



KVPR / KPRX
Station Activities Survey (SAS)
February 26, 2024
Prepared for the Corporation for Public Broadcasting
For Fiscal Year 2023 (Oct 1, 2023 – September 30, 2023)

Section 6 – “Telling Public Radio’s Story”

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KVPR's mission is to bring local listeners voices and sounds that inform and inspire. Our mission underpins everything that we do, and helps us prioritize our news coverage and address community needs. KVPR produced comprehensive coverage of major news events of great concern to our region in FY2023. This coverage ranged from daily breaking news in our newscasts to in-depth audio and digital reporting on our air and our website. Major reporting projects included in-depth coverage of the closure and bankruptcy of a major hospital in our region, the only hospital serving the adult residents of Madera County, a rural and underserved area. We partnered with 1A's Remaking America initiative to host a live community forum on this issue which was later nationally broadcast on NPR's 1A in a segment about the struggles of rural hospitals. We also partnered with PBS NewsHour to bring our coverage of their issue to their audience. Our coverage was cited by both the New York Times and the LA Times. We continued to cover this story all year, including state lawmakers efforts to pass a new emergency loan fund to save rural hospitals, and efforts that are still underway that hope to one-day reopen the hospital. FY2023 also saw the story of historic flooding in Central California. We covered the immediate impact on people who lost their homes in January and February 2023 due to torrential rains, many of whom were low-income Latino/Latinx farmworkers. We held community engagement meetings with residents in rural Tulare County communities of Lindsay and Exeter to hear from residents about their concerns over the local response to flooding. The story continued throughout the summer as the record Sierra Nevada snowpack melted, fueling more flooding and the return of the ancient (and long dry) Tulare Lake. We told stories about the farms and jobs that were lost with this flooding, the impacts to the historic African-American community of Allensworth, and the Tachi Yokut nation, who celebrated the rebirth of the lake (Pa'ashi), in a piece that aired nationally on NPR. These are just a few



examples of the work our news department did to cover vital issues and engage communities, and elevate local voices in our region and beyond.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

KVPR partnered with KQED's The California Report, which aired over a dozen KVPR-produced stories statewide. KVPR collaborated with The California Newsroom to provide editorial support for station reporting. KVPR collaborated with NPR's 1A in their Remaking America project. The station hosted 1A's national broadcast, and produced a live community forum at Fresno City College. KVPR partnered with PBS NewsHour to produce a video piece and a digital story about the closure of a rural hospital in Central California. KVPR collaborated with NPR for national broadcast of pieces about the re-birth of Tulare Lake, the Tachi Yokut nation celebrating the return of Pa'ashi (Tulare Lake), record whitewater rafting on California rivers, the opening of the largest Catholic Parish church in America in the community of Visalia, CA, and more. KVPR collaborated with the Central Valley News Collaborative to produce bilingual coverage of issues impacting diverse communities in the Central Valley, which was a partnership of The Fresno Bee, Vida en el Valle and Radio Bilingue. KVPR also partnered with the Central Valley Journalism Collaborative to produce coverage of Merced County and higher education.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

KVPR was one of the first outlets to report about the financial struggles of Madera Community Hospital, nearly 9 months before it ultimately closed. KVPR followed the story from that point forward helping to lead coverage of this issue among local newsrooms. In fact, the New York Times' California Today cited our reporting in their coverage of this story. In February 2023, we convened a forum featuring the hospital's CEO and State Senator Anna Caballero (among others) to discuss these issues with 1A's Jenn White in



front of a live audience. Later in 2023, Caballero helped draft legislation which became law that created an emergency hospital loan fund for rural hospitals at risk of closure. Our partnership with The Central Valley News Collaborative (Co-Lab) media outlets, (The Fresno Bee, Vida en el Valle, Radio Bilingue and KVPR) produced content focused on stories involving diverse communities throughout Central California. In many cases our reporter Esther Quintanilla co-reported pieces with journalists from The Bee or Vida, with the result being both a radio broadcast and a print story. In other cases, our team appeared on-air on Radio Bilingue to talk about our reporting in Spanish with their listeners. This three year-long initiative was funded by Microsoft as part of a nationwide pilot project to fund innovation in journalism. The Co-Lab was a great success. "Thanks to the compelling stories and the dedicated field work of reporters from our media partners, our listeners have gained new insights and relevant information on issues that are close to their daily lives." - Samuel Orozco, Radio Bilingüe

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

KVPR was a partner in the Microsoft-funded project known as the Central Valley News Collaborative. The "Co-Lab" worked to produce bilingual coverage of issues impacting diverse communities in the Central Valley, which was a partnership of The Fresno Bee, Vida en el Valle and Radio Bilingue. The project involved digital, print and broadcast content in both English and Spanish across partner platforms. This was the third and final year of the Microsoft funded project.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Without CPB's support, KVPR will not be able to sustain its investment in local news. The marriage of national and local news on broadcast and digital platforms is critical to generating audience and scale. Without CPB's support, KVPR would be facing significant cuts to local news content and service. Supporting public radio's non-commercial educational service is essential.