Chico, California's community radio station KZFR "The Zephyr" is bringing a new level of public awareness to Northern California community radio with their new logo. A modern-looking green and black oval with clearly readable station call letters and their frequency 90.1 FM has been released. It is clean and green. KZFR is a true "Live and Local" community radio station serving "the Sacramento Valley, the foothills and beyond". They boast live DJs, support live music events across Northern California, and provide local non-profits with unprecedented access to the airwaves. They also maintain an important local news department with the responsible, truthful and non-biased reporting the public expects from community radio.

The logo update was accomplished and donated by local branding agency ID International whose mantra "Building bridges, developing brands" applies directly in this case. ID International Designer Mathew Jacobs says, "Community radio is very important. We want to get KZFR's station schedule on every refrigerator, and the sticker on every vehicle in the North State to bring the station's unique programming, once and for all, to the mindset of every resident of Northern California."

It is hoped by station General Manager Rick Anderson that the updated logo ultimately makes good local news and that newspapers and both analog and digital media sources pick up the story, assisting with the project's big public awareness goals. "We're planning on making a big splash about our great new logo for our Fall Pledge Drive," states Anderson, "so to make this happen in a big way we are going around to all our local media resources to make sure they all understand how interesting and important the story of KZFR is to the local public, and how we all need to team up to get the station's ID out there on everybody's mind once and for all."

"Community radio" emerged after World War II with a station that is widely recognized as starting the community radio movement, Pacifica Foundation's KPFA in Berkeley, California. Pacifica's founders were dissatisfied with the dominant networks' biased news coverage, and believed that serious music and literature was not given enough attention on radio or TV. So they set out to build a station to change that. By the 1960s, Pacifica had evolved to run successful stations in Berkeley, Los Angeles, New York, Washington D.C., and Houston. Noting their success, may other community groups then used the "Pacifica Model" to organize their own stations. This nationwide radio movement now includes special interest stations in most major US cities, stations operating on Indian reservations, stations broadcasting in different languages, and stations serving rural areas with a wide range of special interests.

Important facts about Community radio stations include that they are licensed by the Federal Communications Commission (FCC) as "non-commercial educational" stations and are owned and operated by non-profit organizations. They emphasize public participation in programming decisions and provide access to members of the public to produce shows, train members of the public to produce radio, and use volunteers in many roles. They receive financial support from listeners, local business owners, and news and public affairs programs that focus on local issues and alternative perspectives on world and national issues.

If you are outside KZFR's Northern California's transmission area, have no worries as they now stream their unique programming live on the Internet from kzfr.org. You can go there, see the new logo, hear the station, and let their Management know that you support Community Radio for all.