



GOLDEN VALLEY COMMUNITY BROADCASTERS

KZFR COMMUNITY RADIO 90.1 FM

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Local Content And Services Report Fiscal Year 2019-2020

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.

This from last year remains in effect: our main goal is to be inclusive; we try to achieve that by coordinating access to the airwaves for community members regardless of race, creed or economic situation. We believe in the First Amendment and the universal right to speak truth to power. We conduct open and collaborative sessions with our community to ascertain their needs and desires regarding our programming (CAB). KZFR continues to train community members in how to do radio programming and podcasts. We have regular training sessions open to the public and we have been active in recruiting younger people to our station. Most of our recently certified programmers are under age 24 and that part of our membership continues to grow. We consider growing a younger audience vital to the long term success of KZFR. Update: just before Covid hit we added another 4 programmers under the age of 24, but our in-person training program has been shut down since March 2020, but we continue to add more diverse programs that are pre-recorded. We will be releasing an audience survey in a couple weeks. The intent is to keep the community engaged in our mission and to find ways to improve our service. We recently added 2 local news programs to our schedule; both will focus on local news and information. This is a collaboration with our local newspaper, The Chico News and Review, and is intended to increase our community's perspective by having a radio version of our local newspaper.

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

Prior to Covid, KZFR teamed with the Chico State Brain Injury Coalition to produce programs involving members who have traumatic brain injuries. We helped them produce audio stories of their lives; we aired them in a special show. KZFR helped the domestic violence group, Catalyst, produce two benefit events. KZFR worked with Chico Pride to produce two fundraising events including one with the Stonewall Alliance. Various elementary schools toured the radio station and met DJ's, programmers, and staff. KZFR worked with the Hispanic Chamber of Commerce to help get the word out about their events and the help they provide to businesses. KZFR continued working with one of our longtime partners, Butte Environmental Council, to publicize their events and mission. KZFR continued to provide information and resources for those affected by the recent fires in Butte County. When Covid blew up we moved to telephone interviews and no-contact support and away from in person events.

What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact such as increased awareness, learning, or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

As Covid overcame most of Northern California, KZFR moved to more informational programming highlighting awareness and social distancing. We ran at least one PSA per hour with info about where to be tested, the need for testing and why it's important. That continues through today and the focus is moving to how to obtain a vaccination. As the Presidential election cycle moved through the term, KZFR gave out information about voter registration, polling places and how to handle mail in ballots. We also discussed issues with candidates for various offices. The turnout in our county was 27% higher than previous elections.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal year 2019. If you regularly broadcast in a language other than English, please note the language broadcast

As stated above we are releasing a survey to ascertain the the needs of our community, in particular, the needs of the Latino and Hmong communities. We engage and encourage our CAB to speak with Latino and Hmong community members to find out what we can do to better improve our service to them. We have two programs that are exclusively broadcast in Spanish and Hmong. And another that is broadcast in Spanish and English. We have one show with a host from Brazil that broadcasts for the most part in Portuguese.

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?

Without the GSG, KZFR would not be able to achieve the same level of community service as we can with it. The CSG remains one of the most important parts of our revenue stream; it is invaluable. We understand its importance to KZFR and the greater Chico community. With the grant, we are a viable source of information and entertainment, without it we are another struggling non-profit desperate to make ends meet. Thank you to the CPS for giving us the opportunity to do our community service by allowing us to participate in the CSG program