

## KZFR Chico Local Content and Services Report 2015

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. Our local news department highlights our community and reports on various weather and fire information that is vital to community members particularly in rural areas.

KZFR makes an effort 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.

KZFR has the capability 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.

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 key initiatives include water issues, homelessness, mental/physical disabilities, social justice, the environment, and cultural diversity.

Here are a few examples:

- KZFR teamed with Auqalliance, a local non-profit, to produce and air several programs to discuss the various factors and issues regarding the drought including water conservation, rice farming, and residential overuse. Many diverse voices were heard including local Native American tribes, Hmong ranchers, and even businessmen from large rice farms.
- KZFR works 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,
- 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.
- KZFR has partnered with the Chico Peace and Justice Center 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 brought environmental expert, Bill McKibben to Chico for a speaking engagement co-sponsored by local non-profit Butte Environmental Council. The purpose was to inform our audience about climate change and what our organizations can do on a local level. The talk was attended by over 1000 people.
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.
- 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. 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.

*“KZFR has been instrumental in helping us get the word out and helping the homeless in Chico.” --Bob Trausch, Executive Officer CHAT.*

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 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 two examples:

- KZFR has supported the Butte County Adult Literacy program for 5 years running. We hold a co-fundraiser every year; we run PSA's describing the program and how to become involved, and we will continue 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 gambling addiction. Younger Hmong are specifically targeted by Casinos so KZFR began an awareness campaign to highlight the problems and solutions to gambling addiction. Working with Hmong elders we ran informational programs and

PSA's to help. The elders reported back to us that the information is being received and understood in the younger Hmong community.

- Also in the last year KZFR teamed with LPFM KOYO in Oroville to help put the station on the air. KZFR donated broadcast equipment, money, and labor to build the station from the ground up. The station is run by the African American Family and Cultural Center and broadcasts 18 hours a day of original programming with African American programmers and DJ's.

*“Without KZFR, we simply would not be on the air. Thanks KZFR!” Bobby Jones—Manager/KOYO*

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?
- 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.