



GOLDEN VALLEY COMMUNITY BROADCASTERS

KZFR COMMUNITY RADIO 90.1 FM

341 Broadway, Suite 411, Chico, CA, 95928

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### **KZFR Diversity Statement**

Golden Valley Community Broadcasters is a community radio station dedicated to diversity and inclusivity in broadcasting. GVCB (KZFR) believes acceptance and understanding are vital parts of the diverse communities we represent. KZFR programs and actions reflect such diversity. For KZFR, the concept of diversity begins with fundamental notions of acceptance, tolerance, and respect.

It is the mission of KZFR to enlighten, entertain, inform and educate our listener's in support of the community. In order to do this, we:

- Train members of the community in best broadcasting practices and the use of the radio medium
- Provide alternative news and information
- Promote the expression of ideas without close creative control or commercial consideration
- Maintain an organization that reflects the diversity of interests in the station's broadcast area
- Develop working relationships with other community organizations
- Cultivate a respectful and collaborative working environment
- Develop adequate financial support from the listeners we serve

KZFR is committed to cultivating and preserving a culture of diversity and inclusion throughout the organization, including its employees, its Board of Directors, and the many volunteers that enact its programming and community outreach initiatives. KZFR defines diversity as varied individual and collective perspectives, often resulting from differences in, but not limited to the following (KZFR defers to California state law regarding protected groups, statuses, and designations):

- Age
- Ancestry, national origin
- Disability, mental & physical
- Economic status
- Gender identity and expression
- Genetic information
- Immigration status
- Marital status
- Medical condition
- Military or veteran status
- Nationality
- Pregnancy status
- Race, Ethnicity, and color group, including skin color
- Religion, creed
- Sex, gender (including pregnancy, childbirth, breastfeeding or related medical conditions)
- Sexual orientation
- Victims of a major violent event and their kin

The KZFR board and staff seek involvement in its programming and outreach activities by diverse populations, most of whom are community volunteers. Board and staff seek to expand leadership

opportunities, leading to a diverse organization that promotes our community's cultural assets. We seek to continue to develop and foster new audiences with targeted programming (for example, programming in Hmong and Spanish languages). Additionally, we actively seek to engage younger persons through our youth programming and involvement of young programmers.

KZFR's commitment to diversity includes annual meetings of a Community Advisory Board (CAB) designed to solicit advice and feedback from our diverse listening audience. The CAB helps to identify needs in the community, and generate ideas for ways to provide programming that is relevant to our region and its neighboring communities. KZFR seeks candidates for its CAB that represent the geographically and demographically diverse composition of the many communities we serve.

KZFR is committed to ensuring that its staff and Board of Directors reflect the diversity found in the communities it serves. Central to KZFR's mission, vision, and values is maintaining a governing and workplace environment which recognizes and celebrates the power of diversity. KZFR strives to create and foster a supportive environment in which all individuals can be successful and reach their full potential within the organization.

At least once per year, KZFR board members and staff participate in professional diversity and inclusivity training. Additionally, KZFR will regularly review, with its staff and Board of Directors, the practices and policies that are designed to fulfill the organization's commitment to diversity and its diversity goals. We seek to promote a vibrant and ever-expanding culture of acceptance, tolerance, and respect for all members of the organization and the community we serve.