



February 6, 2014



- **A GREAT ADDITION** – In the short time (Dec. 2013) since reporter Matt Guilhem joined the Radio staff he has already filed multiple stories with NPR for national programs. With support from Ken Vincent in radio news writing, and on-air skills training by David Fleming and Rick Dulock, Guilhem has proven to be a great addition to the news team.
- **BLACK HISTORY MONTH** – There will be several national specials available for broadcast in February. Additionally, KVCR News Director, Ken Vincent is working on the following stories to commemorate Black History Month: An interview with Carlotta Walls Lanier, one of the Little Rock Nine, prior to her UCR appeared on Wednesday, January 22; A profile of a provocative stage production at CSUSB that's part of their "Conversations on Diversity" series.
- **RADIO STAFF IN THE COMMUNITY** – A staff member and news reporter attended a few community events including: The Grand Opening of the Entrepreneurship Academy at the ATTC; Media Day with Omnitrans sbX Mass Transit System; and the Inland Empire Economic Partnership Awards Dinner. A story will be filed in February reporting on a couple of the events. We're also planning to attend the Feb. 1 opening of *Ebano: A Photographic Exhibit*, at the National Orange Show Art Gallery, a show that is particularly relevant to our Inland communities recognizing African heritage in Mexico and the significant role that Africans played in the development of Mexican culture. Additionally, Megan Crail – from SBCCD's Nanotechnology Initiative was interviewed and the piece is being aired during high-listening drive time to let local listeners know about modern technology training in our area which is facilitated by the District.
- **GRANTS** – We should be notified by the end of February about a California Humanities Grant which we applied for in early fall. With an award of up to 50 thousand dollars, this would provide much needed support for our news operation.
- **WORKING AS A TEAM** – 91.9 and KVCR-TV & FNX have effectively punched up their ability to cross promote – and program! – across platforms. Several artists that appear on KVCR-TV/PBS, that will soon be performing in Inland Empire concerts, have been interviewed. The radio features include PBS music artist, Annie Dupre of the Annie Moses Band (performing at Loma Linda in March); and Under the Streetlamp (Palm Desert in late March). The interviews will be featured on 91.9's radio arts and culture magazine, KVCaRts, provide the opportunity to cross-promote TV specials and concert opportunities in our region. Plus, KVCaRts, also featured an interview with the two hosts of FNX's premiere in-house production of **Native Shorts** – a 12-part series of half-hour television shows featuring short films from the Sundance Film Festival. Ariel Tweto and Bird Runningwater host the series premiering on FNX on Jan. 30, and running for 12 weeks. **Native Shorts** is also being repeated on KVCR-TV Ch. 24 for a true cross-programming in-house collaboration.

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- **LOCAL STORIES & ISSUES REPORTED IN THE MONTH OF JANUARY**  
**LOCAL GOVERNMENT** – Reporter Matt Guilhem has followed and reported on the San Bernardino mayoral runoff race. He attended all three mayoral candidate forums and filed a report from each debate. We hope to share the final results with a national audience on February 4.  
**LOCAL ARTS** – Ken Vincent covered the Palm Springs International Film Festival for both radio and television. He provided daily reports on 91.9.



### PROGRAMMING:

- **TOP 10 IN DECEMBER** –Top 1. Masterpiece – South Riding; 2. Knit and Crochet Now; 3. Woodturning Workshop; 4. Ed Sullivan’s Top Performances; 5. Best of the 60s Archives; 6. John Sebastian Folk Rewind; 7. Let’s Dine Out (KVCR’s local show); 8. Nova – Making Stuff Colder; 9. Great Performances – Rod Stewart Christmas; 10. Rough Cut – Woodworking with T Mac.
- **COMING IN MARCH** – Just in time for the March Pledge Drive, KVCR-TV will broadcast a few new pledge programs. The always popular Dr. Wayne Dyer is back with a new show, **Dr. Wayne Dyer: I Can See Clearly Now**. Dr. Dyer explains how each of our lives is a tapestry composed of our past and future choices. Sunday, March 2 at 10:00am. The financial guru is back to help public television stations across the nation raise funds with her new show, **Suze Orman – Financial Solutions for You**. Orman provides advice to help individual viewers "find financial solutions. Saturday, March 1 at 2:00pm **Great Performances: Steve Martin and the Steep Canyon Rangers** Featuring Edie Brickell in Concert. Filmed at our own Fox Theater in Riverside, comedy legend Steve Martin showcases his bluegrass banjo playing with vocalist Edie Brickell. Sunday, March 2 at 9:30pm. While it’s not a pledge show, but it is a very popular program on PBS. Masterpiece Mystery is back with new episodes of **Sherlock Holmes** but for John Watson it might be a case of "be careful what you wish for."
- **LOCAL PLEDGE SHOWS** – We will present two local pledge shows including **Let’s Dine Out** with host Allen Borgen, and **Inland Empire Explorer** with host Joel Green. Both shows will allow viewers who make a financial contribution to participate in a fun evening activity that includes eating out with each of the hosts.



### PRODUCTION:

- **KVCR PROMOTIONAL VIDEO** – The Production and Graphics team completed a KVCR promotional video that highlights the many wonderful, informative and thought provoking programs on 91.9, KVCR and FNX. The video was presented at the Community Matters Luncheon and will soon be taken on the road shown to civic organizations throughout the community. Riverside Councilmember, Alex Melendrez, has requested it be played at an upcoming city council meeting to show off one of the “gems” of the Inland Empire, the only locally owned and operated TV and radio station.

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- **RECORD LIKE A PRO** – Production is preparing for the March Pledge Drive, producing local pledge breaks. This drive will also include a new locally produced pledge show teaching viewers how to record music at home like a pro. This project was brought to us last summer by John Lawson, a Grammy-award-winning recording engineer.



- **STUDIO FOR HIRE** – KVCR Production is working to encourage prospective clients whose companies require a TV studio and want the expertise of our KVCR staff. We have a company currently planning to book our studio in late March, creating an additional revenue stream. This will clearly add to KVCR’s income and also will increase the studio visibility within the greater LA market.
- **SBCCD STUDENTS NEEDED** – The KVCR Production team is seeking SBCCD students interested in gaining television production experience. Students would develop and enhance their skills in the broadcast industry. Working in conjunction with the KVCR staff student would assist in production of pledge breaks. This experience would aid in the education of SBCCD students giving them real world application utilizing the skills they learn in class.

#### ENGINEERING AND TECHNOLOGY:

- **FIBER FEED** – A project to convert the fiber feed to the AT&T Hollywood Hub from analog to digital is in process, waiting for approval of the district. The Hollywood Hub is a distribution point that feeds various cable companies, including ATT U-Verse.
- **MASTER CONTROL** – KVCR Engineering is training another master control substitute to provide additional resources to help fill the hours due to the vacant TV master control position, as well as to fill in on holiday and sick days.
- **PHASED OUT** – We are continuing to see manufacturer support for various parts of the TV on-air playback system being phased out. Harmonic discontinued support for portions of the system this past December, and announced additional portions to be discontinued this coming July and December. The computer based system, which has been in place since 2006 - 2007, is seeing increased failures, particularly with hard drives and power supplies. These have still been covered, warned KVCR last week, that a limited number of replacements, particularly hard drives, exist. This system, along with the aging studio to transmitter microwave system, are the most vulnerable and critical areas to be addressed for engineering. Provisions for these eventualities will have to be made when drafting the next fiscal year’s budget.

#### DEVELOPMENT:

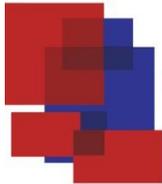
- **WRAPING UP 2013** – We successfully completed our End-of-Year campaigns, generating approximately \$79,500 in revenue for KVCR PBS and \$66,400 for 91.9 KVCR. The campaigns took place during the months of November and December. The campaign encompassed an integrated effort using all media channels, including television, direct mail, e-marketing, web and radio.
- **SPRING PROJECT** – We are in the process of planning the third of our quarterly campaigns. This campaign will include a tele-fundraising component with an estimated potential revenue of \$33,000, and targeted to recapturing 923 of members.
- **SPECIAL EVENTS** – Concerts are an essential component in KVCR’s fundraising efforts. It extends our members’ experience and connection to what the station has to offer. KVCR is

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promoting local March concerts including the Annie Moses Band at the Loma Linda University Church, Under The Streetlamp at the Agua Caliente Casino Resort Spa, and Celtic Woman at the Citizens Business Bank Arena. We have several additional concerts featuring PBS artists scheduled through the end of the year. Potential revenue for these concerts is about \$25,000 to \$35,000 per quarter, depending on the number of concerts and the featured artist.

## OUTREACH:

- **COMMUNITY MATTERS LUNCHEON** – KVCR hosted a community luncheon on



COMMUNITY  
Matters

Thursday, January 16 in the KVCR TV studio. It was the first opportunity to introduce new General Manager Alfredo Cruz to the Inland Empire community. Members, underwriters, and community leaders were invited to tour the stations, have lunch and explore more possibilities with KVCR. A station member was seated at each of the tables to answer any

questions about 91.9 radio, KVCR TV and FNX. Following lunch our guests were treated to a 5 minute video that highlighted the programs they hear and see on 91.9, KVCR and FNX. After the video presentation, Alfredo Cruz addressed the audience. We had over 80 guests in attendance including from SBCCD Board of Trustees President Donna Ferracone, Gloria Harrison, Vice-President Kathleen Henry, Nicholas Zombos, and Chancellor Baron.



- **HEALTH MATTERS** – The KVCR Autism Initiative participated in the CHC Health Fair on January 22. Several students and staff shared their own family situations and were pleased to know about additional resources available for autism in the Inland Empire.
- **IN THE NEWS** – KVCR, 91.9 and FNX has been featured in a number of articles and publications in the past 45 days, with two articles in the Press Enterprise, one in the Sun, El Chicano, La Prensa, a Spanish language publications, and The Highland News. Each publication focused on various topics.
- **OUTREACH GRANT** – KVCR submitted a grant to the Corporation for Public Broadcasting (CPB) with a theme focus on veterans. The \$25,000 grant if awarded would provide KVCR the funding to produce local programming about innovative ways veterans in our community are healing, moving forward and inspiring others.
- **BUILDING NEW PARTNERSHIPS** – KVCR is working on building several partnerships in our community. We have re-established a working relationship with the Fox Performing Arts Center in Riverside to promote their Broadway series. A meeting was held with Wendy Zinn, Manager of the CTE Community Collective Grant and educators working to promote new educational programs, still in the development stages. A third potential partnership is with the Entrepreneurship Institute of San Bernardino. We met with Bruce Underwood and discussed the possibilities with grant funding of producing a public affairs show with a focus on business

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and entrepreneurs, mentoring and how to lead a company. A program that could serve the overall public.

- **IN THE COMMUNITY** – Alfredo Cruz is hitting the road to meet the community by speaking at civic organizations' luncheons throughout the two counties. His first stop is the Kiwanis in San Bernardino at the Golf Club. He will spread the word about KVCR and all that KVCR brings to the community.



#### **PROGRAMMING/PRODUCTION:**

- **OFFICIAL LAUNCH** – *Native Shorts* will have its official launch on FNX on Thursday January 30<sup>th</sup> at 8pm, with a repeat of the *Ebony Society* pilot episode. A new two-film episode will premiere on February 6<sup>th</sup> showcasing the Kumeayaay film *Gesture Down* and the Alaska based *Tungjuq*.
- **BACK ON FNX** – The *Native Proverbs & Quotes* series resumed this month with three new pieces joining the rotation including an animated piece based on words from Northern Cheyenne Tribal member and former U.S. Senator from Colorado, Ben Nighthorse Campbell, set to the music of White Mountain Apache violinist Laura Ortman.
- **SIZZLE REEL** – A new motion graphic driven “FNX Sizzle Reel” will premiere the first week of February and will be highlighted by the music of the famous club band “A Tribe Called Red,” currently featured on various mainstream commercials.
- **MUSIC VIDEOS** – Acquisition continues gathering an arsenal of music videos for the newest FNX program – *FN(X)treme* – a ½ hour music video presentation targeted at the 18-34 demographic and featuring music videos from Native artists across the continent.
- **SHORT FILM ENTRIES** – FNX is in discussion with several documentary film makers and has been fielding short film entries to showcase as interstitials. We are working to acquire the animated series *Injunuity*.
- **COMING IN MARCH** – *Indians and Aliens* - A documentary series structured around remarkable encounters with unidentified flying objects (UFOs) in the vast, remote Cree territory of northern Quebec. Fridays at 8:00pm starting February 7 on FNX.



## ENGINEERING & TECHNOLOGY

- **NEW AFFILIATES** – CATV-47, serving the Cheyenne and Arapaho Tribes near Concho, OK, and the Navajo Tribe in northern Arizona are the next affiliates joining the FNX network. Utah Educational Network (UEN) is also in negotiations to begin carrying FNX soon.

## OUTREACH:

- **COMMITTEE MEETING** – The Riverside Metropolitan Museum’s Cahuilla Continuum Committee meeting was held on Monday, January 13 at KVCR/FNX. Meetings take place monthly and have rotating locations. The committee is made up of museum staff, community members and representatives from the nine Cahuilla tribes. The meetings are to coordinate the museum’s upcoming “Cahuilla Continuum” exhibit. FNX’s Tribal Liaison, Terria Smith, serves on the committee as a member of the Torres Martinez Tribe and offers media services. The group was given a tour of our state of the art facility, and welcomed by General Manager Alfredo Cruz. Both FNX and KVCR are planning to cover and produce stories about the upcoming exhibit for national broadcast and for our local **KVCaRts** radio program in September when the exhibit opens.
- **COMMUNITY MATTERS EVENT** – A number of tribal community members attended the “Community Matters” event that was put on by KVCR. They included representatives from the Agua Caliente Band of Cahuilla Indians, the Autry National Center and the San Luis Rey Band of Luiseno Indians.
- **TRIBAL PRESENTATION** – On Friday, January 24 KVCR, FNX General Manager, Alfredo Cruz and Terria Smith, FNX Tribal Liaison, provided a presentation to the Four Winds Tribal Coalition during their meeting at Torres Martinez Reservation. The coalition is made up of leadership from the Cabazon Band of Mission Indians, the Twentynine Palms Band of Mission Indians and the Torres Martinez Desert Cahuilla Indians. Many of the leaders in attendance are FNX viewers and provided great feedback about the channel’s programming. We were also able to express our need for support.