

# Campesino de California Outreach Grant

# Radio Media PY 2021-22

# Award List and Project Summaries

On June 17, 2021, $100,000 of Wagner-Peyser Act, Governor’s Discretionary 10 percent funds were awarded to one organization under the Campesino de California Outreach Grant - Radio Media for Program Year (PY) 2021-22 Solicitation for Proposals. The awardee project list and project summary is listed below. Funding decisions are final.

## Award List

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| **Applicant Name** | **County** | **Award** |
| La Cooperativa Campesina de California | Various | $100,000 |

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| Project Summaries |

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| **APPLICANT** | **La Cooperativa Campesina de California**  1107 9th Street, Suite 420  Sacramento, CA 95814 |
| **CONTACT** | Marco C. Lizarraga, Executive Director  1-916-388-2220  [mlizarraga@lacooperativa.org](mailto:mlizarraga@lacooperativa.org) |
| **AWARD** | $100,000 |
| **INDUSTRY FOCUS** | Agriculture |
| **TARGETED PARTICIPANTS** | Migrant and Seasonal Farmworkers (MSFW) |
| **KEY PARTNERS** | Radio Bilingue, Monitor Advocate Office, Department of Community Services and Development, California Human Development, Center for Employment Training, Central Valley Opportunity Center, Employers’ Training Resource, Proteus Inc., and America’s Job Center of CaliforniaSM (AJCC). |
| **PROJECT DESCRIPTION** | The grantee of the project must develop and deliver 24 semi-monthly, 30-minute hosted radio talk shows and record in video format for the MSFW population in Spanish during PY 2021-22. Additionally, the grantee must use complementing online and social media outlets to publicize the radio talk show and communicate additional information as necessary. |
| **EXPECTED OUTCOMES** | The goal of this initiative is to provide MSFW and their families with relevant, timely information regarding the various programs and services offered through the Employment Development Department and its partners. |