

Title	Radio Day By the Bay	02/10/2025
	by Rachel Lee in 2025 Cultural Arts and Arts Programming RFP	id. 49613280
	2152 Central Ave. Alameda, California 94501 United States (210) 860-1670 rachel@chrsradio.org	

Original Submission	02/10/2025
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Score	n/a
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Please be aware that I Understand all application documents and other materials submitted to the City are subject to disclosure under the California Public Records Act.

Enter the name of your public art proposal	Radio Day By the Bay
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Are you a non-profit or government agency?	Yes
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Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate.

[CHRS_IRS_501c3_-_509a1_Status.pdf](#)

If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?

Please upload Fiscal Sponsorship Agreement/MOU (only for fiscally sponsored organizations)

Please provide the name of the non-profit organization or public agency submitting this proposal:	California Historical Radio Society
Please provide the name of the primary point of contact:	Rachel Lee
Please provide the daytime phone number for the primary point of contact:	+12108601670
Please provide the E-mail for the primary point of contact:	rachel@chrsradio.org
Please provide the name of the secondary point of contact:	Steve Kushman
Please provide the daytime phone number for the secondary point of contact:	+14152032747
Please provide the E-mail for the secondary point of contact:	steve@chrsradio.com
Please provide the address for the organization or public entity submitting this proposal:	2152 Central Ave. Alameda CA 94501 US 37.766137 -122.248106
Which level of grant are you requesting?	\$10,000
Where will the proposed cultural arts or arts programming be held?	Central Alameda

If you selected
"Other," please
explain:

Organization Details

Please provide your
organization's
mission statement:

The California Historical Radio Society (CHRS) is a 501(c)(3) non-profit educational organization founded in 1974 to promote the preservation, restoration, research and publication of early radio, wireless communication, and broadcasting history.

Please provide a
brief organization
history:

The California Historical Radio Society (CHRS) was founded in 1974 with a mission to preserve and celebrate the history of radio and electronic communication. Initially, CHRS was a small community of radio enthusiasts and collectors who gathered in parking lots for swap meets, exchanging parts, radios, and knowledge. Over time, the organization expanded its scope beyond collecting to include education, restoration, and public outreach.

In the early years, CHRS operated without a permanent home, relying on volunteers and borrowed spaces for events and exhibits. That changed in 2004 when the organization secured a location at KRE Radio in Berkeley, allowing for the development of a museum and library. This era saw CHRS grow in prominence, offering hands-on restoration projects, historical exhibits, and educational programming.

By 2014, CHRS had outgrown its Berkeley space and faced the challenge of relocating. Through dedicated fundraising and community support, CHRS purchased and restored a historic building in Alameda. This move provided a permanent headquarters, museum space, and a facility for preservation, education, and events.

Today, CHRS stands as a leading institution for the study and appreciation of radio and electronic communication history. Its offerings include a state-of-the-art museum, a vast library and archive, vintage radio restoration workshops, youth education programs, and public events such as swap meets, speaker series, Radio Day by the Bay, and hands-on exhibits. The Society continues to evolve, embracing new technologies while preserving the past, ensuring that future generations can appreciate the rich cultural history of electronic communication.

Please provide a list or summary of artistic programs, activities, and recent key accomplishments from the last five years:

Artistic Programs, Activities, and Key Accomplishments of CHRS (Last 5 Years)

Artistic & Cultural Programs

CHRS has consistently highlighted the cultural and artistic significance of radio and electronic communication through various programs:

- Live Radio Dramas & Re-creations – Bringing the golden age of radio to life with live performances of classic radio dramas, complete with period-accurate sound effects and voice acting.
- ‘War of the Worlds’ Listening Event – A community gathering where attendees experience Orson Welles’ legendary 1938 broadcast through an authentic vintage console radio, reinforcing the storytelling power of early broadcast media.
- Bay Area Radio Hall of Fame (BARHOF) Inductions – Honoring pioneers and innovators in Bay Area radio, celebrating their contributions to entertainment, news, and music.
- Museum Exhibits on Radio & the Arts – Showcasing how radio revolutionized music, theater, and storytelling through themed exhibits, including spotlights on radio drama, jazz & rock radio, and early experimental broadcasts.

Educational & Community Engagement Activities

- Media & Radio Workshops – Teaching people the fundamentals of radio storytelling, scriptwriting, and broadcasting, fostering an appreciation for spoken-word art.
- Restoration Workshops – Hands-on programs that teach the craftsmanship behind vintage radio restoration, blending technology and artistry.
- Speaker Series & Lecture Events – Bringing in historians, broadcasters, and artists to discuss radio’s influence on culture, music, and society.

Key Accomplishments (2019-2024)

1. Expansion of the CHRS Museum in Alameda – Strengthened the museum’s role as a cultural center with expanded exhibits and interactive displays.
2. Launch of the Bay Area Radio Online Archive – Digitizing historic radio scripts, recordings, and memorabilia to make these cultural artifacts accessible worldwide.
3. Growth of the Bay Area Radio Hall of Fame – Increasing recognition and participation, with new inductees spanning music programming, and public broadcasting to engineering and everything in-between.
4. Successful Fundraising Campaigns – Raising significant funds to preserve and restore radio history, including the transformation of CHRS’s great room into a state-of-the-art museum space and the removal of the building’s façade and restoration to its original 1900s front.
5. Partnerships with Local Theaters & Arts Organizations – Providing vintage radio props and collaborating on productions that highlight radio’s role in storytelling.
6. Enhanced Community Outreach – Hosting public events that attract artists, musicians, and historians to celebrate the legacy of radio as an artistic and cultural force.

Through these initiatives, CHRS continues to elevate the artistic and cultural impact of radio, ensuring its rich legacy remains relevant for future generations.

Please provide a

Communities Served by CHRS

description of the communities your organization is rooted in, engages and/or serves:

The California Historical Radio Society (CHRS) is deeply rooted in a widely diverse network of communities that share a passion for the history, technology, artistry, and cultural impact of radio and electronic communication.

Local & Regional Community Engagement

CHRS is based in Alameda, California, and serves the greater San Francisco Bay Area, a region with a rich broadcasting history. Through its museum, events, and educational programs, CHRS connects with local residents, historians, and technology enthusiasts. The Society also collaborates with schools, libraries, and cultural institutions to engage the broader public in the legacy of radio.

Artists, Performers & Storytellers

Recognizing radio as an art form, CHRS engages actors, musicians, writers, and performers who bring historic and modern broadcasts to life. Live re-creations of classic radio shows, film screenings, performances, and educational programs explore the intersection of radio, music, and storytelling.

Educators & Students

CHRS offers youth education programs, field trips, and hands-on workshops to introduce students to radio technology, history, and storytelling. By partnering with teachers and community organizations, CHRS helps young people explore media literacy, communication, and technical skills in a creative and interactive way.

Broadcasting & Media Professionals

CHRS is a key organization for radio professionals, past and present. The Bay Area Radio Hall of Fame (BARHOF) honors broadcasters, DJs, and engineers who have shaped the region's media landscape. Many inductees, as well as current radio professionals, participate in CHRS events, providing mentorship and sharing their expertise with the next generation.

Collectors & Restoration Enthusiasts

The Society has strong ties to vintage radio collectors, restorers, and electronics hobbyists. Through swap meets, repair workshops, and hands-on restoration projects, CHRS fosters a community dedicated to preserving this historic and artistic technology and craftsmanship.

Technology & Innovation Community

As a hub for those interested in vintage electronics, CHRS also attracts engineers, inventors, and historians fascinated by the evolution of communication technology. The museum and library provide resources for those researching early broadcasting, telecommunication, and media innovation.

Through these diverse communities, CHRS preserves and shares the legacy of radio, ensuring its technological and cultural significance remains alive for future generations.

Which artistic discipline(s) best fits your Organization:

Multi-disciplinary

If you selected "Other," please explain:

Project Details

When will the project be developed/presented? Please indicate if there are public performance dates already known.

Radio Day by the Bay- Live! In Alameda, 2025 will be developed and presented July 19, 2025, with a public special event scheduled on that date. This is CHRS's signature annual event, featuring live radio performances, musical performances, historical exhibits, radio stations, the BARHOF class of 2025 announcement, and community engagement activities.

If you have venue information secured, where will the work be presented? Please also describe any permits or approvals you may have secured for your location:

Radio Day by the Bay will be at 2152 Central Ave., Alameda, CA 94501. We will secure the proper permits for this low impact event in accordance with the City of Alameda requirements.

Is there an online/virtual component to the project:

Yes

Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:

Project Summary: Radio Day by the Bay 2025

Concept & Artistic Vision

Radio Day by the Bay 2025 is CHRS's flagship annual event, celebrating the artistic and cultural legacy of radio through live performances, historical exhibits, and community engagement. Set against the backdrop of our historic Alameda museum, this year's event will highlight radio's influence as a storytelling art form, featuring live re-creations of classic radio dramas, musical performances, and interactive experiences that bring radio to life from the golden age of radio to now.

Our artistic vision is to immerse audiences in the world of electronic communication, showcasing how radio shaped entertainment, journalism, and cultural identity. By blending performance, technology, and history, we aim to spark curiosity and appreciation for radio as an evolving medium of artistic expression and arguably the most important cultural development in history that is still relevant today (your cell phone is a radio).

Goals & Impact

- Honor Radio's Cultural Significance – Through live performances and exhibits, we will explore how radio revolutionized storytelling, music, and public discourse.
- Engage Diverse Audiences – The event will attract history enthusiasts, media professionals, educators, artists, and families, offering hands-on learning opportunities and performances that appeal to all ages.
- Preserve & Innovate – While celebrating vintage radio, we will also highlight its modern relevance, demonstrating how the principles of early broadcasting continue to shape today's digital media landscape.

Why Now?

Radio Day by the Bay 2025 comes at a pivotal time for CHRS as we continue to expand our museum and educational outreach. This event will serve as a platform to showcase recent museum developments, celebrate Bay Area radio legends, and inspire new generations to explore the art and technology of broadcasting. Additionally, with growing interest in audio storytelling—through podcasts, audiobooks, and live performances—this event highlights how radio's artistic and cultural legacy remains relevant today.

By hosting Radio Day by the Bay 2025 on July 19, we reaffirm CHRS's role as a steward of radio history while creating an engaging and dynamic experience that connects past and present.

Please describe the planning process, marketing and/or outreach for this project or recent projects you have completed:

Planning Process, Marketing, and Outreach for Radio Day by the Bay 2025

Planning Process

The planning for Radio Day by the Bay 2025 is a year-long effort involving CHRS leadership, volunteers, and community partners. The process includes:

1. Event Development & Logistics

- o Securing performers, guest speakers, and live radio drama participants.
- o Organizing exhibits, interactive displays, and auction items.
- o Coordinating venue setup, equipment, security, and accessibility considerations.
- o Recruiting and training volunteers for event day operations.

2. Programming & Artistic Direction

- o Selecting a theme that highlights radio's artistic and cultural legacy.
- o Curating performances, live broadcasts, and panel discussions.
- o Engaging artists, musicians, and broadcasters to create an immersive experience.

3. Fundraising & Sponsorships

- o Engaging donors, local businesses, and media organizations for sponsorships.

4. Community & Partner Engagement

- o Strengthening relationships with museums, historical societies, and radio stations.
- o Inviting Bay Area Radio Hall of Fame inductees, industry professionals, and historians.

Marketing & Outreach

Our outreach strategy ensures broad community engagement through multiple channels:

1. Digital & Social Media Campaigns

- o Regular updates via CHRS's website, email newsletters, and social media (Facebook, Instagram, YouTube, Bluesky, and LinkedIn).
- o Behind-the-scenes content, countdowns, and spotlights on featured guests.
- o Video teasers of past events and interviews with participants.

2. Traditional Media & Public Relations

- o Press releases to local newspapers, radio stations, and TV outlets.
- o Partnerships with Bay Area radio stations for on-air promotions.
- o Listings in local arts and event calendars.

3. Community Outreach & Direct Engagement

- o Collaboration with schools, libraries, and historical organizations.
- o Invitations to local officials and cultural leaders.
- o Printed flyers and posters distributed at partner locations.

4. Word-of-Mouth & Membership Engagement

- o Leveraging CHRS members and volunteers to spread the word.
- o Encouraging past attendees to bring new guests.

By combining historical storytelling, artistic performances, and immersive experiences, Radio Day by the Bay 2025 will inspire audiences and strengthen CHRS's impact on the community.

Who are the main artistic collaborators or project partners (artists, organizations, technicians,

Main Artistic Collaborators & Project Partners – Radio Day by the Bay 2025

1. Bay Area Radio Hall of Fame (BARHOF) Inductees & Radio Personalities

- Contribution: BARHOF members, including legendary broadcasters, DJs,

administrators)? How will they contribute to the project? Provide brief biographical information, as appropriate.

and radio producers, will participate as emcees, in live panel discussions, storytelling sessions, and performance segments, sharing insights into the artistry of radio.

- Notable Participants: Past inductees such as Ben Fong-Torres (music journalism- editor of Rolling Stone Magazine & radio personality), Renel Brooks Moon (radio personality & announcer for the San Francisco Giants) and Terry McGovern (radio personality & voice actor) have engaged in CHRS events.

2. Voice Actors & Performers

- Contribution: A cast of experienced voice actors and artists will bring classic radio dramas to life through live performances, showcasing the artistry of early radio theater.
- Notable Participants: Past performances have featured voice talent from the Bay Area's theater and film communities as well as radio personalities.

3. Musicians & Sound Artists

- Contribution: Live musical acts will perform including period-appropriate jazz/swing, and other genres.
- Possible Collaborators: Royal Society Jazz Orchestra and other musicians TBD.

4. Media & Broadcasting Partners

- Local Radio Stations (Star 101.3, KQED, KEXP, KPFA, KMEL, KJTZ and KKUP) – Providing promotional support, interviews, and possibly live simulcasts of event performances.
- Streaming & Podcast Collaborations – Expanding reach through online streaming of select event segments.

5. Technicians & Audio Engineers

- Contribution: Experienced audio engineers and radio technicians from CHRS will manage live sound production, ensuring an authentic experience for performances and broadcasts.
- Key Figures: Dan Healy, a longtime CHRS member and sound engineer for the Grateful Dead, has provided technical expertise for past events and museum projects.

6. Historical & Cultural Organizations

- Collaboration with Local Museums: Partnering with institutions such as the Pacific Pinball Museum and other museums for shared resources and materials.

7. CHRS Administration & Volunteers

- Leadership Team: CHRS Board Members and key administrators will oversee event coordination, fundraising, and outreach.
- Volunteers: Essential to staging the event, managing logistics, and engaging visitors.

These partnerships bring together a diverse group of artists, technicians, and historians, ensuring Radio Day by the Bay 2025 is a vibrant, immersive celebration of radio's artistic and cultural legacy.

Is there an intended audience for this project? If yes, how will you engage them?	<p>Intended Audience & Engagement Strategy – Radio Day by the Bay 2025</p> <p>Intended Audience: Radio Day by the Bay 2025 is designed for a broad audience, including:</p> <ul style="list-style-type: none"> • Families & General Public – Offering interactive experiences that make radio history engaging for all ages. • Radio Enthusiasts & Historians – Individuals passionate about vintage broadcasting, radio technology, and historical preservation. • Artists, Performers & Musicians – Those interested in voice acting, live storytelling, and the cultural impact of electronic communication. • Educators & Students – Engaging schools, libraries, and youth programs to promote media literacy and the evolution of communication. • Media & Broadcasting Professionals – Connecting with industry veterans, podcasters, and journalists who continue the legacy of radio storytelling. <p>Engagement Strategies:</p> <ul style="list-style-type: none"> • Live Performances & Hands-On Activities – Offering immersive experiences such as classic radio re-creations, live demonstrations, and guided museum tours. • Social Media & Digital Outreach – Promoting event highlights, behind-the-scenes content, and live-streamed segments via CHRS’s website and platforms like Facebook, YouTube, and Instagram. • Community Partnerships & Outreach – Engaging local schools, arts organizations, and historical societies to broaden participation. • On-Air & Press Promotions – Leveraging local radio stations, podcasts, and news outlets to reach traditional and modern radio audiences. <p>By blending history, performance, and interactive storytelling, Radio Day by the Bay 2025 will attract and engage a diverse audience, ensuring a memorable and educational experience.</p>
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You may provide up to 3 work samples totaling 5 minutes of material to review. Work samples can be provided by using online links (video or audio), or uploading JPGs (images), and PDFs (documents).

[Video_Clips.docx](#)

[IMG_9012.jpeg](#)

[IMG_9014.jpeg](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.	<p>This year's Radio Day will follow a similar layout to last years. We will have vendor booths and many people onsite participating in the event (shown in the 2 images). The video clips are provided so you can get an idea of what the event is. The first is a nicely packaged 1 minute piece done by ABC 7. The second is last year's event which is a 5 hour video. Please click on it and then use your slider to scroll through the video to get an idea of the event quickly without having to watch the content presented as is.</p>
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Budget and Financial Details

Please upload your own project budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program:

[Budget.docx](#)

If you do not have a Budget Template budget template, you can download the example template below.

Please also provide an organizational chart showing personnel (2 page maximum).

[Org_Chart.pdf](#)

Demographic Survey (Optional)

THIS DEMOGRAPHIC SURVEY IS OPTIONAL AND NOT REQUIRED We are requesting applicants provide us with demographic information about collaborating artists, organizational staff, and Board because we believe it is a critical step in understanding who in the Alameda community we are reaching and strategizing on how we can advance equity in funding the arts. The data collected in this survey will be used by funders to help understand who they are reaching. It will not be used to determine eligibility, and no applicant will be excluded from consideration based on their responses. The aggregated data will be studied by foundation staff to:

- Understand who is in the broader arts community
- Understand who our grants serve
- Uncover bias and access barriers in our programs and processes
- Respond to gaps in outreach and support
- Ultimately, this information will help us as we seek to ensure that City resources are allocated more equitably in the future.

Definitions:

- People of Color (POC)/global majorities):** This includes African descent/African diaspora, First Nations, American Indian, Indigenous, Native Hawaiian and Pacific Islander, Asian, Southwest Asian, Latinx, North African, Arab, Middle Eastern, Muslim, and multi-ethnic people of color.
- Transgender, Non-binary, Gender Nonconforming, Two Spirit:** This includes people whose gender identity and expression is different from the sex they were assigned at birth, people who do not identify exclusively as a man or a woman, people whose gender expression does not fit neatly into a category, and/or people who Identify as having both a masculine and feminine spirit.
- Lesbian, Gay, Bisexual, Queer:** This includes people who are emotionally, sexually, and/or romantically attracted to members of the same gender, more than one gender, and/or people who identify as among a spectrum of Identities and orientations that are expansively defined.
- Women:** A person who, regardless of their sex assigned at birth, identifies as a woman.
- People with disabilities:** According to Sins Invalid, includes: “people with physical impairments, people who belong to a sensory minority, people with emotional disabilities, people with cognitive challenges, and those with chronic/severe illness. We understand the experience of disability to occur within any and all walks of life, with deeply felt connections to all communities impacted by the medicalization of their bodies, including trans, gender variant, and intersex people, and others whose bodies do not conform to our culture(s)’ notions of ‘normal’ or ‘functional.’”
- Board of Directors:** Any governing or advisory body that provides ongoing guidance for your work can be included in the "Board of Directors" category.
- Leadership Team:** Any organizational members with substantial decision-making power in your organization can be included in the ‘Leadership Team’ category.

The following budget outlines the allocation of grant funds and other resources to various program components, ensuring that every aspect of the event is adequately funded for success. The budget is divided into key areas: program execution, marketing and outreach, venue and equipment, personnel, and contingency planning. Additionally, it identifies potential other funding sources to supplement the grant.

This budget is based on last year's expenses of about \$18,000. This has been adjusted for inflation to represent a \$20,000 budget plus contingency planning.

Budget Overview:

The proposed program budget is structured to ensure that all components of Radio Day by the Bay are effectively funded, prioritizing high-impact areas while also ensuring operational efficiency. The budget categories include:

- 1) Program Execution:** Costs associated with direct program delivery, including exhibits and live demonstrations. [Grant Funding would be applied here]
- 2) Marketing and Outreach:** Expenses related to promoting the event to a broad audience through various channels.
- 3) Venue and Equipment:** Costs for the venue and any necessary equipment for the day of the event.
- 4) Personnel:** Salaries or stipends for staff and volunteers who will manage and run the event. [Grant Funding would also be applied here]
- 5) Contingency Planning:** A reserve fund for unforeseen expenses or emergencies.

Proposed Program Expenses Table

Category	Description	Amount (\$)
Program Execution	Materials for workshops and exhibit setup	4,000
Marketing and Outreach	Advertising, promotional materials, social media campaigns	4,000
Venue and Equipment	Venue rental, audio/visual equipment, signage, other equipment/supplies	7,000
Personnel	Staff stipends, volunteer support, coordination fees	5,000
Contingency Planning	Reserve fund for unforeseen expenses	2,000
Total	Total budget required	22,000

Narrative on Budget Allocation

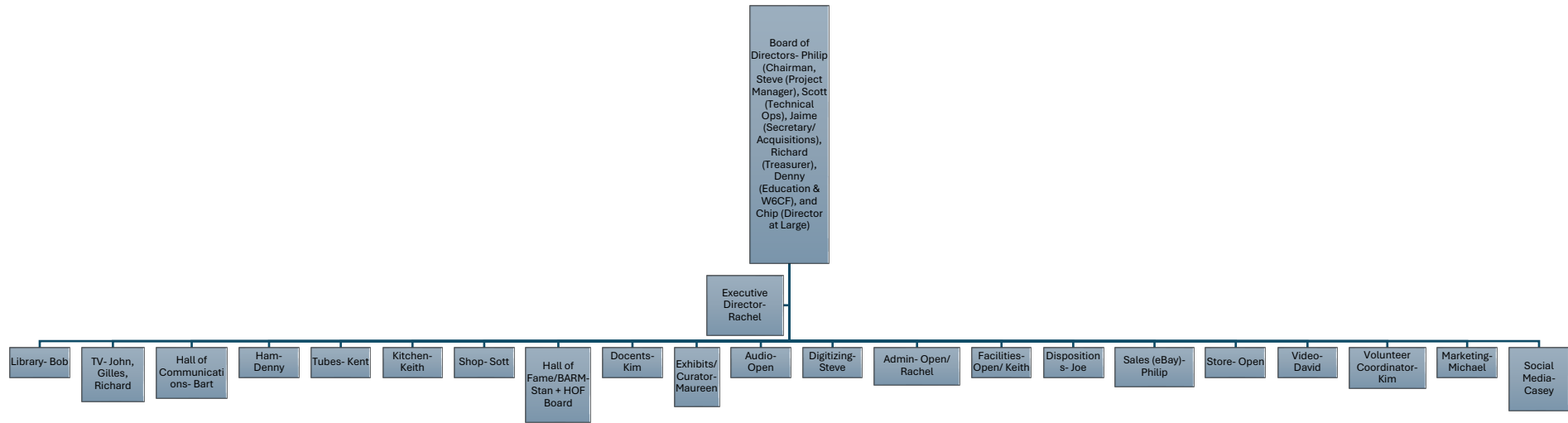
- **Program Execution (\$4,000):** This allocation supports the core activities of Radio Day by the Bay, including interactive workshops, expert-led talks, and the setup of historical exhibits. Funds will cover materials, speaker honorariums, and exhibit installations. [Grant Funding would be applied here]
- **Marketing and Outreach (\$4,000):** Dedicated to creating awareness and driving attendance, this budget covers costs associated with digital and traditional marketing efforts, including online advertising, printing of flyers and posters, and engagement of local media. [Grant Funding would be applied here]
- **Venue and Equipment (\$7,000):** Covers venue rental for the event that can accommodate the expected turnout and the technical requirements for exhibits and presentations. This includes rental fees for tent, tables, chairs, etc., signage, and the procurement of audio/visual equipment.
- **Personnel: (\$5,000):** Compensates the staff who will ensure the event runs smoothly. This includes planning, coordination, and day-of-event management. [Grant Funding would also be applied here]
- **Contingency Planning: (\$2,000):** A 10% reserve to address any unexpected costs, ensuring the program's resilience against unforeseen challenges.

Leveraging Other Funding Sources

To supplement grant funds, the California Historical Radio Society will leverage other funding sources, including:

- **Sponsorships:** Seeking partnerships with local businesses and industry stakeholders for financial support or in-kind contributions.
- **Donations:** Encouraging donations from attendees and supporters through targeted fundraising campaigns leading up to the event.
- **Merchandise Sales:** Selling themed merchandise, such as vintage radios, books, and apparel, to generate additional income.

These additional funding sources will not only help in covering the total program costs but also in enhancing the event's offerings and reach. A strategic mix of grant funds, sponsorships, sales, and donations will ensure the program's financial sustainability and success.



Internal Revenue Service

Date: August 26, 2005

CALIFORNIA HISTORICAL RADIO SOCIETY
PO BOX 31659
SAN FRANCISCO CA 94131

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:

Dottie Downing 31-08029
Customer Service Specialist

Toll Free Telephone Number:
8:30 a.m. to 5:30 p.m. ET
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:
23-7451417

Dear Sir or Madam:

This is in response to your request of June 21, 2005, regarding your organization's tax-exempt status. We have updated our records accordingly.

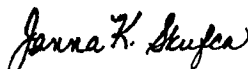
In July 1975 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services



