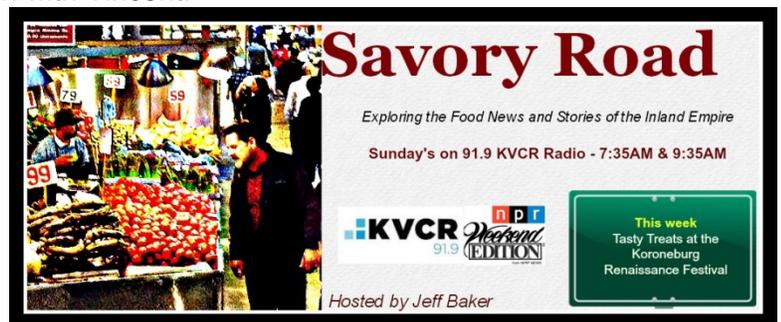




June 12, 2014



- HOW TO START YOUR MORNING** – Public Radio listeners in the Inland Empire often tell us they start each morning with 91.9 KVCR. We see this as an opportunity to serve the public with information that is interesting, informative and useful. On weekdays KVCR provides an early look at local roadways to help listeners avoid traffic snarls on their way to work or school. We also let listeners know what to expect with the morning forecast. Weather and traffic are expected from any local station wishing to maintain an audience. What sets KVCR apart from other news stations, is that we continue to enhance what we provide with specialized LOCAL content. Each Monday morning, at 6:35 and 8:35, listeners hear **State of the Cities**. On Tuesday mornings, Inland Empire Economic Partnership Chief Economist, John Husing speaks with KVCR's Ken Vincent. On Fridays, Press Enterprise Columnist, Cassie MacDuff wraps up the week's news in conversation with Vincent.
- ADDING NEW LOCAL SEGMENT** – To enhance our local presence on the weekend, KVCR has introduced a new local program segment, **Savory Road**, which highlights the emerging food and culinary culture of the Inland Empire, and airs Sunday mornings on **Weekend Edition** at 7:35 and 9:35. The segment is hosted and produced by Jeff Baker, host of KVCR TV's **Man in the Kitchen**. On **Savory Road**, Jeff roams the region with his microphone in search of the Inland Empire's unique culinary personality. Upcoming segments include a taste of Oaxacan cuisine in Chino Hills, a unique craft brewery in Pomona, a world-famous goat cheese farm in Ontario, and a peek into Inland Empire coffee culture. **Savory Road** debuted June 1 with a profile of treats at the Koronenburg Old World Festival in Corona. A week later it previewed the cuisine at the Highland Springs Lavender Festival in Cherry Valley.
- FIELD TRIP** – 91.9 staff visited fellow NPR member station, KCRW in Santa Monica recently to talk about news sharing. Segments produced at KVCR that might be of interest in the L.A. area will be made available for KCRW newscasts and material produced at KCRW that Inland Empire listeners might be interested in will be made available to KVCR News. This friendship will bolster news content for both stations with minimal impact on workloads.
- FISCAL YEAR** – The end of the fiscal year is once again upon us. Our final pledge drive of FY2014 is scheduled for June 17 – 19. This campaign asks listeners to help KVCR pay for the programs they will listen to in the coming year. Our goal for the drive is \$40,000.



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Here are some of the stories and issues reported on 91.9 KVCR FM News over the past month: (Segments are available on demand at [kvcr.org/news](http://kvcr.org/news))

#### April 29 through May 28, 2014

1. **LOCAL POLITICS/LAW ENFORCEMENT** – Talked with law enforcement leaders about the prospect of felony charges being filed against the Riverside County District Attorney for campaign sign tampering.
2. **SOCIAL SERVICES/CIVIC INVOLVEMENT** – Previewed "Give Big San Bernardino County," a one-day, online fundraiser encouraging citizens to go on the Web and pledge financial support to their choice of hundreds of local non-profits, charities and social service agencies.
3. **LOCAL ARTS/LOCAL MILITARY HISTORY** – Aired part one of a two-part interview with UCR Creative Writing Professor -- and National Book Award Nominee -- Susan Straight about her collaboration with photographer Douglas McCulloh in an exhibition of photos and short stories about how people who served at local military bases influenced the character of the Inland Empire.
4. **LOCAL ARTS/HIGHER EDUCATION** – In the second part of our interview, novelist Susan Straight -- a Riverside native -- talked about setting her stories in the Inland Empire, and about the quality of students she teaches in her long-time post as Professor of Creative Writing at UC Riverside.
5. **LOCAL ACTIVISM/IMMIGRATION/LABOR/SOCIAL SERVICES** – Reported on Labor, immigrant, and social service groups from around the Inland Empire participating in a big May Day march and rally in downtown San Bernardino.
6. **LOCAL ARTS/HIGHER EDUCATION/LATINO CULTURE** – KVCR TV's Jhoann Acosta produced a feature for KVCR FM News previewing the Latin Jazz Festival at California State University San Bernardino.
7. **LOCAL EMPLOYMENT/BUSINESS** – Looked into a study by a national business-monitoring website indicating the Inland Empire is among the worst places in the country for young people looking to start their careers.
8. **COMMUNITY INVOLVEMENT** – Featured a segment which profiled a Yucaipa community effort to assist a local woman as she fights cancer.
9. **LOCAL GROWTH & DEVELOPMENT/ENVIRONMENT/LOCAL POLITICS** – Investigated concerns among residents in the Pass Communities about a large logistics and warehouse complex proposed for the Beaumont area.
10. **STATE OF THE CITIES** – Profiled proposed changes to San Bernardino's city charter in an effort to reduce the city government dysfunction that led to municipal bankruptcy.
11. **LOCAL EDUCATION** – Interviewed a Perris teacher after he was awarded \$25,000 by a national foundation for success in teaching.
12. **LOCAL GROWTH & DEVELOPMENT/ENVIRONMENT/LOCAL POLITICS** – Continued reporting on community concerns about a mega-warehouse complex proposed for the Beaumont area, with a look into Riverside County's policies allowing some development projects to be "fast-tracked," reducing developers' costs but allowing less public scrutiny of the development.
13. **LOCAL TRIBES/LOCAL HIGHER EDUCATION** – Previewed the impending announcement of a gift of \$4 million by the San Manuel Band of Mission Indians to Claremont Graduate University to expand a unique graduate program in Tribal Management.



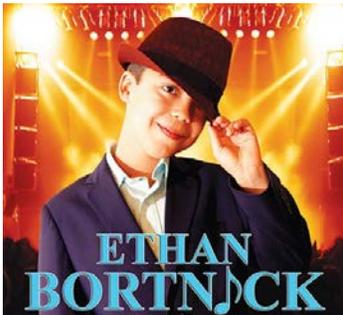
[Where you learn something new every day.](#)

**PROGRAMMING:**

- **TOP 10 SHOWS IN MARCH** – 1. *Nova – Crash of Flight 447*; 2. *Nova – Mt. St. Helens*; 3. *Inland Empire Explorer*; 4. *Nightly Business Report*; 5. *Robin Hood*; 6. *Secrets of Highclere Castle*; 7. *Under the Streetlamp*; 8. *Quilt in a Day*; 9. *Fons and Porters Love of Quilting*; 10. *Sew It All*
- **COMING IN JUNE** – *Civil War – The Untold Story* - A five-part series features poignant letters from both soldiers and civilians that provide new insights into the causes of the Civil War, life on the homefront, the politics of war, the issue of slavery, and the relatively unheralded role African Americans played in the conflict. **Wednesdays at 7:00pm**; *Masterpiece Mystery – The Escape Artist* David Tennant (Doctor Who) stars as a brilliant defense lawyer with a storybook family and a potent nickname, "The Escape Artist," for his ability to spring the obviously guilty. June 23 and June 30 at 8:00 pm
- **APRIL CUMES** – Our viewership for the month of April increased over last month and last April 2013. Normally April is a very low viewership month for TV stations across the country.

**PRODUCTION:**

1. **SUMMER TIME TV PLEDGE:** In mid May the Production and Development team started gearing up for the on-air summer membership campaign. The drive started June 1 and concludes June 12. We have two LIVE nights with special PBS artists who will join us in the KVCR studio. On June 4, it's Ethan Bortnick, the 13-year old musical prodigy who will be interviewed during the pledge breaks and for our local show, *A Conversation With ...* hosted by Lillian Vasquez. On June 9, one member from the *America's Got Talent* fame, Texas Tenors, Marcus Collins joins us for our second



LIVE night to help us "pitch" the new PBS show, *Texas Tenors You Should Dream*. KVCR will offer tickets to both concerts in Southern California. Each artist will help us promote

- their concert.
2. **WORKING WITH WYLAND** – KVCR and renowned Marine artist, Wyland are continuing to work together on the national distribution of his series *Wyland's Art Studio*. We have completed the *Wyland's Art Studio* 500 series and have shipped the 500 series off to American Public Television (APT) for the national distribution. Next in line is *Wyland's Art Studio* 600 series that will require some post production before submitting to APT. We recently met with Wyland and members of his staff to discuss future projects and opportunities for more programs using KVCR as his production house. A production date for the 700 series has not been determined.
3. **GIVE BIG** – KVCR was a Media Sponsor and a non-profit participant in the GIVE BIG San Bernardino initiative. The production team produced promotional TV and radio spots urging the community to GIVE BIG. Following the one-day giving event, a

“Thank You” spot was produced and aired thanking the community for their participation.

4. **SUPPORT FOR RADIO** – The production team worked the **American Parlor Songbook** radio event held in the KVCR TV studio on Friday, April 25. The crew was on hand to shoot and record the evening’s event. This was a great opportunity to experiment with the show as a possible TV project in the future. The event was a well attended and guest expressed their appreciation for hosting the event. This episode recorded in the KVCR studio aired on KVCR radio on June 1 and 2.



5. **KVCR NOW** – Headed by Jhoann Acosta, **KVCR NOW** is an ongoing project highlighting events throughout the Inland Empire. The KVCR NOW piece that Jhoann shot and produced with Frank Blanquet on the photo exhibit **Ebano**, has been submitted to the **Imagen Awards** for consideration. **Ebano** documents the mix of African and Indigenous cultures in southern Mexico and was on exhibit during February (Black History Month) at the National Orange Center Art Gallery.

### DEVELOPMENT:

- **MAY EVENTS** – May was filled with great concerts and performances. Our first concert of the month was a dual concert with Gentleman’s Rule, who opened for Under the Streetlamp at the Greek Theatre in Los Angeles. That concert was followed by Jesse Cook, the flamenco guitarist. He wow-ed the audience with his musical talents. Our members really enjoyed the Meet & Greet with Jesse Cook as he was very gracious and kind to all our members. Our third event was the ever popular, Wayne Brady held at the Fox Performing Arts Center in Riverside. Next up was the **Let’s Dine Out. Feelin’ Groovy** dinner event. This event provided members with a lot of food. Each KVCR member was treated to bruschetta, shrimp cocktail and margherita pizza, followed by tri-tip, salmon, chicken with vegetables. Then it was the sounds of the 60s as the waiters and waitress were also the talent for evening. Desert rounded off the night’s event. It was good food, music and entertainment. Our next concert was musician, James Blunt, who performed at the Fox



Performing Arts, singing his ever popular, “You’re Beautiful.” To finish this busy month of fun and excitement, KVCR and **Inland Empire Explorer’s** host Joel Green, held a night of painting at the Purple Easel painting studio. The instructor donated her artwork to

KVCR that will be used to decorate our green room.

- **SOCIAL MEDIA** – We continue to promote KVCR even more pushing all our social media networks including our facebook, Twitter and Instagram. Our facebook followers have grown to over 1,730 total likes, and our total reach is growing more each day. Twitter has 1,289 followers.
- **KVCR HAS TICKETS TO CONCERTS** – Long time favorite **Natalie Cole** will perform at the Fox Performing Arts Center in Riverside on June 27 and KVCR has tickets. On

June 28, **Ethan Bortnick** the youngest performer ever to headline his own international concert tour will perform at the Grove of Anaheim. This is a concert that kids, parents, and grandparents can enjoy together.

## OUTREACH:

- **COMMUNITY ACTION PARTNERSHIP** – KVCR was a media sponsor for the 2014 Gala Reception for the Community Action Partnership, which is an organization helping people change lives and fighting poverty. Several KVCR and FNX staff members attended the event.
- **KVCR RECEIVES GRANT** – KVCR was recently awarded a grant from Edison International. In six weeks KVCR will be the recipient of 5 new computers that will be used during LIVE TV pledge drives, and for our Development students and interns. So often we have volunteers who are eager to assist us with in our efforts to raise funds, or provide research but the lack of computers is a constant challenge. This grant will help to rectify the shortage of computers.
- **UNSUNG HEROES** – KVCR was awarded a \$5,000 grant that will be used to promote a new public television documentary which KVCR will broadcast in November near Veteran's Day. KVCR plans to offer a screening of the documentary ***Unsung Heroes: The Story of America's Female Patriots*** which is an inspirational saga of unrecognized courage and sacrifice that touches every community in the nation. It's about the many women that served their country. The funds will also be used to produce a 30:00 show about female veterans that live in the Inland Empire and are sharing their stories. The working title of the local KVCR show is "In Her Boots."



## PRODUCTION; PROGRAMMING & ACQUISITIONS:

- **THE PRODUCTION TEAM** – The team continues to work on a variety of project including ***FNX NOW***, ***On the Scene***, and ***Sound Off***. The acquisition of music videos for the new ***Music Block*** is on-going. This is a new music project is in preproduction and tentatively titled "AUX Block." This show will take viewers on a play date with a band or performer and culminates with unique performances of artist music not found on other channels or outlets.
- **PROGRAMMING & ACQUISITIONS** – FNX has been approved by the Chickasaw Nation of Oklahoma to broadcast their productions which includes over 100 hours of interstitial materials as well as upcoming full length programs. FNX is working with CATV-47 to acquire a series built through a coalition of Tribes across the state of Oklahoma entitled ***Native Oklahoma***. Additional programming from CATV-47 includes ***Making Regalia*** which premiered June 3. New interstitial segments including the ***Learn Cheyenne/Learn Arapaho*** language segments have been added to the FNX schedule. Additional documentaries including the boxing film, ***When I Hear Thunder***,

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and the environmental piece, **Sacred Places**. A number of other programs acquired from affiliates KUAC and LPTV are being introduced in the coming weeks.

- **AFFILIATE STATIONS** – In the coming months the Choctaw Tribe of Mississippi's Tribal Council will meet regarding FNX carriage. They have received copies of the FNX station agreement, a cost outline and quote from LTN who will provide them with the station's feed. Rocky Mountain PBS has expressed interest in picking up the station and UEN in Utah is currently negotiating with FNX on the contract to begin carrying FNX.

### **GRAPHIC DESIGN**

- **MOTHER'S DAY** – In honor of Mother's Day an image was created to acknowledge all mothers. The graphic was posted on the FNX Facebook and Twitter sites.



### **OUTREACH**

- **NATIONAL PBS CONFERENCE** – In May FNX and KVCR staff members attended the 2014 PBS Annual Meeting in San Francisco. We hosted an FNX booth where we provided materials about the new station, collected business cards and made personal contact with managers and programmers from stations across the nation who may be interested in broadcasting the FNX channel. General Manager Alfredo Cruz, Producer Frank Blanquet and Program Director Ben Holland presented two breakout sessions during the conference. This allowed the team to show off the channel and answer questions about carriage and programming. While in San Francisco, Cruz and Blanquet also made a presentation to the Public Television Interconnect Committee as part of a formal request for allocation resources on the Interconnect System (satellite). Shortly after presenting, the Committee voted to grant the request designating FNX "full-time channel" allocation. FNX will now have its own channel on the satellite and be available to the 300+ PBS and other public television stations across the US. Signal delivery and an agreement are now being finalized between FNX and PBS. This is a huge accomplishment for FNX/KVCR. Our little station in San Bernardino is going national!!! FNX is now strategizing a roll-out plan for satellite launch. Date, TBD.
- **CAHUILLA CONTINUUM COMMITTEE** – The Riverside Metropolitan Museum's Cahuilla Continuum Committee continues to meet and prepare for the coming exhibit. This meeting was held at the Augustine Band of Cahuilla Indians reservation in Coachella. Terria Smith, FNX Tribal Liaison is serving as media relations and is discussing a possible FNX role in video productions for the exhibit.
- **NEWS FROM NATIVE CA** – FNX recently completed a story highlighting the Cahuilla Continuum exhibit in "News From Native California" magazine. The feature story and photos were submitted. The story is slated to be featured in the Summer 2014 edition.
- **RADIO INTERVIEW** – We are working on an audio series featuring the Cahuilla Continuum Committee members regarding the upcoming exhibit. Prospective interview guests include Anthony Madrigal Sr., Brenda Focht, Gerald Clarke, and Sean Millanovich. The series will also air on 91.9 KVCR-FM.
- **MISS SHERMAN PAGEANT** – The 2014 Miss Sherman Pageant held at Sherman Indian High School is now featured in an **FNX NOW** segment. The pageant is an annual event where contestants are assessed on various personal aspects, talents

and knowledge of tribal culture. The winning contestant serves as an ambassador of the All-Native American high school for one year. This is the second year FNX has covered the event. The segment will air on both FNX and KVCR. It has been posted on the FNX YouTube and Vimeo sites.

- **TASIN** – The Tribal Alliance for Sovereign Indian Nations held their monthly meeting in the KVCR studio on May 5. TASIN is an organization made up of representatives from ten tribes in Southern California. Members of the FNX team including Tribal Liaison Terria Smith, Producer Frank Blanquet, and General Manager Alfredo Cruz addressed the group and provided an FNX multimedia presentation.
- **NIGAC** – FNX was present at the 2014 National Indian Gaming Association Convention held in San Diego. Terria Smith spent time talking with a number of Native American community-based organizations including:
  - Rincon Youth Storytellers
  - Sycuan Institute on Tribal Gaming at San Diego State University
  - NativeHire.org
  - UNLV International Gaming Institute
  - Intertribal Buffalo Council
  - Pueblo of Pojoaque Youth Hoop Dancers

During the convention, FNX learned of a new documentary that focuses on one of the indigenous tribal groups in San Diego County and northern Baja California. The film is titled ***First People: Kumeyaay***. It is highly recommended for the FNX | First Nations Experience channel.

- **SUMMERTIME OUTREACH** – The 2014 Native Summer Pipeline program at Pitzer College has requested FNX to participate in their program. The request is to have the production team shoot footage of the program's closing graduation ceremonies in August at the Wishtoyo Chumash Village.
- **FNX SOCIAL MEDIA UPDATE** – ***FNX Sound Off*** segments as well as the newest episodes of ***FNX NOW*** are shared on Facebook, Twitter and YouTube for viewers to watch online. To date, the FNX | First Nations Experience social media sites have the following number of followers and/or subscribers:
  - Facebook – 3,576 likes
  - Twitter – 1,172 followers
  - YouTube – 175 subscribers, 11,774 views
- **NAJA** – FNX Tribal Liaison Terria Smith, Producer Frank Blanquet and Editor Art Maclama will be attending the Native American Journalists Association meeting in Santa Clara this July. They submitted two ***FNX NOW*** pieces for NAJA Awards consideration; a story about water on the Torres-Martinez Reservation, and; a feature on the Indigenous-focused *Anahuacalmecac* Charter School in Los Angeles.