



April 9, 2015



- **HAPPY TO REPORT** – We’ve added a weekday afternoon broadcast of **National Native News**, the NEW five minute newscast airs Monday through Friday at 3:01 pm and includes information ranging from individual tribal issues to federal legislation.
- **CHANGING RADIO HOSTS** – Matt Guilhem has assumed the *All Things Considered* hosting duties. Matt is an excellent editor and reporter and fits well in our news format. David Fleming is now free to connect more closely with the Inland Empire arts community as he applies his hosting, producing and editing skills full time on *KVC_aRts*, now a weekly Wednesday evening program with a Sunday evening repeat.
- **MORE PROGRAMMING** – More live-hosted hours are planned for the near future as we continue to increase our local news output on the radio side of KVCR. When plans and training are complete, you will hear the voice of Natalia Estrada in *Weekend Edition* each Saturday and Sunday morning.
- **SPRING PLEDGE** – KVCR 91.9 kicks off its Spring Pledge on April 8 and runs through April 17.

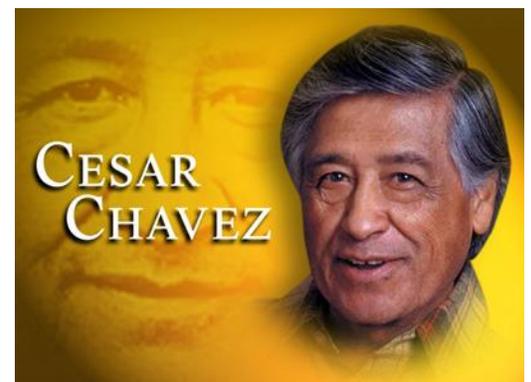
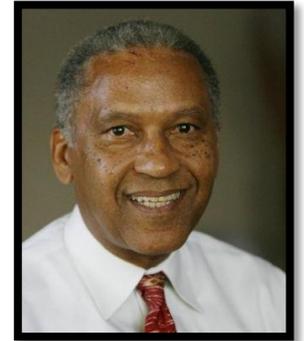
KVCR FM NEWS – Issues and Programs from March News Highlights. In addition to our regular weekly segments with Inland Empire Economist John Husing, Press Enterprise Columnist Cassie MacDuff, and Jeff Baker exploring IE food culture with Savory Road. (*most of the segments can be heard on demand at kvcr.org/news*)

1. **TRANSPORTATION** – Reported the City of Riverside is contemplating the installation of a trolley system that would be the first metro light rail in the Inland Empire.
2. **IMMIGRATION ISSUES** – Aired a report regarding the opening of the new Guatemalan Consulate in San Bernardino, the only other Guatemalan consulate in Southern California outside of Los Angeles, to accommodate the growing number of Guatemalans moving to the Inland Empire.
3. **MUSICAL BUSINESS** – Produced a feature report about a Colton father and son who operate a musical instrument store, and the contribution they make toward encouraging disadvantaged student to study music.
4. **HIGHTER EDUCATION** – Featured an interview with the University of Redlands Theatre Arts Department reviving the 1891 German play, “Spring Awakening” as a musical.



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5. **ONTARIO INTERNATIONAL AIRPORT** – Reported a legal setback in the effort by Inland Empire communities to return ownership of Ontario International Airport from the City of Los Angeles.
6. **HEALTH CARE** – Aired a report previewing Loma Linda University Health’s annual “Healthy People in Healthy Communities” outreach program.
7. **GOVERNMENT** – Reported on Governor Jerry Brown’s appointment of former Temecula Mayor, Chuck Washington to fill a vacancy on the Riverside County Board of Supervisors.
8. **POLITICS** – Aired an interview with City News Service’s Riverside County Bureau Chief on how Governor Brown’s appointment of Chuck Washington – the first-ever African American and the only Democrat on the Board – might affect the political dynamics of the Board of Supervisors.
9. **PUBLIC SAFETY** – Featured a report about Cal Fire preparing for an early start on staffing for wildfires as a result of the state’s on-going drought.
10. **EXPANDING TRANSPORTATION** – Highlighted a proposal to expand and improve Amtrak passenger rail service from Los Angeles to the Coachella Valley being discussed by regional leaders.
11. **LEADERSHIP CHANGES** – Looked at the sudden change in top leadership at Freedom Communications, the company that owns the Press-Enterprise.
12. **ARTS & ENTERTAINMENT** – Featured a *KVC_aRts* interview with musician David Ragsdale – pioneer of the rock fiddle sound – prior to his upcoming performance in the area.
13. **REGIONAL HISTORY** – Previewed a report on the University of California, Riverside symposium titled, “California Indians, Canonization of Junipero Serra, and Colonialism.”
14. **UPCOMING PERFORMANCE** – Excerpted a *KVC_aRts* interview with actor and voice-over performer Phil Proctor, a long-time member of the satire performance group, Firesign Theatre Company, prior to his upcoming show in the area.
15. **POVERTY** – Aired a Capital Public Radio feature report about why California hospitals that serve low-income patients are experience increasingly strained finances.
16. **LABOR DISPUTE** – Reported on a tentative settlement of a labor dispute between San Bernardino County and county-employed union nurses that had gone on for nearly a year and a half.
17. **BANKRUPTCY** – Reported on why the City of San Bernardino may not make its May 30 deadline to present its plan to exit bankruptcy to the federal bankruptcy judge.
18. **ARTS** – Featured a story on the Western Percussion & Winds Championship at Cal State San Bernardino, drawing more than 50 musical groups from high schools all over the western United States.
19. **MUSIC** – Interviewed a member of the longtime swing music group, *Big Bad Voodoo Daddy* prior to its upcoming performance.
20. **HIGHER EDUCATION** – Reported on UC Riverside and Cal State San Bernardino receiving a 5-million dollar grant for a collaborative program to raise educational attainment among students as they prepare to enter college.
21. **CESAR CHAVEZ** – Produced a feature report previewing a public festival of films produced by the Riverside School of the Arts recount the life and legacy of the late California labor organizer Cesar Chavez.



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22. **ENVIRONMENT** – Reported on the city of Riverside being among the Environmental Protection Agency’s top cities in the U.S. with the most federally-certified energy-efficient “green” buildings.



PROGRAMMING:

- **NEW EPISODES COMING** – Look for new episodes of the following programs: *The American Experience*, *Masterpiece*, *Antiques Roadshow*, *Let’s Dine Out*, *Inland Empire Explorer*, *Tracks Ahead*, *Music City Roots*, *Front and Center* and *Globe Trekker*.
- **TOP TEN FOR MARCH** – 1. *Antiques Roadshow* 2. *California’s Gold* 3. *Carole King and James Taylor* 4. *Masterpiece – Downton Abbey* 5. *History Detectives* 6. *John Sebastian Folk Rewind* 7. *Lawrence Welk* 8. *Nightly Business Report* 9. *Masterpiece – Grantchester* 10. *Nova – Roman Death Trap*
- **APRIL PROGRAMS** – 1. *Motown* – Hosted by legendary comedian Richard Pryor, *Motown 25: Yesterday, Today, Forever* celebrates the 25th anniversary of Motown. Saturday, April 11 at 8:00pm. 2. *Mr. Selfridge Season 3* – The third season of the popular series, which stars Jeremy Piven as the flamboyant American entrepreneur who founded the famous Selfridge’s department store, picks up the story in 1919. Mondays at 8:00pm. 3. *The American Experience: Edison* – The holder of 1,093 patents, Thomas Alva Edison’s name was nearly synonymous with invention. Driven, intensely competitive and never more at home than he was at work, Edison is remembered as the genius that created the modern world. Wednesday, April 15 at 8:00pm. 4. *Making Light in Terezin* – The true story of how Jewish prisoners held in a concentration camp during World War II fought back against the Nazis—not with guns or bombs—but through song, dance and laughter. Wednesday, April 15 at 10:00pm. 5. *Digging into the Future: Armenia* – This is an archeological adventure in ancient sites in Armenia, where some of the world’s oldest artifacts have been discovered. Thursday, April 16 at 8:00pm. 6. *Beyond the Light Switch* – This three hour special for Earth Day considers the tradeoffs of carbon capture and storage, hydraulic fracturing for natural gas, a nuclear renaissance, the cost of solar power, the sprawl of wind power and the feasibility of a super grid. Wednesday, April 22 at 8:00pm. 7. *Cuba: The Forgotten Revolution* – Tells the virtually unknown story of Cuban revolutionaries Frank Pais and Juan Antonio Echeverria. Working largely independently from each other, these young men—a school teacher and architecture student, respectively—played critical roles in the eventual overthrow of dictator, Fulgencio Batista y Zaldívar. Thursday, April 30 at 8:00pm.



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PRODUCTION:

- **LAW ENFORCEMENT VIDEO** – KVCR is working on two short videos to be used with the law enforcement community. One video will be offered to police departments to share a 5 minute presentation on information when dealing with individuals with autism during their “briefing period” before their shifts begin. The second video will be used when presenting to educators, politicians, community leaders about the need to inform and train first responders when answering a call with an autistic individual.



OUTREACH:

- **THAT’S A WRAP** – March was a very busy month as we concluded our Spring TV Pledge Drive. This drive was successful as our membership rates increased along with sustaining memberships. Now that our TV pledge has come to an end we are ramping up for our Radio Drive April 8 – 17. Make sure to tune in as we are supporting other non-profit organizations in the area. April 13 will be Pet Shelter Day where your donation provides vaccinations for the animals in local shelters. April 15 will be Plant a Tree Day where member’s contributions go towards planting trees in the Inland Empire. Give us a call or visit us on line to see how you can support KVCR radio and animals and our forest.



EVENTS:

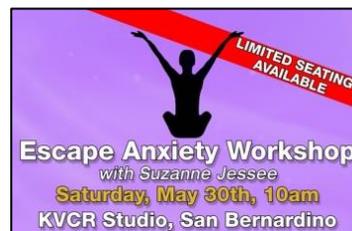
- **APRIL AND MAY ACTIVITIES** – **April 11 - Chris Botti:** He has maintained his status as one of America’s foremost jazz musicians. Catch his concert at the Fox Performing Arts Center in Riverside. **May 15 – American Parlor Songbook:** Join us for a LIVE presentation of **American Parlor Songbook** in the KVCR studio from 6:30 pm to 9:30 pm! **May 30 – Suzanne Jessee Workshop:** FREE in-studio workshop! Open to the community to learn how to help overcome stress, anxiety and more.
- **PASQUALE ESPOSITO** – Italian singer **Pasquale Esposito** is coming to Southern California and KVCR has your tickets! Don’t miss your chance to enjoy the musical talents of this Italian Tenor on **December 20, 2015**.



Chris Botti



American Parlor Songbook
JP & Julie



Pasquale Esposito

DEVELOPMENT:

- **NUMBERS ARE UP** – KVCR TV has shown a 15% revenue increase from last year. The increase reflects the improvement with the on-air portion of the pledge drives and revenue generated from our sustaining memberships.

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- **MOVING UP**– Overall revenue for 91.9 KVCR is up 16%. This increase is partially due to our Cars Donation Program. The next radio membership campaign begins April 8. Listen for your chance to win great prizes in a drawing!

OUTREACH:

- **LAW ENFORCEMENT CONFERENCE** – Lillian Vasquez, our Autism Initiative project manager recently attended a one-day law enforcement workshop to pick up more information and training ideas so she may continue to provide training to the SBVC police academy and SB County Sheriff’s department on the subject of autism and first responders.
- **HONORED** – The Inland Empire Women Veterans Collaborative honored KVCR on March 21 at their one-day seminar for the KVCR “In Her Boots” project. The award cited, making a world of difference, thank you for your unwavering support, making a difference in the lives of women veterans.

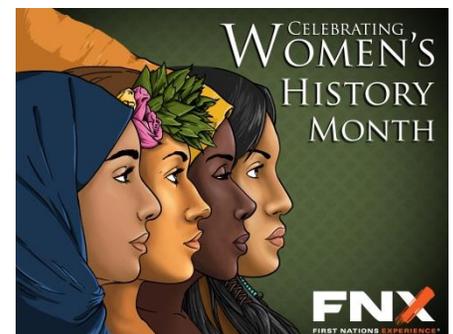


PROGRAMMING

- **NATIVE SHORTS II** – The FNX Team will shoot the second season of the *Native Shorts* presented by Sundance Institute’s Native American and Indigenous Program April 27 to May 1. *Native Shorts* is the first long format non-documentary series produced under the FNX brand and is one of the top rated series amongst all affiliate viewers. Hosts Bird Runningwater and Ariel Tweto will return with a very impressive new list of films from all over the world including a couple of films from renowned Cheyenne & Arapaho director, Chris Eyre, a WWII period piece from New Zealand, an Inuit animation from Greenland, a family drama from the Sami culture of Sweden, and a futuristic sci-fi thriller from Cree filmmaker Danis Goulet. The season will premiere in the fall 2015.
- **AUX** – The Aboriginal Unity Experience (AUX) music video jukebox series dedicated March to female performers in honor of Woman’s History Month. March marked the premiere of videos from Canadian pop sensations Inez Jasper and Candace Curr as well as new songs from “The Miracle Dolls” out of Cabazon, California.

GRAPHICS/ART

- **WOMEN’S HISTORY MONTH** – The FNX Tribal Liaison worked with colleague Joe Clark on a web flyer for the social media to commemorate Women’s History Month.
- **NEW FNX WEBSITE** – The team worked on a new social media cover art piece to promote the launch of the new FNX website. Visit the site, it’s even easier to find just what you’re looking for.



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OUTREACH

- **INTERNSHIP** – FNX will host a student for the summer for the Vision Maker Media’s Native American Multimedia Internship Program. Terria Smith worked with Eric Martin, Interactive Media Specialist for Vision Maker Media to promote the internship online on social media.
- **A FAMILY’S HERITAGE** – The first original FNX short documentary produced for “Indigenous Focus” premiered on the network on March 18. Our Tribal Liaison, Terria Smith, produced/directed the 10-minute film titled “A Family’s Heritage” about a small business in Murrieta, California called Heritage Tattoo. The business is owned by a tribal member of the Morongo Band of Mission Indians. The short film features interviews with family members and employees who share the importance of their culture and background through their tattoo business.
- **ORAL HISTORIES PROJECT** – A draft agreement for FNX to do the post-production work on the film has been approved by the Cahuilla Continuum Committee at the Riverside Metropolitan Museum. Our FNX intern, Robin Underwood helped complete the transcriptions of the interviews.
- **NATIONAL INDIAN GAMING ASSOCIATION 2015 TRADE SHOW** – FNX hosted an informational booth at this year’s National Indian Gaming Association Trade Show and Convention in San Diego, California. A team from FNX staff members were in attendance.
- **FNX INTERNS** – Julie Weaver-Loffer continues to assist with closed captioning needs for FNX programming. She receives college credit Mount San Jacinto. Robin Underwood co-produced a story for **FNX NOW** about an event at Pechanga Resort & Casino. She also lent her assistance to the Native Shorts production team. Robin’s internship with the Torres Martinez Tribal TANF TWEX program ended, but continues as a volunteer for FNX.
- **UCR** – Terria Smith, served as a moderator for the morning panel of the symposium “California Indians, Canonization of Junipero Serra, and Consequences of Colonialism” on March 13. The symposium took place on the University of California Riverside campus in the Rupert Costo Library. Terria also assisted organizing the event with UCR Distinguished Professor of History Clifford Trafzer, by inviting California Native American educators and scholars to participate as panelists (including Vincent Medina, Andrew Galvan and Jonathan Cordero). The event was previewed in the *Press Enterprise* and in *UCR Today* -<http://www.pe.com/articles/serra-762138-indians-missions.html>. We also produced a news story for KVCR radio featuring panelist Jonathan Cordero (Ohlone/Chumash) of California Lutheran University and Clifford Trafzer - <http://kvcrnews.org/post/junipero-serra-california-indians-and-colonialism-focus-ucr-symposium>
- **CALIFORNIA INDIAN NATIONS COLLEGE** – We were in attendance at a meeting about the creation of California Indian Nations College held at the Twentynine Palms Band of Mission Indians Reservation. The proposed idea is to develop a tribal college in Southern California (currently, the only tribal college in California is Kumeyaay Community College in San Diego County). The effort is thru a partnership with the University of California Riverside.
- **NATIVE FILM FESTIVAL** – Staff members of FNX recently attended the Native Film Fest in Palm Springs. They met with Elizabeth Weatherford, Director and Founder, Film and Video Center, Smithsonian National Museum of the American Indian. It was the twelfth season of the Native FilmFest and it is one of the Nation’s most highly regarded festivals of its kind – featuring the best in films by, about, and starring Native Americans and other Indigenous peoples.



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- **ON THE SCENE SHOOT** – Recorded a video interview and short performance at a studio in Van Nuys on March 12 for San Manuel Tribal Member Chloe Nakhjavanpour. The young singer/songwriter is slated to be featured as part of the FNX segment ***On The Scene***.
- **TORRES MARTINEZ LIBRARY** – Provided a multimedia presentation to tribal youth at the Torres Martinez Tribal Library on March 18 about the impending canonization of Junipero Serra. The presentation included a brief history of the missions, discussed the different sides of the issue. She also talked about some of the symposiums, news coverage, etc. that she has been involved in since Pope Francis made his announcement.
- **SOCIAL MEDIA UPDATE** – To date the FNX | First Nations Experience social media sites – those that are managed by the Tribal Liaison - have the following number of followers and/or subscribers:
 - Facebook: 5,040 likes
 - Twitter: 1,690 followers
 - YouTube: 296 subscribers, 24,171 views