Local Content & Services Report 2018

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.

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 have reached new audiences with our programming in Hmong and Spanish languages; we have engaged younger persons through our youth programming and involvement of young programmers. Several new partnerships were started in 2018 including Youth For Change, Chico Housing Action Team, and Shalom Free Clinic (a group of physicians donating their services to those without health care).

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.

Chico Housing Action Team: This group is helping homeless find housing and services. Brain Injury Coalition: helps people with brain injuries tell their story, we do an annual radio program with them coordinated through Chico State University. Music Around The Camp Fire: This is a donation page program to help musicians who lost instruments in the Camp Fire get new gear. 2018 Election: various people running for office were interviewed on-air. Women’s March 2018: We covered the event live and put reports on the air. Fire Survivors benefit events: KZFR scheduled various events to help raise funds for survivors of the Camp Fire.

3. 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.

The events we held for Camp Fire survivors raised over $5000 through November and December 2018. Events continue in 2019. Chico Housing Action Team has seen an increase in requests for services as a result of our publicizing various projects of theirs including the Tiny House initiative and others. We have continued to reach out to young people to teach them how to use the medium and we have seen an increase of 25% in the number of young people who want to have a show on KZFR. KZFR was voted Best Radio Station in Chico for the 3rd year in a row in the Chico News and Review Reader Roll.
4. 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 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

KZFR Broadcasts about 6 hours a week in Hmong language programming and over 4 hours a week in Spanish language programming. We do yearly surveys of Hmong and Latino listeners to ascertain their needs and develop programming for those in need; the Hmong community is concerned about gambling and gaming among their young people, as a result we do not accept underwriting from casinos who target the Hmong community. The Latino community is concerned with teenage pregnancy and other things, so we have a series of PSA’s to address the problem.

5. 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?

When the Camp Fire started on November 8, 2019 KZFR went into full emergency mode. We did regular updates informing people where to go for shelter, what areas were being evacuated, who to talk to get services, what to do with their pets, how to find loved ones reported missing and locations that had donations to give and locations for those who wanted to donate. This was the CSG at work. Without it we could not have provided the level of services we did in those days during and after the fire. We truly appreciate the support of the CPB and the people who make up the CPB. You reached out to KZFR soon after the fire and asked how you could help. The emergency grant wonderful. Thank you. We thought of you all during the “shutdown” and hoped you were coping with the situation and were okay. We are proud to work with you and insure community is always a part of radio and will work hard to insure its future.