



December 11, 2014



- **FEED A RADIO FEED A FAMILY** – The 91.9 team held a “Feed A Family Feed a Radio” one day on air fundraiser campaign, as part of the Feed America project. Our goal was \$15,000 and we raised \$15,300. With our efforts and the generosity of our radio members we will provide 15,000 meals to families here in the Inland Empire.
- **KVCR FM NEW TEAM** – FM welcomed a new intern to the KVCR News team. Natalya Estrada is an Inland Empire native who pursued radio journalism while studying at Humboldt State University. Natalya is back at home in the IE, gaining experience and sharing her native insight of our region as part of the KVCR News team before she pursues a graduate degree.

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, following are some of the local segments produced and aired over the past month by KVCR FM News: *(most of the following segments can be heard on demand at kvcr.org/news)*

1. **LOCAL AND STATE ELECTION CAMPAIGNS** – Continued coverage of selected candidates and ballot issues leading up to the 2014 election with a Capitol Public Radio Network team profile of the different political styles of the two candidates for Governor of California, incumbent Democrat Jerry Brown and Republican challenger Neel Kashlari.
2. **LOCAL ECONOMY** – Interviewed organizers at San Bernardino-based Time For Change Foundation, a non-profit social services agency, about its get-out-the-vote effort among the area's lower-income, minority, and disadvantaged populations.
3. **WOMAN'S ISSUES** – Aired Capitol Public Radio Correspondent Katie Orr's 3-part series on the relative short supply of women pursuing public office in California. The series explored challenges female candidates face and the groups trying to help them.
4. **LOCAL PUBLIC HEALTH** – Broadcast an interview with Dean G. Richard Olds, head of UC Riverside School of Medicine, who is also a tropical disease specialist. Dean Olds talked about dealing with Ebola on a global scale and precautions we should take locally.
5. **LOCAL POLITICAL CAMPAIGN BRINGS VP VISIT** – Provided a 2-part report on Vice President Joe Biden's visit to Colton High School in a campaign appearance for Inland Empire congressional candidates.
6. **LOCAL POLITICS/LOCAL ECONOMY** – Interviewed a San Bernardino civic activist who was gathering signatures to put an initiative on the 2015



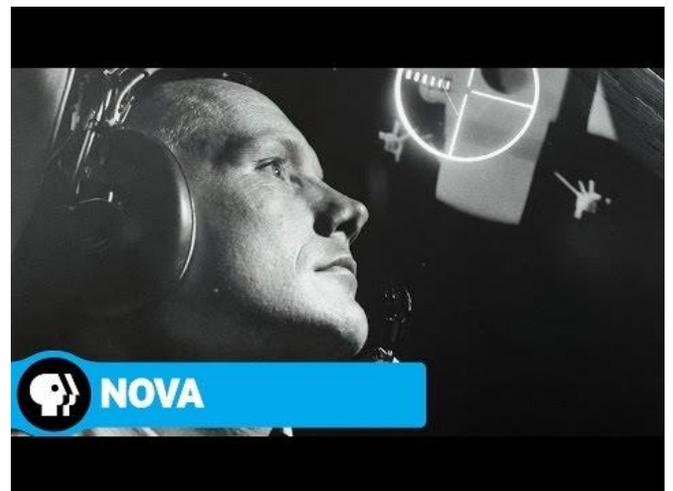
ballot that would ask voters if they want a certain number of legal medical marijuana dispensaries within city limits.

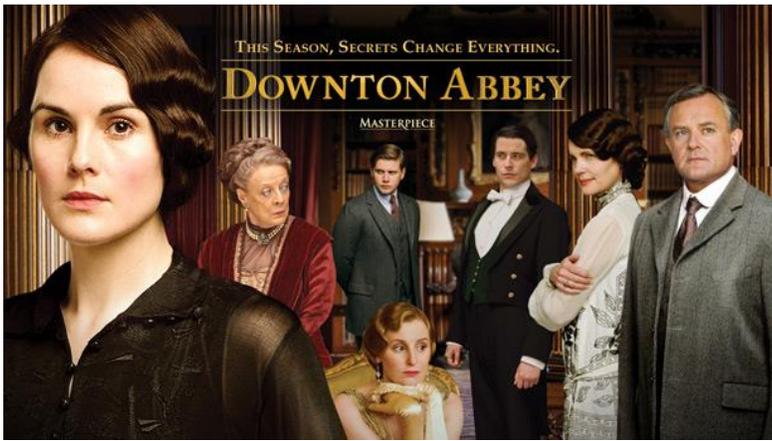
7. **LOCAL HIGHER EDUCATION/POLITICS** – Rebroadcast a nationally-broadcast interview featured on NPR's *Here & Now* with UC Riverside Political Science Professor Karthic Ramakrishnan -- an expert on civic participation -- about the dynamics of voter turnout.
8. **LOCAL HOUSING/VETERANS AFFAIRS** – Aired an interview with one of the coordinating partners of a project to renovate a historic building on a local military base into housing for lower-income veterans and their families.
9. **LOCAL CIVIC AFFAIRS** – Examined the impact of the recent election in the City of Beaumont, after Beaumont voters replaced several incumbent city officials with newly-elected challengers.
10. **LOCAL ECONOMY** – Featured interviews with several San Bernardino city officials about the progress of the city's case in federal bankruptcy court, including the complicated bankruptcy-related negotiations with public safety unions.
11. **LOCAL SAFETY** – Aired interviews with representatives of the City of San Bernardino's public safety unions, to respond to our earlier interviews with city officials regarding the unions' role in the city's bankruptcy court case.
12. **LOCAL VETERANS AFFAIRS** – During a recent speaking engagement in Riverside, KVCR spoke with author and Vietnam veteran Karl Marlantes about his bestselling book on the difficulties veterans face when they return home from combat overseas.
13. **LOCAL ECONOMY** – Reported on a Pew Charitable Trusts study examining how the 30 largest metropolitan areas in the US -- including the Inland Empire -- fared economically during the Great Recession.



PROGRAMMING:

- **OUR NUMBERS ARE GROWING** – Our viewership increased significantly, almost 100,000 more people watched KVCR in October than in September. And almost 40,000 more than October of 2013. *The Roosevelts* and new episodes of *Antiques Roadshow*, *Globe Trekker* and *Ask This Old House* were the most popular shows.
- **TOP 10 PROGRAMS** – 1. *Antiques Roadshow* 2. *Ask This Old House* 3. *Roosevelts: A History* 4. *Globe Trekker* 5. *Becoming California* 6. *California's Gold* 7. *History Detectives* 8. *This Old House* 9. *Doobie Brothers* 10. *Masterpiece Mystery*
- **DECEMBER PROGRAMS** – 1. **NOVA: First Man on the Moon** – When Neil Armstrong set foot on the moon, he won instant fame. Yet this accomplished engineer and test pilot was so determined to stay out of the limelight that few know the personal story of how this rare combination of talent, luck and experience led to his successful command of Apollo 11. NOVA presents an intimate portrait of an unassuming American hero through interviews with Armstrong's family and friends. Monday, December 15 at 7:00pm.





December 24 at 8pm. **5. The 15th Annual Native American Music Awards (2014)** – This monumental partnership with KVCR/FNX marks the first time the NAMA’s are televised in their fifteen year history. Saturday, December 27 at 9:00pm.

2. Downton Abbey Season 1, allows viewers to see how the saga began. Season 5 begins in January. **Masterpiece** Mondays at 8:00pm beginning December 15. **3. Purdue 80th Anniversary Christmas Show** - The ensembles of Purdue Musical Organizations perform holiday favorites in West Lafayette, Indiana. Wednesday, December 17 at 8:00pm. **4. First Silent Night** – Actor Simon Callow journeys to Austria to uncover the moving origins of the carol, “Silent Night.” Wednesday,

PRODUCTION:

- **AUTISM INITIATIVE** – During the summer and fall, producer Lillian Vasquez took a KVCR crew and continued to work on the station’s 6th and 7th Autism documentary. We still need to shoot a few more interviews with the non-profit organization Autism Speaks and the company Northwest Center and Inclusion Films in Bakersfield. Editing for these docs is expected to begin by April.
- **ENTREPRENEURIAL SHOW** – The KVCR production of **Path to Entrepreneurial Success**, a program highlighting SBCCD’s new Entrepreneurial Institute, aired on November 24, 26 and 28. Close to 10,000 viewers tuned in for the broadcast that was hosted by Institute director, Bruce Underwood, and produced by KVCR’s Jhoann Acosta.
- **DECEMBER PLEDGE DRIVE** – The production team worked and completed the Trans Siberian Orchestra pledge breaks to promote the November concert in Ontario. We sold all our tickets for this event. We shot and edited pledge breaks for **Celtic Thunder Mythology**, and **A Very Electric Christmas**. And as part of our December pledge drive, we prepared the program, **Matteo Setti Live** and offered our viewers tickets to his upcoming concert in Los Angeles. We completed all the graphics and produced “roll-ins” for a LIVE pledge night held on December 1. The programs we pledged were **Jackie Evancho Awakening** and **Home for the Holidays: Christmas with The Mormon Tabernacle Choir with Alfie Boe and Tom Brokaw**. The LIVE pledge night proved to be a success and was hosted by Rick Dulock and Alfredo Cruz.
- **EVENTS** – The KVCR TV production team was busy shooting “B roll” at several of KVCR events in November, including the **KVCR Space Racer Day**, and **In Her Boots** where female veterans decorated military boots and provided some sit-down interviews and at the public screening event for the PBS documentary, **Unsung Heroes**. All three events took place in the KVCR TV studio.

OUTREACH & EVENTS

- **NBA LEGEND VISITS KVCR** - Former LA Lakers legend, AC Green stopped by KVCR/FNX to get better acquainted with FNX. Green, of Oklahoma Choctaw descent, has dedicated his life to youth character-building, through enrichment, education and sports. Green sponsors sports camps and tournaments for Native athletes across the country. Part of three NBA Championship teams, the “Ironman,” Green, holds the record for playing in 1192 consecutive NBA games. Green is excited about FNX and



Former NBA Player, AC Green and KVCR General Manager, Alfredo Cruz

interested in working with us to develop original FNX content focused on youth and sports.

- **A GREAT PLACE TO TOUR** – FM Program Director, Rick Dulock provided a tour and fun afternoon for Cub Scout Pack #680. The tour included 8 Cub Scouts and a few parents. Each of the Cubs had an opportunity to go before the camera and ham it up. This is always the best part of the tour as kids really enjoy seeing themselves on camera.

GRANTS

- **READY TO LEARN** – KVCR will be applying for a public television “Ready to Learn” grant. This grant is aimed at pre-school age children and geared helping them prepare for school. The 5-year grant is due in early 2015, and KVCR has already met with San Bernardino County School staff to plan how best to use a public television station in keeping our children motivated and engaged as they prepare for school.
- **JAMES IRVINE FOUNDATION** – KVCR is also preparing a grant proposal to the Irvine Foundation. The focus of the grant is to increase 91.9 local news staff by adding additional reporters to explore more of the arts, humanities, health and education issues in our region.



OUTREACH

- **FNX LIVE: SATELLITE LAUNCH CELEBRATION** – **FNX | First Nations Experience** aired its first



“Live” broadcast on Monday, November 3 to commemorate the launch of the network on the PBS Interconnect Satellite System. The event was a team effort between KVCR-TV and FNX production staff. A blog entry about the event was posted to ‘FNX Beat’ on Wednesday, November. 5. It can be viewed at: <http://tinyurl.com/o58j7bg> and a video of the broadcast can be viewed online at: <https://vimeo.com/111027363>

- **NATIVE AMERICAN HERITAGE MONTH**– The Los Angeles Native American Indian Commission hosted its annual Native American Heritage Month Celebration at Los Angeles City Hall on Friday, November 7. **FNX** received special recognition during the event from the event sponsor, the Torres Martinez Desert Cahuilla Indians. The station received a certificate from the City and a plaque from the Tribe. A blog entry about the event was posted to ‘FNX Beat’ on Monday, November 10. It can be seen at <http://tinyurl.com/o58j7bg> and the video of the opening of the celebration can be viewed at <http://tinyurl.com/m5o82kl>

- **CAREER DAY** – Following the Native American Heritage Month Celebration in Los Angeles on Friday, November 7, Terria Smith, Tribal Liaison, and FNX Intern Robin Underwood participated in the Sherman Indian High School’s Career Day. We had an FNX booth and welcomed college, university, military and vocational recruiters who were providing information to the students about opportunities after high school.

FNX Tribal Liaison, Terria Smith and Intern, Robin Underwood



- **PRESENTATION AT TORRES MARTINEZ** – Terria Smith made a presentation to tribal members who attended the General Council meeting for the Torres Martinez Desert Cahuilla Indians on Saturday, November 8. During the presentation, she was able to provide information to the members about the FNX television network as well as give them sample letters that they can send to cable providers to request carriage of FNX in their area.
- **MONUMENT KICK-OFF** - FNX staff attended a small press conference at Riverside National Cemetery on Monday, November 10. Our team was there to grab some sound-bites and interviews. It was coordinated to kick off a campaign to build an American Indian & Alaska Natives Veterans Monument on the grounds.
- **VISION MAKER MEDIA RECEPTION** – The Tribal Liaison attended a reception in San Diego - hosted by FNX programming partner, Vision Maker Media – on Thursday, Nov. 13. The reception featured an award presentation to Michael Smith, founder of the American Indian Film Institute. It also featured a screening of Vision Maker’s new documentary “Across the Creek.”
- **MORONGO CANYON WALK** – FNX staff attended a community walk in the canyons on the Morongo Band of Mission Indian Reservation on Friday, November 14. The event was hosted by Riverside-San Bernardino County Indian Health Inc. The agency provides medical, dental, behavioral and other health services to Native Americans who reside in Riverside County and San Bernardino County.
- **CAHUILLA FEST** – Terria Smtih made a short presentation during the ‘Cahuilla Fest’ at the Riverside Metropolitan Museum on Saturday, November 15. The event highlighted the museum’s 3-year-long exhibit ‘Cahuilla Continuum.’ The exhibit focuses on the Cahuilla; one of Southern California’s many tribal groups.
- **CHARITY TURKEY GIVEAWAY** – Interviews and footage was shot at the Morongo Band of Mission Indians Reservation on Monday, November 17. The tribe gave away 10,000 turkeys to charitable organizations in Southern California as well as a number of regional tribes.
- **FNX COMMUNITY CALENDAR** – Terria Smith created an FNX Community Calendar. The calendar will be featured on the FNX web site and on will air on the network itself. Included in the calendar would be Native American and Indigenous focused events that are open to the public and taking place in the states where FNX is broadcast. KVCR/FNX Web designer Sean Houlihan is developing the online version of the calendar. FNX Intern Robin Underwood has been assigned to create the event listing.
- **AMERICAN INDIAN FILM FESTIVAL** – FNX staff attended the closing events of the 2nd Annual San Diego American Indian Film Festival on Saturday, November 22. On this day, the festival took place at the Pechanga Resort & Casino in Temecula, California (the first two days, the festival was on the California State University, San Marcos campus). We attended three documentary film screenings:
 - Sycuan’s “Our People. Our Culture. Our History.” (FNX Producer/Director Frank Blanquet is working on obtaining broadcast rights for this film)
 - “Indian 101” (a documentary about Comanche activist LaDonna Harris)
 - “Once We Had A River” (a documentary about a water rights dispute concerning the 5 Tribal bands – La Jolla, Pala, Pauma, Rincon and San Pasqual - that are along the San Luis Rey River)



Intern, Robin Underwood with Comanche Activist LaDonna Harris

Interviews were conducted with LaDonna Harris, Dr. Joely Proudfit, CSUSM students and filmmaker/artist Steven Paul Judd during the VIP reception at the event.

- **NATIVE CALIFORNIA MAGAZINE** – A 30-second underwriting spot for *News From Native California* magazine was completed for air on FNX. It was created by our FNX Graphics team. The spot fulfills an ad trade agreement that was made between FNX and the magazine. The magazine provided a full page 4-color ad for the FNX national launch as well as an ad on their web site.
- **FNX BEAT** – FNX Intern Robin Underwood has been assigned to submit blog postings for **FNX Beat** about her experience working at the station. Her posting about Native American Heritage Month can be found at <http://tinyurl.com/oyezqe5>
- **SOCIAL MEDIA** – In commemoration of Native American Heritage Month, the FNX Facebook page has been conducting a ‘Giveaway Wednesday’ trivia to engage followers and promote the network. Each week, the first two followers to correctly answer a trivia question about the network are sent an FNX care package. The promotion concluded the last week of November. To date the FNX | First Nations Experience social media sites have the following number of followers and/or subscribers:
 - Facebook – 4,483 likes
 - Twitter – 1,528 followers
 - YouTube – 246 subscribers, 17,569 views

