



January 16, 2014



- THE TOPIC IS TOM ASHBROOK** – On Saturday, December 7, 91.9 hosted an intimate event with over 80 KVCR members, featuring NPR’s *On Point* host Tom Ashbrook at UC Riverside. Local *Morning Edition* host, Ken Vincent asked Ashbrook questions which he answered with style and grace. He shared his life-long career journey and how and why he sits at the mic Monday thru Friday interviewing guests from all walks of life. Other KVCR staff in attendance to greet Tom and our members were General Manager-Alfredo Cruz, Program Manager-Rick Dulock, Marketing Coordinator-Lillian Vasquez and Reporter/Host-Matt Guilhem.



PE Reporter Cassie McDuff, Tom Ashbrook, Ken Vincent

- LAST CALL TO CONTRIBUTE** – In early December we held a two-day, End-of-Year campaign. In our fall campaign we fell short of our goal, so we opened our mics and appealed to our listeners to help us reach the end of year goal on target. The goal was \$24,500 and we raised \$25,300 thanks to our great members, radio staff and super development team.

- LOCAL STORIES & ISSUES REPORTED**
LOCAL LAW ENFORCEMENT/TECHNOLOGY – The story reported on a new technologically-advanced 911 system being implemented in San Bernardino County.

LOCAL ARTS & CULTURE – Interviewed actor and Southern California native Blair Anderson, one of the principal performers in the Broadway touring production of “The Addams Family,” at the historic Fox Theatre in Riverside.



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PUBLIC HEALTH/HIGHER EDUCATION – This story featured public health and education official’s efforts to treat and contain of a case of bacterial meningitis contracted by a UC Riverside staffer.

HOLIDAY COVERAGE/LOCAL CULTURE – Provided a rebroadcast of an NPR interview with an Inland Empire Salvation Army volunteer who successfully broke the world record for time spent bell-ringing at a Salvation Army donation kettle.



PROGRAMMING:

- **RATINGS ON THE RISE** – The numbers have continued to increase since summer. Typically, winter’s ratings are higher for KVCR than spring and summer in terms of audience numbers. The weekend sewing, painting, woodworking, gardening and cooking series are still doing very well, often better than KOCE, KLCS and KCET’s weekend programming of kids programs and specials. The Friday night history program schedule ***History Detectives, Antiques Roadshow and Market Warriors*** and Monday’s ***Masterpiece*** drama programs continue to build a strong audience.
- **NEW THURSDAY LINE-UP** – We’re changing our Thursday nights schedule beginning in January from “music” specials to “news and public affairs” programs like ***POV*** (Point of View). We’re planning to air more education related programs on Thursdays such as ***Play Again***, a documentary where several kids are taken to a wilderness camp with no computers, cell phones or electronics of any kind and psychologists weigh in on the dangerous effects that gadgets have in today’s children. “Music” specials will move to Saturdays, mixed in with “music pledge” specials to help boost membership.
- **NATIVE AMERICAN DOCUMENTARIES** – On Tuesdays at 9:00pm will add Native American documentaries, which we can use to cross promote FNX.
- **TOP 10 IN NOVEMBER** – Top 1. Doo Wop Discoveries; 2. Ed Sullivan’s Top Performers; 3. Antiques Roadshow; 4. 60s Girl Grooves; 5. Celtic Thunder Christmas; 6. Simply Ming; 7. Happy Holidays – Andy Williams; 8. Knit and Crochet Now; 9. Masterpiece – The Paradise; 10. Elton John in Concert
- **ALL NEW EPISODES COMING IN JANUARY**
 - ✚ Masterpiece – Downton Abbey IV – Mondays at 8:00pm starting January 13
 - ✚ New episodes of POV – Thursdays at 9:00pm starting January 2
 - ✚ New episodes of NOVA – Thursdays at 7:00pm
 - ✚ New episodes of Frontline – Wednesdays at 9:30pm
 - ✚ New episodes of Vera – Mondays at 9:00pm starting January 20 - Academy Award nominee Brenda Blethyn stars as Chief Inspector Vera Stanhope, an experienced and brilliant murder investigator in the North East England county of Northumberland.
- **COMING IN FEBRUARY – BLACK HISTORY MONTH** – ***Afropop – The Ultimate Cultural Exchange*** - Four films introduce powerful stories from the African-American world: African boxers journey across the Atlantic to match their skills against the best in the world; a teenage girl travels to Ghana and an expatriate from Sierra Leone



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returns to his homeland, each hoping to dispel prevailing myths about the two countries; and, Hurricane Katrina victims find themselves refugees in their own country. Sundays at 9:00pm starting February 2.

PRODUCTION:

- **KVCR PROMOTIONAL VIDEO** – Currently working on a 6:00 video that highlights the many wonderful programs on 91.9, KVCR TV and FNX. This video will be presented at the Community Matters luncheon on Thursday, January 16.

ENGINEERING AND TECHNOLOGY:

- **RENEWAL GRANTED** – The FCC has granted the broadcast license renewal for KVCR-FM. The renewed license expires on December 01, 2021. The FCC also granted a license to cover the digital conversion of KJHP-LP, the low power TV station serving the Coachella Valley. The KJHP-LP license is up for renewal next December, along with the license of KVCR-DT.
- **TOWER LOCATION** – A lease agreement between KVCR and American Tower Company was allowed to expire, effective December 2013. In 2011, KVCR moved the location of a microwave relay point used to get the television signal from the studio to the transmitter. The move from the American Tower site to district owned property on the Crafton campus eliminates the need for the lease, providing recurring savings to KVCR and the district.
- **REACHING MORE & LOOKING PRETTIER** – A project to convert an existing fiber optic feed to AT&T's Hollywood Hub is proceeding. Cable companies, such as ATT U-Verse, pick up the KVCR-TV signal from the hub and deliver it to their respective cable companies. The existing feed is an outdated analog feed of the main 24.1 signal. The conversion to digital allows KVCR to deliver all four of its channels to the hub, while also increasing picture quality. In addition, the digital signal is Nielsen watermarked, helping to ensure KVCR is properly credited for viewers watching on these systems.

DEVELOPMENT:

- **DECEMBER EVENTS** – This month we participated in four fundraising events, three concerts supporting TV and one 91.9 radio event. They included the young singing sensation Jackie Evancho that included a meet and greet back stage for some of our TV members; the Joe Bonamassa concert held at the Dolby Theatre in Los Angeles which was a sold out concert and pledged very well for our station. In fact, we had members attend from Bakersfield, Fresno and even as far away as Reno and Las Vegas. The final concert for the month sold out for the a cappella group, Straight No Chaser. These tickets needed a bit more of a push, but once the show aired a second time, the tickets flew out the door. This concert included a meet & greet with all 10 members of the group and KVCR donors. The radio fundraiser event with Tom Ashbrook was mentioned above. **Events Coming in January** include the KVCR Community Luncheon, violinist David Garrett concert in Anaheim at The Grove.



- **SOCIAL MEDIA** – Our social media presence continues to grow. Instagram started off slow, but we have started promoting it by sharing our new social media card (right) at KVCR concerts and events. Our facebook followers continue to increase and is growing. Twitter has 1,200 followers.



OUTREACH:

- **THANK YOU NOTE** – KVCR received a nice thank you card from the teens of the Redlands Boys & Girls Club.



They were some of our guests on the chartered bus to the Jackie Evancho Concert in Long Beach on Saturday, December 7. Tickets and transportation was provided by KVCR. The opportunity to attend the concert was offered to several non-profits in the Inland Empire including Fire & Burn Foundation; Big Brothers/Big Sisters; Loma Linda Ronald McDonald House and Inland Empire Autism Society. The bus was donated by Inland Empire Buses.

- **BUILDING NEW PARTNERSHIP** – KVCR is working to build new relationships and reconnect with old partners. In December we met with the Community Foundation's President & CEO, Dr. Jonathan Lorenzo Yorba and Communication Officer Sharilyn Hunke.



Following a productive meeting they were given a tour of our beautiful and state of the art facility. It is apparent there are many ways for our organizations to work together and complement one another. Alfredo Cruz, David Peet, Sharilyn Hunke and Dr. Jonathan Lorenzo Yorba We also reached out to our friends at Fox Performing Arts in Riverside which is now operated by Live Nation. It is our intention to build a partnership that will include seeking fundraising and outreach efforts.



PROGRAMMING/PRODUCTION:

- **UNDER THE FNX BRAND** – The “Native Shorts” series launched on both FNX and KVCR on December 24th 2013 with a Christmas themed short film called “Ebony Society”. The series was strongly promoted on both KVCR and FNX and had a robust social media presence and following. This marked the first of many cross promotional programming strategies aimed to garner additional viewership of FNX programming and to raise awareness about the relationship between both entities. Additionally joint press releases were coordinated with the Sundance Film Institute. A story was published in the Press Enterprise that included a large photo. The official 12-part series launch is slated for FNX on Thursday January 31st and on KVCR, Tuesday February 4th with a new segment premiering weekly.

In partnership with the Sundance Institute, FNX is finishing production on its first in-house, non-documentary series produced under the FNX brand. ***Native Shorts Presented by Sundance Institute’s Native American and Indigenous Program***

is the official title of the series, but ***Native Shorts*** is the abbreviated title and features short films that were produced, premiered or showcased at the Sundance Film Festival through its Native American and Indigenous Program. Its director, Bird Runningwater, co-hosts ***Native Shorts*** along with Ariel Tweto, star of Discovery Channel’s ***Flying Wild Alaska***, and ABC’s ***Wipe-Out***.



ENGINEERING & TECHNOLOGY

- **OKLAHOMA EDUCATION TV** – CATV-47 is moving forward again on a path to become the next FNX affiliate. Progress had been stalled for several months while the station waited for their IT department to set in place the necessary infrastructure, and to provide FNX the required information to establish them on the network. Equipment is now being requested to begin broadcasting. CATV-47 is a low power TV station operated by the Department of Education that serves the Cheyenne and Arapaho tribes in Concho, OK.
- **NATIONAL CARRIAGE OF FNX** – In November, WYCC PBS in Chicago began airing FNX. It has been very well received and we’ve gotten lots of positive feedback from many viewers in the area. In addition, we have just learned that a cable company in neighboring Indiana is also carrying WYCC and helping to expand the FNX audience well beyond the Chicago area. KUEN, Utah, is in negotiations with FNX to begin carrying the channel.