

Valley Public Radio / White Ash Broadcasting, Inc
2019/2020 Diversity Report

August 19, 2020

The Public Telecommunications Act of 1988 requires the Corporation for Public Broadcasting (“CPB”) to report annually on the provision of services to minority and diverse audiences by public broadcasting agencies. As a Community Service Grant recipient from the CPB, Valley Public Radio (“VPR”) (KVPR AND KPRX) produces an annual report outlining its actions in this area, and affirming the station’s Diversity Policy, which is posted on the station’s website, and our Equal Employment Opportunity policy, which is posted on the station’s website. Our goal of increasing the diversity of our workforce and our audience is guided by our Diversity Vision:

Our Diversity Vision

Valley Public Radio is committed to the value of diversity in the workplace and in our content. We believe that public radio plays a unique role in helping to foster cross-cultural understanding, and that people from diverse backgrounds enrich and inform our collective knowledge, experiences and actions. VPR works to recruit from a large pool of prospective job applicants, and takes part in community outreach events across our region to help further our vision of diversity. We maintain and build partnerships with community groups to help expand this vision and station outreach. We aim to hire and promote qualified individuals who bring with them their own unique cultural, ethnic and personal experiences. We create content and platforms reflecting the needs, issues and interests of the diverse communities that make up the San Joaquin Valley.

Diversity of the Staff and Governance of VPR:

As of September 2020, 25% of the Board of Directors, 56% of the Citizens Advisory Board, and 63% of full-time staff identified as female. As of September 2019, 25% of the Board of Directors, 24% of the Citizens Advisory Board, and 36% of full-time staff identify as Hispanic, Asian or other ethnicities.

Hiring:

In the 2019/2020 fiscal year, the station created a new position for an Immigration and Underserved Communities Reporter, which was filled by Madi Bolanos, a bilingual English/Spanish speaker with deep roots in our valley. This was the only full-time position filled in the 2019/2020 fiscal year. We also created a new part-time position in 2019/2020, for the Valley Edition host. It was filled by Kathleen Schock, who is African American. This was the only part-time position filled in the 2019/2020 fiscal year.

Content:

Valley Public Radio has devoted significant resources to providing content and service that reflects the diversity of our community. This includes local news reporting, other local and nationally produced programming and community engagement activities.

In 2020, the station was awarded with an Edward R. Murrow Award for its reporting on Fresno’s history of racial segregation and the local legacy of the Green Book, which helped guide African American travelers in the middle of the 20th century to safe places to stay. In 2020, the station also aired special local and national programming and news coverage about institutional racism, and the police killings of African Americans. The station also produced extensive coverage of the impact of COVID-19 on Latinx residents in the valley, and issues related to a privately run ICE detention facility in Kern County. The

station airs a weekly bilingual English/Spanish program *Concierto*, featuring classical music by Latinx and Hispanic composers and performers.

In 2020, the station also partnered with StoryCorps to present the StoryCorps mobile tour in the San Joaquin Valley. The station and StoryCorps did extensive outreach to diverse communities and local groups in the Fresno area and Kern County, and created special opportunities for these communities to share their stories with the project. The station is now broadcasting segments from those recording sessions.

Future Activities:

In the coming year, we will continue our work in identifying and attracting qualified, diverse new hires, as well as retaining those currently on staff, and work on increasing the diversity of our Board of Directors and Advisory Council. The station will also seek out partnerships with groups to further advance our work in these areas. Due to COVID-19, many of these activities will be online rather than in person. These activities include:

1. Widely disseminate information concerning each full-time job vacancy.
2. Provide notice of job openings to community groups.
3. List every upper-level opening in a job bank or newsletter of a media trade group whose membership includes substantial participation of women and minorities.
4. Recruit diverse candidates to serve on the station's Board of Directors and Advisory Council.
5. Create internships or work study opportunities to help students of diverse backgrounds gain job skills in the public media industry.
6. Provide professional development opportunities for staff designed to enable station personnel to acquire skills that could qualify them for higher-level positions.
7. Participate in activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.
8. Partner with local colleges and universities to expose students to career opportunities in broadcasting through classroom appearances, special events, etc.
9. Participate in other activities through community engagement with local groups to listen, learn and collaborate with diverse audiences that are traditionally underrepresented in public media.
10. Implement diversity training for all station personnel.
11. Provide training to management level personnel as to methods of ensuring equal employment opportunity, preventing discrimination and creating a more inclusive workplace.