

## KZFR Chico Local Content and Services Report 2017

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 2017 we are still unable to hire a paid News Director but through the use of Pacifica we were able to cover main national and international events.

KZFR continues to cover local 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. Several big issues came up in 2017: the Oroville Dam almost broke and the impact would have been loss of life, loss of property, major flooding and infrastructure damage to say the least. KZFR provided continuous coverage during the dangerous period by airing interviews with the Butte County Sherriff’s department and other first responders; also using social media to get vital and timely information to the public. The town of Paradise in our coverage area had a series of forest and urban fires that destroyed massive amounts of acreage and buildings. KZFR provided non-stop info about road closures, temporary shelter locations and evacuation notices. These two events were huge in our county and coverage area and there is simply not enough space to contain all we did to get information to the public; to some listeners KZFR was their

only source of information about the fires and the Oroville dam.

KZFR continues to “go live” from almost anywhere. In 2017 KZFR broadcast live from hundreds of events including music concerts, city and county government meetings, and family fun shows.

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 2017 was again homelessness:

- It continues to be one of the most important issues for residents of Chico and Butte County in general. 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 60+ people a night in the winter and helps them connect to social services including employment and mental health. *This is up from last year.* We continued developing a youth programs 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 another Resource Gathering in 2017 to bring all the different groups together who help people get out of the homeless cycle and let people know about their services. It was very successful.

- 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 started out as a six month project and has been expanded through 2017.
  - KZFR has partnered with the Chico Peace and Justice Center for over 16 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. This year the “Justice for Desmond Phillips Movement” was a priority. Desmond was a young black man who lost his life in a confrontation with police.
  - The “Move the Junkyard Campaign” was another big initiative for KZFR in 2017: this involved an effort to move a recycling center and junkyard away from an elementary school vicinity to another location. We had both sides of the issue on the air to explain the alternatives and eventually they actually reached a compromise *on the air!* They shook hands and put it in writing. Nice story.
  - We worked with Grid Alternatives to bring solar power to low income neighborhoods and people.
  - KZFR supported the Chico Velo Cycling Club, the Chico Arts Council, Frack Free Butte County, the Butte Environmental Council, the Shalom Free Clinic, The Farmers Market and the Hispanic Chamber of Commerce.
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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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 7 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 2017.
- 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 is still on the rise from 2016 and it is a concern to Hmong elders and families in 2017. 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. Gambling addiction is also an issue in this community and KZFR ran education type PSA's in Hmong to seek out those who need help.
- 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 another membership event in 2017; they saw a 25% increase in participation from 2016-17.

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 27 years. Thank you CPB for your support and thank you to the staff of the CPB; you work with a lot of stations across the country and we know how difficult your job can be.
  - 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 in 2017; CHAT is now housing up to 70 people a night and helping with food, clothing, and redirecting them to agencies who can help with things like mental health problems; the Shalom Free Clinic provided on site basic medical and dental help; this is one of our success stories; we are proud of our association with them and think this is doing a lot of good in the community and we are helping people one at a time to overcome homelessness and get back on their feet.