



GOLDEN VALLEY COMMUNITY BROADCASTERS

KZFR COMMUNITY RADIO 90.1 FM

341 Broadway, Suite 411, Chico, CA, 95928

KZFR.org

## Local Content And Services Report Fiscal Year 2020-2021

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 goals of 'Growth' and 'Development' penetrate every aspect of our organization. In order to grow a new, larger audience, we must develop programming to meet the needs of the communities we are expanding into.

Recruiting new Programmers (DJs) became difficult as in-studio training was suspended due to COVID safety concerns. Our way around this was to allow potential Programmers to produce their show off-site and then send us the file to on-air playback. Using this procedure we gained 3 new Programmers, and 5 new programs.

In order to become into a voice that is trusted by our community we needed to create a positive track record of community, fact-based reporting. Beginning in the fiscal year 2020/2021 our Production Assistant was tasked with creating a daily segment discussing COVID in Butte County and the North State. The segment received a warm reception. Seeing that our listeners desired more non-biased reporting KZFR created a 'Local Updates' segment that launched in the fiscal year 2021/2022 and featured topics affecting the general population of the North State such as homelessness, climate change, disaster rebuilding, city council meetings, and more.

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.

The homelessness issue in Chico, CA and the surrounding areas has reached unprecedented highs and many non-profit organizations have been created to provide aid or housing to those less fortunate. Organizations like Chico Friends On The Street, Concerned Citizens for Peace, and the Community Housing Action Team are often interviewed on KZFR-FM to highlight the beneficial works of these organizations. KZFR has a track record of sponsoring these organizations as we deem their actions a benefit to our community.

As climate change directly affects the agricultural industry prominent in the North State, KZFR has provided organizations aimed at ecological welfare and conservation like Aqualliance, Friends of Butte Creek, and the Butte Fire Safe Council pre-recorded public service announcements, low or no-cost Underwriting, and sponsorships to help these organizations amplify their message.

KZFR has taken a pro-mask and pro-vaccination stance as it relates to COVID health and safety protocols. Several times a day in the fiscal year 2020/2021 KZFR broadcasted in-house productions about the location of testing clinics, vaccination sites, and information distributed by the Butte County Department of Public Health, Center for Diseases Control, and the California Department of Public Health. Interviews with individuals with the Butte County Health Care Coalition on news and

public affairs programs provided medical insight on the safety of the Pfizer, Moderna, and Johnson & Johnson vaccines.

One of the projects that I feel most intrinsically connected to is the annual production of the Chico State Brain Injury Coalition 'Radio Shorts'. The Brain Injury Coalition is an advocacy and educational organization dedicated to promoting brain injury awareness and creating opportunities for individuals with brain injury, their caregivers, and families. Over the years I have seen how students, with the proper instruction and direction, have improved their speaking capabilities, motor skills, and social awareness.

KZFR supported and gave voice to other organizations over the course of the fiscal year such as: Valley Oak Children's Services, Youth for Change, Regenerating Paradise, True North Housing Alliance, From the Ground Up Farms, Butte County Local Food Network, Stonewall Alliance, North State Shelter Team, the Butte County Public Library, and more.

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.

Topics directly affecting the homeless population such as a '24hour Resting Site' and the 'palette shelter' are discussed on-air with advocates and/or governmental decision making agencies to provide our listeners with an in-depth understanding of this complex issue. Our Programmers interview advocates and experts to discuss the plight of our unhoused population. Anecdotally, we have heard that these interviews allow the unhoused them to be seen as residents of our community as opposed to a public nuisance.

One of the goals of KZFR during the 2020/2021 fiscal year was to promote individuals in our community receiving a COVID-19 vaccine. At the end of the fiscal year June, 30, 2021 only 38% of Butte County residents had received two doses of the COVID-19 vaccine, which is below the state and national average. The success of our vaccination promotion was anecdotal, as opposed to statistical. We received many emails and phone calls from listeners thanking us for taking this stance. KZFR is a sponsor of PRIDE events organized by our local chapter of Stonewall Alliance. Members of the local chapter have stated that KZFR's sponsorship helps increase attendance and awareness about their events.

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 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

Our 2021 Listener Survey was completed and compiled for review by our Board of Directors and Program Committee in April 2021. We have found that our listener base is more diverse than Butte County as a whole when you compare the Race/Ethnicity of survey respondents to the Butte County Census ending July 1, 2021.

We have programs that are exclusively broadcast in Spanish and Hmong, and another that is broadcast in Spanish and English. We have one show with a host from Brazil that broadcasts for the most part in Portuguese. We have many English speaking shows whose content is representative of a minority group with audiences that use English as a second language.

As we seek to expand our listener base into Yuba City, Marysville, and Sutter County, which has a larger Hispanic population than Butte County, our programming will change to accommodate that new listening audience. In addition, we have begun reaching out to the Sikh community in Yuba City to ascertain the content that would be serve their needs.

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 Community Service Grant is an essential tool that allows KZFR to fulfill its mission. It is the strongest tier in our structure of station finances. Without the Community Service Grant, and other funding received by the CPB, too much time would be focused on raising funds as opposed to producing on-air content.

With the reception of the Community Service Grant KZFR is able to be an arts and cultural epicenter for the North State while providing fact-based reporting, emergency notifications, and a medium for discourse for our listeners and residents. KZFR's emergency notifications during evacuations caused by natural catastrophes has saved people's lives – and this wouldn't be possible without the Community Service Grant.