***CONGRATULATIONS TO OUR 2021 KVPR $10,000 Drawing WINNERS!***

$10,000 Grand Prize winner – Craig in Visalia
2-Night Stay in Cambria winner – Mark in Lemoore
$250 to Local Restaurants winner – Carol in Lemoore
What’s in a name, or for that matter a logo? For years you’ve known us by a variety of names. We’ve called ourselves KVPR, Valley Public Radio, FM89, KPRX, NPR, White Ash Broadcasting (our legal name), often all at the same time. And our logo for the last 22 years also added in a seventh name, as it simply said “VPR.” All of those names are an important part of our history, but as our world and our industry changes, and the way people use our service changes, our branding needs to keep up.

With the launch of our new KVPR.org website in late November, we have also launched a new logo for the station, and revised our branding. While the name of our organization will officially remain Valley Public Radio, all of our broadcasting and digital content is being repositioned under the KVPR banner. This includes our main KVPR broadcast service on 89.3 in Fresno and 89.1 in Bakersfield, and our all-digital KVPR Classical channel on 89.3 HD-2 and streaming platforms. Under this new scheme our content brands include:

- KVPR
- KVPR Classical
- KVPR.org
- KVPR app
- KVPR Magazine

You can read more about these changes elsewhere in our newly renamed KVPR Magazine (formerly Audiophile), but I’d like to offer a few additional insights here. First, for a long time we’ve used these seven names almost interchangeably, which has served to create unnecessary confusion. As online listening becomes a greater part of our overall audience, we also need to bring consistency between our digital products and our on-air branding. Likewise, now that we offer two different programming streams, (KVPR and KVPR Classical), we need to bring added clarity to our branding. And while FM89 conveniently encompasses our Fresno and Bakersfield broadcast services, it doesn’t mean much in a Google search, for an online listener, or in distinguishing us from the hundreds of other FM stations in the U.S. that use “89” in their branding.

KVPR has a long history, dating back to our first call letters, issued by the FCC in 1976. We’ve used this brand on-air since we first signed-on in 1978, and in the digital era, it gave us the name for our website and our mobile app as well. In our audience surveys, we found KVPR also had the highest overall...
Listen to our live audio streams online at KVPR.org or on your favorite connected device.
<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
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Every other day you have to water to keep going, otherwise it won’t work,” she says. “They’re just going to die.”

She says she learned how to farm from her father when she was younger. Since then, she’s learned even more through trial and error. She enjoys bringing these Southeast Asian crops to farmers markets in Los Angeles, but the drought has put her in a tough position.

“It’s a challenge like, ‘what are we going to do?’” she says. “Are we going to plant or are we not going to plant?”

Moua gets her water from a well. She says before the drought, water would flow effortlessly from the well through a pipe into her fields. But since August, she’s had to turn her water pump on and wait. Sometimes it takes up to half an hour.

These small Fresno County farmers are struggling to get water from their wells amid the drought

BY MADI BOLANOS – KVPR

June Moua started growing cherries, tomatoes and grapes in east Fresno County 10 years ago. Now she grows a few different types of crops. But her most profitable are the water-intensive Asian greens like mustard greens and bok choy.
“You just have to sit here and maybe wait and wait,” she says.

Ruth Dahlquist-Willard is a small farms advisor for the University of California Cooperative Extension, which helps growers identify problems and solutions on their farms. She says many of Moua’s problems stem from the fact that her groundwater level has dropped during the drought.

“So her pump is working harder to bring the water up from below the ground,” she says.

“And there’s also less water and the flow rate is a lot less than usual.”

**Small farmers face less water, higher electricity bills**

Moua says running the pump for that long has more than doubled her electricity bills. Last year she paid $300 a month. This year, she’s getting a lower yield and paying closer to $1,000 a month.

She uses a flood irrigation system, meaning she flows water down small trenches running through her crops. But this year, the water isn’t reaching some of the crops on her 10-acre farm.

“And you don’t get a lot out of the field,” she says. “You get a little but pay more.”

Dahlquist-Willard says the solution is either building a new well or deepening the existing one. But for small farmers it’s not that simple. She says they’re already dealing with higher electricity bills due to pumping. And if they rent their land like Moua, it becomes more complicated.

“That’s not really up to them if they don’t own the land,” she says, “because the well is the responsibility of the landowner.”

**As groundwater drops, farmers struggle to pump water**

Twenty minutes east of Moua’s farm, Antonio Cabrera is dealing with his own groundwater issues. He says having his own land to farm has been a dream of his since he was a kid living in Mexico.

“But because we didn’t have the means for me to go to school, that is why I came here,” he says.

He worked in the fields during the day and attended English classes at night. Eventually, he got his masters degree in civil engineering at Fresno State.
He now owns 20 acres of lemon trees in Reedley.
Last year, he says, groundwater levels on his farm dropped to 90 feet – that’s 40 feet deeper than his well could reach. Through a loan from the United States Department of Agriculture, he was able to make his original well deeper.

But, he says, “when they finished the pump, I was not able to get water.”

The drought worsened this year and the water level dropped again. This time, it fell to 142 feet below the ground. His new pump only reached 120 feet.

“So I tried to set my pump at 145, but I was getting so much sand,” he says. “And I was burning my pump so I said, ‘nope, this is not going to work.’”

The only other option he says is to drill a new well on another part of his property. This time, he’s drilling it 500 feet deep to ensure he reaches groundwater for the next few years. In the meantime, he’s been pumping water from his neighbor. But it’s come at a higher cost.

He said he’s now paying his own electricity bill and his neighbor’s but, “at least I’m able to maintain the trees.”

He says a grant from the state will help cover some of the electricity costs. Without support from the state, he says his farm would not be able to survive.

“It’s extremely hard for a small farmer like me to have the cash to address those issues,” he says.

Cabrera is hopeful that these new investments will help keep his small farm afloat. As for June Moua, she says she’s not sure what the future holds. Her lease ends in November, and she would like to purchase the land. But without the cash on hand she will need to get a loan.

This story is part of the Central Valley News Collaborative, which is supported by the Central Valley Community Foundation with technology and training support by Microsoft Corp.
They’ve been in my blood for all my life, you know, so I feel a very intimate relationship with melons,” he says.

He now owns 2,000 acres of land on both sides of Interstate 5. Typically, Del Bosque and other farmers on the west side of Fresno County receive their water through the Central Valley Project. That water flows from northern California to the Sacramento-San Joaquin Delta and gets pumped through a network of canals.

Three decades ago, Del Bosque and other farmers on the west side began experiencing water cutbacks. They had to change how they watered crops. But now, conditions are getting worse and growers are making hard decisions about water and their crops.

Joe Del Bosque has owned his farm west of Mendota for 36 years. He’s grown cherries, tomatoes and asparagus. But the crop closest to his heart is melons. His dad began growing melons in the Mendota area in the 1950s.
Farmers adjusting to water restrictions in west Fresno County

On a windy Tuesday morning, Del Bosque gives us a tour of his farm and his water infrastructure. At times he has to hold onto his wide-brim hat to prevent it from flying away in a gust of wind.

He hops out of his white Chevy SUV and walks towards a row of trees. He bends down to grab a black tube laying near the base of the trees.

“This is a drip on our almonds,” he says, as he holds up a piece of the drip irrigation system that he installed nearly 15 years ago to save water.

But in 2021, that’s not enough. This year is the second-driest in California history, according to a recent report from the state Department of Water Resources. Due to the drought, federal officials in May said growers would receive 0% of their water supply allocation from the Central Valley Project.

“We had to go find water to buy from other farmers in Northern California that were willing to sell us some water, otherwise we wouldn’t have been able to survive,” Del Bosque says.

He says water is now costing him four times more than normal. He usually pays $200 an acre-foot for water from the Central Valley Project, but this year he says he paid other farmers nearly $800 an acre-foot.

And still, he says one-third of his 2,000 acres went unplanted this year.

Farmers cut out crops to survive

Our tour of the farm continues in Del Bosque’s car. He drives us across I-5.

“This is my field right here, the bare one here,” he says, as he points to an empty field where melons are typically grown. “That field was not planted this year.”

He says he didn’t plant nearly 300 acres of melons. And he cut out asparagus all together.

Fresno County Farm Bureau CEO Ryan Jacobsen says this is a reality for many farmers across the county.

“What happens in these droughts is that farmers are going to divert whatever water they do have available to their higher valuable longer-term investments,” he says, referring to crops like nut trees and grape vines.

That means certain crops may not grow in the Central Valley in the next five to ten years. He says that should worry people.

“We are at a time or a crossroads where it looks like we’re going to see a significant reduction in the amount of food that we grow here in the valley,” Jacobsen says.

Back on the farm, Joe Del Bosque is at his own crossroads. While rain is predicted for the Central Valley in the coming days, experts are predicting another dry winter. Del Bosque knows the decisions he makes will impact his family business as well as his 15 full-time employees and additional seasonal workers.

“Maybe you can fallow land, but you can’t fallow people,” he says.
KVPR Launches An All-New KVPR.org

Together with the launch of the new KVPR logo, November 17th also marked another big milestone for the station, the launch of an all-new KVPR.org. The new website, features major behind-the-scenes upgrades as well as improved layout and features for users.

This is the first full-rebuild of the site in nine years, and the new site will bring a better user experience for mobile users, and a host of features and functions that weren't available previously. The new site is built on a platform shared by around 100 public radio stations nationwide and managed by NPR's Digital Services division.

"We’re thrilled to bring our listeners a site that features the latest technology. There were a lot of limitations with the previous site we had, and this new site will give our reporters and the rest of our content team new opportunities and much more flexibility to display their work in creative and new ways," says KVPR President and General Manager Joe Moore.

The project has been nearly a year in the making, but despite the changes, all of the station’s content from the last decade has made the move over to the new KVPR.org. The new site features an improved layout and a better user experience for mobile devices, better support for podcasts and easier access to on-demand audio. It also has a cleaner design and an easy to use interface. The clean, contemporary design of the new KVPR logo is incorporated into the site with fresh colors and presentation throughout.

In addition to the new KVPR.org, a newly updated version of the KVPR App has also been released. The mobile app is available for free downloads on both Android and Apple iOS devices from the Google Play and the Apple App Store.

Elizabeth Arakelian is the new local host of All Things Considered

Elizabeth Arakelian is the host of All Things Considered. A Valley native, Elizabeth earned her bachelor’s degree in English Language Literature from the University of California, Santa Cruz and her master’s degree in journalism from New York University. She has covered a range of beats. Her agriculture reporting for the Turlock Journal earned her a first place award from the California Newspaper Publishers Association. While in graduate school she covered the New Hampshire Primary for NBC Owned Television Stations and subsequently worked as a television ratings analyst for the company’s business news network, CNBC. Upon returning to California, her role as a higher education public relations professional reconnected her to the Valley’s media scene. She is happy to be back to her journalism roots as the local host of All Things Considered.
KVPR gets a fresh new look with new logo, station branding

It’s not every day that an established business gets a new logo, so the launch of a new logo for KVPR (and for KVPR Classical) is cause for celebration. The new logo, which formally launched November 17th, presents a fresh, new look for one of the San Joaquin Valley’s most established and respected media brands. New colors and a modern, sans serif typeface bring a new look to the station.

The new KVPR logo marks the first time in over 22 years that the station has debuted a new logo design. The new logo launched on November 17th simultaneously with a new KVPR.org website, and an update to the KVPR mobile app.

Revised Branding

In addition to launching the new logo across all of our various media products, we’re also revising our branding. While Valley Public Radio remains the formal name for our business, all of our content - from digital to broadcast - all will now be branded as KVPR, or a variation of that name: KVPR Classical, KVPR.org and the KVPR app. In keeping with that theme, this publication, formerly known as Audiophile will now be known as the KVPR Magazine.

President and General Manager Joe Moore said the new logo design and branding is an important step forward for the station. “Over the years, we’ve gone by so many different names: KVPR, FM89, VPR, KPRX, Valley Public Radio, NPR, it has led to clutter, and at times confusion,” said Moore. “As more and more users access our content online, FM89 has proven to be less than adequate as a name for the station. There are multiple “FM89s” broadcasting on 89.X frequencies across the country, and the term isn’t really relevant for non-broadcast content.”

Likewise, while our logo for the last 22 years has been “VPR” another NPR station in Vermont also uses the “VPR” name and owns the digital assets and web domain associated with it. “We’ve even had our donors mistakenly visit their website and accidentally send their donations to the Green Mountain State, thinking they were on our website,” said Moore. “So a logo that matches our name has become a top priority.”

The growth of the station, with its all new 24/7 classical channel also helped necessitate a new branding strategy. “Now that we have two stations with two different programming schedules, we also found we needed a more precise and unified branding strategy than simply saying ‘listen on FM89,” said Moore. “Given that our broadcast and digital brands already used the KVPR name, we chose to consolidate around that name. It’s short, it’s easy to remember, and has wide name recognition among our audience,” said Moore.

Work on the new logo and branding began almost a year ago, but the goal for a fresh new look and brand dates back several years. “We had wanted to make this move back in 2016 when we moved to our new broadcast center, but the timing wasn’t right. Then with the death
of station General Manager Mariam Stepanian in 2018, and the onset of COVID-19, plans to give our brand a new visual identity were further delayed,” said Moore.

The station formally began the rebranding and logo design process last December, with outreach to the station’s advisory councils, member surveys, and internal workshops with staff. The station hired Bertz-Rosa Strategy & Creative earlier this year to develop different logo alternatives, and worked to coordinate the timing of this refresh with NPR’s Digital Services team, and the re-launch of a new KVPR.org website.

**A New Look**

Consistent with the NPR logo, the new KVPR logo features a lowercase sans serif font. The new design is intended to work equally well in print and digital formats and to be legible even in a small format and when co-branded with NPR or other logos. The letter “p” in the logo also features a clever but elegant design detail – a play button – that instantly encourages the viewer to listen, and reinforces the station’s digital media presence. The new logo also includes a more contemporary color scheme of gray, blue and orange hues that presents a new look for station visuals.

“This new look signals where we are headed. We are a digital media company, and with just four letters, you can find our content on any platform or device you choose, anywhere in the valley or anywhere in the world,” said Moore.

---

**Station Logos 1975-2021**

**The Ash Tree Logo: 1975**

This logo predates the issuance of our first broadcast license and the KVPR call letters. The ash tree in our original logo and in our legal name “White Ash Broadcasting” references the ash tree, which in Spanish is fresno. Ironically, the white ash is not native to California. The “tree logo” was in use from approximately 1975-1980. Note that the logo specifically references Fresno and not the entire San Joaquin Valley, as it predates our presence in Bakersfield.

**The Treble Clef Logo: 1980’s**

This logo was in use from 1980-1993, a time of considerable change at the radio station, as we moved from Van Ness Ave, to P Street, to West Shaw Ave. in Fresno. During this time period we also launched a translator station in Bakersfield, and eventually the full-power station KPRX on 89.1. Note the references to Fresno are gone and the call letters KVPR and dial position of FM89 make their first appearance. The logo graphic also conveys information about the station: the background resembles rolling hills or the pages of a musical score and the treble clef references the station’s musical programming.

**The "V" Logo: 1993-1999**

This logo was in use from 1993-1999 and was an evolution of the prior “treble clef” logo. It launched around the same time that the station moved into a new facility on West Shaw Avenue in Northwest Fresno. This is the first time VALLEY PUBLIC RADIO was spelled out in our logo as our official name. FM89 remains, as does a smaller version of the treble clef logo. Note that the “FM89” branding is given equal weight with the KVPR and KPRX call letters. The latter marks the first reference to the KPRX call letters, which launched in 1987.

**The VPR Logo: Late 1999 - 2021**

A serif font spells out Valley Public Radio in all caps below a stylized and layered two-color “VPR” designed to reference musical notes. Of note, while this logo is dominated by the VPR letters, we do not otherwise use “VPR” on-air or online to refer to the station. While this inconsistency wasn’t likely a consideration when this was designed in 1999, in the digital age, became an issue. Another NPR member station uses the “VPR” name and branding for their broadcast and digital services – Vermont Public Radio, and has a similar “VPR” logo. Clearing up this inconsistency was one of the goals of this rebranding project.
### EVENTS/EXHIBITS

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<td>4 Thru 1/22</td>
<td>Saturday Morning Bald Eagle Canoe Tours</td>
<td>San Joaquin River Parkway Trust, Millerton Lake State Recreation Area.</td>
<td>riverparkway.org</td>
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<tr>
<td>1-24</td>
<td>Drive-Thru HolidayLights at CALM</td>
<td>CALM Zoo, 10500 Alfred Harrell Hwy, Bakersfield.</td>
<td>calmzoo.org</td>
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<td>1, 8, 15, 22, 29</td>
<td>Yoga at the Museum</td>
<td>Bakersfield Museum of Art, 1930 R Street.</td>
<td>bmoa.org</td>
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<td>Yosemite Conservancy: Yosemite Campfire Stories</td>
<td>Yosemite National Park, Valley Visitor Center.</td>
<td>yosemite.org</td>
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### THEATRE/DANCE

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<td>3-19</td>
<td>Believe in Christmas: A Musical Variety Show</td>
<td>Golden Chain Theatre, 42130 Hwy 41, Oakhurst.</td>
<td>goldenchaintheatre.org</td>
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<td>3-19</td>
<td>The Little Mermaid</td>
<td>Stars Theatre Restaurant, 1931 Chester Ave., Bakersfield.</td>
<td>bmtstars.com</td>
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<td>Fresno Wedding Festival</td>
<td>Fresno Convention Center, 2233 Ventura Street.</td>
<td>internationalweddingfestival.com</td>
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<td>Months On End</td>
<td>2nd Space Theatre, 928 E. Olive Ave., Fresno.</td>
<td>gcplayers.com</td>
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<td>13 Thru 3/13</td>
<td>Guys and Dolls</td>
<td>Roger Rocka’s Dinner Theatre, 1226 N. Wishon Ave., Fresno.</td>
<td>rogerrockas.com</td>
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<td>19</td>
<td>San Joaquin Valley Town Hall: Joel Sartore</td>
<td>Saroyan Theatre, 730 M Street, Fresno.</td>
<td>valleytownhall.com</td>
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<td>24</td>
<td>Cults &amp; Classics: The Sound of Music</td>
<td>Historic Bakersfield Fox Theater, 2001 H Street.</td>
<td>thebakersfieldfox.com</td>
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<td>24-25</td>
<td>Waitress</td>
<td>Saroyan Theatre, 730 M Street, Fresno.</td>
<td>fresno.broadway.com/shows</td>
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### MUSIC

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<td>16</td>
<td>Fresno Philharmonic: New Worlds with Robert McDuffie</td>
<td>Saroyan Theatre, 730 M Street, Fresno.</td>
<td>fresnophil.org</td>
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<tr>
<td>22</td>
<td>Pacific Artist Series II: Early Music Symposium</td>
<td>Butler Church, 4884 E. Butler Ave., Fresno.</td>
<td>fresno.edu/events/music</td>
</tr>
<tr>
<td>30</td>
<td>Philip Lorenz Keyboard Concert Series: Yefim Bronfman</td>
<td>Fresno State Concert Hall, 2380 E. Keats Ave.</td>
<td>keyboardconcerts.com</td>
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### EVENTS/EXHIBITS

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<td>6</td>
<td>Sierra Foothill Conservancy: Family Field Trip Hike On The McKenzie</td>
<td>McKenzie Table Mountain Preserve, 22477 Auberry Rd., Clovis. sierrafoothill.org</td>
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<td>9</td>
<td>San Joaquin Valley Town Hall: Ruth Reichl</td>
<td>Saroyan Theatre, 730 M Street, Fresno. valleytownhall.com</td>
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<tr>
<td>24</td>
<td>Distinguished Speaker Series: Justin Hansford (Zoom)</td>
<td>Bakersfield College. bakersfieldcollege.edu</td>
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<td>26</td>
<td>Kef Time Legacy Band</td>
<td>Holy Trinity Armenian Apostolic Church, 2226 Ventura St., Fresno. keftimefresno.com</td>
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### THEATRE/DANCE

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<tr>
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<td>11-27</td>
<td>Alice in Wonderland</td>
<td>Encore Theatre, 324 South N Street, Tulare. encoretulare.org</td>
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<td>22-23</td>
<td>Anastasia</td>
<td>Saroyan Theatre, 730 M Street, Fresno. fresno.broadway.com/shows</td>
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### MUSIC

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<td>Sequoia Symphony Orchestra: Great American Ballets</td>
<td>Visalia Fox Theatre, 308 W. Main Street. sequoiasymphonyorchestra.com</td>
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<td>18</td>
<td>Philip Lorenz Keyboard Concert Series: Jeremy Denk</td>
<td>Fresno State Concert Hall, 2380 E. Keats Ave. keyboardconcerts.com</td>
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<tr>
<td>20</td>
<td>Rosanne Cash</td>
<td>World Records, 2815 F Street, Bakersfield. shopworldrecords.com</td>
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### Memorial & Honor Gifts

- **In memory of Marian Mosley**
  - By Diane Buckalew
  - And the KVPR Board of Directors and Staff

- **In memory of Carmen Linares**
  - By the KVPR Board of Directors and Staff

- **In memory of Frank & Peggy Lang**
  - By the KVPR Board of Directors and Staff

- **In memory of Robert Hart**
  - By Laurie Hart
  - And the KVPR Board of Directors and Staff

- **In memory of Diane Davis**
  - By the KVPR Board of Directors and Staff

- **In memory of Noel McCullar**
  - By the KVPR Board of Directors and Staff

- **In memory of John Horstmann**
  - By the KVPR Board of Directors and Staff

- **In memory of Timothy Lemucchi**
  - By Margaret Lemucchi
  - And the KVPR Board of Directors and Staff

- **In memory of William John O’Connor III**
  - By the KVPR Board of Directors and Staff
She suspects her daughter contracted the virus at school. She says she reached out to other parents in her daughter’s class to let them know.

“When I told the parents that my daughter tested positive, some of them said their children were feeling the symptoms so they tested them as well and they were positive,” she says in Spanish.

At least three students in Garcia’s daughter’s class tested positive for the virus. Following Fresno County Health Department guidelines, school officials sent all students, families beyond the classroom

BY MADI BOLANOS

Laura Garcia stands outside her home with two of her kids and their ducks, chickens and goats in Raisin City, a small unincorporated community southwest of Fresno. It’s a morning in early September, and she’s wearing a mask because her oldest daughter, Jennifer, who attends Raisin City Elementary school, tested positive for COVID-19 in late August.
the kids in the class home to quarantine for nearly a week after Labor Day.

COVID-19 cases among youth were increasing last month as students started the school year. Cases have since declined. But even small COVID-19 outbreaks at schools can have major impacts on families in rural communities.

The virus, of course, spread beyond the school children. In total, four of Garcia's kids contracted the virus. Garcia and her husband, who is the family's sole provider, also got it. He's vaccinated and works in the fields.

"It affects us because he is the only one that works to pay the rent, to buy stuff for the kids, and to pay all our bills," she says.

Garcia and her husband are undocumented. Since they don't qualify for many forms of government assistance, they've turned to friends and family for help buying groceries.

**Survey Finds Latinx Families Struggled With Income and Learning Loss During Pandemic**

The Garcia family isn't the only one facing loss of income and education due to the pandemic.

An estimated 44% of Latinx parents nationwide reported an interruption in employment due to child care, according to a Kaiser Family Foundation survey published in late August. It also shows that half of Latino parents with incomes below $40,000 reported their children fell behind academically.

Carmen Cuautenco Leon's 13-year-old daughter is another one of the eighth graders at Raisin City Elementary School who tested positive for COVID-19. Cuautenco Leon is a single mother of three. She says she also had to take time off from her work in the fields to care for her child. But her biggest concern is the learning loss that her children faced through the pandemic and again while quarantined.

"They're very behind and of course they need to go to school, but we also need to take care of the health of our kids," she says in Spanish.

Tania Pacheco-Werner is co-director of the Central Valley Health Policy Institute at Fresno State. She says many people in rural communities have lower education levels and fewer job opportunities. She says that creates a perfect storm, making it difficult for residents to take time off work to care for their children.

"We see that burden falls especially hard on rural families who don't have a lot of other options other than not getting an income during the time that their children have to stay home," she says.

To prevent parents from losing income while taking care of quarantined kids, Pacheco-Werner says it's important that local officials collaborate on how to protect students. That's especially needed in smaller rural districts.

"It's going to take a state-coordinated, school-wide, school-based effort to really think through how to begin testing and surveillance in those places that simply don't have the infrastructure to do it themselves," Pacheco-Werner says.

**Rural Families Struggle With Learning Loss While Quarantined**

Victoria Morales, a mother of five, says Raisin City Elementary School is one of those places that lacks the infrastructure. She doesn't have any kids in the school's eighth grade class but she says school officials sent her 8-year-old daughter home on a Monday after mistaking the girl's asthma attack for a symptom of COVID-19.

“They said she couldn't come back until she had a negative result and that Thursday the doctors called and said she was negative," she says.

But Morales says she didn't get the written proof of the negative result until the following week. She says her daughter and two of her other children, who were also sent home because they lived in the same household, missed out on a week's worth of learning. That's in addition to the learning loss they experienced during the pandemic.

Nearly three weeks after the Raisin City class was sent home to quarantine, Laura Gracia and Carmen Cuautenco Leon's families have recovered from their symptoms. But their kids are still recovering from the learning loss and Garcia says her husband's employer still hasn't paid him for the two weeks he was in quarantine.

*This story is part of the Central Valley News Collaborative, which is supported by the Central Valley Community Foundation with technology and training support by Microsoft Corp.*
The new KVPR podcast Escape from Mammoth Pool tells the true story of how 242 people—and 16 dogs—survived one of the fastest-moving, most intense wildfires in California history, as the Creek Fire closed in on their campground at Mammoth Pool Reservoir over Labor Day weekend 2020.

Through audio from that day, interviews with survivors and those who rescued them, host Kerry Klein brings us the story in vivid detail in this new limited-run podcast. “This podcast is filled with vivid audio storytelling that grabs your attention and won’t let go,” said KVPR President and General Manager Joe Moore. “Escape From Mammoth Pool is the type of content that gives you goosebumps when you hear the harrowing ordeal these people faced.”

The seven episode podcast debuted on the one-year anniversary of the devastating fire, which tore through nearly 400,000 acres of the Sierra National Forest, including Shaver Lake, Huntington Lake and Mammoth Pool in 2020.

The podcast begins by following three families through the harrowing ordeal, with audio recordings from that night, and new interviews reflecting on the experience of being trapped by a fire at a remote Sierra lake, with no way out.

Along the way, we learn the stories of heroes big and small. Listeners hear from medical volunteers who helped burn victims who had fled to the shore of the
lake to escape the flames, and strangers coming to the aid of those in need. We also hear from the California Army National Guard Pilot who likely saved lives with an unprecedented night mission to rescue those trapped, a mission he says was far more challenging and dangerous than flying in combat. It’s a mission that earned him and his crew the Distinguished Flying Cross, the military’s highest award for extraordinary aerial achievement.

KVPR’s Kerry Klein said the project emerged as a way to share the remarkable stories of the survivors with a wider audience. “As soon as I heard about hundreds of people being airlifted away from a remote area during the Creek Fire, and that some of them were injured, I knew it had to have been a close call. And when I finally got survivors on the phone, my jaw just dropped as they described what happened to them,” said Klein. “Their stories were just so harrowing I knew it would be hard to fit them into the typical 4 or 5-minute storytelling format. So we decided a podcast would be the best way to honor what had happened to them, and it would allow us to be more creative with how we presented their stories.”

In addition to the thousands of local broadcast listeners who experienced Escape From Mammoth Pool as a weekly feature on Valley Edition, the podcast allowed KVPR to reach a much wider audience outside of the San Joaquin Valley. Two months after the first episode was released, the series registered 120,000 downloads on over 66,000 devices.

KVPR’s Content Director Alexandra Burke said the new podcast has been an overwhelming success. “Our public media partners have also been a great boon to this project. Over 66% of downloads came from the NPR One app, an on-demand audio platform that curates the best national and member station content. NPR One’s editors selected Escape From Mammoth Pool as one of their ‘New and Noteworthy’ podcasts in September,” said Burke. The series was also featured on KQED’s California Report Magazine, reaching both Bay Area radio listeners and that show’s podcast audience.
Holiday Specials

Saturday, December 18 – 8pm
Jazz Night in America: A Holiday Celebration
Enjoy first-person stories and memories from the musicians and hear festive originals and new takes on classics in this special episode.

Wednesday, December 22 – 8pm
Tinsel Tales: NPR Christmas Favorites
David Sedaris, Bailey White, John Henry Faulk and others bring us stories from the NPR archives that touch on the meaning of Christmas.

Wednesday, December 22 – 9pm
Welcome, Christmas!
An hour of joyful, classic holiday music from VocalEssence, one of the world’s premiere choral groups, singing traditional carols and new discoveries.

Thursday, December 23 – 8pm
Tinsel Tales 2: More Christmas Favorites
Hear moments of joy, hope, and childhood memories as NPR voices, past and present, tell stories of the season. Hosted by Lynn Neary.

Thursday, December 23 – 9pm
A Chanticleer Christmas
This one-hour program of holiday favorites, new and old, will be presented live in concert by Chanticleer, the superb 12-man ensemble known as “an orchestra of voices.”

Friday, December 24 – 1pm
Tinsel Tales 3: Even More NPR Christmas Favorites
Audie Cornish, Ken Harbaugh, Nina Totenberg and other voices from NPR’s past and present tell stories of the season in this hour-long special.

Friday, December 24 – 7pm
Jonathan Winters’ A Christmas Carol
Master comedian Jonathan Winters presents a distinctive reading of Dickens’ holiday classic, with a special performing edition prepared by Dickens for his own presentations.
**Friday, December 24 – 8pm**  
**Jazz Piano Christmas 37**  
Join the Kennedy Center and NPR Music for this annual holiday tradition highlighting jazz pianists and their favorite seasonal music, captured live in concert with a small audience. Hosted by Felix Contreras.

**Friday, December 24 – 9pm**  
**Hollywood Holiday**  
Host Lynne Warfel takes listeners on a one-hour musical retrospective of some of Hollywood’s most cherished Christmas themed movies. Selections feature scores from “Scrooge, the Musical”, “A Muppet Christmas Carol”, “The Polar Express”, “It’s A Wonderful Life,” and more.

**Saturday, December 25 – 1pm**  
**Selected Shorts: Holiday Hurdles with David Sedaris**  
Selected Shorts features great stories by well-known and emerging writers, and brought to life by terrific actors of stage and screen. In this special, author and humorist David Sedaris reimagines holiday rituals.

**Saturday, December 25 – 2pm**  
**A World Café Holiday**  
World Cafe is celebrating 30 years by revisiting special holiday performances from Sharon Jones and the Dap-Kings, Los Lobos, Andrew Bird, The Bird and The Bee, Pink Martini, Preservation Hall Jazz Band and more.

**Saturday, December 25 – 3pm**  
**Festivo Alt.Latino feat. Gaby Moreno**  
Songwriter/performer Gaby Moreno and her band perform tracks from her popular holiday album Posada - recorded live at the KUT studios in Austin, Texas. Hosted by Felix Contreras.

**Friday, December 31 – 9pm**  
**Toast of the Nation**  
An NPR tradition every New Year’s Eve since the 1970s, Toast of the Nation is the perfect audio complement for the occasion. It’s festive jazz you can party to, all night long.
recognition. With this long history, its wide recognition among our audience, and its existing presence as the name of our website and our app, consolidating our branding on KVPR is a sound decision.

This shift in branding should in no way be seen as a slight to our south valley listeners. It is true that the legally assigned call letters for our Bakersfield station on 89.1 remain KPRX. While that will not change with this rebranding, call letters are not synonymous with station branding in our industry. For example, LA’s KCRW operates six stations with different call letters serving different geographic areas in Southern California, but all offer KCRW programming and are branded as KCRW.

The shift to KVPR branding also will help address other issues. In the past, our “VPR” logo led many locally and beyond to confuse us with the “other” VPR – which has a very similar logo, Vermont Public Radio. In addition to that branding headache, many people have mistakenly assumed that Valley Public Radio and Valley PBS are the same organization. While in some communities public radio and public TV outlets are run by the same organization, that’s not the case here. We hope that KVPR and our new logo will help bring more clarity to these areas of confusion.

Finally, some words on our new logo. I’d like to thank our designer, Suzanne Bertz-Rosa for her thoughtfulness and attention to detail on this project. The end result is a fresh, clean and elegant new look that immediately stands out. The “play button” hidden inside the “p” in KVPR immediately tells the viewer that we are a digital media company, and it points forward, signifying the momentum we are building every day as we connect you to voices and sounds that inform and inspire, no matter your location or the type of device you’re using to listen.

jmoore@kvpr.org • 559-862-2481
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