



KVPR | VALLEY PUBLIC RADIO

WHITE ASH BROADCASTING, INC

Annual Report 2023-2024

April 9, 2024



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Dear listener,

For 45 years, KVPR has served the valley with trusted reporting, the best in NPR programs, classical music, entertainment and more. While our world and our station have both changed in so many ways, KVPR's commitment to serve the San Joaquin Valley has never wavered.

The last year has been remarkable in many ways at KVPR and in our region. KVPR's news department rose to the occasion, producing award-winning coverage and spanning huge stories across our region.

From once-in-a-generation flooding and the return of Tulare Lake, to huge stories like the closure of Madera Community Hospital to the collapse of Bitwise Industries, KVPR's local newsroom has brought listeners deep insights into their world. KVPR hosted community engagement events including a forum on Bitwise and the future of tech jobs in the valley, with 1A's Jenn White at Fresno City College. This event was later broadcast nationally on NPR. We also welcomed reporter Rachel Livinal to our team. Rachel is based in Merced, covering higher education in partnership with The Merced Focus.

Behind-the-scenes, the station has rolled out the most significant upgrades to the station's technology. The station met its \$202,000 capital fundraising goal, allowing us to purchase and install two new state-of-the-art broadcast transmitters, and supporting infrastructure, which will serve the station for the next 15+ years. New studio upgrades just completed in April 2024 will finally fully realize the capabilities of our broadcast center, which we moved into eight years ago. KVPR also completed a solar power project, which enhances our sustainability and will result in long-term savings as utility rates skyrocket in California.

These investments in KVPR's infrastructure have brought real-world benefits to our audience. Last Fall, KVPR celebrated the debut of KVPR Classical broadcasts in Kern County on FM 89.1 HD-2, and a 3x power boost to KVPR Classical in the Fresno area on FM 89.3 HD-2.

Thank you to all of our listeners and members, whose generosity has helped grow KVPR's service to our region. We are so grateful for your investment in public radio's future.

Sincerely,

A handwritten signature in black ink that reads "Joe Moore".

Joe Moore
President and General Manager
KVPR | Valley Public Radio

Financial

KVPR has a forty-plus year history of prudent financial management. KVPR has again earned the coveted “Four Star” rating by the Charity Navigator, which evaluates the financial performance and governance of not-for-profit organizations. Only 7% of non-profits nationwide have earned this distinction for eight years in a row. The station has also earned the Platinum Seal of Transparency from Candid (Guidestar). The following information is drawn from the station’s audited financial report as prepared by Price Paige & Company, CPAs in February 2024. 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, 2023, the station had a total revenue of \$2,312,011. As a non-commercial radio station, KVPR relies on individual and corporate donations for the bulk of the station’s revenue, which totaled \$1,437,804. 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 \$153,820. KVPR Wine Tasting event and radio raffle promotion generated a net profit of \$96,210.

Expenses:

For the fiscal year ending September 30, 2023, the station had total expenses of \$2,341,966. 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.

Endowment:

The station’s endowment includes both donor-restricted funds and funds without donor restrictions. Combined endowment net assets totaled \$737,347 for the fiscal year ending September 30, 2023.

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, 2023, the station’s mortgage with United Security Bank had an outstanding principal balance of \$731,814. The note is payable in monthly installments of \$4,777 including interest at 3.95%. A balloon payment of \$673,477 on the 10-year mortgage is due in August 2026.

Journalism & Content

KVPR's local newsroom brought our listeners coverage of hundreds of news events throughout the past year. From flooding to the collapse of Bitwise, 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. Our team continued to follow this story including efforts to re-open the shuttered facility.

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. KVPR's Joshua Yeager participated in a collaborative series on this topic with Inside Climate News.

Flooding coverage – From the return of Tulare Lake to flooding in communities like Planada in Merced County, KVPR brought listeners in-depth coverage of this issue. Several of these reports aired nationally on NPR.

Water Whiplash – An interview series about flooding in Central California in spring and summer 2023, hosted by Kerry Klein.

Bitwise Collapse – Extensive coverage of the high-profile failure of a venture backed Fresno startup that made national news.

How Cambodian Americans heal the cycle of intergenerational trauma – A mini-documentary by KVPR's Soreath Hok, supported by a fellowship from the Jimmy and Rosalyn Carter Center for reporting on mental health issues

News staff:

KVPR welcomed the addition of reporter Rachel Livinal to the station in summer 2023. Rachel covers higher education and is based in Merced. Her position is a collaborative post in partnership with The Merced Focus, a new local newsroom serving the Merced area, funded by the Central Valley Journalism Collaborative.

KVPR's News Director Cresencio Rodriguez-Delgado was also selected for a year-long fellowship with the Poynter Institute's Public Media Editorial Integrity and Leadership Program. This prestigious program, which is funded by the Corporation for Public Broadcasting helps develop newsroom leadership, and in KVPR's case has resulted in a new newsroom management plan.



Awards

In May 2023, the Radio Television Digital News Association (RTDNA) awarded KVPR's newsroom three 2023 Regional Edward R. Murrow Awards. The competition involves all radio and television stations in California, Nevada, Hawaii and Guam. KVPR's winning entries now go on to the National Murrow Award competition.

KVPR's winning reports include "Health and Healing for Cambodian Survivors," a multi-part series from reporter Soreath Hok that explores the issue of mental health for survivors of the Cambodian genocide..



Other 2023 Regional Murrow Awards for KVPR include "A Central Valley Town Wants to Turn Its Only Library into a Police Station," a story by KVPR's Kern County reporter Joshua Yeager about McFarland, and "Farmworkers in California Push for New Voting Rights" a series of stories by Esther Quintanilla about legislation that would change farm labor union election rules. KVPR's Regional Murrow awards are in the categories of Excellence in Innovation, Hard News, and Continuing Coverage, respectively. All of KVPR's awards are in the small market radio division.

KVPR also won five prestigious Golden Mike Awards in March 2024 from the Radio Television News Association of Southern California. The awards honor excellence in broadcast and digital journalism in markets from San Diego to Fresno. KVPR's awards came in categories ranging from investigative reporting and hard news to continuing coverage and feature reporting. The winning reports included the station's coverage of some of the valley's biggest news stories of the past year. They included the record flooding of 2023, the return of Tulare Lake and the closure of Madera Community Hospital. Three of KVPR awards came in "one division" categories, which had the station competing against the largest broadcasters in Southern California.

Programing



KVPR made several significant programming changes in the last 12 months. Those include the addition of WBUR's On Point to our weekday broadcast schedule. Other highlights included a new season of Young Artists Spotlight featuring recorded performances of local youth orchestras and choral groups

performing live in concert halls from Fresno and Bakersfield to Disney Hall in LA to stages in Europe. KVPR's newsroom also produced a short series on flooding called Water Whiplash that ran from the spring into the summer.

Governance



KVPR welcomed two new members to the White Ash Broadcasting Board of Directors this year. They include acclaimed author and media professional Lisa Lee Herrick and retired Kern County Superior Court Judge Robert Tafoya.

Operations

Thanks to the astounding generosity of donors from across the San Joaquin Valley, KVPR's broadcast technology has taken a huge step forward. Less than one year after launching a capital fundraising drive for new FM transmitters and other critical infrastructure, KVPR reached its \$202,000 goal ahead of schedule.

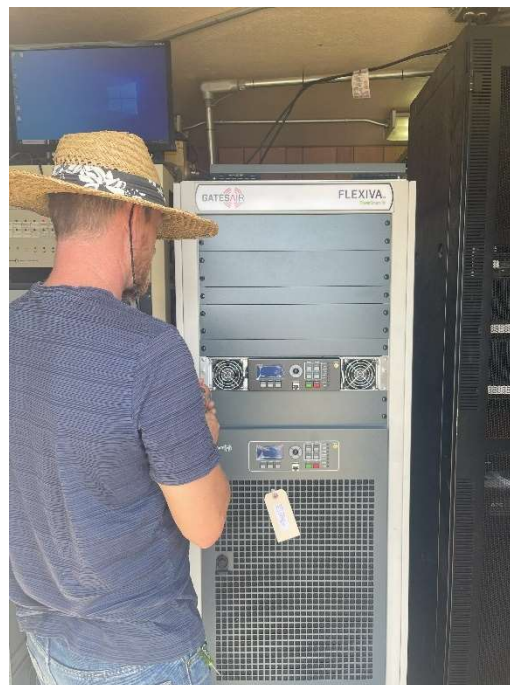
The new FM + HD Radio transmitters replace 17-year-old transmitters serving both 89.3 in Fresno and 89.1 in Bakersfield. The new Bakersfield transmitter went online in October, and the Fresno-area transmitter began broadcasting in November.

The new transmitters will improve overall reliability of station broadcast, as well as expanding services and coverage. With this new equipment, KVPR Classical is now available over-the-air for the first time in Kern County, via HD Radio on 89.1 HD-2. And HD-1 and HD-2 listeners in the Fresno/Clovis area will notice a signal that is roughly three times as strong as before the upgrade.

In addition to the new transmitters, the project overhauled most of the other infrastructure that supports their operation and distribution of content to our transmitter sites. In April 2024, the station completed major studio upgrades. This included replacing eight-year-old audio workstations that deliver all of the programming you hear on KVPR, and installed a new state-of-the-art broadcast console in the Performance Control Room, finally realizing our goal of a full audio-over-ip studio environment.

In late July 2023, KVPR completed work on a 50 kW photovoltaic solar project on the roof of the station's broadcast center. The project is estimated to produce a total of 72,709 kWh a year, which is about 53 percent of the broadcast center's annual electricity usage. Given the station's electricity usage and the rapid pace of utility rate inflation, the solar system is projected to pay for itself as soon as the year 2029. Beyond the financial benefits of going solar for the station, the ecological benefits are significant. Our project will reduce emissions equivalent to:

- Planting 34,740 trees.
- Driving reduced by 2,982,000 auto miles, or 152,082 gallons of gasoline
- Recycling 4,712 tons of waste instead of sending it to landfill.
- Displacing CO2 emissions from the annual electric use of 169 homes
- 1,452,862 pounds (726.4 tons) of coal burned.



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 & talk programming in September 2020](#), to better serve our most diverse segment of listeners.
- News content focused on issues facing underserved communities

In the last 12 months, the station hired one full-time position. The position was filled by a white female. In the past 12 months, KVPR added two new board members, both of whom come from ethnically diverse backgrounds, and one of whom is female. Other work still remains, including increased diversity among our staff among non-journalism positions, increased diversity on our Advisory Councils and our on 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 KMUW in Wichita. In November 2023, KVPR host Jenn White and two 1A producers for the second time in the year. They broadcast their national show live across the country from our studios and held a public forum at Fresno City College about the collapse of Bitwise Industries. That event was recorded and later

broadcast nationally on an episode of 1A. The KVPR also hosted engagement events in Exeter and Bakersfield, and an online forum on flooding's impact on agriculture with NPR's 1A.