



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

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KVPR | VALLEY PUBLIC RADIO

WHITE ASH BROADCASTING, INC

Annual Report 2022-2023

April 11, 2023



Dear listener,

At KVPR, we take great pride in bringing our audience voices and sounds that inform and inspire. The past year saw our team achieve great success and new milestones, as well as many changes, as we navigated a return to “normalcy” amid the third anniversary of the start of the COVID-19 pandemic.

The return of in-person activities and events was a highlight of the year. From our annual KVPR Wine Tasting event to our Broadcaster’s Circle Reception, Bakersfield Listener Celebration, and in-person events with WAMU/NPR’s *1A*, we were thrilled to once again connect with our listeners face-to-face in the communities we serve.

This year brought other major milestones, from the completion of our acclaimed podcast *The Other California*, to the station’s first-ever National Edward R. Murrow Award. Our news department brought listeners in-depth coverage of Central California’s historic flooding, the closure of Madera Community Hospital, and major investigative series about air quality, infant and maternal mortality, and mental health.

KVPR welcomed new faces to our team, including News Director Cresencio Rodriguez-Delgado, reporter Esther Quintanilla, and our first-ever reporter based in Kern County, Joshua Yeager, in partnership with *Report For America*.

Our broadcast center is once again filled with energy and excitement, as our entire team returned to the office on a regular basis, and we have resumed guest tours, in-person membership drives and volunteer opportunities. *Young Artists Spotlight* is back in our Barmann-Chaney Performance Studio, and for the first time ever, KVPR hosted an entire national broadcast of a NPR show, with *1A*’s Jenn White hosting the program here for two days in March 2023.

We also took major steps in the past 12 months that are all about securing the future of the KVPR. We completed major improvements to the satellite and network equipment that links our broadcast center with our Bakersfield transmitter site. Construction is currently underway on a 50kW photovoltaic solar installation on our roof, which will help improve our sustainability and save on our utility bills. And in November, we launched a fundraising effort to raise \$202,000 to replace our aging broadcast transmitters and related infrastructure.

We look forward to all that the next year will bring, and thank you and your fellow community members who help make our work possible with your generous support.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Joe R. Moore'.

Joe Moore
President and General Manager
KVPR | Valley Public Radio

Financial

KVPR has a forty-plus year history of prudent financial management. In 2022, the station earned its eighth consecutive “Four Star” rating by Charity Navigator, which evaluates the financial performance and governance of not-for-profit organizations. Only 7% of non-profits nationwide have earned this distinction. The following information is drawn from the station’s audited financial report as prepared by Price Paige & Company CPAs in February 2023. A link to the complete report can be found on our website at [KVPR.org/financial-statement](https://www.kvpr.org/financial-statement)



Revenue:

For the fiscal year ending September 30, 2022, the station had a total revenue of \$2,100,364. As a non-commercial radio station, KVPR relies on individual and corporate donations for the bulk of the station’s revenue, which totaled \$1,538,135. Multi-year grants from foundation partners including the James Irvine Foundation, California Health Care Foundation, and the California Endowment helped support the station’s local journalism. Other major grants included support from *Report For America* and the *Central Valley Journalism Collaborative*. The station also received an annual community service grant from the Corporation for Public Broadcasting, with payments in the fiscal year totaling \$152,435. For the first time since 2019, the station held its KVPR Wine Tasting fundraising event. Together with the station’s annual raffle, events generated a net profit of \$105,183.

Expenses:

For the fiscal year ending September 30, 2022, the station had total expenses of \$2,264,248. Programming and production, including locally produced news and music plus programming purchased from NPR and other program distributors, made up the largest share of station expenses. Broadcasting and technical operations associated with operating KVPR’s two broadcast stations also made up a significant share of overall expenses. Together these two categories account for nearly 75% of the station’s expenditures. Depreciation was \$170,681.

Endowment:

The station’s endowment includes both donor-restricted funds and funds without donor restrictions. Combined endowment net assets totaled \$716,045 for the fiscal year ending September 30, 2022.

Mortgage:

KVPR moved into a state-of-the-art 10,000 square foot broadcast center in May 2016. The approximately \$4 million project doubled the size of the station’s production and broadcast facilities, and replaced a leased facility that was nearly 30 years old. As of September 30, 2022, the station’s mortgage with United Security Bank had an outstanding principal balance of \$758,995. The note is payable in monthly installments of \$4,777 including interest at 3.95%.

Journalism & Content

KVPR's local newsroom brought our listeners coverage of hundreds of news events throughout the past year. From wildfires to drought to flooding, our reporters brought our audience the biggest stories, with fact-based, reliable reporting, filled with community voices. The following were major reporting initiatives undertaken by our team over the last 12 months:

Madera Community Hospital – A series of reports on the crisis that emerged with the closure and eventual bankruptcy of Madera's only full service hospital.

California's Energy Transition – Reporting in Kern County focusing on the tensions as Kern County – California's leading oil and gas producer – transitions to an uncertain future amid California's clean energy goals.

Moms and Babies at Risk – An investigative series exploring the startling rates of infant and maternal mortality in the San Joaquin Valley.

When The Smoke Clears – A major investigation in the decade long effort to ban open field agricultural burning in one of the most polluted air basins in the country.

Health and Healing for Cambodian Survivors – A multi-part series exploring the mental health burdens facing the San Joaquin Valley's Cambodian-America residents.

News staff:

KVPR's newsroom grew over the past year, with the addition of the station's first reporter based in Kern County. KVPR partnered with *Report For America* to help fund this new position, which is filled by RFA Corps member, Joshua Yeager.

The station also welcomed other new staff including reporter Esther Quintanilla and news director Cresencio Rodriguez-Delgado, who joined the station after stints at *PBS NewsHour* and *The Fresno Bee*.

Collaborations also were an important part of our work in the last year. The station contributed to collaborative coverage with the other stations in the *NPR California Newsroom*, including production of an hour-long special about climate change. Several KVPR produced reports aired nationally on NPR's *Morning Edition* and *All Things Considered*, including reports on wildfires, the election of Speaker of the House Kevin McCarthy, and the opening of the largest Catholic parish church, in the country, in Visalia. We continued to work alongside our partners *The Fresno Bee*, *Radio Bilingue* and *Vida en el Valle* as part of the *Central Valley News Collaborative*, which is funded by Microsoft and the *Central Valley Journalism Collaborative*.





The Other California Podcast

KVPR finished production of its 11-episode podcast *The Other California* in summer 2022. The podcast chronicles the stories of the people and places that make the San Joaquin Valley unique, and an important part of the larger California narrative.

Awards

KVPR's News Department received one of the highest honors in all of broadcasting in 2022 – the National Edward R. Murrow Award. It is the first national Murrow Award in the station's history. The honor from the RTDNA came for reporter Soreath Hok's 2021 investigation into pandemic-era distance learning in local schools. The award was in the category of best investigative reporting for small market radio stations. Soreath Hok and *NPR California Newsroom* investigations editor Aaron Glantz attended the Murrow Awards gala in New York City to receive the honor. KVPR also won three regional Edward R Murrow Awards, and three Golden Mike Awards from the Southern California RTNA.



Programing

KVPR made several significant programming changes in the last 12 months. Those involve the addition of the *BBC Newshour* at 1:00 PM daily. This program was initially added in Spring 2022 following the start of the war between Russia and Ukraine. It was well received by our audience and then became a regular part of our broadcast schedule. In May 2022, KVPR debuted a new weekend schedule with news and information programming. Sunday Baroque moved to KVPR Classical. KVPR's longtime public affairs program *Valley Edition* went on hiatus in summer 2022, and remains off-air as the station works to re-envision new ways to present interviews and other long-form content for today's audiences.

Station broadcast audience reached a new all-time high in Fall 2022, with a total weekly audience of 78,300, according to Nielsen.



Operations

This year marked the full reopening of our broadcast center to all employees on a unified schedule, following nearly a year on a split schedule for most staff. The station also resumed visits from members of the public, tours and events. In May 2022, the station resumed its traditional KVPR Wine Tasting event, which had been dark in 2020 and 2021 due to the pandemic. Other events returned as well, including the annual Broadcaster's Circle Reception and Bakersfield Listener Celebration.

The station made other advancements in the area of operations. In summer 2022, we replaced our aging satellite uplink equipment that delivers our signal to the Bakersfield transmitter site. We also installed other network equipment at the transmitter site to support future improvements and remote control. In November 2022, we launched a fundraising effort to raise \$202,000 to support the replacement of KVPR's two main broadcast transmitters and critical station broadcast equipment. Our current transmitters are now 17 years old and new parts are no longer available, making this replacement project especially urgent. New transmitters will also allow us to expand KVPR Classical service to Kern County and improve our HD radio signal strength in the Fresno area.



Diversity, Equity & Inclusion

KVPR is committed to diversity, equity and inclusion in our content, programming and across our team. California's San Joaquin Valley is one of the most diverse regions in the nation, and KVPR is dedicated to reflecting that diversity in our work. While the public media system has long taken pride in its values of serving all Americans, far too often, our system and our institutions have fallen short in putting those values into practice. At KVPR, we acknowledge our role in those systemic failures, and recognize that we need to do more to better represent the values of diversity, equity and inclusion in our work, and in the composition of our staff and our board. We also believe that in order to remain relevant in today's increasingly diverse world, we need to change and adapt to serve the needs of our community. In recent years, we have made strides in this area, though significant work remains. Recent accomplishments include:

- Our participation in the innovative, bilingual [*Central Valley News Collaborative*](#), with partners *Radio Bilingue*, *Vida en el Valle*, and *The Fresno Bee*.
- Expanded [weekday news and talk programming in September 2020](#), to better serve our most diverse segment of listeners
- News content focused on issues facing underserved communities
- Sponsoring a local [scholarship program for student journalists of color at Fresno State](#)

In the last 12 months, the station hired three full-time positions. Of those three hires, two are from diverse backgrounds. Other work still remains, including increased diversity among our staff of non-journalism positions, increased diversity on our Advisory Councils and Board of Directors, and in building a more diverse audience for public radio in the San Joaquin Valley.

Community Engagement:

KVPR is one of six stations nationwide taking part in the *1A Remaking America* initiative, including WBHM in Birmingham, *Louisville Public Media*, KUT in Austin, KUNC in Greeley, CO and KMW in Wichita. On March 1 and March 2, 2023, host Jenn White and two *1A* producers broadcast their national show live across the country from our studio. The station also held a donor meet-and-greet event with Jenn White, and a community engagement public forum at Fresno City College. That event was recorded and later broadcast nationally on an episode of *1A*, focused on the closure of Madera Community Hospital and the similar threats to rural hospitals elsewhere in the country.



Future Activities:

KVPR is currently raising money to fund the replacement of its two main broadcast transmitters, which are both now 17 years old. The \$202,000 project will also replace or improve other critical broadcast infrastructure. We expect to take delivery of the transmitters by summer 2023. Project benefits include:

- Expand KVPR Classical service to Kern County via HD-2 broadcasts on 89.1
- Increase KVPR & KVPR Classical HD radio signal strength in the Fresno area
- Increased reliability
- Repurpose current equipment to build out an emergency alternate transmitter site

Other planned activities for 2023/2024:

- Hiring two reporters in collaboration with the Merced-based *Central Valley Journalism Collaborative*
- Partnership with *PBS NewsHour*
- Visit #2 with *1A Remaking America* – November 2023



KVPR by the numbers:

3,446	Active members (as of 2/28/23)
339,436	Unique users at KVPR.org (1/1/22-12/31/22)
773,775	Pageviews at KVPR.org (1/1/22-12/31/22)
78,300	Weekly listeners (Nielsen Fall 2022 Fresno + Bakersfield)
156,094	Podcast/on-demand downloads (1/1/22-12/31/22)
864,280	Streaming listening hours (1/1/22-12/31/22)
6,213	Email newsletter subscribers (as of 4/5/23)
5,479	Facebook followers (as of 4/5/23)