



FRESNO FREE COLLEGE FOUNDATION

ANNUAL REPORT 1997-1998



Human : Nature

Steve Dzerigian

Fresno Free College Foundation

Fresno Free College foundation is a community-based membership organization dedicated to the principles that the well-being of the community is measured by the respect that it shows for the civil liberties, intellectual and artistic freedom of its citizens, and that the exercise of this freedom enriches the individual and society as a whole.

Since 1968, the Foundation has provided a flexible and responsive institutional structure for fostering the intellectual and political growth of the community. The Foundation is recognized by the State and Federal governments as a charitable and non-profit corporation under Section 501 (c) (3) of the IRS Code. Operational funds are derived from annual membership dues and from contributions. The Foundation is governed by a Board of Directors. Day-to-day operations are in the care of an elected president as outlined in the by-laws of the organization, and paid staff.

The Foundation operates both a general fund of discretionary monies disbursed by the Board and special funds for which underwriting is independently sought and earmarked funds accepted. Each fund is independently responsible for generating monies toward project activities, but fiscal activities are monitored by a CPA and the Foundation Board. In the past, the Foundation has received underwriting from the National Endowment for the Arts, the National Endowment for the Humanities, the California Council for the Humanities, the California Arts Council, the City of Los Angeles, the County of Fresno and the Central California Forum on Refugee Affairs.

KFCF Fund

KFCF 88.1 FM began broadcasting on June 9, 1975, and, at that time, was the only public electronic medium serving the Fresno area. The station broadcasts 24 hours a day with 50,000 watts of equivalent effective power from a transmitter site at Meadow Lakes, 30 miles northeast of Fresno in the Sierra Nevada. With a elevation of 5,200 feet, the signal can be received as far north as Modesto and as far south as Bakersfield, as well as in many Sierra foothill communities.

Pacifica Radio station KPFA 94.1 FM in Berkeley is KFCF's affiliate / network. KPFA has been broadcasting since 1949 and provides a majority KFCF's programming. Pacifica is a landmark of community radio, providing diverse programming involving public affairs, music and the arts. Over the years, KPFA programmers have won every major award in broadcasting. KPFA is owned and operated by the Pacifica Foundation, which also holds the license to radio stations KPFK in Los Angeles, KPFT in Houston, WBAI in New York and WPFW in Washington, D.C. The Pacifica Foundation also operates the Pacifica Radio Archive of programs dating as far back as 1949.

Pacifica encourages and provides outlets for the creative skills and energies of the communities in which it broadcasts, with a commitment to produce programs that contribute to a lasting understanding between nations and individuals of the world. Pacifica stations are dedicated to the distribution of information and art for the enlightenment of the communities they serve.

Ananda Fund

The Ananda Fund has been providing financial assistance to needy children in Orissa, India for 32 years. Initiated by Ralph and Polly Victor in Seattle, Washington, the fund's sponsorship was undertaken by the Foundation when the Victors moved to Fresno. Since that time, Professor Surya K. Das has been responsible for the operation of the financial assistance program. In the past year, the Ananda Fund has continued to successfully provide scholarships to children from tribal families, whose parents are Nominal farmers with uneconomical small size landholdings and share croppers. These children would not otherwise be able to attend school for lack of proper clothing and books

Gallery 25 Fund

Gallery 25 is a cooperative of women artists from the Fresno area. Its principle purpose is to promote the work of women artists. The gallery came under Foundation sponsorship in 1984 and is very active with member and guest show artist showings.

Spectrum Gallery

The California Photographers Guild sponsors the Spectrum Gallery and the various exhibits, lectures, slide shows and other activities to promote the art of photography. The Guild's operating costs are provided by membership fees and donations. The Gallery is located at 1306 N. Wishon in the Tower District. In June 1990, the Guild became one of the special projects of the Foundation.

Chemistry Endowment Fund

The Chemistry Endowment Fund was established under the name Science Education Fund. The purpose of the fund is to provide financial support for programs within the Chemistry Department at California State University, Fresno and other projects which

will enhance the intellectual life and cultural life of the academic community and the community outside the campus.

Professors Kenneth Russell and Dale Burtner initiated the formation of the fund with their colleague Dr. David Frank, have provided the main financial support. Chemistry faculty, as well as former students, are being asked to contribute to the fund.

Phil Stephens Fund

The Phil Stephens Handicapped Students Fund was established in 1977 to assist handicapped students at California State University, Fresno. Since that time grants and loans have been provided at the campus as well as providing grants to the CSUF Disabled Students Services for purchase of computers.

Fresno Poets Association Fund

The Fresno Poets Association was organized to provide a forum for Fresno poets, aspiring poets and poets with national reputations who would provide programs for the literary, artistic and intellectual interests of the community. The programs are held at the Fresno Art Museum. Programs of the Poets Association are recorded on video tape and made available to FPA members. The poetry events have included local writers such as Peter Everwine, Phil Levine, C.K. Hanzlicek, Dixie Salazar, James Baloian, Wendy Rose and Jean Janzen, among others.

This year KFCF had to spring to action in order to protect our listeners in the South Valley. Paulino Bernal Ministries attempted to sneak in on our 88.1 frequency with a robot radio station broadcasting a Spanish language religious programming from Texas. Here is an article by FFCF Executive Director Vic Bedoian about that adventure.

HEY, WAIT A MINUTE - THAT'S OUR FREQUENCY! by Vic Bedoian

I'm a radio guy. I work for KFCF 88.1 FM, a community station based in Fresno. Our mission is to broadcast programming from Berkeley's KPFA into California's heartland, the San Joaquin Valley, and produce some local offerings. It was early April. The headline in Fresno Bee article screamed: "**Showdown looms over shared radio frequency**". It told a tale of terror and anguish, a story that should strike fear into the hearts of community radio listeners everywhere.

It had all started very obscurely a couple of weeks earlier when Randy Stover, our PD and Engineer, heard through contacts in Washington who tune in to periodic FCC reports of pending applications for broadcast licenses. One of the applications was from Paulino Bernal Evangelism based in McAllen, Texas for a translator facility to broadcast *on our frequency* about fifty miles south of *our* transmitter. Although outside the "protected zone" of our signal radius, the new station was well within our listening area. In fact, KFCF has several hundred subscribers in the area that would likely have experienced interference by another station at 88.1 MHz broadcasting in their back yard, even at low power. We did not take the threat lightly!

The radio equivalent of "televangelism" has been a growth industry in recent years, as various "ministries" have sought to increase their flocks, and their treasuries. Fueled by flexible FCC guidelines and their own fervent efforts, Christian broadcasters have gathered up many of the available non-commercial, educational frequencies remaining in the spectrum. These are not neighborhood churches, mind you - they are large national organizations spreading their gospel via satellite from wherever they are headquartered to remote-control transmitters broadcasting in every corner of the nation. In our market, for example, there are two stations on adjacent frequencies broadcasting exactly the same program at exactly the same time. One can tune from one to the other without missing a syllable. Somehow I doubt this is what the FCC had in mind for non-commercial, educational broadcasting in America.

We had two options; either convince Paulino Bernal to find another frequency or, failing that, convince the FCC to deny their application. This is where the "community" in community radio came in. That's the uplifting side of the story. After reviewing the application and its technical and geographic specs, I called ace attorney and gumshoe John Crigler of Haley, Bader and Potts in Washington, a firm specializing in communications issues. This was right up his alley, he knew the law and he knew how to map our strategy. We had a lot of work to do, and not much time to do it. To have a good chance of winning on the basis of previous case law, we had to identify at least five KFCF listeners whose reception would be degraded as a result of another signal. They had to sign a declaration that they lived in or drove through the "official" signal area of the proposed station. However, the officially specified signal area of the translator (aka the 60 dBu contour) is a mostly rural area between two towns. Not many people actually lived there. Moreover, we had to make a persuasive technical exhibit to prove our case to the FCC.

Soon after the bad news hit, KPFA manager Nicole Sawaya interviewed me about the difficult situation. By the next morning our phone was bulging with messages, including one from Fresno Bee media reporter Rick Bentley. We followed his excellent article with a letter to all our subscribers in the affected area, then with phone calls to people whom anywhere near the signal radius. They networked with their friends. Finally, after weeks of not finding *anyone* who

fit our criteria, we found listener Brian Barton, who drove through the area as part of his antique furniture business and wanted to help us out. Quickly thereafter, by following new leads on the phone, by word-of-mouth, from friend talking to friend, KFCF gathered fifteen listener declarations to submit with our FCC petition. Meanwhile, broadcast techie extraordinaire Don Mussel was working at his shop in the Santa Cruz mountains on a report showing that the proposed translator would wreak havoc with the KFCF signal. Now we really had a solid case! Hopefully it would be enough to sway the FCC or, even better, send a strong message to PBE that we could keep them off the air unless they backed off. We filed a petition to deny the PBE application. It was now up to them and the FCC.

One afternoon in late September the good tidings from John Crigler arrived in my email box. Paulino Bernal Evangelism had amended its application to seek another frequency. We had won! A couple of weeks later, still basking in the glow, I read the Bee's media column headline, **Incumbent radio station rides waves, dials up win**, and ruminated on the six month ordeal we had been through. It had taken numerous days of office work, untold hours of phone consultation, endless strategy sessions, and helping hands from our loyal listeners, and several thousand hard-to-come-by dollars. We made community radio really live up to its name. Sometimes the good guys win.

Foundation Sponsored Events 1997-98

FFCF Annual Banquet featuring Author David Harris: November 14, 1997

Highway 99 Revisited Literary Evening: November 20, 1997

Speaking Out at the Spectrum Series

Howard Hendrix: January 14, 1998

Ernest Callenbach: March 4, 1998

Fran Peavey: April 16, 1998

Mark Arax: May 21, 1998

Marge Franz: June 1998

Peter Phillips and Project Censored: July 10, 1998

Here are some excerpts from some of the promotional materials relating to FFCF events in the 1997-98 year:

Community Station KFCF Will Feature Author David Harris at Annual Dinner

Fresno Native son David Harris will be the guest speaker at the Fresno Free College / KFCF Annual Banquet to be held on November 14th in the Grand Ballroom of the International Trade Center in downtown Fresno. Harris was born and raised in Fresno and graduated from Fresno High in 1962. It was as a student at Stanford University that he was launched into the public spotlight for refusing to be drafted into the military during the Vietnam War. As a result he was imprisoned for his act of conscience and subsequently became a symbol for American opposition to the war.

Mr. Harris is a highly acclaimed author of seven books, a contributing editor for *New York Times Magazine* and formerly a contributing editor for *Rolling Stone* magazine. His recent work explores two dark chapters of contemporary history. In *Our War: What We Did In Vietnam and What It Did to Us* he confronts the evils of the conflict and its impact on us. Looking at a current conflict in *The Last Stand*, he tells the story of the Redwood War between Wall Street and Main Street over the last of the great ancient Redwood forests of California's North Coast.

The 1997 Annual Banquet evening will begin with a no-host mixer with refreshments at 5:30 pm with dinner at 7 pm followed by the program. Tickets are \$35 per person and must be purchased in advance. For more information about the event or to make a reservation by Visa or MasterCard call Vic Bedoian at (209) 233-2221.

Media Censorship – The News That Didn't Make the News

Featuring: Dr. Peter Phillips, Sonoma State University Sociology Department

Friday – July 10th - 7:30 PM at the Bonner Auditorium, Fresno Art Museum - \$5 Donation

"Investigative journalists are writing and printing hundreds of important stories that are ignored by the major media too interested in celebrity news, infomercials, and titillation"...Peter Phillips , Project Censored

The Center for Non-violence, the Fresno Free College Foundation and KFCF - FM present a very special evening with **Dr. Peter Phillips, Director of Project Censored**, Sonoma State University's award-winning media research program. Researchers for Project Censored contend the mainstream media in the U.S. fails to report on numerous stories of major importance to the public.

Project Censored is a student/faculty media-watch program now in its 22nd year of comprehensive media analysis. Researchers come from a diversity of academic disciplines. Each year they identify the news stories about significant issues that are not widely publicized by the national mainstream media. The project is conducted by more than 125 faculty, student researchers and community experts. The research thoroughly reviews stories covered by a wide range of newspapers, magazines and the electronic media, large and small. The product of this year's work is a book entitled **Censored 1998: The News That Didn't Make the News**, in which the year's top censored or underreported news stories are analyzed. The final 25 censored stories are ranked in order of significance by a panel of national judges including prominent members of the media, authors and educators.

Some of the top censored or underreported stories of 1997 were: *Clinton Administration Aggressively Promotes U.U. Arm Sales Worldwide*, *Personal Care and Cosmetic Products May Be Carcinogenic*, *Big Business Seeks to Control and Influence U.S. Universities*, *Toxins and Environmental Pollution Contribute to Human Aggression in Society* and *Russian Plutonium Lost over Chile and Bolivia*. These and many other news stories were well researched and published, but not picked up and covered by the major media. Peter Phillips says the articles represent "...the kind of journalism Americans need from mainstream media but increasingly seldom get."

Please join us for a stimulating and thought-provoking event exploring the news we don't know and why.

Speaking Out - Thursday January 22nd 7:30 PM

KFCF's ongoing series of community events at **Spectrum Gallery** begins the new year with local science fiction writer **Howard V. Hendrix**, whose latest work **Lightpaths** has become a national best-seller, will read and discuss his exciting new book.

In a self-contained city high above Earth, four thousand permanent residents come to the startling conclusion that their orbiting complex is far from the utopia they had believed it to be.

“Taut, engaging, even occasionally reassuring, Hendrix’s novel leaves readers wishing for another portion of this space-age slice of life.” – Publisher’s Weekly

“If this thought-experiment gets readers to ponder the delicate balance between individual freedom and social responsibility, then it will have accomplished what

I hoped to achieve.” - - Howard V. Hendrix

THURSDAY MARCH 19TH AT 7:30 PM KFCF PRESENTS SPEAKING OUT! FEATURING THE BERKELEY-BASED,

VISIONARY WRITER **ERNEST CALLENBACH** – ONE OF THE FOREMOST PROGRESSIVE THINKERS OF OUR TIME. IN 1975 HIS FUTURISTIC NOVEL ***ECOTOPIA*** ABOUT AN EARTH-FRIENDLY, SUSTAINABLE SOCIETY IN NORTHERN CALIFORNIA, BECAME AN UNDERGROUND CLASSIC. IT BECAME A FIELDBOOK FOR HOW WE *COULD* LIVE. HIS MOST RECENT WORK IS ***BRING BACK THE BUFFALO! A SUSTAINABLE FUTURE FOR THE GREAT PLAINS***, IS A BLUEPRINT TO TRANSFORM AN INCREASINGLY WATER STARVED AND DEPOPULATED REGION BACK TO THE FUTURE WHERE THE BUFFALO COULD TRULY ROAM AGAIN TO THE BENEFIT OF THAT NOBLE BEAST AND PEOPLE.

IN THIS PUBLIC FORUM, ERNEST CALLENBACH WILL TURN HIS PERCEPTIVE GAZE TOWARD THE SAN JOAQUIN VALLEY TO LOOK AT THE JUNCTURE BETWEEN AGRICULTURE, HUMAN BEINGS, AND ECOLOGY THAT IS SO CRITICAL IN OUR REGION. THE STRENGTH OF HIS RESEARCH, TRAVELS AND CLEAR THINKING ABOUT REAL FUTURE POSSIBILITIES ARE SURE TO IGNITE CREATIVE DISCUSSION ABOUT THE FUTURE WE WANT IN OUR VALLEY. DON’T MISS THIS STIMULATING EVENT, A RARE CHANCE TO HEAR FROM (AND TALK TO) THIS LIVING CULTURAL TREASURE!

Frithof Capra, author of “The Tao of Physics”

“Callenbach gives us a vivid, comprehensive, positive vision of an ecologically sustainable world. Essential reading for all who care about the earth’s future.”

Fran Peavey – Social Change & Heart Politics

Thursday April 16th – 7:30 PM

Spectrum Gallery 1306 N. Wishon Avenue in the Tower District

Fran Peavey works for social change locally and internationally in Australia, India, South Africa, Vietnam, ex-Yugoslavia, and the San Francisco Bay Area. For fifteen years in India she has worked with the Sankat Mochan Foundation in their work to clean up the Ganges River. Fran invented a process called “*Strategic Questioning*” which she teaches in workshops and consulting. She leads workshops in general social change such as “*How to Develop a Project from an Idea into a Reality*”. She teaches regularly at the California Institute of Integral Studies. Her adventures and ideas are chronicled in three books: **Heart Politics**, **A Shallow Pool of Time**, and **By Life’s Grace: Musings on the Essence of Social Change**. For over ten years, Fran has also been a comedian – *The Atomic Comic* – mostly encouraging laughter at the various global crises we find ourselves in. Born at a young age in Twin Falls, Idaho, Fran loves to garden and hum. Join us for an evening of education, inspiration and serious laughter with this very special global citizen.

An Evening with Mark Arax – San Joaquin Valley

correspondent for the Los Angeles Times and author of the best-selling book *In My Father’s Name*

A very stimulating evening is in store for anyone interested in the past, present and future of Fresno and the Valley. Mark is an award-winning journalist for the LA Times and the author of one of the most important books about the political and human history of this place we call home. As a reporter he has written some of the most incisive chronicles about local events. He was the first reporter to expose the inside story of the tragic and deadly situation at Corcoran Prison that has led to statewide investigations. His empathetic writing covers the human stories with compassion and truth telling. Ever inquiring and fascinated by life in the Valley, Arax is now investigating the untold history of the J.G. Boswell Corporation and how their takeover of Tulare Lake ecosystem to create the largest farming operation in the world. Mark will provide a preview of that story as well as the behind-the-scenes background of other vital stories he’s covered. He will share his insights about the lifelong search to find out what really happened in the sensational murder of his father, his coverage of runaway growth, politics and corruption on the local scene, and share his thoughts about the craft of writing serious nonfiction about one of the most fascinating and unique places on the planet – our San Joaquin Valley. Mark Arax is a writer whose passion for seeking truth and explaining complexity drills to the very core of life in the region.

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