

Grantee Information

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

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2024. 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 2024 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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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.

As part of our ongoing commitment to serving the community, KZFR 90.1 FM continues to implement the goals outlined in our Strategic Plan, which was developed through extensive outreach to our stewardship groups. This outreach included both internal stakeholders—volunteers, programmers, staff, and committee members—as well as external groups such as listeners, donors, and broader community members who may not yet engage with KZFR. Through surveys and direct feedback, we identified key community needs, including a desire for younger voices, increased representation of people of color, and continued coverage of critical local issues such as City Council and County Board of Supervisors meetings, homelessness, environmental impact, and other regional concerns. Additionally, we have extended our support to local charter schools, including Blue Oak Charter School and Wildflower Open Classroom, further strengthening our engagement with youth and education initiatives. KZFR remains a central hub for arts, culture, and reliable news and information in Northern California. Over the past year, we have continued our deep commitment to community engagement by sponsoring and participating in a range of events, including the California Nut Festival, the Golden Nugget Days Parade, Chico Summerfest, the Gratitude Walk, the Friday Night Concert Series hosted by the Downtown Chico Business Association, the Banana Grape Stomp public media television program, and the Chico Bicycle Music Festival. Beyond event participation, we actively support local arts and cultural spaces, providing sponsorships to performance venues such as The Pageant Theater and the Blue Room Theater, as well as nonprofit organizations like Butte County Food Network, Paradise Arts, Theatre, and Culture Hub, Chico Velo, and the Chico Animal Shelter. Additionally, we served as a fiscal sponsor for Chico Little League Softball, which provides opportunities for young women aged 4-14 to participate in organized sports. In addition to producing live and on-demand radio content, KZFR actively engages the community through digital platforms and in-person events, ensuring accessibility for a diverse audience.

Our commitment to emergency broadcasting remains unwavering, as we provide real-time updates during disasters to safeguard our listeners and keep them informed. Looking ahead, we continue to explore new ways to expand our audience, strengthen community partnerships, and enhance our role as a vital local resource.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 90.1 FM remains committed to amplifying the voices of advocacy groups and supporting organizations that serve our region. We do this by providing sponsorships for their flagship events, offering media exposure, and facilitating direct community engagement. In the past fiscal year, KZFR collaborated with a diverse range of nonprofit organizations, including 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. We also partnered with local schools such as Chico Country Day, Inspire School of the Arts, Pleasant Valley High School, and Wildflower Open Classroom. Students from these institutions created environmental and mental health-themed public service announcements (PSAs), which were regularly broadcast on 90.1 FM and our digital stream, reinforcing the station's role as an educational and advocacy platform for young voices. Beyond media partnerships, KZFR provided live PA sound equipment, free of charge, to the True North Housing Alliance, a non-faith-based nonprofit that supports homeless adults in Butte County. Our commitment to supporting regional nonprofits aligns with our mission to enlighten, entertain, inform, and educate our listeners. KZFR also continued its work in rural emergency preparedness, furthering our efforts through the USDA's Rural Community Facilities Grant Program. Additionally, we strengthened our role in workforce development by continuing our partnership with the Community Economic Resilience Fund—now known as *California Job's First*—as an active participant in the High Road Transition Collaborative. KZFR remains the only communications partner for *California Job's First*, solidifying our position as a trusted source for sharing vital employment and economic development resources with our community. Through these collaborations, KZFR continues to serve as a bridge between local organizations and the broader Northern California community, ensuring that essential information, advocacy efforts, and cultural initiatives reach those who need them most.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 90.1 FM's key initiatives and partnerships have made a tangible impact in our community by increasing awareness, strengthening connections, and amplifying the missions of local nonprofit organizations. Through our sponsorships, on-air promotions, and direct participation in community events, we have helped organizations expand their reach and enhance their programs. Our friends at the Butte County Local Food Network have expressed that our sponsorship and on-air mentions of their *Garden Blitz* program—an initiative providing applicants with a raised garden bed at their homes—were “essential” to their success. Due to the positive impact of this collaboration, they have requested our continued participation in their 2024 *Garden Blitz* program. Similarly, a staff member at the Chico Animal Shelter noted that KZFR's involvement with the *Woof, Walk, Wag* Festival directly contributed to an increase in event registrations compared to prior years. KZFR has also been a proud supporter of the *Stonewall Chico Pride Festival* for over a decade, with event organizers consistently requesting our continued participation due to the meaningful support we provide. Beyond event sponsorships, KZFR integrates nonprofit organizations into our *Pledge Drive* programming by offering them air time to educate our listeners about their services and missions. Many of these organizations have seen a direct positive effect from this outreach. For example, a representative from *Girls on the Run* shared the following feedback about their experience: “The interviews went really well. We were grateful to share about Girls on the Run, and the DJs asked great questions. Thank you for allowing us to be a part of something special! It's obvious that KZFR is important to so many people. I look forward to helping out at the next pledge drive!” Through these partnerships, KZFR continues to serve as a vital platform for nonprofit organizations, helping to connect people with needed resources, foster community engagement, and amplify voices that might otherwise go unheard.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

KZFR 90.1 FM remains committed to fostering inclusivity and serving diverse audiences by providing programming that reflects the cultural and linguistic diversity of our region. We continue to broadcast two programs that are primarily in languages other than English, ensuring

representation for historically underserved communities. Oroville, CA—within our broadcast range—has one of the largest Hmong populations per capita in California. For over 19 years, KZFR has provided dedicated programming primarily in Hmong, offering a vital platform for this community to share news, culture, and important discussions in their native language. Spanish-speaking audiences are also represented on our airwaves through *The Latin Brothers*, a program that has broadcast primarily in Spanish for over 15 years, bringing music, culture, and relevant issues to our Latino community. Beyond language-specific programming, KZFR is dedicated to breaking down barriers to media access. We continue to offer free training on our broadcast equipment, empowering community members—regardless of background—to develop independent programming that reflects their unique perspectives and interests. This initiative fosters a more representative media landscape by enabling passionate individuals to become programmers and share content that resonates with their communities. To further enhance accessibility, KZFR offers opportunities for Off-Site Programmers, allowing individuals with mobility disabilities, geographic constraints, or immunocompromised conditions to contribute to our station remotely. This initiative ensures that diverse voices can participate in community radio, regardless of physical limitations. Looking ahead, we remain committed to strengthening our engagement with diverse communities, expanding outreach efforts, and continuing to provide a platform where all voices can be heard and valued.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 90.1 FM remains the only independently owned radio station in our market, providing a unique and essential voice for the Northern California community. The only other public media station in our area is an NPR affiliate that recently merged with Capital Public Radio and is licensed to California State University, Chico. Unlike commercial stations and larger public media entities, KZFR operates with a fraction of their budget and staff, yet we continue to thrive, currently ranking *tied for 9th* out of 37 stations in our market. This would not be possible without the financial support provided by CPB's Community Service Grant (CSG). The CPB funding is directly tied to our ability to serve our community effectively. It enables us to purchase high-quality national news and information programming, ensuring our listeners have access to a diverse range of perspectives. Additionally, by offsetting promotion, programming, engineering, production, and management costs, CPB funding allows KZFR to maintain and grow its staff, who in turn reinvest their salaries and stipends into local businesses, strengthening the regional economy. Beyond operations, CPB funding empowers us to uphold our mission of community engagement. It allows us to provide sponsorship opportunities to nonprofits, support local arts and cultural events, and sustain emergency broadcasting services for underserved communities. Without this funding, KZFR would be forced to lay off staff, significantly reduce our outreach efforts, and limit sponsorships for nonprofits. More critically, our ability to provide vital emergency information—particularly to rural and disadvantaged populations—would be severely compromised. As threats to public media funding persist, the potential loss of CPB support remains a serious concern. However, with continued funding, KZFR will remain a strong, independent voice that informs, educates, and enriches our community.

Comments

Question

Comment

No Comments for this section