

Grantee Information

ID	4719
Grantee Name	KZFR-FM
City	Chico
State	CA
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2023. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2023 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

During the creation of our Strategic Plan we outreached to all our stewardship groups by creating surveys to receive feedback on issues and interests of our community. These steward groups included both internal stewards (volunteers, Programmers, Staff, committee members) and external steward groups (listeners, donors, and non-listening & non-donating community members). This data is being compiled by our Strategic Plan Committee to guide the station over the next 5 years. This process began in January 2023 and our Strategic Plan cover 5 fiscal years, beginning July 1, 2024. Through these surveys we have been able to determine that our community and listener base would like to hear younger voices, more people of color, and would like us to continue our regular coverage of local issues (such as City Council meetings, County Board of Supervisors meetings, homelessness, environmental impact, and more), continue our community involvement, and continue to contribute to keeping our audience informed about emergencies and disasters. KZFR-FM is an arts & cultural epicenter and a reliable source of news & information for the communities of Northern California. To support a thriving arts & culture community KZFR-FM was a sponsor of the California Nut Festival, Golden Nugget Days Parade, the Chico Spring Jam, Chico Summerfest, the Gratitude Walk, Friday Night Concert Series hosted by the Downtown Chico Business Association, Banana Grape Stomp (a public media television program), the Chico Bicycle Music Festival, and more.

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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.

As a community stalwart KZFR has a moral imperative to amplify the message of advocacy groups by providing sponsorships of their flagship events. We partnered with the following, and more, non-profit organizations in the fiscal year ending 6/30/2023: Butte Environmental Council, Brain Injury Coalition, Chico Housing Action Team, Stonewall Alliance, Butte County Local Food Network, Gender & Sexuality Equity Coalition, Children's Choir of Chico, and the Chico Animal Shelter. Classrooms from local schools, Chico Country Day, Inspire School of the Arts, Pleasant Valley High School, and Wildflower Open Classroom produced environmental themed public service announcements which were regularly broadcast on our 90.1FM frequency and on our digital stream and mental-health themed PSAs were created Pleasant Valley High School students. KZFR has provided live PA sound gear, at no cost, to the True North Housing Alliance - a free, non-faith based nonprofit facility that serves homeless adults in Butte County. Assisting non-profits in our region fits into the ethos and moral imperative of our organization's mission to enlighten, entertain, inform, and educate our listeners. In the fiscal year ending June 30, 2023 KZFR-FM continued the rural portion of our Emergency Preparedness Plan with the USDA's Rural Community Facilities Grant Program and became a partner in the Community Economic Resilience Fund (now known as California Job's First) which included participation in the High Road Transition Collaborative and with KZFR being selected as the only communications partner for the California Job's First initiative.

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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.

Our friends at the Butte County Local Food Network said our sponsorship and on-air mentions of their Garden Blitz, a program that provides applicants with a raised garden bed at their home, was "essential" to their success and have requested that KZFR participate in their 2024 Garden Blitz program. Anecdotally, a staff member at the Chico Animal shelter has said our involvement with the Woof, Walk, Wag Festival, a benefit for the Chico Animal Shelter, has garnered more registrants for their annual event prior to our involvement. KZFR-FM has been a proud supporter and sponsor of the Stonewall Chico Pride festival, who have requested our participation for over 10 years.

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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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

We continue our tradition of inclusion and support of diversity by having (2) programs that do not use English as the main language of communication. Oroville, CA (which is within our broadcast range) has a large population of Hmong, an indigenous group from East and Southeast Asia, per capita, within the State of California. For more than 19 years KZFR has hosted programs that are primarily spoken in Hmong. Spanish is also represented on our airwaves with a local program, The Latin Brothers, broadcasting primarily in Spanish for more than 15 years. Regardless of a community member's background, KZFR has offered a no-cost training on our broadcast equipment. This provides novice, but passionate community members the ability to create unique, independent programming that reflects the needs and desires of our community. By allowing community members to become Programmers (DJs), they bring their passion, devotion, and expertise on diverse topics to our airwaves. We also have the opportunity for community members to be an Off-Site Programmer, which helps serve those with mobile disabilities, geographic challenges, and those who are immuno-compromised.

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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?

KZFR-FM is the only independently owned radio station in our market. The only other public media station in our market is an NPR affiliate that recently joined forces with Capital Public Radio and is licensed to the California State University, Chico. This station, and other commercial radio stations, have sometimes triple the budget and triple the staff of KZFR. With the resources provided by the CPB as part of the Community Service Grant we are able to compete in our market, currently tied for 9th out of the 37 stations in our market, while also fulfilling our non-profit mission. The financial stability and success of our organization is directly tied to our reception of the Community Service Grant. The funding we receive from the CPB gives us the ability to purchase national news/information programming to fill the desired informational programming slots in our schedule. By having promotion, programming, engineering, production, and management costs offset by the CPB we have been able to create programming that is representative of our community and has allowed KZFR-FM to grow its staff,

which give back to the community by investing their salaries/stipends into local businesses. Without the CPB we would have most likely spent the COVID pandemic years operating a loss, putting the future of our organization in extreme risk. We thank the CPB for their continued support of public media and community radio in Northern California.

Comments

Question	Comment
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No Comments for this section

