

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 2022. 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 2022 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.

KZFR-FM is an independent source of news and cultural content for the communities of Northern California. KZFR-FM provides a platform for the many voices of our region to reach a broad listener base. In real time, locally produced programs educate and entertain, expand civic awareness and public involvement, and provide critical information for safety and well-being. KZFR-FM fulfills the goals and the mission of public radio by serving and including diverse communities. Our broadcasts respond to the needs of the underserved, including at-risk youth, financially impoverished, rural, BIPOC and LGBTQ populations, and the unhoused. Our locally produced programs about these underserved populations bring awareness to issues that affect our immediate geographical community. KZFR-FM has prided itself on its ability to provide lifesaving information and catastrophe awareness to our listener base and individuals living in the North State. Fire season is especially dangerous for individuals living in the Sacramento Valley in the counties of Butte, Plumas, Lassen, Shasta, and Tehama counties. During the COVID pandemic KZFR-FM encouraged health and safety by producing on-air PSAs about vaccination locations and our website had a dedicated COVID information page that included up to date charts and graphs from surrounding counties and state health departments.

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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.

KZFR-FM gives non-profit organizations a chance to inform our audience of their work in the community by producing our daily 'Community Calendar'. The 'Community Calendar' requires no payment for on-air listing. Some of the organizations that have been included in the 'Community Calendar' in the fiscal year 2021-2022 have been Altacal Audubon Society, Chico Friends of the Street, Upstate Community Enhancement Foundation, Butte County Library, and the Butte County Local Food Network. Our Northern California listener base is largely rural and sadly, Butte County, where we broadcast from, holds a record level of trauma (Adverse Childhood Experience) per capita in California. Our programs address the issues of poverty, hunger, natural disasters, drug use/addiction by inviting local nonprofits & activists to speak on air. To coincide with KZFR's mission to enlighten, entertain, inform, and educate our listeners, below is a small list of the non-profit organizations that were interviewed on-air during the fiscal year 2021-2022: Chico Homeless Animal Outreach, Stonewall Alliance, Chico Friends of the Street, Butte Environmental Council, Upstate Community Enhancement Foundation, From The Ground Up Farms, Community Housing Action Team, Rotary Club of Paradise, the Wildfire Resource and Recovery Center, Berry Creek United, Veteran's Garden Project, 6th Street Center for Youth, 530 Food Rescue, Centerville Coleman Museum, and Catalyst Domestic Violence Services. In July of 2021 the Sacramento Valley became victim of the Dixie Fire which affected the counties of Butte, Plumas, Lassen, Shasta, and Tehama Counties in California. KZFR-FM would regularly broadcast road closures, the location of drop-off and pick up centers of goods for those affected by the fire, and shared vital information from respective counties Sheriffs offices and CalFire on-air.

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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.

KZFR-FM sponsored events, by providing Underwriting at no-cost, to organizations like the Chico Animal Shelter, Museum of Northern California Art, PRIDE, and Veterans Adventures. Anecdotally the Walk, Woof, Wag Festival (a fundraiser for the Chico Animal Shelter) organizers have mentioned the exposure they received from our sponsorship helped increase the number of registrants at their annual festival. We partner with PRIDE and Stonewall Alliance to showcase events and activists. Through our 32 years on air, we have built trust among and continue to grow our listener base. We take this trust seriously and consider it our mission to enhance and uplift an ever wider and more diverse audience. KZFR-FM continues to offer digital and web services such as streaming of our live stream, easily accessible archives of our radio broadcasts, and KZFR-FM continues to enhance our free mobile app. KZFR-FM 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.

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

For many years KZFR-FM has been broadcasting locally produced programs in Hmong and Spanish on a weekly basis. We have a 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. We continued endeavors to expand our listener base in Yuba City, Marysville, and Sutter County, counties with a larger population of Hispanic, Sikh, and Indian, than Butte County. We now have Board of Directors and Program Committee members from these areas and they inform us on the changes that can be made to include these populations in our listenership. Visibility in these areas come in the form of billboards, social media engagement with nonprofit organizations in Sutter County, and inviting community members to participate in our New Programmer Orientations. We offer community members, at no cost, the training and opportunity to create unique, independent programming reflecting the needs and creativity of the community. These 'New Programmer Orientations' occur quarterly and require no previous knowledge of audio or broadcast production. By allowing community members to become Programmers (DJs), they bring their passion, devotion, and expertise on diverse topics to our airwaves. These community members are trained by KZFR-FM staff and observe KZFR-FM Programmers to gain an understanding of the technical needs of quality programming. During the pandemic we created an Off-Site Programmer Policy and handbook to allow community members safely, and from a large geographical distance, become involved at the station as a Programmer.

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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?

The significance of the Community Service Grant, and other CPB funding, cannot be under estimated. KZFR-FM is not an NPR station nor are we attached to a University licensee. This creates unique fundraising complications regulated to community, volunteer based organizations like ourselves. 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. CPB provides us with the ability to hire staff member(s) whose responsibilities are centered around in-house production of segments such as the Community Calendar, Music Calendar, Local Updates, and PSAs based on the needs of our community. CPB funding also allows for purchases for essential programming needs to ensure a professional 24hour a day broadcast on 90.1FM. CSG funding gives us the ability to purchase national news/information programming to fill the desired informational programming slots in our schedule. These costs range in the thousands of dollars every year. The financial stability of our organization is directly tied to our reception of the Community Service Grant. We thank the CPB for their support of community radio in Northern California.

Comments

Question

Comment

No Comments for this section