



## BUILDING FOR A SOUND TOMORROW

“So today we rededicate a part of the airwaves – which belong to all of the people-and we dedicate them for the enlightenment of all the people. I believe the time has come to stake another claim in the name of all of the people, stake a claim based upon the combined resources of communications. I believe the time has come to enlist the computer and the satellite, as well as television and radio, and to enlist them in the cause of education.” (President Lyndon B. Johnson upon signing the Public Broadcasting Act of 1967.)

### Our Values and our Commitment to the Listener

Surely, education must rank among those values we hold most dear. Our capacity to learn and our determination to do so propel much of our daily existence. Education transforms us into informed citizens working together to make better and stronger communities. Valley Public Radio’s programming reflects our commitment to *life-long education* possessing the power to change our lives and the lives of others. We believe that education does not end when our formal schooling ends. At the heart of our mission is a commitment to provide the most educational and the best possible programming to our listeners.

For over a quarter of a century, we’ve honored our commitment by providing quality content and life-long education to the community we serve. What does that mean? It means radio programming designed for *you: the listener*. It means public affairs representing local perspectives; it means spotlighting homegrown talent, and utilizing the resources abundant to us here at home; it means access to local content that is reliable and in step with the pace of life here in the Central Valley. It means offering programs suited to the valley’s unique tastes and singular needs.

We are proud to let you know that forty-six percent of our broadcast schedule originates from our local studio and is designed to meet the needs of the local community. Here are just a few samples of programs specially designed to connect with our community of listeners: *Young Artist Spotlight*, *Valley Writers Read* and most recently, *Quality of Life*.

*Quality of Life* was specifically developed to *engage* listeners in public discussions about the issues affecting our Valley communities. The program features a local panel of experts on a topic, inviting callers to participate in both discussions and solutions. *Quality of Life* is a shining example of a forum that really does have the power to effect change, improve lives, and educate people living in our ever growing and thriving Central Valley community.

*Young Artist Spotlight* (a series now entering its eleventh year) allows children to experience music as a way to interact with others, a way to build self-esteem, a way to become more engaged citizens as adults. It also inspires gifted, young artists everywhere to pursue their musical interests and studies.

*Valley Writers Read* (now entering its sixteenth year) is a program that draws its talent from an ever-expanding pool of local authors and readers who share their stories with our community of radio listeners. Often, these stories have a local flavor as well, and listeners will recognize characteristics of the real world mixed together with fictitious ones, making for a richer and more accessible story.

The blend of local programming with popular national programming creates an appealing mix which brings the world’s stories closer to home and keeps us in touch with what is going on in our own neighborhoods. National news from NPR, educational programs, classical music, world music, jazz, and entertainment programs appeal to a growing number of listeners who are concerned about life in the Central Valley and are inspired to make a difference. The voices and stories heard on public radio represent all facets of our community and the world. Public Radio is available to 98% of American households, it’s one of the best examples of life-long learning and it remains free. The single most common factor unifying all these listeners is the value they place on education and learning.

## Public Service and Accessibility

Providing access to public information is an integral part of Valley Public Radio's mission. From a community calendar listing of events to public service announcements promoting local organizations, the stations provide an important cultural connection between community members sharing a need and a wish to access important information.

The *FM89 co-sponsorship program* represents yet another way that public radio serves community organizations. Co-sponsorship of cultural events, conferences, and performing arts events allows small or underserved organizations access to free promotion that circulates valuable information to listeners about notable but unseen happenings in their local community.

"Providing accessibility" doesn't just refer to diversity of *what you hear* on Valley Public Radio. It also refers to the diversity of *how you choose to hear it*.

Approximately 1.5 million Central Valley listeners have the opportunity to access FM89 on the FM dial, and even more can "*listen on demand*" via our Internet streaming service. For some time, listeners have been able to download podcasts of many of their favorite programs to their MP3 devices. In addition, the most recent technological innovation, HD Radio, gives listeners greater variety in program services without eliminating existing programs. HD Radio offers incredible audio quality for a moderate one-time cost – this is in stark contrast to the monthly rates charged by satellite radio services. In short: listeners hear more of their favorite programs, for less or no cost, on HD Radio!

## The Threat to our Values, Strength of Commitment, and Accessibility

As our community continues its dynamic growth and revitalization, organizations will have greater needs, but Valley Public Radio will *not* have the ability to partner with many of these organizations to provide access and education to listeners and the community at large. There are a number of limitations and obstacles that stand in the way of our path:

The current facility is 22 years old, and the studios are sorely limited physically and technologically in production capabilities. We no longer have adequate studio space, sufficient personnel, or space for additional staff to accommodate the developing needs of the community.

## A Campaign for New Opportunities

The time has arrived for the organization to search for a new, larger and more effective facility. Careful review of current and future production needs demonstrates we will require a facility nearly double in size, from 5,000 sq. ft. to 10,000 sq. ft. This increase expands the size of the performance studio, adds two smaller production studios: one for music education and one for news/talk programming. In addition, reporters and interns will have access to state-of-the-art editing equipment and facilities, attracting new revenue streams by making affordable production space available to interested producers. The production possibilities in a new studio will be virtually limitless.

\$4.8 million dollars is required to build, lease and own this new facility. Phase I, the digital conversion, is now complete. Phase II, construction of the new facility, is the current focus.

In response to the challenge for Valley Public Radio to better serve the needs of a growing and thriving Central Valley, we developed our case: **Building For A Sound Tomorrow**. A successful campaign will enable FM89 to diversify its program offerings, meet the needs of our local partners, become a stronger voice for the community and, most of all, "enlist them in the cause of education" and a commitment to life long learning.

