

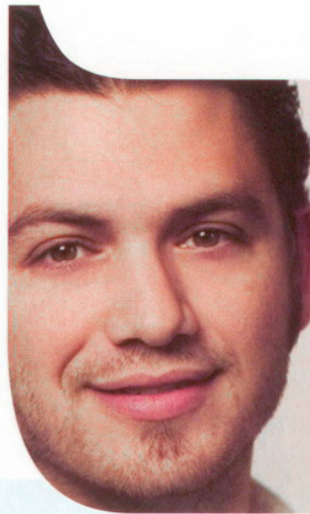
**R**eza Assemi is an infill developer hard at work within the City of Fresno. With the untamed developmental urban sprawl the city saw in the '90s, comes neglected pockets of undeveloped areas in desperate need of infill. With Reza's vision and labor, downtown Fresno is about to receive a developmental facelift.

One project he is working on is the Broadway Row Housing at Fulton Park. This downtown housing project will consist of housing designs with the likeness of San Francisco city homes. They will be multilevel residences, with mixed-use buildings as well, small commercial on bottom, loft style dwellings above. Within the development will be a pocket park with an amphitheater, reminiscent of Portland city development. This is a small park environment, good for art showings, musical gatherings, or just relaxing. Reza says, "We want to add green to the area."

Another project of Reza's is the ICON Art Gallery at 1416 Broadway. Here, there will be a place not only for artists to display work, but also low cost studio rental spaces for aspiring artists to hone their craft. "I think this project is going to spark interest and life into the area," Reza replied with conviction of the development.

Reza is also devoted to the downtown Mural Project, started by Creative Fresno. Here, artistic murals will beautify an alley strip between Divisadero to Tuolumne, spilling out into the surrounding area. The scene will be reminiscent of San Francisco's Mission District.

With the explosion of Fresno's cultural revolution on the horizon, we are sailing uncharted waters. With Reza Assemi at the helm, it will undoubtedly be smooth sailing.



**NEW BLOOD  
FOR AN  
OLD CITY.**

**REZA ASSEMI**  
INFILL DEVELOPER

**I**n a day and age of seemingly countless television channels, many loose sight on the importance of public television. One important aspect is the fact that a large portion of the community does not receive cable television in their households. Viewing options for television are extremely limited in these households, especially for young viewers. "KVPT children's programs are considered the number one most trusted

children's channel by parents and teachers," says Paula Castadio of KVPT's programming. Valley Public Television is working with PBS, incorporating what they call the Educational Triangle. This consists of a view-do-read format where parents can interact with their children's education. Studies have shown children involved with this type of televised education enter preschool with higher test scores and a development of better social skills.

Another important task Paula is spearheading is community programming specific to the regions they reach. Valley Public Television's footprint is from Bakersfield to Merced, with each town having different needs. Paula is working closely with key leaders such as educators,

**PAULA CASTADIO**

PRESIDENT & CEO, VALLEY PUBLIC TELEVISION

business leaders and people in healthcare, to reach and educate target groups in each community. She is working with organizations such as the Central California Children's Institute to the American Lung Association for better community involvement and understanding. "With this type of dialogue, we hope people will become more proactive to effect positive change in the area."

There is also great programming for adults. A newly created show called Words In Motion, will feature Valley poets and their readings. Paula is also working as the board chair for FCASH, Fresno Coalition for Arts, Science and History, to show the importance of these entities within our community.

With the future brings a broadcasting of four high definition digital programming channels. Ushering in high-tech education for our Valley, allows further knowledge about the community in which we live. So parents, go ahead, let your children watch TV to their heart's content, just make sure the viewing consists of this great community network.

**LINKS FOR CHANGE**

- WWW.MINDHUB.ORG
- WWW.CREATIVEFRESNO.ORG
- WWW.KVPT.ORG
- WWW.FRESNOEDC.COM
- WWW.FRESNOARTS.ORG
- WWW.FRESNOBC.ORG

**EFFECTING A  
VISION THROUGH  
TELEVISION.**

