



WHITE ASH BROADCASTING, INC

ANNUAL REPORT 2025



Central to the Valley...Central to You.

89.3 FRESNO / 89.1 BAKERSFIELD / KVPR.ORG





“Expanding your world through voices and sounds that inform and inspire.”

- KVPR mission statement

The image shows the KVPR building, a modern multi-story structure with large windows. A prominent feature is a tall antenna tower on the left side, which is wrapped in blue corrugated metal. The tower has a sign that reads 'npr' in white lowercase letters on a red background. The sky is overcast and grey.

kvpr

KVPR combines the strength and scale of the NPR Network with local reach and reporting. KVPR integrates local coverage and national shows on broadcast and digital platforms. And many of those local reports air statewide, or nationally on NPR stations coast-to-coast.



MORE THAN RADIO



BROADCAST



DIGITAL



**LIVE
STREAMING**



**PODCASTS /
ON-DEMAND**



KVPR APP



**EMAIL
NEWSLETTER**



**KVPR
MAGAZINE**



**COMMUNITY
EVENTS**



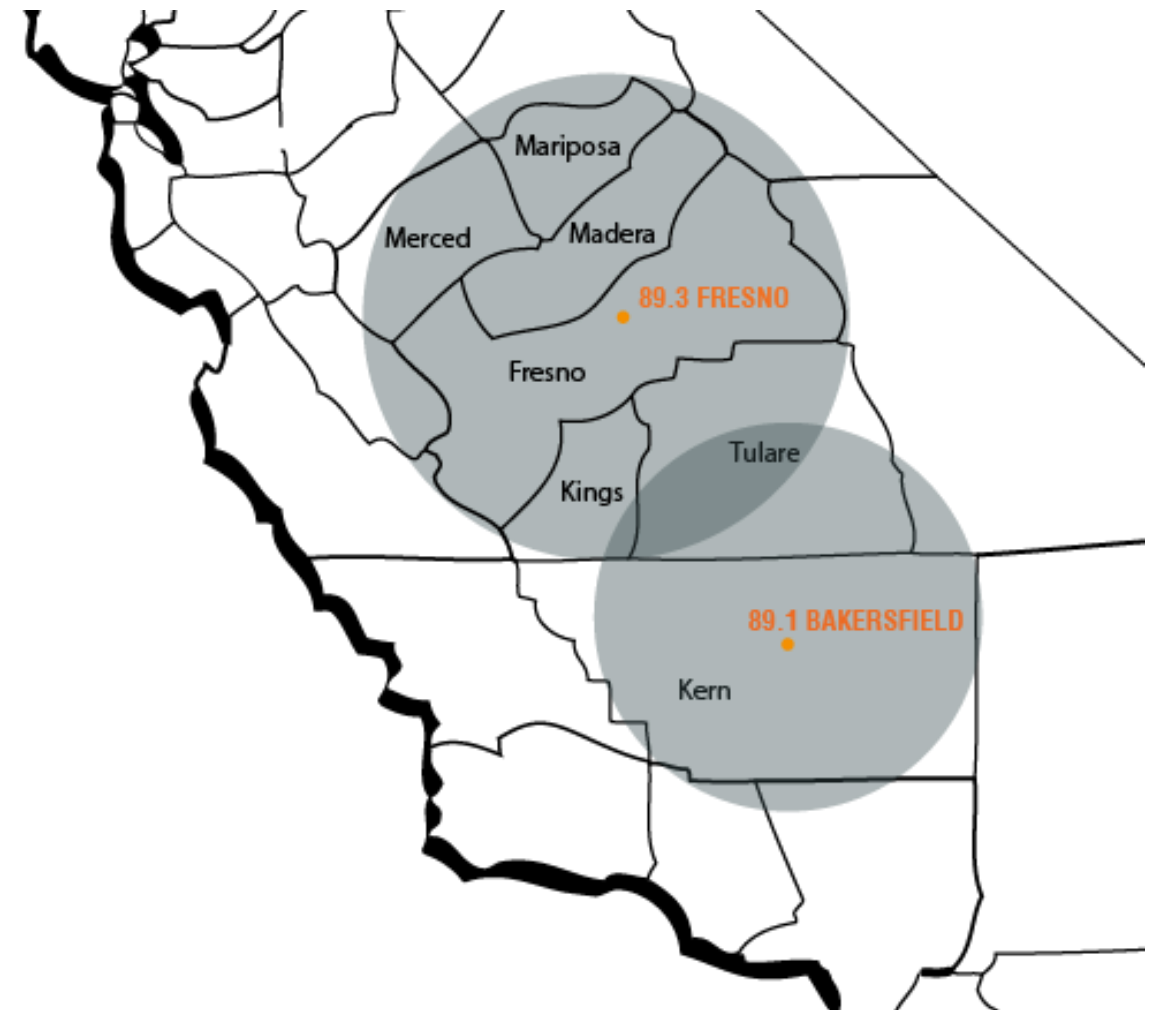
BROADCAST REACH

FRESNO 89.3 FM

Fresno
Clovis
Merced
Visalia/Tulare
Madera
Hanford

BAKERSFIELD 89.1 FM

Bakersfield
Delano
Tehachapi
Shafter
Wasco



AWARD-WINNING PROGRAMS *CREATE AUDIENCE* ENGAGEMENT





KVPR is *Central to the Valley*. That's more than just a tagline. It's a throughline that connects broadcast and digital content, in-depth reporting and timely updates, essential conversations and insightful analysis, all centered on the interests and needs of Central Valley residents, from Bakersfield to Merced.



PUBLIC MEDIA DEFUNDED

2025 was an unprecedented year for public media and KVPR. It began in January with calls for investigations into NPR and PBS by the head of the Federal Communications Commission. In March, a House DOGE Subcommittee held a hearing calling public media “anti-American.” It continued in May with an Executive Order against NPR and PBS.

In June, a rescission memo asked Congress to “claw back” already approved funding for America’s local public radio and television stations, and in July, Congress approved that request. This action ended over 50 years of bipartisan support for public media funding, and led to the shutdown of the Corporation for Public Broadcasting. As a result, KVPR lost around \$175,000 a year in the form of a grant from the Corporation for Public Broadcasting, or about 7% of KVPR’s total revenue, plus a one-time FEMA capital project grant.

But despite the attacks from Washington, closer to home, **something incredible emerged.** People across the Valley started stepping up to support KVPR in a dramatic and historic way. In 2025, over 1,000 net new members stepped up to support KVPR, an increase of 29%. **This is the largest surge in new members in KVPR’s 48-year history.** It’s a strong statement on the value of public radio, and in the importance of KVPR’s role in keeping the Central Valley informed and inspired.



“This is a critical moment in our nation's history to support unbiased and comprehensive coverage of local, national, and international news. KVPR delivers critical, factual information, and deserves our support.”

- Jeannine in Coarsegold



KVPR FINANCIAL PERFORMANCE

For the fiscal year ending September 30, 2025

Total Revenues: \$3,112,915

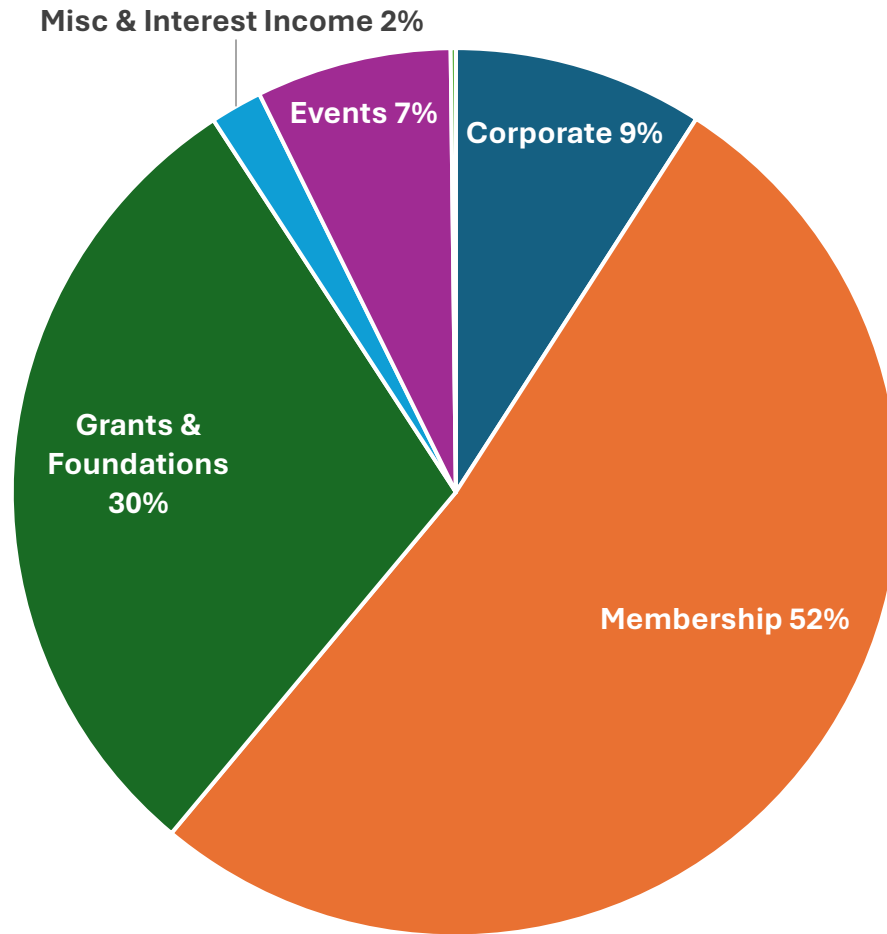
Total Expenses: \$2,363,089

Note: The 2025 fiscal year included funding from the Corporation for Public Broadcasting received in November 2024 and in March 2025. Congress voted to rescind future CPB funding in July 2025. Late July, August and September 2025 resulted in additional local fundraising in response to the rescission of federal funding, which largely accounts for the additional revenue recorded in the 2025 fiscal year. The loss of federal funding will be reflected in the 2026 fiscal year financial statements.

For complete details, please see [our Audited Financial Statement](#)



KVPR FUNDING SOURCES 2025





KVPR FUNDING SOURCES 2025

FOUNDATION SUPPORTERS:

California Endowment
Central Valley Community Foundation
Central Valley Journalism Collaborative
E. Nakamichi Foundation
James B. McClatchy Foundation
James Irvine Foundation
Waverley Street Foundation

BUSINESS SPONSORS:

A. Mustajeeb Haseeb, M.D. - C Care
Action Sports Bakersfield
Bakersfield Family Medical Center
Bakersfield Master Chorale
Bakersfield Winds
Barbich Hooper King Dill Hoffman Accountancy Corporation
Bennett Law Office
Black Wellness & Prosperity Center
Body 20 - Fig Garden Village, Fresno
California Privacy Protection Agency
California Tobacco Prevention
Central Valley Vein and Wound Center
Paul C. Chen Accountancy Corporation
C & D Wholesalers
Cogir Senior Living
Colibri Ecological Consulting
Community Health System
Dignity Health
Downtown Artist Gallery

Dr. Cicely Roberts
Dukes Concert Series
Dumont Printing
Educational Employees Credit Union
Emporium Presents
FFB Bank
Fresno City College
Fresno Community Concert Band
Fresno Home Shows
Fresno Master Chorale
Fresno Mazda & Fresno Mitsubishi / Prieto Automotive Group
Fresno Philharmonic
Fresno State, College of Arts & Humanities
Fresno State, Osher Lifelong Learning Institute
Fresno State, Masters of Public Administration program
Gallo Center For the Arts
Gracebound Ministries
Graystone Promotions
Hanson Bridgett LLP
Hearts on Fire
Hedrick's Chevrolet
Hinds LifeCare
Inspire Medical Group
Kaiser Permanente
Kearney Park Renaissance Fair/Two Fayre Ladies
Kern County College Of Law
Kern Tulare Nurse Practitioners
Kings River Land Trust
Kings Symphony Orchestra

Lerandean and Lerandean LLP
MGF Designer
Modesto Convention & Visitors Bureau
Dr. Adam Brant, Dr. Ali Najafi, & Dr. Samia Ghaffar,
Neurosurgical Associates
Pacific Gas & Electric
Paso Robles Wine Country Alliance
Paz Dermatology
Petunia's Place
Price Paige & Company
San Joaquin Valley Housing Collaborative
San Joaquin Valley Town Hall
Sequoia Riverlands Trust
Sequoia Symphony Orchestra
Sierra Art Trails
Soli Deo Gloria
Stinson's
Tower Theatre
United Japanese Christian Church
United Security Bank
Valley Children's Healthcare
Van Beurden Insurance Services, Inc.
Visit Modesto
West Fresno Family Resource Center
Whelan Financial
Whitie's Pets
World Records, Bakersfield
Youth Orchestras Of Fresno



*“Public radio ensures that **EVERYONE** gets access to the information they need to stay informed and up to date on important things going on in the world.”*

- Michael in Fresno

LOCAL COVERAGE

KVPR's local coverage in 2025 included:

- Central Valley Daily – broadcast & podcast interviews
- Newscasts (daily audio news briefs)
- Feature reports (in-depth audio & digital reports)
- Video newscasts (on social media)
- KVPR News Update (email newsletter)
- KVPR Magazine (print version of select feature reports)
- NPR One newscasts & features (algorithm delivered stream)
- Special coverage (debates, broadcast specials)





2025 STORIES - IMPACT



Immigration:

KVPR was among the first outlets to report on the Border Patrol raids that took place in the final days of the Biden administration, targeting farmworkers in Kern County. “Operation Return to Sender” left farm fields empty, businesses without customers, and thousands of immigrants – both those here legally and those without legal authorization – living in fear. The raids were the brainchild of a then obscure official in charge of the Border Patrol’s El Centro division, Gregory Bovino. They served as something of a dress rehearsal for the events that would play out over the next 12 months in cities from Los Angeles to Minneapolis.

<https://www.kvpr.org/community/2025-01-09/border-patrol-agents-make-arrests-in-californias-central-valley-as-trumps-mass-deportations-loom>

<https://www.kvpr.org/community/2025-01-16/in-wake-of-border-patrol-raids-in-californias-central-valley-a-clearer-picture-emerges>



2025 STORIES - IMPACT

Madera Community Hospital:

KVPR has been a leader documenting the crisis that unfolded in Madera County with the closure of Madera Community Hospital in 2023. KVPR's coverage was cited publicly by the New York Times and the Los Angeles Times, and KVPR's reports aired statewide and nationally on NPR. The network's flagship talk show 1A came to the Central Valley to host a forum and broadcast on the issue of rural hospital closures. KVPR has followed this story from the earliest signs of trouble at the hospital and is pleased to report that MCH finally reopened in 2025 thanks to a state loan fund, but now Medi-Cal cuts threaten it once again.

<https://www.kvpr.org/health/2025-01-15/what-we-know-about-how-soon-madera-community-hospital-could-reopen>

<https://www.kvpr.org/community/2025-06-20/madera-hospital-celebrates-reopening-but-cuts-to-medicaid-could-threaten-future>





2025 STORIES - IMPACT

A dangerous intersection:

Fresno's "infamous" intersection of Friant Road and Shepard Avenue has its own YouTube channel capturing frequent crashes that have left several people dead in recent years. KVPR's in-depth coverage of this story led to one of the most viewed stories and social media posts of the year. It also helped spur Fresno officials to action. In early 2026, KVPR was the first to report that the busy intersection was set to receive millions worth of new safety improvements.

<https://www.kvpr.org/community/2025-09-26/people-keep-crashing-and-dying-at-this-fresno-intersection-its-all-caught-on-camera>

<https://www.kvpr.org/community/2026-03-16/roadway-improvements-begin-at-notorious-friant-roulette-intersection>



2025 STORIES - IMPACT



Health care:

Home to two of the few “swing districts” in Congress, the Central Valley plays a big part in determining the fate of legislation in Washington. That’s never been more apparent than in the lead up to HR-1, also known as the Big Beautiful Bill. Reductions in Medicaid funding will result in major cuts to programs like Medi-Cal. In California’s 22nd Congressional District, 64 percent of residents are on Medi-Cal or Medicare. KVPR’s coverage focused on the real-life impacts to local residents and hospitals.

<https://www.kvpr.org/government-politics/2025-05-23/i-feel-betrayed-dozens-protest-after-rep-valadao-votes-to-cut-medicaid>

<https://www.kvpr.org/government-politics/2025-05-16/medicaid-recipients-in-key-california-gop-district-express-concerns>

<https://www.kvpr.org/health/2025-07-11/what-the-big-beautiful-bill-could-mean-for-some-hospitals-in-the-san-joaquin-valley>



“By not beholdng to any corporate or government entity, we get more truth, in more depth, on more issues. [The] only radio station I can always trust.”

-Scott in Clovis

2025: BY THE NUMBERS

KVPR's digital and membership growth tells a story of the Central Valley rallying behind public radio.

KVPR Broadcast Audience (Fall 2025)		
Weekly listeners	58,200	▼ ↓ 14% YOY*
Average Quarter Hour Audience (24/7)	2,000	▼ ↓ 9% YOY*

KVPR.org		
Pageviews	1,012,000	▲ ↑ 20% YOY
Users	563,000	▲ ↑ 2% YOY

KVPR Live Stream		
Listeners	183,000	Flat YOY
Average Daily Sessions	2,900	▲ ↑ 3% YOY

KVPR App Users		
Active Users	3,500	▲ ↑ 11% YOY
Sessions	250,000	▲ ↑ 14% YOY

KVPR Members		
Total Members	4,529	▲ ↑ 29% YOY
New Members	1,021	▲ Largest surge ever

KVPR On-Demand Audio / Podcasts		
Users	127,000	▲ ↑ 19% YOY
Downloads	364,000	▲ ↑ 42% YOY

* Fall 2024 was a Presidential Election Year, which typically results in elevated listening on broadcast platforms vs. non-election years.

Social Media		
Facebook Views	1.3 million	
Facebook Content Interactions	17,700	▲ ↑ 611.5% YOY
Facebook New Followers	804	▲ ↑ 306.1% YOY
Instagram Views	807,600	
Instagram Content Interactions	60,200	▲ ↑ 100% YOY
TikTok Video Views	120,000	New in 2025



2025 at KVPR

2025 saw KVPR advance its work in a number of areas, both internally and public-facing:



KVPR joins TikTok, vertical video era

KVPR launched its TikTok channel and a foray into the burgeoning field of vertical video in 2025, on platforms including Instagram, Facebook and YouTube. From explainer videos based on in-depth radio stories, to a popular series of weekly news wraps, this new effort is a way the station aims to build overall audience awareness and reach new groups.

New intern program

In early 2025, KVPR relaunched its internship program for the first time since the pandemic, collaborating with Fresno State's Department of Media, Communications and Journalism. Thanks to support for Fresno State students via the Mellon Foundation, KVPR was able to bring students directly into the newsroom, working on supporting editorial coverage, and eventually field reporting. Samantha Rangel (Spring semester) and Israel Cardona-Hernandez (Fall semester) both successfully completed their internships and are now working part-time for KVPR as reporters in the KVPR newsroom.

Partnership with Fresno State Institute for Media and Public Trust

KVPR and Fresno State's Institute for Media and Public Trust announced a new formal partnership that aims to deepen ties between the two institutions. KVPR will help support scholarship opportunities with IMPT and will expand internship opportunities for Fresno State students in the KVPR newsroom. In addition, KVPR will distribute content from IMPT's new health journalism fellowship, and collaborate on public events and activities centered on media literacy and journalism.



2025 at KVPR



New Director of Radio

Elizabeth Arakelian was promoted into the new position of Director of Radio. Previously the host of local broadcasts of *All Things Considered* and *Morning Edition*, as well as extensive experience in media and journalism at both the local and national level, Elizabeth has helped to advance KVPR's on-air sound and localism, while also hosting the station's *Central Valley Daily* podcast.

New hosts, Justin Sacher and Soreath Hok

Former KVPR reporter Soreath Hok returned to the airwaves as the host of *All Things Considered* in May. A National Edward R. Murrow Award-winner, Hok is also an author, and is pursuing her MFA degree at Fresno State. In April, KVPR fill-in host Justin Sacher formally became the new host of *Morning Edition*. Justin was a longtime broadcast meteorologist in Fresno for local TV stations. In addition to his local updates during the morning drive, you can now hear his weather reports throughout the mid-morning and early afternoon.

Remembering Marv Allen

Longtime KVPR 89.3 and 89.1 on-air host Marv Allen passed away on Thursday, May 22. He had been dealing with health issues for several years, but continued to do his weekday afternoon broadcasts of NPR's *All Things Considered* until he retired just four days before his death, due to complications from bone marrow cancer. He was an on-air host at KVPR for 19 years and a beloved voice for many.



2025 at KVPR



Central Valley Roots

KVPR launched a new series of short vignettes about local history in late December 2024. The segments began airing on a regular basis in January 2025, and over 150 episodes have now been produced. Central Valley Roots explores stories about the people and places that have shaped the Central Valley. You can hear the stories at KVPR.org/roots and on-air several times a day.

Central Valley Daily

KVPR's daily news podcast Central Valley Daily launched in late 2024. In 2025, it continued and expanded to the broadcast airwaves, now airing during NPR's Here & Now Monday-Thursday on 89.3 and 89.1 Central Valley Daily now reaches more people, bringing essential conversations about local issues to KVPR's audience.

Digital local newscasts

In 2025, KVPR began offering local newscasts digitally via the NPR One platform. This is an algorithm-driven "endless" stream on NPR digital properties and smart speakers that learns a listener's preference and location to aggregate content from national and local sources. This, and the Central Valley Daily podcast led to a 42 percent increase in audio downloads for KVPR content, year-over-year.

Young Artists Spotlight

KVPR's series featuring performances by local student ensembles returned in 2025, with a new season focused on performances recorded live in-concert at stages in the Valley and beyond. Groups included the Bakersfield Youth Symphony, Youth Orchestras of Fresno and Fresno State Concert Band.



2025 at KVPR: Events



Tamara Keith guest speaker appearance

KVPR welcomed NPR's Senior White House Correspondent Tamara Keith to the Valley on February 26, 2025 for an event at Fresno City College's Old Administration Building. A capacity crowd filled the auditorium for the event, which featured a speech by Keith about press freedoms and a conversation moderated by KVPR's Central Valley Daily host Elizabeth Arakelian. Keith grew up in Hanford and began her public radio career here as a teen essayist for NPR's *Weekend Edition*. She later covered Fresno and the Central Valley for KQED's *The California Report*.

Broadcast Center Open House

KVPR hosted a free open house for all listeners at the station's studios in Clovis in January 2025, which had over 100 attendees show up for tours and to meet station staff. It was the largest gathering hosted at the station since the facility opened in 2016.

KVPR Wine Tasting

The 39th edition of KVPR's Wine Tasting fundraiser took place at the Lester Estate in Fresno on May 4th. New for 2025, the event featured local craft breweries in addition to local wineries. The event generated a profit of around \$40,000 to support KVPR's mission.

Central Valley Daily Podcast Social

KVPR celebrated the one-year anniversary of the daily news podcast *Central Valley Daily* by hosting a "podcast social" at the broadcast center. Guests gathered for a roundtable discussion, with pizza and drinks, while interacting with the podcast team and KVPR's news department.

Bakersfield Listener Celebration

KVPR hosted its annual listener celebration in Kern County in November at the historic Nile Theater. Attendees got an opportunity to learn about KVPR's "Defunded...Not Defeated" fundraising campaign and plans for the station in this new era for public media.



“I listen to KVPR everyday and am very grateful for the reliable local and national news.”

- Roberto in Bakersfield



2026: A Look Ahead



As public media enters a new era, KVPR is working diligently to chart a new, sustainable course for public radio in the Central Valley. Buoyed by the influx of over 1,000 new supporters following the end of federal support, KVPR is working to invest in audience development and growth, to build the next generation of station listeners and supporters. The station recently developed a 2026 Strategic Framework, which is intended to guide the station's work for the next 12-24 months. Here are some highlights:



2026: A Look Ahead: KVPR's Vision

CENTRAL TO THE VALLEY



KVPR 89.3 / 89.1

npr FOR CENTRAL CALIFORNIA

***“Central to the Valley...Central to You”* campaign:**

This new imaging and marketing campaign seeks to emphasize KVPR's local roots and service in Central California, and the uniquely personal relationship that listeners have with station content and broadcast personalities. Radio's strength is in being “live and local” and this campaign positions KVPR as a central player in the region stretching from Bakersfield to Merced.

A “hub” for content & collaboration

In the year ahead, KVPR will continue the collaboration-minded approach that has served its local content operation well, while working to carefully build local reporting capacity. We aim to complement the work of others in the local non-profit news ecosystem, amplifying their work where appropriate while also creating our own original coverage that is non-duplicative. KVPR is a “hub” for this coverage and brings a large, established audience and a pathway to a national network for Central Valley stories.



2026: A Look Ahead: Audience



Audience Development

Amid the historic surge in support, KVPR intends to pivot from optimizing for emergency fundraising to optimizing for audience growth and development. Gen Z and Millennials account for 44% of KVPR listeners, but they account for a relatively small share of overall listening. By targeting Gen Z for overall brand awareness, and Millennials for audience growth and financial support, KVPR aims to activate the audience development funnel.

Engagement and Events

KVPR believes that in-person engagement is essential to KVPR's business and success. Community engagement is a critical piece at every point in the organization's audience development funnel. KVPR has hired its first event Director of Engagement and Events to support enhanced work in this area.



2026: A Look Ahead: Local Content



Local flavor

Consistent with the “Central to the Valley” campaign, KVPR is working to infuse more local flavor across our platforms. We value our partnership with NPR, which is the source of our most popular programs, but we also need to be more than NPR to thrive in a rapidly changing media landscape.

A home for “Essential Conversations”

Radio’s key strength has always been “live and local.” Increasingly KVPR sees the future of our local content as being a convener of “essential conversations” that are “must listen” moments. We seek to take this concept across platforms (Create Once, Publish Everywhere) and to raise KVPR’s profile as a trusted provider of local news and information.



“I’ve been a longtime listener of the morning NPR News podcasts and always hoped for one that was specifically for Fresno and the Valley. Having CVD [Central Valley Daily] is awesome, they do a great job.

- Jeff in Fresno



2026: A Look Ahead: Operations



Operational Sustainability

Each member of the KVPR team wears many hats, which at the largest stations are the domain of entire teams. Operational sustainability will be a big area of attention for the year ahead as we work to deliver the quality, consistent content our audience expects, while having the time to take on new projects. That means our work in some areas will need to be scaled back, redesigned or discontinued, to provide the capacity to work in other areas.

AI and tech stack

KVPR aims to seek additional productivity and operational sustainability through new platforms and tools including AI. We see AI as being a tool that supports, but does NOT replace our human talent. KVPR **will NOT** use AI as an on-air voice, or deliver news content written by AI. AI CAN help reporters sift through large datasets, work on custom code to present our work in new ways, and aid the station in technical, business and marketing operations. Likewise, KVPR will pursue new opportunities with a more robust public media tech stack, including from the new Public Media Infrastructure (PMI) group.



2026: A Look Ahead: Business



Business sustainability

KVPR is on track to fully replace the loss of federal funding for the current fiscal year. Still, like most stations, KVPR has concerns about the long-term prospects for this sustainability of this extra community support. The station is working to deepen relationships with the influx of new donors and is focused on taking proactive steps to renew support for the future. On-air fundraising has been retooled to target new member prospects and is focused on an ask for “monthly sustaining” donations.

Broadcast Center

Likewise, paying off the 10-year loan on the KVPR Broadcast Center is a priority ahead of an August 2026 deadline. This is the only debt owed by KVPR. Paying it off will allow the station to take nearly \$50,000 a year that had been spent on principal and interest on the loan, and devote that to operations. A balloon payment of close to \$700,000 is due in August. KVPR has already raised \$200,000 in restricted capital fund donations, and is working with other major donors on securing the remainder of these funds.



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89.3 FRESNO / 89.1 BAKERSFIELD

KVPR.org

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