

6.1 **Telling Public Radio's Story**

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 2014. 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 2014 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.

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.

Valley Public Radio is dedicated to serving the needs of listeners in communities throughout our region. Our goal is to be a vital source of news, information and music for the residents of Central California. We have dedicated resources to coverage of news issues in these communities throughout Central California. This has included spot news and long-form radio reporting, digital/web reporting, multi-media and more. Our local news coverage has highlighted concerns about everything from California's historic drought to immigration and health care in diverse communities. We have collaborated with over 40 local organizations to co-sponsor community events and activities, and have provided free promotion to hundreds of different events from non-profit groups over the year. We work with our advisory groups, spend time speaking with residents in their communities to develop story ideas and hear their concerns. We work with youth groups and conduct outreach to develop new partnerships and build our presence in the community. We have successfully grown our Hispanic audience from less than 5 percent a decade ago to around a third of our total audience in 2014.

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 station collaborates with a number of partners in public media including Capital Public Radio and KQED, sharing content across our platforms. Our locally produced stories have also aired on NPR's Here and Now, during NPR newscasts and on NPR's Latino USA. Locally we collaborate with over 40 non-profit organizations from Zocalo Public Square to the Fresno Reel Pride LGBTQ Film Festival presenting free events for listeners and helping to engage with the community at large. The station worked with UCSF Fresno's Medical Education program to host a series of educational events for the public about the health care industry. We also collaborated with the San Joaquin River Parkway and Conservation Trust to present a series of reading by local poets and authors at the center's museum. We regularly spotlight events and activities from local groups on our online and on-air community calendar and on our weekly public affairs program Valley Edition.

<p>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.</p>	<p>Valley Public Radio's news reporting has helped create measureable impact in a variety of ways. Our reporting on the decision by the Fresno County Board of Supervisors to eliminate a program that provided health care services for the undocumented eventually resulted in the county reversing its position and retaining the program. Our station's on-going reporting on the disease known as Valley Fever helped raise awareness of this issue and spurred politicians to action, resulting in the NIH and CDC starting a new clinical trial for treatments, after years of inaction. Our station also supports hundreds of events in the community each year through both our community calendar and our co-sponsorship programs. One example of the impact of that programming is as follows, from UCSF Fresno Medical Education Program: (Dr. Jeffrey Rosenfield): "Thank you for co-sponsoring the second annual UCSF Fresno Mini-Med School 101 series. The program was a great success thanks to the support of Valley public Radio. In addition to the fixed position spots you aired, we are grateful for the calendar postings on your website and in the Audiophile Magazine. The program attracted a wide variety of people interested in learning more about issues and advances in medicine and research. This year we had attorneys, physicians, nurses, allied health professionals, teachers, and students register - for a total of 193 registrants. With your support we were able to reach the target audience we hoped for. Thank you for making this possible."</p>
<p>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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.</p>	<p>Valley Public Radio is dedicated to serving the needs of diverse listeners throughout Central California. Around 30 percent of our Fresno area audience identifies as Latino. Our bilingual English/Spanish classical music program Concierto is an example of our station's unique programming for this community, as well as our broadcasts of Latino USA. Our news coverage also pays close attention to issues facing the valley's many diverse, rural communities, from immigration reform to environmental justice and health issues. Our bilingual English/Spanish reporter Diana Aguilera covers issues from health to immigration in the valley's rural communities.</p>
<p>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?</p>	<p>Funding from CPB is essential to our local service to this community. Local programming expensive when compared with most national programs, yet local news and local music programming is essential to our mission. It's what makes us unique and allows us to fulfil the needs of our community. It gives voice to ideas, brings people stories they otherwise would not hear and affects change. We would not be able to employ a local news staff without the support of CPB funding.</p>