

## **Nevada City Community Broadcast Group, dba KVMR**

### **Local Content and Services Report 2017**

#### **as submitted to the Corporation for Public Broadcasting in accordance with grant requirements**

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.

#### **KVMR Mission Statement**

*KVMR provides community members opportunities to connect through the development and production of music, news, and public affairs programs that entertain, inform, and educate. KVMR gives voice to the community and celebrates the music of the world.*

KVMR's Mission Statement is always a starting off point for the community radio station's service to its listeners and its community, which stretches beyond its tiny Nevada City (pop 3100), California home. The station is sort of a radio Lake Wobegon to our regional listeners, as they listen to an offering of diverse music, regional politics, your lost dog or goat announcement, and radio that sounds as authentic as the citizen-broadcasters who create it.

Localism is a key force in the power of KVMR. The station features fewer than 20 hours a week of national programming; the rest is produced by, for and about the communities we serve in northern California and also gives those communities valuable information about issues, concerns, music and culture from around the world. The number of citizen-broadcasters involved with the station could reach 200 in 2018 as we've launched a new millennial program stream, a key move to attract younger hosts, younger listeners and provide additional audiences with a KVMR-like feel. It is thought this will also help increase the number of minority broadcasters as well.

We continue to be the "go to" radio station in our county and much of our region for updates on storms, fires, road conditions, air quality, power outages and related vital services. KVMR partners with public safety agencies and other websites, particularly the award-winning website Yubanet.com, whose co-founder is considered an expert on fires, fire conditions, firefighting response, etc.

KVMR has a keen sense of environmental issues, agriculture and organics, community engagement, health and health policy, homelessness and anti-poverty activism, arts & culture education, disability rights, medical marijuana policy, food safety, native culture, heritage & family history, spirituality/philosophy, youth issues/child behavior, whistleblowing, world politics, citizen spying, radiation issues and that's just the tip of the issues iceberg.

Community leaders now routinely come on the station for a half hour interview on “The Sages Among Us” in collaboration with the Nevada County Community Leadership Institute. This weekly program has introduced these leaders to KVMR and to the community at large.

KVMR’s live remote broadcasts also give the station a distinguished presence in arts & culture circles. The station routinely broadcasts the four-day California Bluegrass Assn.’s Father’s Day Weekend Bluegrass Festival, the four-day California WorldFest with artists from around the world, the KVMR Celtic Music Festival and all five days of the Nevada County Fair. 2017’s line-up also included High Sierra Music Festival and the Spring Strawberry Music Festival. KVMR even ventured to the San Francisco Bay Area to broadcast a reunion of the jam band Zero at the Sweetwater in Mill Valley.

This significant outreach and presence has built the station a solid reputation as one of the most important live remote music broadcasters on the West Coast. In 2017, our largest online audiences of the year were during High Sierra and Strawberry music festivals.

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.

Over the past two years, KVMR has made Town Hall Meetings a shining star in our programming galaxy. They are usually broadcast from our adjoining Nevada Theatre (one of our many cultural partners).

Last March, KVMR made special arrangements to broadcast a Congressional Town Hall Meeting in its entirety, featuring Congressman Doug LaMalfa. On a late Saturday morning, it drew over 1500 people to a Nevada County Fair building in nearby Grass Valley and, according to the National Federation of Community Broadcasters, it may have been the first Congressional Town Hall to ever be broadcast live. Our broadcast recordings were used by several other public and community radio stations.

A month later, KVMR ventured 90 minutes away to Oroville for a Congressional Town Hall, once again with LaMalfa. It was one of two Town Halls broadcast that night, sharing the evening with a cannabis state policy update meeting.

In April, KVMR also broadcast a Screen Dependency Forum with experts discussing the effect phones and other screens can have on children and students. This well-publicized event created news and buzz in our community.

The station partnered with YubaNet to present a pair of election-related Town Halls: one covered “After March Political Action Forum” and featured 16 different political groups, each trying to recruit members. Several chapters of the Indivisible Women were represented, as well as Green Party, Democratic Party, the Tea Party, Libertarian Party. The Republican Party had accepted an invite, but didn’t show. There was a civil political discussion that followed.

The other election Town Hall was “Civics 101” in January which invited public officials and office holders to explain how to best impact local and county government here. Knowing the rules for public input at meetings, how planning commissions work, etc., it was a practical exercise in recruiting people into government panels, run for office, etc.

Also in January, the local hospital foundation, Atria Senior Living and KVMR sponsored a Community Alzheimer’s & Dementia Forum to bring useful information for those affected by a loved one with the disease.

As we write this, a Town Hall on “Nevada County High School Options” was to take place this week, with sponsorship from two local chapters of the Rotary Club. Maybe 20 years ago, there were 2 or 3 high school options; now it’s reached 9 public or charter schools in the western part of our county (where KVMR is easily picked up)

These Town Halls can create their own news, they can offer in-depth information that probably wouldn’t show up in just one interview, they demonstrate the care and love KVMR has for our community, and they’re just good programming.

KVMR’s key initiatives include the environment, food and agriculture issues, peace and social justice movements, musical and cultural diversity. The station has continued its remarkable collaborations and partnerships with a wide variety of community nonprofits, media outlets, educational outlets, businesses, etc., such as:

--South Yuba River Citizens League. KVMR has forged a longtime relationship with this group, which protects the Yuba River watershed region. The station features regular updates on environmental issues such as salmon restoration, wild and scenic status, dam removal, trash pick up. The station also provides SYRCL with outstanding coverage of its environmental film festival, the largest of its kind in North America. SYRCL utilized KVMR’s new Community Room as its virtual reality lab for the filmfest and KVMR did a live remote broadcast from their media center at a local winery.

--Hospitality House. KVMR provides these advocates for the homeless time each week to list their needs, particularly for donated items to help the homeless population. Each Friday morning, KVMR listeners hear what items they can bring to the shelter, from socks to deodorant, camping gear to bus passes, winter jackets to sunscreen. KVMR remains instrumental in collaborating on benefits for a central nightly location named Utah’s Place, in honor of a former KVMR show host.

--Nevada County Pet Shelter/Sammie’s Friends. A service for the 4-legged homeless, with a weekly 5 minute wrap up of various individual dogs and cats available for adoption.

--Farmer’s Markets, Farm to Food. KVMR’s weekly garden, farming and homesteading shows continue to provide unique, valuable information on organics, GMOs, drought advice, raising chickens, bees, alternatives to pesticides and poisons (for invading bugs & animals), etc.

--YubaNet. KVMR partners with YubaNet and works with CalFire, Nevada County Emergency Services office and other agencies as Nevada County’s designated emergency station. Volunteers staff the broadcast booth literally around the clock and provide emergency information to listeners when necessary. YubaNet’s Pascaule Fusshoeller

goes on air as, she jokes, “The Voice of Doom,” particularly during fire season. This past fire season, Nevada County was one of ten counties impacted adversely by fires that both state and federal assistance was offered to those affected locally.

--KVMR’s commitment to staffing live persons at the station 24/7 proved how critical that can be in October, 2017. A pair of large fires started around midnight, resulting in ultimately some 20,000 evacuations in surrounding areas. KVMR’s overnight host was able to get information to listeners, the 4am host was assisted by another KVMR volunteer (and evacuee) in continuing the information and KVMR’s PD and other staff and volunteers were here at 7am to produce top of the hour reports all day long and two to four hours of call-in programming with Pascale from YubaNet and area fire commanders that week – in addition to the continuing news service.

--Bethel AME Choir of Marysville, CA. For the 35th time, this predominantly African-American choir came to Nevada City to perform a gospel concert during Martin Luther King Day. This is a chance for community building at its best, with the mostly black choir performing and interacting with mostly white audience in one of the whitest counties in California. “It’s a lovefest every year,” says a member of the choir who has been at each concert.

--Indigenous People’s Day. KVMR once again teamed with regional Native Americans to broadcast two days of Indigenous Peoples’ Days music, culture, storytelling, issues panels and native activism in 2017. The commitment of airtime has helped the station develop an audience among regional native population and supporters. The station has also talked at length with the local Nisenan tribe about presenting their story to our listeners and are forging a new relationship with them.

--Friends of Tibet. A KVMR broadcaster – who chairs the Nevada County chapter – has a once monthly show about the politics and freedom of religion issues about Tibet. It also features music and cultural news about Tibetan refugees. The show has developed a strong rapport with Buddhist and other minority religions in our listening area.

--Nevada County Fair. KVMR’s 2017 Fair broadcast brought together different parts of the community, from mainstream to fringe politics, from 4-H kids showing farm animals to nonprofit leaders describing their various organizations. This 5-day broadcast establishes KVMR as a true advocate of localism.

--Nevada County Community Leadership Institute. The leaders of this group have put together a book, “The Sages Among Us,” and, since spring of 2013, KVMR has partnered with the leaders to have a sage interviewed each week on the air to support and enhance volunteerism and civic service. General Manager Julie Chiarelli completed the 2016/2017 Leadership class and also spoke to the class about how they can engage with KVMR and was interviewed on The Sages program.

--Americans for Safe Access. Nevada County’s chapter and KVMR have collaborated on a popular monthly series on medical marijuana, including health advice, legal ramifications, local ordinances, national and state leaders, etc. KVMR also broadcast several Town Halls (produced by others) on Proposition 64 and broadcast three key Board of Supervisor meetings and public hearings on a controversial ordinance that made outdoor growth of marijuana a crime.

--FREED – The local disability and agency resource center FREED Executive Director presents a monthly talk show to discuss issues of interest in those areas.

--Nevada Theatre Commission. In 2015, KVMR moved into a new facility adjoining the historic Nevada Theatre. Now, KVMR and the Nevada Theatre can more easily work together to present Town Hall forums and other events of interest to the local community.

This is but a handful of initiatives and partnerships we continued and entered into in recent months and years.

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.

KVMR's 2017 programming increased awareness and understanding of a whole host of civic and artistic topics. Continued emergency news coverage of regional and local fires, plus weather and storms, is a kingpin in the station's relevance to its community and beyond.

The emergence of new signals to the south and west of our current coverage areas continues to give the station still more credibility as a growing regional community radio center. Search for a translator closer to our city of license continues, to give greater audience to a second digital radio over-the-air signal.

During Nevada City's popular Summer Nights festivities, KVMR and the Miners Foundry combined forces to host a stage during the street festival, again engaging the community via music.

Hundreds came to KVMR's 39th birthday party in late July, held in Nevada City's Pioneer Park. Earlier that month, some 800 people bought tickets to the station's "Summer Of Love" concert featuring donated services by bands playing the music of the era, also in the Pioneer Park location.

KVMR has gathered comments from people we serve as well as community and radio leaders over the past few years.

From community members/leaders:

*I've heard a lot of public radio stations over the years, and KVMR is one-of-a-kind. It's grown an enormous talent pool creating passionate and meaningful programming. Most of all, it serves the community that adores it, uses it and takes good care of it" --Brian Terhorst, retired general manager of North State Public Radio, Chico, California.*

*"KVMR has been a wonderful partner and friend to Hospitality House since the time we opened in 2005. We have received so much bounty from the radio audience out there. There's just no way to thank everybody."--Joanna Robinson, co-founder, Hospitality House services for the homeless*

*"We could not do it without you guys."*

*--Julie Baker, former executive director, The Center for the Arts, Grass Valley*

*"You're an integral part of our community. We enjoy your music, your news, your updates of fires. You do everything that's important to us as well as entertain us. I look forward to the opening of the new facility."*

*--Duane Strauser, Mayor of Nevada City*

*"Truly community radio at its best, one of the few places where you get the rest of the story."*

*--Terry Lamphier, former Nevada County Supervisor*

*"The life sustaining phenomenon of community supporting community..."*

*--Connie Harrar, retired Nevada City Charter School principal and 2013 Teacher of the Year*

*"You are part of the soul of this community, running through everyone's ears, inspiring us, informing us and rallying us every day with great music and conversation."*

*--Caleb Dardick, former executive director, South Yuba River Citizens League*

*"The station always has been a unique voice, something that is not heard anywhere else in media. In a time when all the forces push toward the lowest common denominator, the freshness, the individuality and the ability to really reflect a broad range of people is remarkable. I get to listen on the web, and there's nothing else I can find that's like it."*

*--Arthur Cohen, former KVMR general manager and retired executive director of the Public Radio Program Directors Association*

*"You guys are an umbilical cord to the community, you share all the good things that Nevada County has to offer, and you spread them around liberally. We are so thankful that we've become part of your family"*

*--Margie Determan, financial planner, Yuba River Wealth Management*

*"We reside as reliably informed citizens in this community because community radio exists...and because it continues."*

*--Lorraine Webb, Peace Center of Nevada County*

*"The partnerships and collaborations that KVMR has created, nurtured and entered into reflect the deep reach the station has in your community. This is Community Radio at its best -- involving a wide array of artists, activists and community leaders, all reaching out toward a global vision of peace."*

*--Carol Pierson, former executive director of the National Federation of Community Broadcasters*

From listeners/members:

*"Eclectic music, talk shows, wonderful dedicated volunteer broadcasters, and the community emergency broadcast station!! It's the best!!!" --Joshua L.*

*"Love the used cat show on Mondays – the report from the shelter about available animals." – Merry R.*

*“KVMR is great – local; varied; balanced, detailed, accurate news....” –Eileen H.*

*“Love the music they play, the festival, and their commitment to community. Great station!” –Cathie R.*

*“Informative. Open Minded. Off beat. Awesome.” --Cameron P.*

*“KVMR is the best Radio Station in Ca.” --Ray B.*

*“I absolutely love this radio station – thank you so much!” --Sam K.*

*“Thank you for the loud and clear streaming – I love KVMR.” –Jon G.*

*“I love KVMR – it’s everything a community radio station should be; for local news, information and the best music it’s the best!” –Dan, Carmichael*

*“The Nevada City Chamber of Commerce should give KVMR a grant – it’s the best advertisement for Nevada County around!” –Bill, Sacramento*

*“The others talk, KVMR sings!” –Charles, Woodland*

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KVMR strives to offer programming that appeals to diverse audiences through talk shows covering a wide array of topics and music from around the globe. During 2017, these offerings included:

KVMR continued its tradition of the Martin Luther King, Jr. Gospel Concert on King Day in 2017. Once again the Bethel AME Choir came to Nevada City, creating a loving diversity and honored former KVMR Hispanic broadcaster Rosa Lopez, who was instrumental in putting together the choir's original on-air performance in 1983. Over thirty more have followed. Other special King programming aired that day, both national and local in nature.

Also, KVMR once again presented special programming on Indigenous Peoples Days in October, with a live remote broadcast 9am-5pm at Sycamore Ranch Park in Yuba County, a day of ancestral circles, indigenous music, and celebration with Thoz Womenz as the mother drum. Several Descendants Circles were broadcast, where presenters identify their ancestors and express the impact they've had on their daily life. In addition, another circle, “Empowering The Feminine” explored significant women leadership in tribal life.

The next day, KVMR turned over its studios to a 7am-10pm day of special Indigenous in-studio programming, including storytelling and music from various tribes. One of

KVMR's indigenous hosts coordinated programming, featuring members of about 10 different tribes.

Also memorable was California Worldfest, which features music and culture from musicians from over 20 countries, including Asia, Africa and South America. In 2017, Michael Franti and his band Spearhead headlined the festival.

KVMR'S weekly "Resilience Radio," features Native American music and culture and has an open door policy to tribal elders, leaders and members on a range of issues, activities and events. The host, Jennifer Robin, is openly working to repair a relationship with the local native Nisenan tribe, which had misunderstood KVMR policy before the station undertook a substantial campaign to welcome the tribe onto its airwaves.

KVMR offers a monthly hour special called "Disability Rap" focusing on matters of the disabled community. The program is hosted by the Executive Director of our county's most active disability rights group.

The KVMR Women's Collective is a group of broadcasters dedicated to bringing women's voices and women's experiences to the airwaves. The collective also puts together a full day of programming every year for International Women's Day.

KVMR's weekly Hawaiian music and culture show "Kani Ka Pila" has offered extended interviews and reports about the little-known Hawaiian Sovereignty movement which seeks to make the islands independent of the United States and is supported by a growing number of native Hawaiian Islanders.

Derek Washington, an African-American KVMR volunteer blues/jazz broadcaster and member of the Sacramento Blues Hall of Fame, continued two regular shows he has done since 1999 at the station.

The KVMR Tibetan Hour is a monthly mix of music, culture and politics of the Tibetan nation and resistance to the Chinese occupation.

KVMR's weekly South of the Border program offers traditional and contemporary music of Mexico, Central America, the Caribbean and South America.

KVMR has broadcast the Father's Day Weekend California Bluegrass Association festival for more than 30 years in June. The station honors Celtic music and traditions by broadcasting the KVMR-produced Celtic Festival each September. KVMR also broadcasts the Nevada County Fair each August where a variety of local residents and nonprofit representatives are interviewed on air. Over the past few years, KVMR added more live events: The celebrated Strawberry Music Festival, the High Sierra Music Festival in Quincy.

For 30 years, KVMR's celebrated program "Old Radio Theatre" has drawn on the extensive audio archives of David and Linda Breninger. Their program celebrates the golden years of radio before television and now online was the in-home entertainment mainstay. David and Linda's mission is to engage families and especially low-vision listeners to enjoy classic moments of radio theatre including original audio from The Shadow, Gunsmoke, The Green Hornet and various other suspense thrillers.



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?

KVMR's CSG funds provide essential funding assistance for various operational efforts, including our award-winning News Department, which has allowed us to provide extensive coverage of great interest to our listener constituency and to produce national news features over the years.

KVMR is the only regional station with broadcasters on the air 24 hours a day. During the fire season, we provide up to the minute information on fires both local and regional and are in constant contact with State and County fire officials in case evacuations are ordered, which has happened in recent years. We are the Emergency Broadcasting outlet for our region—something we take very seriously with trained broadcasters on alert for any information we need to communicate.

The confusing matrix of the state, local and federal marijuana cultivation laws is an issue we have covered extensively. There is continuing controversy on jurisdiction that creates much confusion and difficulty for our legal system. We have interviewed our local Sheriff, members of the County Board of Supervisors, medical marijuana advocates and concerned citizens about the legal, social and economic issues this controversy includes.

Problems with the homeless population continue in our region. In 2017, KVMR acted as the non-profit sponsor for a local project to record stories from the homeless population and related service groups. We also provide extensive news coverage to the problem of homelessness and alcohol and drug addiction particularly in the winter months. We have had several deaths in recent years due to the cold that led to the creation of warming centers during freezing weather. The location of these facilities led to much controversy which we covered extensively in our features and headlines.

We also cover meetings of our County Board of Supervisors as well as meetings of regional city councils with whatever resources we can provide. Some of KVMR's largest online audiences have been during live broadcasts of County Board hearings on proposed medical marijuana ordinances.

CPB grant funds will allow us to provide the community with even more public forums focusing on issues significant to our listening audience.

Other CPB grant monies help keep staff salaries competitive and prevent layoffs in times of revenue fluctuation. It allows KVMR to bring in a skilled engineer who has helped the station expand its signal and increase its audience potential through the addition of a full power station and translator in our region, with others likely on the way.

Restricted funding has been used to finance a variety of documentaries and other programs that are made available for national distribution.

KVMR has also purchased a new frequency for broadcast in western Nevada County that will allow us to offer alternative programming to our already-alternative programming. We are currently working to develop content strategy for this new signal and may use

CPB restricted funds for the purchase of new programming to enhance the offerings in our local area.

KVMR also uses CPB funding to bring national programming to our listeners, including Pacifica Radio's Democracy Now and other special Pacifica programming, BBC World News and other documentaries and special shows via PRX. Moreover, KVMR uses CPB funds to give jumpstarts to up-and-coming radio producers for programming intended for a national audience.

CPB money continues to be a critical resource supporting KVMR on the air in its mission to entertain, inform and challenge its listener community.