

# WAGNER-PEYSER ACT

# CAMPESINO DE CALIFORNIA OUTREACH GRANT-

# RADIO MEDIA PROGRAM PY 2023-24

## AWARD LIST AND PROJECT SUMMARIES

On January 18, 2024, the Employment Development Department awarded $100,000 of Wagner-Peyser Act 10 percent Discretionary Funds to one organization under the Campesino de California Outreach Grant - Radio Media Program for Program Year (PY) 2023-24. The awardee project list and project summaries are listed below. Funding decisions are final.

## Project List

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

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| Project Summaries |

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| **APPLICANT** | **La Cooperativa Campesina de California** 1107 9th Street, Suite 420Sacramento, CA. 95814 |
| **CONTACT** | Marco C. Lizarraga, Executive Director 1-916-705-4909mlizarraga@lacooperativa.org  |
| **AWARD** | $100,000 |
| **INDUSTRY FOCUS** | Agriculture |
| **TARGETED PARTICIPANTS** | Migrant and Seasonal Farmworkers (MSFW) |
| **KEY PARTNERS** | Radio Bilingüe, Inc., 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 grantee of the project must develop and deliver 16 semi-monthly, 30-minute hosted radio talk shows and record in video format for the MSFW population in Spanish during PY 2023-24. 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. |