



KVPR / KPRX
Station Activities Survey (SAS)
February 1, 2023
Prepared for the Corporation for Public Broadcasting
For Fiscal Year 2022 (Oct 1, 2021 – September 30, 2022)

Section 6 – “Telling Public Radio’s Story”

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.

KVPR/Valley Public Radio is dedicated to bringing listeners in the San Joaquin Valley voices and sounds that inform and inspire. Our goal of our award-winning local news department is to highlight important issues in the region that impact the lives of local residents. We do this by producing a range of content from daily newscasts to in-depth feature reporting, to long-form podcasts and broadcast specials, and digital content on KVPR.org. We identify important issues through a wide range of methods, from reporters doing engagement work in the community, to feedback from our advisory councils to formal community engagement events. We are dedicated to broadening the reach and diversity of the public radio audience to better reflect the region which we serve. We work with our partners in public radio at NPR, The California Newsroom, KQED/The California Report, and national programs like Science Friday and The World to share our content with listeners outside our region. The following are highlights from the last fiscal year:

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.

The following are highlights from the last fiscal year:

The Other California Podcast: An 11-episode podcast series which was also broadcast on KVPR, dedicated to telling the stories of California’s rural heartland. Each episode was based in a different small town from the seven counties in our region. While we are not considered a “rural” station by CPB, we serve a vast rural area in California’s agricultural interior. This is not the California of Silicon Valley or Hollywood, but as our podcast explained, the human-centered stories we found in these small towns are just as vital a



part of the Golden State's story as California's more glamorous regions. Excerpts from this podcast aired statewide on KQED's The California Report.

<https://www.kvpr.org/podcast/the-other-california>

Report For America: In an effort to expand our coverage of Kern County, in June 2022, we hired our first-ever Bakersfield-based reporter, in partnership with Report For America. We developed original reporting about the region's oil and gas industry, wildfires, health, and climate change. <https://www.kvpr.org/people/joshua-yeager>

Co-Lab: We participated in a bilingual, Microsoft-funded pilot project for collaborative journalism serving the Fresno area, called the Central Valley News Collaborative (Co-Lab). In addition to KVPR, other partners included Radio Bilingue, The Fresno Bee and Vida en el Valle. The project is focused on reporting on issues facing the Latinx community and other diverse communities in the San Joaquin Valley. Topics included the impact of COVID-19 on essential workers, the fight for clean drinking water, and impacts to farmworker communities of California's drought. <https://www.kvpr.org/central-valley-news-collaborative>

1A Remaking America: We were selected by WAMU's 1A to be one of six stations participating in their 1A Remaking America Initiative. We contributed to the national broadcasts of 1A and have been planning an event and visit that will take place in Fresno in 2023. <https://thela.org/series/1a-remaking-america/>

Moms and Babies at Risk: An investigative series by reporter Kerry Klein that was over two years in the making, exploring the maternal and infant mortality crisis in the southern San Joaquin Valley. <https://www.kvpr.org/health/moms-and-babies-at-risk>

When the Smoke Clears: An investigation by KVPR into the issue of open field agricultural burning in one of the nation's most polluted air basins. Our reporters looked at how 20 years after a landmark state law was passed to outlaw the practice, compliance is only now within sight. <https://www.kvpr.org/when-the-smoke-clears>

StoryCorps One Small Step – KVPR was one of a handful of stations that participated in the StoryCorps One Small Step project, seeking to bring together Americans from different backgrounds to bridge the divides in American society. The station produced a community engagement event celebrating its participation in the project in December 2021. <https://www.kvpr.org/tags/one-small-step>

Reporting on police misconduct - KVPR and the California Reporting Project produced extensive coverage of this issue involving the practices of the Bakersfield Police



Department and their use of force with individuals with mental health or substance abuse issues. <https://www.kvpr.org/tags/california-reporting-project>

In Fall 2022, KVPR's Soreath Hok was also honored with the National Edward R. Murrow Award for her investigation into the way school districts in California used distorted student attendance figures during distance learning in the COVID-19 pandemic, masking what was startlingly low actual engagement during online learning.

<https://www.kvpr.org/inside-kvpr/2022-08-11/kvpr-wins-2022-national-edward-r-murrow-award-for-investigation-into-student-attendance-and-engagement-in-pandemic>

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.

KVPR's coverage of the issue of maternal and infant mortality (which began prior to this fiscal year) helped prompt legislation in 2022 sponsored by CA State Senator Melissa Hurtado involving reforms to the California Medical Board, and another bill focused on maternal health issues. Our coverage gained praise from patient safety advocates. "Today is World Patient Safety Day. KVPR's investigative series on the maternal mortality crisis in Kern County. [link] We need your leadership to save lives." – Michelle Montserrat-Ramos, in an online message to CA elected officials including CA Senator Shannon Grove and Assemblymember Vince Fong

Our podcast "The Other California" prompted praise from those on Twitter:

"If you are tired of hearing about local infighting, corruption, and lack of moral compass, I suggest you listen to this podcast. It might help you feel better." – Danielle Shapazian, commenting on Twitter about The Other California podcast

"Excited for this series about a part of CA that many love & many snub. The first episode is so well done and makes me proud to call the 'Other California' home." – Valerie Friesen Seita, commenting on Twitter about The Other California

"The first episode resonates with me. When I left the Central Valley at 18, I vowed to return. After law school and two years practicing in SF, I had the opportunity to move back to the CV but many of my mentors discouraged it. A mentor told me it would be a "step down" in my legal career if I left the Bay Area for the Central Valley. That my legal professional opportunities would be limited, including being able to network with "top" lawyers. That if I



left, opportunities would be foreclosed. Another mentor cautioned me that my personal life would suffer. That I wouldn't find like-minded people in the CV. That life would be hard and I would end up in the Bay or LA anyway, so why leave. All their comments became reasons for me to return to the Central Valley. To prove that some of us do return and love to live on the "other" California. And that we, too, can have prosperous careers that serve our communities." - Angélica Salceda commenting on Twitter about The Other California

"If Fresno is the heart of the Central Valley, the surrounding communities are its soul. Check out KVPR's The Other California and take an audible road trip through your back yard – Roque Rodriquez, commenting on Twitter about The Other California.

"I recently participated in a StoryCorp conversation. It was an amazing experience, and although we had differing perspectives on some issues, we shared the same core values. We both want to continue our conversations. This experience gave me hope." Nancy Key, in an email to KVPR about her involvement in the One Small Step project.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

KVPR serves an incredibly diverse region in Central California, home to immigrants from across the world, many of whom help grow the food that makes the San Joaquin Valley that richest farmland in the world. KVPR has a number of initiatives to help broaden our coverage and listenership among diverse audiences. Our participation in the Central Valley News Collaborative (an English/Spanish collaborative news project) has our bilingual reporters working side-by-side with reporters from Radio Bilingue, (often appearing on their air), The Fresno Bee and Vida en el Valle.

While the Co-Lab is focused on stories from Fresno County communities, we also brought listeners stories from the other six counties in our region. From the Oaxacan community in the Kern County oil town of Taft, to the African-American farmers of Fairmead, the Yemeni immigrants of Chowchilla, and the Punjabi-American community in Livingston, our reporting told a story of the rich diversity of our region, and the way our rural communities are changing, as new groups seek their version of the American dream. All of these stories above can be found in our podcast/broadcast series The Other California. KVPR's broadcasts are primarily in English, though the station airs a bilingual English/Spanish music program, Concierto.



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's funding is critical to the health of our station, and allows us to generate the critical mass in terms of audience that makes everything we do in the local news space possible. The marriage of local and national content is what makes public radio such a vital and dynamic force, and so well-poised to serve the public interest as other commercial news outlets struggle or disappear. Without CPB's support we wouldn't be in a position to serve the public as a trusted news source. We are grateful not only for CPB's SCG support, but also for other CPB projects which we have been involved with, including StoryCorps' One Small Step and 1A's Remaking America.