold increase in membership in the last year. We co-sponsored a membership event in the past year.
1. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?
 - The grant is incredibly important to the long term survival of KZFR. We would have to fire a staff member or contract engineer if we did not have it. We use the money to find and promote national programming and support our local initiatives. With continued help from the CPB we can stay on the air for another 25 years. Thank you CPB for your support.
 - KZFR's collaboration with CHAT, Chico Housing Action Team, not only resulted in increased awareness of the homeless problem in Chico but it increased participation in the program. There was a direct increase in clients; they went from 15 a night to an average of 40 per night in 2015. In 2016 the numbers were even higher. December 2016 was very wet and cold in They also had an increase in volunteers to help with things like food preparation, clothing donations, blanket donations, social service referrals, and laundry. The clientele include people from all walks of life including seniors, and families with children as young as 1 year old.

