



August 14, 2014



- **REQUESTS ARE ON THE RISE** – It can be puzzling when trying to understand how our programming is received by our listeners. One indication that listeners are finding value in our local segments is the emails and phone calls requesting information on how they can listen to a segment again. And requests are on the rise! In most cases the requested segment has already been placed on the KVCR Online News Page and we are able to send a link via email for each. Our most requested segments are the **State of the Cities** series heard on Monday mornings and economy segments broadcast on Tuesday mornings.
- **FALL DRIVE COMING SOON** – The dates have been set for the upcoming Fall Radio Pledge Drive. This annual on-air membership campaign will begin the week of September 22 and run through October 3. Please contact Rick Dulock or Yvonne Powers if you would like to provide a leadership gift of \$500 or more that may be used as a challenge to other to leverage additional pledge dollars during the campaign.
- **SUMMER INTERN** – The 91.9 staff had the pleasure of working with San Bernardino Valley College student, Weston Daniels over the summer. Weston enrolled in an Independent Study course which provided him with college credit and KVCR Radio with more than 50 hours of his time.

In addition to our regular weekly conversations with Inland Empire Economist John Husing and Press Enterprise Columnist Cassie MacDuff, below are some of the stories and issues we reported on 91.9 KVCR FM News between June 25 and July 30, 2014 (*most are available on demand at kvcr.org/news*)

1. **LOCAL FOOD CULTURE** - Weekend segment **Savory Road** explored Inland Empire "coffee culture" in a discussion with the proprietors of Klatch Coffee in Upland.
2. **LOCAL COMMUNITIES/LOCAL BUSINESS/LOCAL CIVIC CULTURE** - In our regular Monday **State of the Cities** segment, we featured part 3 of our month-long series, **Redlands: Waiting for Change**. We looked into how Redlands is accommodating the growing population of "Millennials" -20-and-30-somethings -- living and working in this historic city.
3. **IMMIGRATION/LOCAL LATINO ISSUES** - Previewed the arrival of some of the tens of thousands of Central American refugee children and other immigrants crossing the border illegally from Mexico into the U.S., along with plans for them to be flown from overcrowded detention centers in Texas and processed in the Inland Empire.

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4. **LOCAL ARTS & CULTURE/LOCAL TRIBAL ISSUES** - KVCR-TV's Jhoann Acosta produced a radio feature for KVCR FM News profiling the Idyllwild Summer Arts Program's 15th Annual Native American Arts Festival in the San Jacinto Mountains.
5. **LOCAL ENVIRONMENT/ENERGY ISSUES** – Produced a feature report on the growing concern among Southern California environmental communities over a state proposal to change the rules governing hydraulic fracturing -- fracking -- for oil and gas in California.
6. **LOCAL FOOD CULTURE** – On **Savory Road** this month host Jeff Baker provided four



segments including a profile of the Drake Family Farms, a European-style goat cheese operation in Ontario. He also visited Corona for an inside look at how Corona Rotary volunteers prepare thousands of lobsters for the annual Corona Lobsterfest. Next stop was his exploration of Mexican/Asian fusion cuisine, served at Ontario's Dragon Loco. And Jeff also profiled Lebanese restaurant "Mes Amis" in Chino Hills, and how it came to the IE.

7. **LOCAL COMMUNITIES/LOCAL BUSINESS** - We concluded our four-part series, **Redlands: Waiting For Change**, with a conversation with a long-time downtown Redlands restaurateur Martha Green about the changing business climate in downtown Redlands in recent years.



8. **LOCAL BUSINESS/ENVIRONMENT** – Reported on the possible negative impact on the warehouse, shipping, and logistics industries with a strike by truck drivers who haul goods between the coastal ports and Inland Empire logistics centers.
9. **ENVIRONMENT/LOCAL HIGHER EDUCATION** – Presented the story of a group of UCR engineering graduates who invented a device that vastly reduces harmful fuel particulates from lawn mowers.
10. **IMMIGRATION/LOCAL LATINO ISSUES** – Reported on a Catholic church in Fontana among the Inland Empire organizations helping to accommodate the flood of Central American refugee migrants arriving in the U.S.
11. **LOCAL ECONOMY/HOUSING** – Reported on an Inland Empire-based non-profit financial counseling organization offering homeowners advice and assistance on preparing for rising interest rates on mortgage payments.
12. **LOCAL HEALTH CARE/LOCAL PHILANTHROPY** – Featured a report on Loma Linda University Medical Center receiving a private donation of \$100-Million to help its \$1-Billion-plus facility expansion campaign.
13. **LOCAL ARTS & CULTURE** – KVCR's David Fleming interviewed The Turtles' Mark Volman about the "Happy Together" Tour -- featuring performances by members of The Turtles, Three Dog Night, Gary Lewis and the Playboys, Mitch Ryder and the Detroit Wheels, and Grand Funk Railroad -- at the Fox Performing Arts Center in Riverside.
14. **LOCAL GOVERNMENT/PUBLIC SAFETY** – Featured a **California Report** interview with Press Enterprise Reporter Alicia Robinson about the City of Riverside's decision to end its program of cameras issuing traffic citations at certain red light intersections.
15. **LOCAL POLITICS AND GOVERNMENT/ENVIRONMENT** – In our weekly **State of the Cities** segment, 91.9 KVCR reported on the local environmental community's scrutiny of a proposal by a state legislator to create a Santa Ana River Conservancy designed to protect the riverbed from encroaching development.

PROGRAMMING

- **GOING UP** – June showed an increase in audience numbers compared to May. June is typically a slow month for TV viewership because of pledge drives and viewer’s summer activities. We rolled out a new Kids lineup and placed some popular “How To” programs and “Prime Time” shows such as **History Detectives**, **Globe Trekker** and **Antiques Roadshow** in the late afternoon’s time slots. This new programming schedule is working for some of the days. We’ll keep watching for the long term trend. The weekend’s “How To” programs continue being viewer favorites.

- **TOP 10 SHOWS IN JUNE** – 1. **Masterpiece – Endeavor 1**; 2. **California’s Gold**; 3. **Vera**; 4. **History Detectives**; 5. **Quilt in a Day**; 6. **Lidia’s Kitchen**; 7. **Simply Ming**; 8. **Quilting Arts**; 9. **Scrapbook Soup**; 10. **Woodwrights Shop**

- **COMING IN AUGUST** - 1. **Masterpiece Mystery – Poirot Season 12** David Suchet returns in his signature role as suave Belgian super sleuth Hercule Poirot in two new mysteries, **The Big Four** and **Dead Man’s Folly**, based on the novels by Agatha Christie. Whether he’s on holiday abroad, taking a countryside break or simply going about his business near his central London home, Poirot finds himself exercising his “little grey cells” by helping police investigate crimes and murders, whether they ask for his help or not. Mondays at 8 pm starting August 4.

- 2. **180 Days – A Year Inside An American School** – This series takes viewers on an intimate journey through a year in the lives of students, teachers and school leaders in one Washington, DC public high school. The series is framed by volatile national and local politics aimed at reforming this most fundamental of public institutions, but the lives at the center of "180 Days," most especially those of the five students whose stories take the viewer from the day 1 to day 180, seem at once deeply impacted by and yet profoundly separate from the "Race to the Top." Thursdays, August 21 and August 28 at 8 pm

- 3. **50s and 60s Rock Rewind** – From the R&B pioneers to the pop teen crooners, the 1950s and early 60s were an exciting musical time for American youth. In this all new special, the spotlight shines on the sounds of the '50s and '60s rock and pop scene with archival footage of the hit makers in their prime. Fast songs, slow dances and the back beat were all the rage as teenagers tuned in to their radios as they "readied for their steadies", and went from pony tails to proms. The age of innocence and adolescence created Rock and Roll's first revolution, with the songs that take us back to those happy days of the 1950s and early 60s.



Friday, August 29 at 8 pm.

PRODUCTION

- **ABOUT THE INLAND EMPIRE** – Our ongoing TV segment **KVCR NOW** which features events, and stories occurring in the Inland Empire is keeping the production staff busy. This project lead by Jhoann Acosta is working to become a weekly element on KVCR and was recently nominated for a national **2014 Imagen Award** for positive portrayals of Latinos in the media. Team members Acosta, Frank Blanquet and Alfredo Cruz attended the awards gala and



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walked the Red Carpet at the Beverly Hilton on August 1st. Recorded for PBS national distribution, the *Imagen Awards* program will air on KVCR October 2 at 8 pm. KVCR NOW's most recent productions include:

1. **KVCR NOW: Nanotechnology** – KVCR attended the 2014 Nanotechnology Summit at the San Bernardino Applied Technology Training Center. San Bernardino Valley College honor students are educated in the field of Nanotechnology as part of the plan to create a trained workforce that hopes to attract employers to the area.
 2. **KVCR NOW: Senior Villas** – KVCR featured the City of Colton's first affordable senior living complex that is bringing back seniors who were displaced at the time of retirement. This piece was produced by a team of KVCR student interns from San Bernardino Valley College and Cal State San Bernardino.
- **NEW SHOW ON THE HORIZON** – We are in the process of developing a new show focusing on Inland region businesses and entrepreneurs. KVCR NOW producer Jhoann Acosta is working with Bruce Underwood, of SBCCD's Entrepreneurial Institute, to begin identifying and shooting segments highlighting the entrepreneurs who will be featured on the show.
 - **PBS KIDS ON KVCR** – Children from the Ontario area are the newest kids to be presented on KVCR. This new station ID campaign features local children promoting their PBS Kids station. Alec and Alexys are the two newest kids to jump on the airwaves of KVCR. Seven spots have been produced so far for this new station ID campaign which airs around KVCR's Kids Block of daily programming.
 - **TV PLEDGE DRIVE AROUND THE CORNER** – The September pledge drive is quickly approaching. The production staff is producing several "tickets spots" promoting concert ticket offers. In addition, "Sustaining Membership" spots are also being produced to encourage viewers to become Sustaining Members by giving an on-going amount monthly contribution in support of KVCR.
 - **STUDIO FOR RENT** – KVCR is working with several outside companies to book our studio for the production of independent projects. This is part of a revenue-generating initiative and ongoing efforts to diversify the revenue stream of KVCR TV production facilities. A new client is expected to sign up by September.
 - **REDLANDS BOWL** – KVCR secured the production opportunity to shoot three nights of the Redlands Bowl performances this summer. The productions include: The Kalama Brothers; Adonis Puentes & the Voice of Cuba Orchestra; and The Marcus Roberts Trio. The projected is being edited by Al Gondos and "finished and colored" by Eli Semotiuk.
 - **NEW UNDERWRITER** – We are producing a new underwriter spot for Loma Linda University Medical Health that will air August thru November, 2014.
 - **NEW AUTISM DOCUMENTARY** – We started shooting footage for our newest Autism documentary, working title Autism: Looking Forward at Employment. The producer of this documentary is Lillian Vasquez. Initial footage was shot in early July at a disability employment conference, with additional material being shot in early August in Livermore and Sacramento. This will be KVCR's fourth documentary on the subject of autism and the sixth production for Lillian.

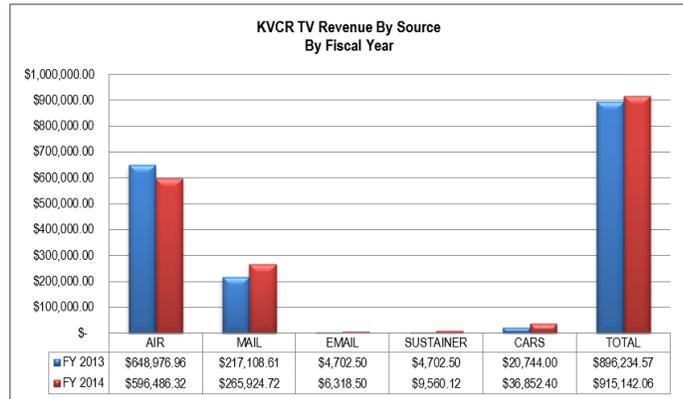
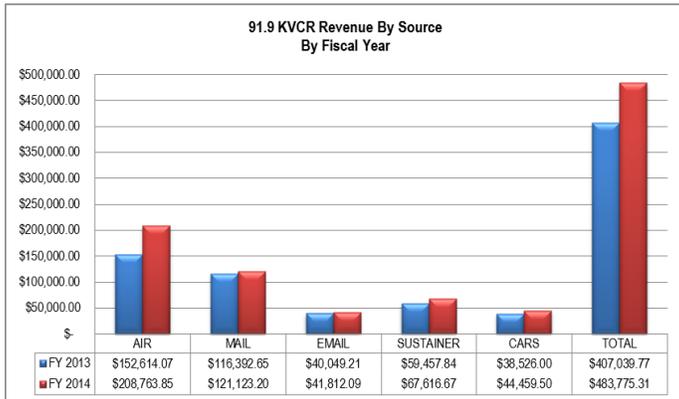
ART & GRAPHIC DESIGN

- **KVCR MEDIA KIT** – The graphics team has worked to update the KVCR Media Kit for underwriting purposes and overall station promotion. The document is being reviewed by staff members for final input and proofing and goes to print in mid-August.
- **KVCR WEBSITE MAKEOVER** – KVCR.org has long been a part of the district's website, under the Site-Core structure. Our web developer is creating a new version of the site using different

development tools that should allow for easier updates and improvements at a faster rate. A few more changes are being made before the site goes live, ETA later this month.

DEVELOPMENT

- **END OF FISCAL YEAR** – As we report on the end of the fiscal year 2013-2014, we are pleased to share the revenue for 91.9 KVCR has increased by 16 percent. This



may be attributed to more local content and improved fundraising practices. Revenue for KVCR TV is up by 2 percent. The September and December pledge drives suffered a dip in revenue, but this shortfall was counterbalanced by revenue generated from mail campaigns, major gifts and the car donation program. The March and June pledge drives generated 30 percent more in revenue compared to last year.

- **FUNDRAISING AGENDA** – Plans for this fiscal year’s fund raising efforts include a personalized telemarketing campaign to recapture lapsed donors; an emphasis will be placed on increasing our Sustaining Membership with ongoing monthly contributions. A Major Donor event is also being planned with more details forthcoming.
- **EVENTS** – During the month of July we offered four concerts to our members as “thank you” gifts for supporting the station. KVCR provided tickets to a Benisé concert as a “member benefit.” The concerts included Steve Martin & the Steep Canyon Rangers with Edie Brickell at the Hollywood Bowl. This concert was extra special because a pre-4th of July fireworks display after the concert was part of the concert with the LA Philharmonic performing. We sold all our VIP packages on the first broadcast of the Steve Martin PBS pledge show. Due to a strong relationship built with the Fox Performing Arts Center in Riverside – we have secured a large concert base of radio members. This is new revenue has been designated specifically for radio. In the past all concert revenue was allocated to TV. Our concerts for the month of July at the Fox were: Kenny Loggins, Boz Scaggs with Los Lobos, and the Doobie Brothers. We nearly sold out the Kenny Loggins concert. Our members said it was a great performance. The Boz Scaggs concert was well attended and almost sold out. The Doobie Brothers was a popular concert which we sold out two weeks prior to the concert date. Our members really enjoyed all of the performances!
- **UPCOMING CONCERTS** – KVCR has tickets to several concerts in August and September. This is another way to support KVCR and enjoy some favorite artists including Creedence Clearwater Revisited, Ballet Folklórico de México, Huey Lewis and the News, Yanni, Natalie Cole, and Melissa Etheridge.

OUTREACH

- **PMDMC CONFERENCE** – KVCR staff, Alfredo Cruz, Yvonne Rose Powers and Lillian Vasquez attended the Public Media Development and Marketing Conference at the beginning of July in Denver, CO. The conference made a heavy push for stations to create a Major Gifts program, if they did not already have one in place. Stations were encouraged to start small and keep plugging away until they get to a point where a full time person can be hired to lead the program. A strong asset for fundraising or adding to the Major Gift program is to utilize the station to bring members in. Members love station tours and feel more connected when the tours are personal or in small groups. Presenters who offered radio pledge suggestions, some of which 91.9 already has in place, recommended using listeners' comments in the scripts or allowing the "on air" talent to share and talk about those experiences. One session that was quite informative and valuable was the "Hot List" session. In this session 10 stations, TV or Radio made 5-minute presentations on a new project they implemented at their station, and the results. Of the 10 items presented, KVCR might be able to implement 2 with our current staff: 1) Convert sustaining members from "credit card" donors to EFT donors. Share with the donors the amount annually that would benefit the station just by eliminating the credit card fees. Do a one-time "Switch Campaign" Their campaign was done with one letter and the pitch "You can make a difference without giving a dime." 2) Partner with local community artist to design a piece of artwork that will be used by the station to create a "thank you gift." This presenting station elected to create a 16-oz. glass and pledged it at the \$90 level. They used the artwork for other marketing and outreach purposes. They repeated the project the following drive with a new artist. In the end they found members were pledging to get the full collection of glasses! We are in the process of researching the cost factor of the project and finding a funder to kick start the plan.
- **IN HER BOOTS: Highlighting Women Veterans** – The logo for this project was completed by the graphics department and a poster has been created that will go on the "drop off" boxes that placed at businesses throughout the IE to collect donated military boots. Drop-off locations are being finalized now. Boxes are scheduled to be installed at business locations by August 15. Once the boots are collected, KVCR will work with the VA hospital and other VA organizations to encourage female vets to come together for a day to decorate the boots and enjoy a day of female comradery. This is part of a grant funded project but KVCR is working to leverage additional funds to support our veterans efforts.



PRODUCTION

- **AND THE AWARD GOES TO** – The FNX production team received two awards for their community news and engagement series ***FNX NOW***. The Native Media Awards, given by the Native American Journalists Association (NAJA), were presented to FNX in the category of "Best Feature Story – TV." First place went to ***FNX NOW: Special Report from Torres Martinez*** for its piece on the water contamination within the Torres Martinez Reservation. Third place, in the same category, was awarded to ***FNX NOW: Anahuacmecac***, which featured a little-known charter school in East Los Angeles with a focus on Indigenous teachings. Congratulations to Terria Smith and Frank Blanquet, who produce the series!
- **FLAGSHIP SERIES** – ***FNX NOW*** continues as our flagship series. The production team recently held two seminars/workshops for Native American producers at the NAJA convention
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demonstrating how to shoot and capture local stories and package them into an **FNX NOW** segment for broadcast. The first community segment was submitted by the Salt River Pima-Maricopa Indian Community of Arizona and is scheduled for national broadcast on FNX in early August.

- **NEW FNX CO PRODUCTION** – A co production documentary is currently in the works with FNX and Juice Groove Films about Chris Wondolowski (Wondo). Wondo is the first Native American soccer player to represent the US in the World Cup games that recently took place in Brazil.

ART & GRAPHIC DESIGN

- **SATELLITE LAUNCH CAMPAIGN** - The Graphics department has created a multi-platform campaign to create a buzz around FNX's launch on the Public Television Interconnect System – or public TV satellite – in November. The multi-stage campaign includes on-air graphics for KVCR and FNX, a webpage on the FNX.org site, and print ads in a variety of publications. The first stage involves an image of the Earth from space with the text: **Big Things Are Coming** and the web address www.fnx.org/bigthings. The webpage at this early stage will be a parallaxing planet Earth against a star field that viewers can scroll down to the words Big Things Are Coming. Information is limited in hopes of creating questions and social buzz. As the station approaches the official launch date of November 1, the teaser trailers will update getting closer and closer to Earth and sharing more details of what “big things are coming.” The final stage of the campaign will reveal FNX's release on the satellite and asking viewers to contact their local public media, satellite or cable provider to bring FNX into their community. This is an exciting campaign to develop and watch with anticipation of boundless results.
- **AUX MUSIC BLOCK** – The graphics department has been working with the production team on developing the **AUX: Aboriginal Unity Experience**, a half-hour music block featuring Native American and Indigenous artists. The logo for the show has been designed and the show is scheduled to launch in September. A companion website capable of playing all the featured artists is also in the works and set to launch in mid-August.



OUTREACH

- **NATIONAL MEDIA CONFERENCE** – The 2014 Native American Journalists Association (NAJA) conference was held July 9-13 in Santa Clara, CA. FNX production team members Frank Blanquet, Art Macalma and Terria Smith were in attendance. While at the conference the FNX team participated in several on-going activities including:
 - Opening Ceremony: During the opening ceremony, Terria invited guests from local California tribes to make the cultural presentations during the opening event. Vincent Medina (Muwekma Ohlone) along with members of his family offered the opening prayer for the event. The Kashaya Pomo Dancers performed during the opening of the conference.
 - Vision Maker Media Presentation: The FNX team shared a presentation with the film makers about our FNX network. There was a great deal of interest from attendees eager to learn how to get their film or video project featured on the FNX network.
 - NAJA President, Mary Hudetz, requested FNX record the 2014 National Native Media Conference's Plenary Session “#NAJATalks” (a play on the popular TED Talks). The

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production team was asked to post the production online the same day. The team spent the day recording, editing, and posting the 2014 National Native Media Conference's Plenary Session. The recording can be found on FNX's **YouTube** and *Vimeo* pages.

- FNX: Building Native-Focused TV News workshop: The FNX production team presented two workshops to Native journalists sharing the processes necessary for creating, developing and submitting their work to **FNX NOW** for national broadcast on the network.
- The Banquet: Terria Smith invited the San Francisco Bay Area-based band *Audiopharmacy* to be the featured performers during the awards ceremony. Two of the band members are from tribal communities (Wappo and Pomo). Native Media Awards were presented at the banquet to FNX co-producers, Terria Smith and Frank Blanquet [see FNX PRODUCTION above].
- Live Tweets were sent throughout the event.
- **A VISIT FROM CHEYENNE & ARAPAHO TV (CATV-47)** – CATV-47 staff members Darren Brown and Randy Burleson traveled back from the NAJA Convention to KVCR with the FNX team. (CATV-47 – of Concho, Oklahoma was the first tribal television network to broadcast the FNX network.) There were Tweets and Facebook posts from their visit.
- **AD TRADE** – As part of the FNX marketing roll-out campaign leading up to the satellite launch on November 1, 2014, FNX has secured an ad in *News From Native California Magazine*, and *Native Peoples Magazine*. The magazines will feature a full-page, full-color print ad in their upcoming issues as well as “banners” on their web sites. In exchange, FNX is broadcasting 30-second underwriting spots for each. The November 2014 roll-out campaign is designed to inform all the PBS stations, educational station and community that beginning November 1, FNX will be available as a full-time channel on the Public Television satellite system and available to all public stations, and satellite/cable providers across the US. The campaign also urges the public to ask to their local stations to bring FNX to their community.
- **TRIBAL EDUCATION PROGRAM** – The students from the San Manuel Band of Mission Indians Education Program visited KVCR/FNX on Tuesday, July 22. The young guests were guided by staff members from FNX and KVCR. The students were treated to a tour of the station, invited to learn more about production in television such as how to operate a TV camera, what the process is to make a TV show, animation, graphics and more. The students seemed to enjoy their time with us. It was great to see the children's enthusiasm.



- **CAL POLY POMONA YOUTH** – Students from the Cal Poly Pomona Native American Summer Youth Pipeline to College Program visited KVCR/FNX on Wednesday, July 23. The group of high school and university students were treated to a full broadcast experience including radio.
- **BOOST FNX FOLLOWING** – In an effort to boost our social media following, Terria Smith had the idea to encourage people to be “part of the experience” online so they will truly feel that FNX is their station.
 - Facebook: Photos that have been posted from individuals in their FNX t-shirts have been very popular. The photos that were posted from the station tours taken by the student were well received.
 - Twitter: Terria submitted live tweets from activities that were going on at the 2014 NAJA Conference in Santa Clara, Calif. Tweets were also sent during the visit the team had with staffers from Cheyenne and Arapaho Television, CATV-47 (FNX affiliate station).
 - YouTube: A new ***FNX NOW*** episode of coverage from the Honoring Natives in Entertainment Media has been posted and is available for viewing on demand.
- **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 – 3,733 likes
 - Twitter – 1,315 followers
 - YouTube – 191 subscribers, 13,348 views

Direct links to all sites mentioned above are available on www.fnx.org.