

2017 Diversity Report

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.

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 a 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 2017, 43% of the Board of Directors, 58% of the Citizens Advisory Board, 50% of full-time staff identified as female. As of September 2017, 21% of the Board of Directors, 31% of the Citizens Advisory Board, and 33% of full-time staff identify as Hispanic, Asian or other ethnicities.

Broadcast coverage:

In 2017, Valley Public Radio’s news department covered a number of issues related to minority groups and diverse audiences. Much of this coverage centered on the valley’s large immigrant population, including agricultural workers who make up the backbone of the local economy. We explored how issues such as changes to immigration policy, the DACA program and sanctuary city/state laws have a big impact on many lives in the valley. We also examined how new immigration policies in Washington could derail the pipeline of international medical graduates who make up a significant share of this region’s physicians. And our award-winning series on contaminated drinking water largely focused on the problems facing small, rural, diverse communities where residents are unable to pay for costly water treatment systems.

The station also continues to air a bilingual English/Spanish weekly program *Concierto* which features classical music performances by Latino artists and composers. The station also added a

Bakersfield-based freelance reporter who is bilingual and will contribute content about diverse communities in Kern County and beyond.

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. We will also be providing training and education for our management and staff members on valuing diversity within our organization. The station will also seek out partnership with groups to further advance our vision of diversity. Activities will include:

1. Include diverse individuals in internships or work-study for professional level experience.
2. Include qualified diverse candidates in its elected governing board.
3. Include qualified diverse candidates its advisory councils.
4. Participate in minority or diversity fairs.
5. Implement diversity training for station personnel.