

Section 6

- 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 producing content that reflects the issues and concerns of residents in the seven county region which we serve in Central California. We do this primarily through our local news programming, which consists of newscast coverage of daily news, in depth reports on specific issues, as well as interview and discussion segments with local leaders and subject matter experts. The station airs this content within local breaks on national NPR programs like Morning Edition and All Things Considered, and also within its own weekly magazine program Valley Edition. The content is also posted online at KVPR.org, and accessible there, in podcast form, and on our new mobile app for smartphones and tablets.

We inform our programming and our editorial process by using a variety of methods. Our Community Advisory Council is a valuable source of input on community issues. We utilize social media and our online audience to generate community conversations on issues that also inform our work and service to our community. And following our move to a new facility in 2016, we launched a new series of public forums held at our broadcast center. Known as "Be Public Live," this event series gathers a panel of experts and a moderator from our newsroom, before an audience from the public. The events are also streamed live on the station's Facebook page. Our station also holds other community events every year where we interact with listeners and hear their concerns. These events help the station become more responsive to the needs of our community. We also regularly ask for listener feedback on-air. Finally our reporters work hard to develop sources throughout the community who can share important information with us on a variety of community issues.

In addition to those activities, the station also runs a community calendar service. We encourage groups to submit their information on our website, which hosts a calendar of local events. We also read messages about events from the calendar on our air every day, totaling over 1,000 different groups featured on-air every year, without charge. The station also partners every year with around two-dozen different community groups to help provide extra promotional assistance with their events as part of our media

sponsorship initiative. This includes on-air messaging and other media support for our partner organizations, again demonstrating our commitment to serving the community.

- 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.**

In 2017 Valley Public Radio partnered with nearly two-dozen community groups in our media sponsorship program. They included the San Joaquin River Parkway & Conservation Trust, The Fresno Pacific University Pacific Artists Series, The CSU Bakersfield Kegley Institute For Ethics Lecture Series, The Fiesta de los Ninos of Exceptional Parents Unlimited, CASA of Kern County's Patriotic Concert, Sierra Art Trails, Reel Pride LGBT Film Festival, The Bakersfield Winds, the UCSF Air Pollution & Climate Symposium and the Kern Literacy Council.

We also collaborated with other media organizations and worked to develop new initiatives focused on community engagement. This year Valley Public Radio worked with a community engagement specialist from the USC Annenberg Center for Health Journalism. This was a project as part of the California Health Journalism Fellowship. This collaboration helped the station develop new strategies to reach out to listeners and non-listeners alike as part of a reporting project focused on the shortage of doctors in this region, which has the worst per capita access to doctors in the state.

<http://kvpr.org/term/struggling-care>

As part of this project the station hosted a public forum at the KVPR studios, attended by over 50 people. This community panel discussion featured health care leaders and members of the general public. We also asked listeners for months to send us their own stories about their experiences with the doctor shortage. Together these engagement strategies resulted in new directions for our reporting.

We collaborated with a coalition of media organizations known as the Center for Health Journalism Collaborative, to share original multi-platform coverage of the regional respiratory disease known as valley fever. <http://kvpr.org/term/just-one-breath> These outlets included The Bakersfield Californian, Radio Bilingue, Vida en el Valle, and others.

We also collaborated with other public radio stations. Our series on the doctor shortage aired on Capital Public Radio Network stations. A report we produced on the challenges cystic fibrosis and congenital heart defect patients face as they grow older thanks to medical advances aired nationally on NPR's Morning Edition:

<https://www.npr.org/sections/health-shots/2017/06/21/532601431/survivors-of->

[childhood-diseases-struggle-to-find-care-as-adults](#) A piece about discrimination against elderly LGBT individuals in assisted living environments aired nationally on All Things Considered. <https://www.npr.org/sections/health-shots/2017/11/21/563876740/here-it-goes-coming-out-to-your-doctor-in-rural-america> Our reporting on the future of the Giant Sequoia National Monument aired nationally on WBUR's Here and Now. <http://www.wbur.org/hereandnow/2017/06/21/giant-sequoia-national-monument>

- 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.**

In 2017 we produced a multi-part series of investigative reports about communities in Central California where residents have water that is not safe to drink. This series "Contaminated" [<http://kvpr.org/programs/contaminated-dirty-water-californias-san-joaquin-valley>] won the Golden Mike Award for Best Hard News Series Reporting from the Radio Television News Association. It also helped gain widespread attention for this important issue. In January 2018 we learned that California Governor Jerry Brown has included support for a solution to this problem in his proposed state budget.

Our report about unspent money that Fresno County returned to the state that should have gone for child care assistance for low income families also won a Golden Mike Award for Best Investigative Reporting (Division B). [<http://kvpr.org/post/fresno-county-sends-back-millions-unspent-funds-intended-child-care>] After our report, the legislature passed a law changing the rules for the program, it was eventually signed into law by Governor Jerry Brown.

Our media sponsorship program is also a major part of station outreach. Last year we partnered with nearly two-dozen different organizations in the seven county region which we cover. As a media sponsor, we offer messages on the air for these organizations, as well as other publicity support. This is in addition to our public service announcements that run daily on the station as part of our FM89 Community Calendar. We have heard from many of the organizations which we partner with about the impact these announcements have had on their events.

From Dan York of The Wildlands Conservancy:

“On behalf of The Wildlands Conservancy’s Wind Wolves Preserve, TWC would like to thank you and Valley Public Radio for your support for our fourth annual Spring Nature Festival held on March 11-12, 2017. With Valley Public Radio and other community leaders’ sponsorships, TWC was able to provide over 65 programs and hikes to over six thousand people visiting the preserve from Bakersfield and the Kern County area. The event would not have been such a great community success without the generous support that donors, including Valley Public Radio provided. We deeply appreciate the sponsorship support and Valley Public Radio’s willingness to work with us collaboratively. The Nature Festival helps remind us all of the great community that we live in, and that leadership through harmony and respect makes all of us happier, healthier and more informed. We sincerely look forward to finding additional ways to work together in the future and that Valley Public Radio will continue to support us in our endeavors to serve.”

- 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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.**

Valley Public Radio 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.

[<http://kvpr.org/post/fresno-sanctuary-city-it-depends-who-you-ask>] & [<http://kvpr.org/post/two-valley-republican-congressmen-sign-letter-opposing-daca-repeal>]

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. [<http://kvpr.org/post/changing-immigration-policies-could-spell-bad-news-valleys-doctor-pipeline>] And our award-winning series on contaminated drinking water largely focused on the problems facing communities that have high immigrant populations and are unable to pay for costly water treatment systems.

[<http://kvpr.org/post/drinking-water-human-right-these-valley-residents-don-t-have-it>]

We also produced an in-depth piece looking at the 25th anniversary of a local program known as the “Ivy League Project” which takes kids from predominantly disadvantaged, Hispanic communities and prepares them for success at the nation’s most prestigious

universities. [<http://kvpr.org/post/local-group-makes-ivy-league-university-dreams-reality-valley-students>]

- 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 to our ability to produce local news content. Creating quality local news content is expensive, and when operating in a non-commercial business model, it requires reliable outside financial support. Other media outlets are cutting back their local journalism, making our coverage especially important at this time. Our funding from CPB is a critical part in allowing us the ability to produce content that directly addresses the needs of our community. It helps us leverage funds from other donors and foundation partners, and provides stability as we plan for the future.