

# Wagner Peyser Act Campesino de California Outreach Grant – Radio Media Program Year 2024-25

# Award List and Project Summaries

## On August 21, 2024, $100,000 from the Wagner-Peyser 10 percent Governor’s Discretionary Fund was awarded to one organization under the Campesino de California Outreach Grant – Radio Media (CCOG-RM) Program Year 2024-25 (PY 24-25) Solicitation for Proposals. The awardee and project summary are listed below. Funding decisions are final.

## Award List

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| **Applicant Name** | **County** | **Award** |
| La Cooperative Campesina de California | Amador, Butte, Colusa, Fresno, Glenn, Imperial, Kern, Kings, Lake, Lassen, Madera Merced, Modoc, Monterey, Napa, Riverside, Sacramento, San Benito, San Bernardino, San Diego, San Joaquin, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz, Sierra, Siskiyou, Solano, Sonoma, Stanislaus, Sutter, Tehama, Tulare, Ventura, Yuba, and Yolo counties. | $100,000.00 |

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| Project Summary |

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| **APPLICANT** | **La Cooperativa Campesina de California**  1107 9th Street, Suite 420  Sacramento, CA 95814 |
| **CONTACT** | Marco C. Lizárraga  1-916-705-4909  [mlizarraga@lacooperativa.org](mailto:mlizarraga@lacooperativa.org) |
| **AWARD** | $ 100,000.00 |
| **COUNTIES TO BE SERVED** | Amador, Butte, Colusa, Fresno, Glenn, Imperial, Kern, Kings, Lake, Lassen, Madera Merced, Modoc, Monterey, Napa, Riverside, Sacramento, San Benito, San Bernardino, San Diego, San Joaquin, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz, Sierra, Siskiyou, Solano, Sonoma, Stanislaus, Sutter, Tehama, Tulare, Ventura, Yuba, and Yolo counties. |
| **KEY PARTNERS** | * Radio Bilingüe, Inc. (Latino Public Radio Network) * California Department of Community Services & Development * Center for Employment Training * California Human Development * Central Valley Opportunity Center * Employers Training Resource * Proteus, Inc. |
| **PROJECT DESCRIPTION** | The La Cooperativa partnership will develop and deliver a statewide radio media outreach program to farmworkers and their families through 24 live, semi-monthly 30-minute public affairs “*La Voz del Campo*” radio talk shows. The live talk shows will be developed and broadcast in partnership with Radio Bilingüe, Inc., the top public radio producer and broadcaster in the country serving Latino and indigenous farmworkers. The shows will be done in Spanish, then rebroadcast during the network’s Mixteco and Triqui programming. The radio broadcasts will highlight the full range of Employment Development Department (EDD) and partner services and provide subject matter experts on current topics of interest and benefits to California's farmworker communities. The primary objective of these broadcasts will be to increase awareness of the wide range of workforce development services available to this population and help these workers and their families access the services they need. |
| **OUTREACH PLAN FOR TARGETED POPULATIONS TO BE SERVED** | The La Cooperativa partnership’s key partners are the La Cooperativa Campesina de California Central Office (LC CO), La Cooperativa’s network of five local member farmworker service organizations, and the Radio Bilingüe Latino Public Radio Network. One of the strengths of the La Cooperativa radio media partnership is its customer-centric approach and effective outreach methods developed over five decades of working with California farmworkers. The La Cooperativa local member network, consisting of over 80 access points, 800 staff, and 3 mobile units, is well-versed in the cultural, communication, and linguistic needs of farmworkers and their families. These attributes will help the network staff market and support the La Voz del Campo radio programs.  The LC CO and its five local member networks referenced above will aggressively promote and help develop content for the La Voz del Campo radio programs to encourage listenership participation. The LC CO has collaborated with Radio Bilingüe for over 13 years to produce and broadcast the La Voz del Campo radio talk shows. Both the La Voz del Campo radio program and a companion newsletter by the same name are known by farmworkers and the organizations that assist them as trusted sources of reliable, unbiased, and in-depth information on pertinent and instructional topics. *La Voz del Campo* radio shows will be accessible to farmworkers not only on the radio but also on social media platforms. They can be accessed at [radiobilingue.org](https://radiobilingue.org/es), through iTunes, on smartphones and other smart devices. Radio Bilingüe will stream the farmworker show live on its website and Facebook page. La Cooperativa has a dedicated webpage for all the La Voz del Campo radio show recordings including shows funded with “leveraged” funding, i.e., shows funded by the California Department of Community Services and Development.  Through the broad reach of La Cooperativa’s network of local partners and Radio Bilingüe’s ability to broadcast statewide in the predominate languages spoken in California’s farmworker communities, this project will reach farmworkers and their families in high-density farmworker communities as well as remote/rural areas throughout California. |
| **PROPOSED**  **OUTCOMES** | La Cooperativa will develop and deliver a statewide radio media outreach program to migrant and seasonal farmworkers and their families through 24 live, semi-monthly 30-minute Spanish, Mixteco and Triqui language public affairs radio talk shows. Each radio show will air live, be recorded and rebroadcast twice on Radio Bilingüe’s network of 15 California FM radio stations and its affiliate station KIQI-KATD. This outreach campaign will then leverage the statewide footprint of the La Cooperativa five-member local network to increase awareness of the wide range of workforce development services available to this population and help these workers and their families access the services they need.  The project has secured $179,200 in cash and in-kind contributions to augment the $100,000 earmarked for this work by the EDD. The additional funding will be used to produce another twelve radio broadcasts, publish on a bi-monthly basis a La Voz del Campo newsletter, and rebroadcast each live show multiple times to broaden and amplify the La Voz del Campo radio show messaging. |