

Dear North State/Capital Public Radio,

This letter comes to you from the Butte County cultural, arts and entertainment community and its supporters—the venues, promoters, artists, patrons and complementary businesses responsible for creating the cultural activity in our area—on behalf of the Chico News & Review.

Culture is the backbone to a thriving community, one that adds not just entertainment, but pride, diversity, purpose, opportunity and giving youth access to character-building activities and knowledge. This activity brings economic opportunities for the entire region. It's more than museums and concert halls; it's hotels, restaurants, retail shops, gas stations, etc.

As you know, the arts and tourism industry suffered greatly during the COVID pandemic, and many venues and businesses are struggling to bring people back. We believe that media coverage of the arts plays a huge role in cultivating a robust community by providing information about these cultural assets, especially at a critical juncture such as this. We are reaching out now to voice support for a potential collaboration that builds on that idea.

We know the mission at North State Public Radio calls for enriching Northern California communities. We believe expanding arts coverage in the station's current excellent programming could play a significant role in helping reboot art and culture—and the economy—in this region.

Over the last 45 years, the CN&R has been the leader in local arts and culture coverage, with features on local and visiting artists, comprehensive calendar listings and countless music/arts/food/film reviews. The newspaper further promoted and celebrated the scene with the popular CAMMIES awards, Chico Beer Week and Keep Chico Weird Talent Show events.

We in the arts community believe that a partnership between CN&R and NSPR/Capital Public Radio—two locally focused media outlets with similar missions and a great deal of crossover in audiences—could be a very powerful tool in rebooting the local scene. The CN&R can provide the station with regular arts previews, reviews, interviews and calendar listings—local coverage that the CN&R already produces—for a fraction of what it would cost NSPR to hire its own staff. It would be a win-win-win for the station, the paper and the community.

Additionally, such a collaboration could also help with fundraising as well as potential grant-funding opportunities.

We understand how the CN&R, like so many of us, has been negatively impacted by the pandemic. In order to be able to continue to provide the coverage we all need, the News & Review needs to explore innovative solutions, much as NSPR did when joining forces with Capital Public Radio.

Adding CN&R arts coverage to the radio station's programming would help NSPR fulfill its mission and have a positive impact on the community and the local economy. The names attached to this letter of support illustrate the strength and breadth of the CN&R's connection to our local arts and culture.

With much respect,

*[See attached list of signees.]*