



February 19, 2015



- **ADDITIONAL NEWSCASTS** – There are now additional local news casts in *Morning Edition* and *All Things Considered*. In *Morning Edition* we went from 6 local newscast to 14 per day and in *All Things Considered* we went from 3 local newscasts to 6 per day.
- **KVC\_ARTS NOW WEEKLY** – Local service on KVCR continues to grow on the Arts & Entertainment front. *KVC\_aRts*, our own radio program dedicated to arts and entertainment in the region, is now a weekly show. The program originally launched as a monthly offering in 2012. Production increased to twice monthly in 2014. KVCR Producer, David Fleming hosts and edits the program. Contributors so far include Lillian Vasquez, Rick Dulock, Ken Vincent, Mindi McNeil and Alfredo Cruz. Please tune in for the weekly version of *KVC\_aRts* each Wednesday evening at 7:00 or catch the repeat on Sunday evening at 6:00. To accommodate *KVC\_aRts* on Wednesday evenings, the repeat of NPR’s *Snap Judgement* moves to Monday. Our very own Arts & Entertainment show, *KVC\_aRts* is now a weekly show and can be heard Wednesdays at 7:00pm with a repeat on Sundays at 6:00 pm. David Fleming is the host.
- **KVCRNEWS.ORG** – Hopefully you’ve had a moment to peruse our new KVCR News website at [kvcrnews.org](http://kvcrnews.org). The revamped website allows our staff to share state, regional and local stories with online listeners and visitors as well as connect with high profile NPR stores and link them back to KVCR and FNX television networks. Collaboration with NPR Digital Services the new [kvcrnews.org](http://kvcrnews.org) website is attracting hundreds of hits per day. NPR Digital Services provides precise listener information that allows us to see what stories 91.9 FM online followers are actually using.

**KVCR FM NEWS** – Issues and Programs from December 19, 2014 through January 30, 2015. **91.9 KVCR FM News began 2015 with the busiest month in the News Department’s recent history. Following are some of January’s highlights:**

1. **COMMERCE & LOGISTICS** – Concluded a multi-week series of commentaries by John Husing, Chief Economist for the Inland Empire Partnership, on how labor strife at the Ports of Los Angeles and Long Beach affects the IE’s sizable logistics warehouse and shipping industries.
2. **HEALTH & SAFETY** – Produced early and thorough reporting in the region on the spread of the measles outbreak linked to Southern California Disney theme parks, including reporting for NPR and communicating with the NPR Science Desk about the potential local public health threat and growing number of complication the outbreak was presenting to the region’s schools, health care facilities and



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workplaces.

3. **ECONOMY & POLITICS** – Received a huge response to the 3-part State of the Cities Series featuring a civic critique and advice for the future of the IE’s biggest cities: San Bernardino, Moreno Valley and Riverside by Dr. Ronald O. Loveridge, Director of the UC Riverside Center for Sustainable Suburban Development, and former longtime Mayor of the City of Riverside.
4. **LITIGATION** – Reported on the impending court decision of the ongoing effort by Inland Empire officials to regain local ownership of the Ontario International Airport from the City of Los Angeles.
5. **HIGHER EDUCATION & YOUTH/ COMMUNITY SERVICES** – Featured a report on the Girl Scouts of America conference that was held at Cal State San Bernardino’s Cyber Security Center. The focus was to entice young girls into careers in computer science and cyber security.
6. **ENVIRONMENT & EMPLOYMENT** – Aired a California News Service report on new research indicating access to the outdoors, wilderness and open spaces are all attractions to younger workers seeking employment in California.
7. **MEDIA & BUSINESS** – Reported on the implications of the decision by Freedom Communications to cease publication of the Press Enterprise’s sister paper, the Long Beach Register.
8. **BUSINESS & AGRICULTURE** – California voters passed a law six years ago about the sharp increase in the price of California-produced eggs, 91.9 produced a follow up story on the effect the law is having.
9. **ECONOMY** – Examined the reasons behind the sharp decline in the price of gasoline in the IE and the potential effect on the local economy.
10. **GOVERNMENT/CIVIC AFFAIRS & SAN BERNARDINO BANKRUPTCY** – Reported on an intensified effort to get the San Bernardino City Council and local residents involved in crafting a recovery plan for the city once it emerges from bankruptcy.
11. **NON-PROFIT ORGANIZATIONS & PUBLIC SAFETY** – Looked at how a city’s proposal to ban the sale of fireworks in the City of San Bernardino could threaten the budgets of local civic and non-profit groups who raise significant funds from operating summer firework stands.
12. **HIGHER EDUCATION RESEARCH/HEALTH CARE & VETERANS ISSUES** – Featured a report on a UC Riverside Lab that uses audio and video game therapies for returning veterans who suffered hearing loss in battle overseas.
13. **HEALTH CARE/INSURANCES ISSUES & NON-PROFIT ORGANIZATIONS** – Previewed information about the Affordable Care Act and other health insurance options as a local event sponsored by an Inland Empire social service organization and a local medical center.
14. **COMMUNITY COLLEGE & EMPLOYMENT** – Reported on the 15 community colleges around the state of California selected for a pilot program to offer four-year degrees in select subjects. 15 community colleges around the state of California that have been chosen for a pilot program allowing them to offer four-year degrees in select subjects. Our own Crafton Hills College was one of the college selected for the statewide program.
15. **GOVERNMENT/POLITICS & WOMEN’S ISSUES** – Presented a story of how one in five city managers in California are women, and they make less in salary and benefits than their male city managers colleagues.
16. **YOUTH & SOCIAL SERVICE ORGANIZATIONS** – Marked National Mentoring Month with a feature-length report profiling the Youth Mentoring Action Network, an Inland Empire-based mentoring program.

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**PROGRAMMING:**

- **THE MONTH OF FEBRUARY** – In honor of African American History Month, KVCR will have several programs highlighting their journey.
- **TOP TEN FOR DECEMBER** – 1. *The Dust Bowl* 2. *The Mind of a Chef* 3. *Painting and Travel with Roger & Sarah Bansemer* 4. *Great Railway Journeys of Europe* 5. *Antiques Roadshow* 6. *It's a Merry Red Green Christmas* 7. *Knit and Crochet Now!* 8. *It's a Wonderful Red Green Christmas* 9. *Masterpiece Classic – Downton Abbey Season 5* 10. *Vera*
- **FEBRUARY PROGRAMS** – 1. **Afropop** – The innovative documentary series on contemporary life, art and pop culture in the African Diaspora. Tuesdays at 10:00 pm beginning February 3. 2. **African Americans – Many Rivers to Cross** - This series chronicles the full sweep of African American history, from the origins of slavery on the African continent through five centuries of historic events right up to present. Wednesdays at 8:00 pm starting February 18. 3. **Civic Life of Nathaniel Colley** – Nathaniel Colley, one of Sacramento's earliest African American lawyers and advocate for justice and equality, spent 50 years shaping the course of American history. Friday, February 13 at 9:00 pm. 4. **Education of Harvey Gantt** – On January 28, 1963, a young black man from Charleston named Harvey Gantt enrolled at Clemson College, making him the first African American accepted to a white school in South Carolina. Narrated by Tony-winning actor Phylicia Rashad. Friday, February 13 at 9:30 pm. 5. **Instruments of Change** - History credits the inception of the Civil Rights movement to Montgomery, Alabama in the mid-1950s. However in Miami as early as 1951, there existed a Fine Arts Conservatory dedicated to bringing music, dance and art to young black and white students in an integrated environment. This little known conservatory founded by longtime Miami resident Ruth Greenfield, would challenge segregation and change the lives of many of those who attended the school. Sunday, February 15 at 10:00 pm. 6. **Walter Williams – Suffer No Fools** - Walter Williams is one of America's most important and provocative thinkers. He is Black, yet he opposes affirmative action. He believes that the Civil Rights Act was a major error; the minimum wage actually creates unemployment, and occupational and business licensure and industry regulation work against minorities and others in American business. Wednesday, February 18 at 7:00 pm. 7. **Robin Williams – A Pioneers of Television Special** - This tribute to actor and comedian Robin Williams includes never-before-seen comments on his life and comedic and dramatic work, as well as tributes to Williams by those who knew and worked with him, and clips from his career. Saturday, February 21 at 7:00 pm.



**PRODUCTION:**

- **KVCR STUDIO RENTAL** – On January 28 KVCR finished a three-day studio rental with a new production client, Jesus 101 Biblical Institute. The client produces a series titled, **Jesus 101**. The client was pleased to work with our production crew and enjoyed the professional studio set-up. The client plans to shoot more productions at KVCR in the future.
- **SPRING PLEDGE CAMPAIGN** – The Production, Development and Graphic/Art departments are in the planning stages for the upcoming Spring Membership campaign. Details of live nights, special guests, phone volunteers and all graphics needed to promote all pledging activities on air. The campaign is schedule to air February 27 to March 15.

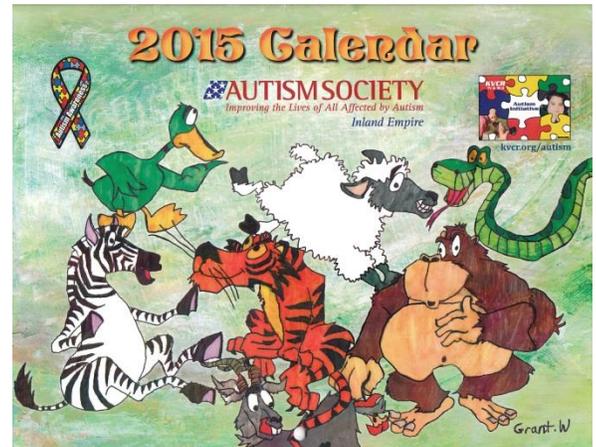
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## GRAPHICS/ART:

- **BLACK HISTORY MONTH PROMO** – The graphics department has completed a “Celebrates Black History Month” 15 second promotional spot for both KVCR and FNX to broadcast during the month of February.
- **KVCR UNDERWRITING RATE SHEET** – We have updated the look of the KVCR’s underwriting rate sheet for both radio and television. The one sheet provides potential underwriters viable information about programs, schedules, and costs for underwriting on KVCR.

## OUTREACH

- **NEW 2015 CALENDAR** – The KVCR Autism Initiative in partnership with the Inland Empire Autism Society has designed a 2015 calendar. The calendar features artwork of individuals with autism. The calendar is available for purchase for \$10. The money raised helps to fund community programs including art, cooking, pottery and other classes for autistic participants. The funds also help to cover the cost of production projects dealing with autism.

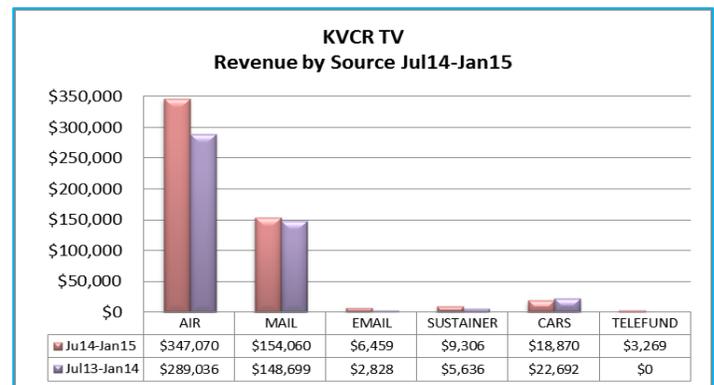
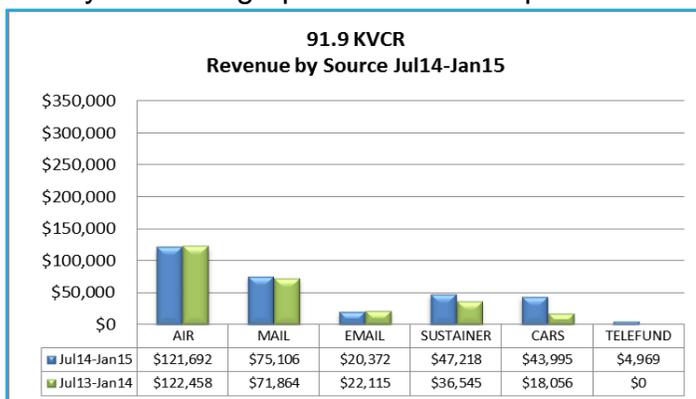


## EVENTS

- **JANUARY CONCERTS** – This month KVCR offered viewers tickets to attend young soprano Jackie Evancho’s concert. Our 20 Meet and Greet tickets were popular pledge items. The concert was amazing and fans were thrilled as usual with Jackie’s legendary performance.
- **CONCERT CANCELLED** – Italian singer Matteo Setti’s concert scheduled for early February in Los Angeles was unfortunately cancelled.
- **JUST AROUND THE CORNER** – The popular PBS Celtic Thunder is coming to the Fox Performing Arts Center in Riverside for The “Very Best of Celtic Thunder Tour” which kicks off in February. Viewers pledged early for these popular tickets. This concert will feature an eclectic collection of the group’s best-loved and most popular songs from the past seven years. And will include former member Damian McGinty. There will also be a tribute to George Donaldson an original member who passed away suddenly in 2014.

## DEVELOPMENT:

- **NUMBERS ARE UP** – KVCR TV has shown a 15% revenue increase from last year. The graph reflects the improvement



with the on-air pledge drives and the **cash flow** from our sustaining memberships.

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- **MOVING UP**– Overall revenue for 91.9 KVCR is up 16%. This increase reflected on the chart is partially due to our Cars Donation Program. The next Radio membership campaign begins April 9. Listen for your chance to win gift cards!



- FNX | First Nations Experience, the first and only public television network in the United States dedicated to Native American and World Indigenous content, has received a second \$6 Million gift of support from its Founding Partner, the San Manuel Band of Mission Indians. FNX General Manager, Alfredo Cruz, noted, “Gifts of this magnitude are extremely rare in public media and the fact that San Manuel is renewing their commitment with this second gift, is a massive vote of confidence in the exciting and innovative work FNX is doing in public television.” Cruz added, “This gift will ensure FNX evolves to the next level, allowing the network to continue growing, in both content and reach, to make positive impacts on more communities throughout the country.”



“Since the idea for FNX was first broached in our early discussions, San Manuel has viewed the Native television channel as a key media platform for disseminating factual information about and for tribal nations and Indigenous peoples around the world,” said San Manuel Chairwoman Lynn Valbuena. “We are pleased with the progress that FNX has made during the initial development period and are excited about the opportunities the channel presents for Native storytellers, filmmakers, actors, musicians, and artisans as well as other professions in television.”

Arising from a need for Native Americans to tell their own stories; to help preserve our culture, to promote awareness and appreciation for Native culture and history among the general public, FNX is the most exciting new development in Public Media today.

## **PROGRAMMING**

- **FNX SUNDANCE FILM FESTIVAL** – FNX **Native Shorts** producer Frank Blanquet and series Director/Editor Art Macalma attended this year’s Sundance Film Festival in Utah from January 21 - February 1. The trip served as a great networking opportunity for our **Native Shorts** series which is produced in partnership with the Sundance Film Institutes Native American and Indigenous Program. Film maker’s in attendance included Taika Waititi, who’s Oscar nominated film **Two Cars One Night** was featured in the first season of the **Native Shorts** series. His work will also be presented in **Native Shorts** second season, which is set to start production in late April. Our crew and the hosts of **Native Shorts** met with FNX’s Utah based

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affiliate UEN (Utah Education Network) to record some localized spots to help promote both the series and the FNX channel.

- **BEAR RIVER MASSACRE** – On January 29 the FNX team took traveled to Idaho to attend the Northwestern Shoshone Nation’s observing of the 152<sup>nd</sup> anniversary of the Bear River Massacre. We were able to document the event and produced a news segment around the Idaho and Utah communities designed to inform the general public of the attack on a sleeping Shoshone encampment led by US Colonel Patrick Edwards Connor.

## AQUISITION

- **SUNDANCE FILM LABS** –The FNX team had the opportunity to screen new content, short and long features that may be used with our **Native Shorts** series and full-length features that will suit the FNX programming needs. While in attendance at Sundance our crew was able to participate in the viewing and discussion at the Natural History Museum of Utah and with the Director of Indian Affairs for the State of Utah, Shirlee Silversmith, authors of a series of children’s books about Navajo and Ute creation stories.

## GRAPHICS/ART:

- **CREATION OF GIFT COMMEMORATION** – The Graphics team designed a two-side program for the Gift Commemoration event held on January 26. The half page, double sided leaflet was designed to commemorate the event and well as act as a keep-sake of the event.
- **NATIVE CALIFORNIA MAGAZINE PARTNER** – Our partnership with Native California Magazine will continue in 2015. Once again, FNX will have the opportunity to place an ad in their magazine publication and in return FNX will broadcast 30 second television spots to promote the magazine. This is a wonderful opportunity for both parties and creates a true partnership. The next ad FNX will feature will be a full page ad thanking our founding partners, the San Manuel Band of Mission Indians. The ad will thank them for their continued support of the FNX station.
- **FNX ONLINE SURVEY AND ON-AIR PROMO** – As a way to better understand our FNX audience, Tribal Liaison Terria Smith and the graphics department created an online survey. The survey asks a variety of questions pertaining to demographics, programing and FNX as a channel overall. We have received a fair number of submissions and look forward to receiving more insight about the FNX audience. The survey is available at [fnx.org/survey](http://fnx.org/survey). To complement the online survey, a 30 second promo spot was produced for FNX to broadcast in February inviting viewers take to the survey.
- **NEW SHORT FILM PROMO** – The FNX production department has acquired some short films showcasing indigenous tribes from Africa. The graphics department designed a 30 second spot promoting the new short films coming in February.
- **AUX PROMO** – On a weekly basis our department produces AUX promos for the website.
- **INDIGENOUS FOCUS** – The FNX production department continues to acquire featurettes and short films showcasing Native American and indigenous community members. To accommodate for these, our team has developed a graphics package for this new film **Indigenous Focus**.



## OUTREACH

- **INTERNS** – Our new intern, Julie Weaver-Loffer, from the Torres Martinez Tribal TANF TWEX will soon join our FNX team. FNX Tribal Liaison, Terria Smith is working with the Native American Student Program office at Cal Poly Pomona to host interns in the summer of 2015. Additionally, Terria is hoping KVCR/FNX can be a PBS host for a student from the Multimedia Internship with Vision Maker Media this summer as well.
- **NATIONAL INDIAN GAMING ASSOCIATION** – FNX is scheduled to host an informational booth at this year's National Indian Gaming Association Tradeshow & Convention in San Diego, March 30 – April 2, 2015.
- **2015 NATIONAL NATIVE MEDIA CONFERENCE** – We are applying for the opportunity for FNX to host a workshop during the 2015 National Native Media Conference. This year's conference will be July 9 - 12 in Washington DC.
- **ORAL HISTORIES PROJECT** – Terria Smith continues to meet and serve the Cahuilla Continuum Committee to work with the Riverside Metropolitan Museum on the Oral Histories Documentary Project. FNX is waiting on feedback regarding the agreement to do the post-production work on the documentary.
- **FNX SURVEY** – An FNX Online Programming Survey was made available this month and shared with the network's social media community at <http://fnx.org/survey/>. The purpose of the survey is to get feedback from both viewers and non-viewers that will help the FNX team move forward with programming. It will also give us a sense of demographics for those that are engaged with the network.
- **FNX COMMUNITY CALENDAR** – The FNX Community Calendar page is now available online at <http://fnx.org/calendar>. The page features events taking place in states where FNX is currently broadcast.
- **NATIVE VETERANS MONUMENT** – We met with the committee for the American Indian & Alaska Native Veterans Monument. This committee is raising funds to establish a national monument at the Riverside National Cemetery dedicated to the American Indian and Alaska Native citizens who served in the United States military. As part of the committee, producer/editor Terria Smith had the opportunity to interview Donald E. Loudner CW4 U.S. Army, Ret. – Hunkpati Sioux – National Commander, with the National American Indian Veterans, Inc. Information about the monument effort can be found at <http://www.aianveteransmonument.com/>

