

Grantee Information

ID	1319
Grantee Name	KVPR-FM
City	Clovis
State	CA
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

In 2021, Valley Public Radio addressed community needs and interests by producing regional news reports for both broadcast and digital audiences, and engaging in outreach efforts designed to spark conversation in the communities we serve. We developed our goals and initiatives through meetings with our Community Advisory Council, Kern Advisory Council, community engagement activities, source-building in communities throughout our broadcast region, and extensive audience research. We continued to offer daily spot news and feature reporting during national programs, including timely updates on COVID-19, wildfires, and the drought. On our radio show & podcast 'Valley Edition', we also produced in-depth investigative reports, panel discussions with community leaders, and first-person narratives and interviews with people from across the San Joaquin Valley. Most news content was made available on both broadcast and digital platforms, including kvpr.org, the KVPR app, and various social media sites. We produced a new short-run podcast on the anniversary of the Creek Fire this past year, which was the most successful podcast in the station's history, thanks to a compelling subject matter and additional exposure on WNYC's Science Friday program, KQED's California Report Magazine, and the NPR One app. The podcast helped us reach new audiences both locally and nationally. We also reached new audiences with two new partnerships: (1) The StoryCorps 'One Small Step' initiative, which brought people together for facilitated conversations, with the goal of bridging political divides, and (2) the Central Valley News Collaborative, which brought some of our reporting to Spanish-speaking audiences through our collaboration with local Spanish-language media outlets.

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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.

Valley Public Radio is a part of the Central Valley News Collaborative, a partnership between our organization, The Fresno Bee, Vida en el Valle, and Radio Bilingüe. In 2021, the Collaborative's reporters shined a light on how the Central Valley's communities of color have been disproportionately impacted, physically and financially, by COVID-19. Our reporter Madi Bolanos' work was translated into Spanish for both print and broadcast on our media partners' platforms. We also collaborated with the non-profit StoryCorps in 2021 for their 'One Small Step' initiative, which aims to bridge political divides through conversation. In addition to on-air promotion, our One Small Step producer recruited participants by reaching out to various community groups and attending community events like farmers markets and Rotary Club meetings. Over 100 people requested to participate, and ultimately 50 were selected for 25 conversations, which are now housed in the Library of Congress. In addition to these two new collaborations, we continued our partnerships with other public media organizations. Our reporters regularly worked with editors at KQED's California Report, and The California Newsroom -- a collaboration of NPR stations across the state. Locally, we also struck a content-sharing partnership with SJV Water, a non-profit news site with in-depth reporting on our region's water crisis. On the arts front, we partnered with the Fresno Philharmonic to broadcast their concerts, and offered additional musical context and interviews with the ensemble's director and featured artists.

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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.

Our collaboration with StoryCorps for the 'One Small Step' initiative was seen as very successful, with high interest and participation. Many more people signed up for an interview than we could accommodate, and participants who spoke at a station listening event after the fact said they found it very meaningful, with some continuing to stay in touch with their conversation partner. Thanks to the success of our initial pilot program, StoryCorps decided to launch their own continuation of the One Small Step Project in Fresno/San Joaquin Valley in 2022. Another partnership with a local impact was The California Newsroom's investigation into the health impacts of wildfire smoke, which came out in Fall 2021. Though we were not directly involved in the reporting, we shared the story on kvpr.org, ran features during Morning Edition, and interviewed the report's author on Valley Edition. While the scope of the report was national, it found that Central Valley communities had some of the biggest increases in number of "smoke days" and adverse health impacts due to wildfire smoke. This led one Central Valley congressman, Rep. Josh Harder, to call on Congress and the Biden administration to consider the impacts of wildfire smoke on communities such as the Central Valley as part of their climate change and equity initiatives.

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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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

Our reporting for the Central Valley News Collaborative in 2021 was focused on how the valley's communities of color have been disproportionately impacted by COVID-19. In 2022, the Collaborative is exploring how the drought and climate change could reshape the valley, and the lives of the people who work in the agriculture industry. All work under this collaborative will also be translated and featured on our Spanish-language media partners' sites. In addition, we regularly cover topics relevant to underserved communities both in spot news and our local newsmagazine, Valley Edition. We've featured numerous reports on homelessness, access to healthcare for undocumented immigrants, local eviction moratoriums during the pandemic, water access for rural families and small farmers, and the treatment of undocumented immigrants being held at the Mesa Verde ICE detention center in Bakersfield. In 2022, we will also be hiring a bilingual reporter through Report for America. This position will be based in Bakersfield, giving us additional on-the-ground reporting capacity where we currently have none.

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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?

CPB funding is essential for both our local news efforts and acquisition of national programs from NPR and other content partners. Our listeners rely on us for not only local content, but also national and global headlines, and breaking news. We simply would not have the capacity to offer the breadth of coverage our listeners expect from us without CPB funding.

Comments

Question

Comment

No Comments for this section