



GOLDEN VALLEY COMMUNITY BROADCASTERS

KZFR COMMUNITY RADIO 90.1 FM

341 Broadway, Suite 411

PO Box 3173

Chico, CA 95927

Local Content And Services Report Fiscal Year 2019/2020

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 conduct open and collaborative sessions with our community to ascertain their needs and desires regarding our programming. 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.

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 Has collaborated with these groups and community members:

- The California Care Force that brought doctors and dentists to the Silver Dollar Fairgrounds to give free treatment to homeless in our county
- The Chico State Brain Injury Coalition that helps people with brain trauma learn life skills; KZFR devoted one hour of airtime to listen to their stories
- Chico Pride – through the Stonewall Alliance group increased advocacy for the LGBTQ community
- KZFR broadcast the Bernie Sanders visit and speech live from Masonic Center in Chico
- KZFR provides studio time to the Chico State student newspaper to help with their weekly podcasts
- KZFR participates in the Endangered Species Fare, a children's event attracting over 300 kids from local schools to learn about biology and zoology
- KZFR co-sponsored an event with the domestic violence support group, Catalyst, to raise awareness of their cause
- We heavily supported the Chico Housing Action Team and Safe Space as they provide housing and support for homeless people in our community
- We broadcast live from the Women's March each January and supported the Climate Strike Actions
- KZFR work with the Mainsl group to help with their outreach. They provide services to developmentally challenged persons and their families

- Throughout 2019, we continued to distribute donations to musicians impacted by the Camp Fire. Hundreds of people lost instruments in the fire and we helped them buy new ones.
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 has been voted Best Radio Station in Chico 4 years in a row. The California Care Force had over 1000 attendees largely due to their exposure on KZFR. The Brain Injury Coalition has seen their clients improve and thrive from working with KZFR and CSU, Chico. Our live broadcasts bring information to people who otherwise may not hear about it. CHAT and Safe Space have seen an increase in donations directly associated with being on the air at KZFR; they also have seen an increase in volunteers to help with their services. The Endangered Species Fair keeping getting bigger and bigger each year and co-benefits the Butte Environmental Council. It's clear we have an impact for the good of our community and we try to help as many people as we physically can.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal year 2020. If you regularly broadcast in a language other than English, please note the language broadcast

Our focus groups reach out to members of the Latinx community and Hmong community to ascertain their needs and how we can help them. The Community Advisory Board helps with that too, but we know from our discussions the Latino community is very concerned with teenage pregnancy and vaping. The Hmong community is very concerned about gambling and how it affects the family unit. We have programming in Hmong and Spanish to address these and other issues. We recently lost one of our Hmong programmers and we have reached out to the community for a replacement. On a weekly basis, we have 2 hours of Hmong language programming and 4.5 hours per week of Spanish language programming.

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?

We at KZFR believe our CSG is vital to the work we do here. It has allowed us to hire a part-time reporter to cover news stories in our community' we have been without a reporter for several years and the absence has been glaring. Overall the CSG has simply helped us stay on the air; we are heading into our 30th year broadcasting and could not have done it without the support of CSG. Thanks to everyone the CPB. We know you all work hard with limited resources to provide help to the recipients of the CSG and we appreciate it.