



Community Impact Report  
Fiscal Year 2015-16

North State Public Radio has reached out to a variety of groups and non-profits this past year. By offering sponsorship, on-air messaging and custom links at [www.mynspr.org](http://www.mynspr.org), we gave listeners information to connect to causes supporting homelessness, the arts, outdoor education, special events, sustainability and more. We also taught capacity building classes in fundraising and PR/Marketing through the North Valley Community Foundation and a group of 35 non-profits in Tehama County. It has been gratifying and has even generated gifts to the station. (This however was not the intent for being more community-focused.)

Examples:

**Safe Space Winter Shelter:** Chico coalition providing nightly lodging during the coldest months, in partnership with local churches. A recorded public service announcement aired in heavy rotation in November and December. Station staff volunteered by providing meals. For social media, a comprehensive webpage was built to include ways to help with other homeless service groups in Redding, Oroville, Paradise and Marysville plus the Torres Shelter and Jesus Center in Chico.

**Feedback:** I personally cannot think of a single way your promotion could have been improved upon. We all did hear the spot, at various times throughout the day, and were so very appreciative, for both how professional it sounded, and the resulting benefits for CHAT and its Safe Space Winter Shelter program. I think I speak for everyone when I say "Thank you, NSPR!" -- Cynthia Gailey, CHAT board member SSWS committee member and Housing Assistance Team Leader.

*"The spots Beth Lamberson produced really widened our recruitment for volunteers for the Safe Space Winter Shelter. Those spots enabled us to reach beyond email lists to connect with a broader audience who donated time and money to keep our all-volunteer shelter open and staffed. We appreciate her initiative and compassion in providing a true community service."* -- Stacey Jolliffe, CHAT

**National Environmental Education Week:** NSPR produced on-air messaging and a webpage that featured more than a dozen local groups involved in environmental education or advocacy.

**Feedback:** The FAC (Forebay Aquatic Center and OEFA (Outdoor Education for All) got connected through the efforts of Carly Gordon, a person my partner Jeff Mott worked with at the Reserve. She's dedicated and committed to environmental education as well as to the community and got us involved. I did hear the on-air messages and have heard from several people who also heard the messages. And we received an anonymous donation of \$2500, which I believe, despite its anonymity, is related to the campaign. In addition, your sponsorship is helping us kick start our first fundraising campaign by allowing us to refer to it.

NSPR is a professional yet accessible organization; your promos exceeded our expectations: they were well-written, well-spoken, and captured our spirit. OEFA is happy to have connected with you --Tony Catalano, FAC Director

**Alex Project:** distributes cards and information about the ability to text 741741 if in crisis. Named for Alex Strass who died by suicide in Chico at the age of 17. The night before he died he was texting friends and they were either asleep or didn't have the professional capacity to assist him. We recorded a session with founder Dan Strauss as part of the

Common Ground for Common Good series with North Valley Community Foundation. The Alex Project provided a gift of \$1,000 in the form of a matching grant for our Spring Membership Drive.

**Feedback:** Dear friends, Thank you so much for the Common Ground for Common Good series. Reading Pals, Chico Children's Museum, The Alex Project, and others. I love the optimistic theme song. It really fits the objective of putting great ideas into action. Again, thank you for putting Alex in such good company; well done.

With love, hugs, gratitude, and respect, Dan Strauss

**Partial List:**

- North Valley Community Foundation – Common Ground for Common Good Series. 13-weeks of four-minute modules.
- Tehama Together – 35 non-profits attended and NSPR staff taught best practices for working with the media
- Chico Creek Nature Center and CARD – their spring carnival had double the number of attendees and raised twice as much money as the prior year.
- CASA – NSPR GM assisted as emcee for their Casablanca event.
- Junior Leadership Development Program - NSPR GM was the emcee for the annual gala.
- MONCA – NSPR hosted Pat Macias during the Fall Drive.
- Gold Nugget Days – Paradise. The station was a media sponsor and event organizers saw increased attendance
- Oroville Festival of Lights, Wildflower Festival, Nor-Cal Jazz Fest, Feather Fiesta Days, Lake Oroville Fireworks, Oroville Salmon Festival: NSPR sponsors these events with on-air and on-line messaging.
- Redding July Fourth Fireworks: NSPR provides a simulcast of the event.
- Shasta County Arts Council – sponsorship of events.
- Patrick Ranch – NSPR sponsored their Break Bread with a Farmer event.
- McConnell Foundation – NSPR hosted VP of Operations and program services on-air during the Spring Drive.
- Institute for Sustainable Development – NSPR was a major sponsor of their 2016 conference.
- Turtle Bay Exploration Park – NSPR sponsored several of their special events. Founding CEO Judith Salter took notice and she and her husband Lee Salter (CEO of McConnell Foundation) made an unsolicited gift of \$1,000 to NSPR.

**Projects in motion:**

- Common Ground for Common Good with the Shasta Regional Community Foundation.
- Summer Safety Series – on-air and social media focusing on precautions for heat-related illnesses, sun and bug exposure, water-road-backcountry safety, foodborne illnesses and fireworks safety. Voiced by a variety of public service officials from around the region.

Additionally, NSPR provided on-air PSA exposure for more than 200 area groups and non-profits for the fiscal year. From Mt. Shasta to Maxwell, and Berry Creek to Hayfork, the station supports a full spectrum of community groups and events. And local shows such as *Weekend Showcase* and *Up the Road* benefit a variety of non-profits.

Respectfully submitted to the Research Foundation Board of Directors

*Beth Lamberson*

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General Manager

