



**White Ash Broadcasting, Inc.  
KVPR & KPRX - Valley Public Radio  
2021/2022 Diversity Report**

For the period October 1, 2021 – September 30, 2022

Prepared September 14, 2022

The Public Telecommunications Act of 1988 requires the Corporation for Public Broadcasting (CPB) to report annually on the provision of services to minority and diverse audiences by public broadcasting agencies. As a Community Service Grant recipient from the CPB, White Ash Broadcasting Inc., (dba Valley Public Radio) and licensee of KVPR and KPRX, produces an annual report outlining its actions in this area, and affirming the station's Diversity Policy, which is posted on the station's website, and our Equal Employment Opportunity policy which is also posted on the station's website. Our goal of increasing the diversity of our workforce and our audience is guided by our Diversity Vision:

**Our Diversity Vision**

KVPR - Valley Public Radio is committed to the value of diversity in the workplace and in our content. We believe that public radio plays a unique role in helping to foster cross-cultural understanding, and that people from diverse backgrounds enrich and inform our collective knowledge, experiences and actions. KVPR works to recruit from a large pool of prospective job applicants, and takes part in community outreach events across our region to help further our vision of diversity. We maintain and build partnerships with community groups to help expand this vision and station outreach. We aim to hire and promote qualified individuals who bring with them their own unique cultural, ethnic and personal experiences. We create content and platforms reflecting the needs, issues and interests of the diverse communities that make up the San Joaquin Valley.

**Diversity of the Staff and Governance:** (As of September 14, 2022)

<b>Classification</b>	<b>Percent female</b>	<b>Percent persons of color</b>
Board of Directors	33 percent	25 percent
Community Advisory Council	64 percent	32 percent
Kern Advisory Council	50 percent	50 percent
Full-Time Employees	53 percent	30 percent
Part-Time Employees	40 percent	40 percent
All Employees	50 percent	33 percent

**Hiring:**

From October 1, 2021 - September 30, 2022, the station filled three full-time positions and one part-time position. Esther Quintanilla was hired as a full-time reporter, and identifies as Hispanic and female. Joshua Yeager was hired as a full-time reporter and identifies as white and male. Elizabeth Arakelian was hired as a full-time program host and identified as white and female. Stacy Arevalo was hired as a part-time business office associate, and identifies as Hispanic and female.

**Content:**

KVPR has devoted significant resources to providing content and service that reflects the diversity of our community. This includes local news reporting, other local and nationally produced programming and community engagement activities.

KVPR is part of the new Central Valley News Collaborative – a partnership with Radio Bilingue, The Fresno Bee, and Vida en el Valle. The project is a cross-platform lab for local journalism to foster collaboration and content sharing among the partners with coverage of issues facing Latino and other communities of color in the San Joaquin Valley. This collaborative content is broadcast and/or published on the platforms of the partner organizations, in both English and Spanish.



In 2020, the station launched a new podcast project called “The Other California” which features stories about the people and places of rural Central California, focusing on diverse communities across our region. Other reporting looked into the disproportionate impacts of COVID-19 on communities of color in the valley, and health impacts to Latino communities from agricultural burning.

The station is a financial sponsor and participant in the Central Valley Journalists of Color Training Program at Fresno State. The program is led by KVPR host and veteran broadcast journalist Kathleen Schock. The project’s goal is to provide scholarships to students from diverse backgrounds studying journalism at Fresno State with a goal of increasing the pool of candidate from diverse backgrounds for local newsroom job openings.

**Future Activities:**

In the coming year, we will continue our work in identifying and attracting qualified, diverse new hires, as well as retaining those currently on staff, and work on increasing the diversity of our Board of Directors, Community Advisory Council and Kern Advisory Council. The station will also seek out partnerships with groups to further advance our work in these areas. With the easing of pandemic restrictions and considerations, the station will resume in-person community engagement activities.

1. Widely disseminate information concerning each full-time job vacancy.
2. Provide notice of job openings to community groups.
3. List every upper-level opening in a job bank or newsletter of a media trade group whose membership includes substantial participation of women and minorities.
4. Recruit diverse candidates to serve on the station’s Board of Directors and Advisory Councils.
5. Create internships or work study opportunities to help students of diverse backgrounds gain job skills in the public media industry.
6. Provide professional development opportunities for staff designed to enable station personnel to acquire skills that could qualify them for higher-level positions.
7. Participate in activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.
8. Partner with local colleges and universities to expose students to career opportunities in broadcasting through classroom appearances, special events, etc.
9. Participate in other activities through community engagement with local groups to listen, learn and collaborate with diverse audiences that are traditionally underrepresented in public media.
10. Implement diversity training for all station personnel.
11. Provide training to management level personnel as to methods of ensuring equal employment opportunity, preventing discrimination and creating a more inclusive workplace.