



March 13, 2014



- **BLACK HISTORY MONTH** – February was Black History Month. 91.9 KVCR carried



several specials in our showcase hours each weekend related to African American issues. Here are a few highlights: February 1st and 2nd – **Civil Rights in America** hosted by Charles Dutton; February 9th – **BBC Witness: A Black History Month Special**. This hour was comprised of stories, covering 50 years of history, about notable African

Americans who helped move things forward in the fight for civil rights.

February 23rd – **State of the Reunion: Leadership from the Bottom Up**. This special shines light on a new generation of African American leaders who are on the front lines of their communities making a difference.

- **KVC_aRts** – KVCR radio's art focused program, **KVC_aRts**, started as a monthly offering. FM Producer, David Fleming is now producing two episodes per month. The program airs on the first and third Friday of each month at 8:00 PM and repeats that Saturday evening at 7:00 PM. The eventual goal is to produce an episode each week.
- **CROSS PROMOTION** – In an effort to inform listeners about other media services provided by KVCR and SBCCD, the radio station schedule has included more promotion for KVCR TV, FNX and District events. We believe that taking advantage of every opportunity to inform the public about everything we offer results in an audience that feels more closely connected to KVCR. We hope that this cross promotion will also result in larger audiences and increased audience participation (membership).
- **MORE LOCAL NEWS** – Since adding our part-time reporter Matt Guilhem, 91.9 has increased local news content. Among other assignments, Matt provided in-depth reporting on the watershed election of a new Mayor in San Bernardino. Matt is a native of San Bernardino. He has an undergraduate degree from UC Riverside and a Masters from UC Berkeley. Matt broke into radio while attending the London School of Economics and Political Science. Back home, while working part-time as a writing coach at San Bernardino Valley College, Matt interned at KVCR and now is providing added value to KVCR listeners for our economical investment in his reporting.

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We were not able to report all the stories covered in January. Following is a full report for both January and February. This is in addition to our regular weekly conversations with Inland Empire Economist John Husing and Press Enterprise Columnist Cassie MacDuff, (*most reports are available at kvcr.org/news*)

1. **LOCAL POLITICS** – Attended and reported on a League of Women Voters debate between Carey Davis and Wendy McCammack, the two finalists running for Mayor of San Bernardino.
2. **LOCAL POLITICS** – In our weekly ***State of the Cities*** segment, we previewed the issues facing the two candidates facing off to be the next Mayor of San Bernardino.
3. **INTERNATIONAL POLITICS** – Interviewed Palestinian Rights Activist Omar Barghouti, prior to a controversial speech he gave at UC Riverside urging a boycott against the Israeli government because of its treatment of Palestinians living in the West Bank and Gaza Strip.
4. **LOCAL POLITICS** – After attending the second community debate between the two candidates running for Mayor of San Bernardino, KVCR FM News talked with residents who were at the debate about their concerns and what they're looking for in their next mayor.
5. **LOCAL & NATIONAL POLITICS/GOVERNMENT** – Interviewed Congressman Mark Takano (D-Riverside) about the stalled effort in the U.S. House to extend expired benefits to long-term unemployed people. Takano said the expiration of benefits is affecting tens of thousands of jobless residents in the Inland Empire.
6. **PUBLIC SAFETY/ENVIRONMENT** – Reported on the containment of the Colby Fire, which burned in the hills above Glendora, damaging homes and requiring evacuations.
7. **STATE POLITICS & GOVERNMENT/LOCAL POVERTY** – Reported on the California State Legislature which has formed a caucus of lawmakers to look into poverty and inequality in the state.
8. **LOCAL POVERTY/SOCIAL SERVICES** – Attended a demonstration by Inland Empire social service advocates to protest Gov. Jerry Brown's proposal to use the state revenue surplus to pay down debt and create a rainy day fund, instead of restoring years of cuts to state social services.
9. **LOCAL TRANSPORTATION/PUBLIC WORKS** – Reported on the long awaited reconstruction of the segment of I-215 through San Bernardino is finally completed.
10. **HIGHER EDUCATION/MINORITY AFFAIRS** – Interviewed public broadcasting veteran Ray Suarez about his book, “Latino Americans”, and about his new job at Al Jazeera America, prior to his appearance as the featured speaker at the annual Hays - Press Enterprise Lecture at UC Riverside.
11. **ENVIRONMENT/AIR QUALITY** – Reported on a proposal by Gov. Brown to use proceeds from California's air quality Cap & Trade auctions for projects that would improve public health among lower-income populations who live in pollution-plagued areas.
12. **LOCAL POLITICS** – With the San Bernardino mayoral election a little more than a week away, we attended another debate and found that each of the two candidates had honed their message and their attacks on their opponent.
13. **HOUSING AFFORDABILITY** – Looked into a report compiled by Riverside Congress Member Mark Takano showing how absentee investors are contributing to a diminishing supply of affordable homes and higher rents in the Inland Empire.
14. **HIGHER EDUCATION/BUSINESS/ARCHITECTURE** – Aired a two-part interview with
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LATINO AMERICANS

THE 500-YEAR LEGACY THAT SHAPED A NATION

RAY SUAREZ
 PBS NEWSHOUR SENIOR CORRESPONDENT

A COMPANION BOOK TO THE PBS DOCUMENTARY SERIES



John Thomas, Dean of the Zapara School of Business at La Sierra University in Riverside, about the school's unique academic discipline, award-winning student entrepreneur programs, and his part in the design, construction, and funding of the business school's innovative new building.

15. **EDUCATION** – Reported on a study by Children Now and the Annie E. Casey Foundation finding the majority of California's fourth-graders are not reading at their grade level.
16. **LOCAL POLITICS/GOVERNMENT** – KVCR FM News wrapped up our month-long focus on the San Bernardino Mayor's race with an election-night recap for KVCR's Morning Edition that included interviews with both candidates and thoughts from voters from both camps.
17. **EDUCATION/TECHNOLOGY/JOBS & THE ECONOMY** – Reported on how the San



Bernardino Community College District's Applied Technology Training Center and other local educational institutions are collaborating to offer grant-funded, no-cost education and training in the 21st century industrial science known as nanotechnology. KVCR/TV also produced a 3-minute feature on the opening of the District's new

Entrepreneurship Institute of San Bernardino, which celebrated its first crop of graduates.

18. **INTERNATIONAL POLITICS** – Attended a day-long Solar Energy Conference at UC Riverside and reported on how representatives from several major solar energy companies were wowed by engineering students' inventions and projects advancing solar power.
19. **LOCAL POLITICS & GOVERNMENT** – Our ***State of the Cities*** series continued with a two-part interview with the outgoing mayor of San Bernardino, Patrick Morris. In part 1, Mayor Morris describes the long list of positive things to happen in the city in recent years, and presents his formula for the bankrupt city to get back to fiscal health. In part 2, Morris talks about the toxic city hall politics that surrounded the city's descent into bankruptcy, and why the departing two-term mayor still has high hopes for San Bernardino's future.
20. **LOCAL ECONOMY/WEALTH & POVERTY** – Weekly contributor John Husing, the Chief Economist for the Inland Empire Economic Partnership, begins a series of discussions over the coming weeks about poverty in the Inland Empire.
21. **SPORTS** – Reported on an Inland Empire native on the U.S. Bobsledding Team at the Olympic Winter Games in Sochi, Russia.
22. **LOCAL HEALTH CARE** – Reported on St. Bernadine's Hospital in San Bernardino being awarded a national ranking for excellence for the second year in a row.
23. **LOCAL BUSINESS** – Featured a local public relations firm's effort to get nonprofit government and other small groups with small budgets to realize the importance of public relations.
24. **LOCAL ENVIRONMENT/AIR QUALITY/ENERGY** – Reported on a local environmental leader sparring with an Inland Empire member of the South Coast Air Quality Management District over a proposal to allow the fast-tracking of new natural gas-fired power plants in Southern California to take up the slack left by the closure of the San Onofre Nuclear Generating Station.

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25. **LOCAL POLITICS & GOVERNMENT** – *State of the Cities* series featured a profile of San Bernardino City Clerk Gigi Hanna as she went from barely being elected to becoming one of the senior leaders on the city's road to recovery.
26. **LABOR** – 91.9 was one of the first to report on why union-represented service and patient care workers at UC Riverside and 9 other UC campuses across the state called a five-day strike for the first week of March, and on the UC response to the strike.
27. **EDUCATION/LOCAL LEADERSHIP** – Interviewed Dr. Judy White, the Superintendent of the Moreno Valley Unified School District, on how the district dramatically turned around student performance, receiving applause from state education officials, the state teachers' union, local businesses, and parents of kids who attend Moreno Valley schools.
28. **LOCAL AFRICAN AMERICAN HISTORY** – Featured a two-part interview with former Inland Empire newspaper publisher and current State Assemblywoman Cheryl Brown about the history of the black press in the IE – much of it personal to her and her family. Brown also talks about her family's many efforts to get young people interested in documenting and disseminating black history.
29. **PUBLIC SAFETY/EXTREME WEATHER** – Filed numerous reports for NPR News covering the severe storms in Southern California and the aftermath in Inland communities.



PROGRAMMING:

- **TOP 10 IN JANUARY** – 1. Martha Bakes; 2. Antiques Roadshow; 3. Sitting Bull; 4. California's Gold; 5. Masterpiece – Song of Lunch; 6. Secrets of Chatsworth; 7. Market Warriors; 8. Woodsmith Shop; 9. Man in the Kitchen; 10. China's Challenge
- **MARCH PLEDGE** – *Dr. Wayne Dyer: I Can See Clearly Now* - Dyer explains how each of our lives is a tapestry composed of our past and future choices. **Suze Orman – Financial Solutions for You** – Orman provides advice to help individual viewers "find financial solutions for you."
Great Performances: Steve Martin and the Steep Canyon Rangers - Filmed at the Fox Theater in Riverside, comedy legend Steve Martin showcases his bluegrass banjo playing with vocalist Edie Brickell.
Masterpiece Mystery – Sherlock Returns! Mondays at 8 PM starting March 24. **Zucchero: Live in Havana** - The Italian rock star and OMRI energizes the crowd with his signature style rooted in gospel, soul and rock music. Zucchero performs in English, Spanish and Italian, including some of his best known songs.
- **COMING IN APRIL** – A new KVCR production, a special on Autism, is airing at 8 PM on Thursday, April 17; **Masterpiece – Mr. Selfridge 2**, airs Mondays at 8PM; **The Bletchley Circle 2**, Mondays at 9PM; **Without Perfect Answers** - A documentary



about two residential schools six thousand miles apart but side by side in finding a better way for at-risk children. The film raises compelling questions about foster care system in the United States. Airs Thursday, April 10 at 8PM; **Eagles of Mercy** – Two medics in World War II use a church to treat the wounded, for both Allied and German forces. Airs Friday, April 11 at 10PM.

PRODUCTION:

- **SBCCD CAMPUS POLICE** – In March KVCR will record a speaker presentation for the SBCCD Police. It will later be edited for the SBVC website.
- **LOCAL PILOT** – Ron Berglas hosted and produced a show with KVCR, entitled **Insight with Ron Berglas**. It aired Wednesday, February 26. Ron is seeking funding to make the show an ongoing series.
- **MARCH PLEDGE** – KVCR is producing local pledge breaks for Inland Empire Explorer, Under the Streetlamp, Gentleman's Rule, and Latino Americans. In addition, we have a live pledge night on Friday, March 14 featuring a Let's Dine Out special with food critic and host Allen Borgen. KVCR will offer tickets for a dinner theatre experience.
- **COMING IN APRIL** – April is Autism Awareness month, and KVCR's Lillian Vasquez is working to produce an evening of Autism-related programs and promotional spots.

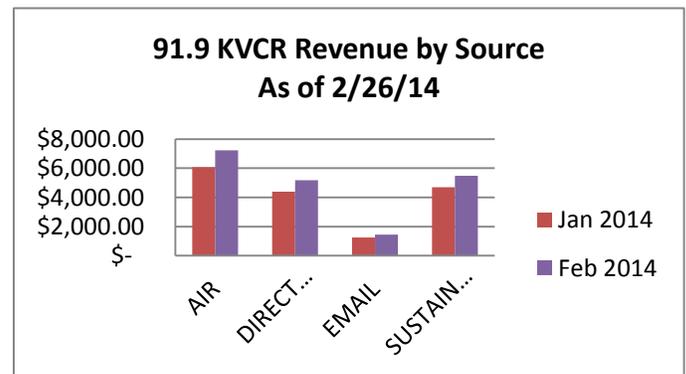
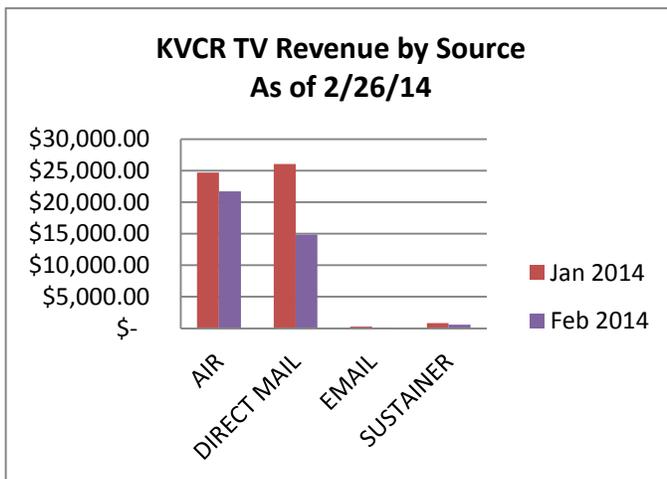
ENGINEERING AND TECHNOLOGY:

- **KVCR INTERFERENCE** – In February, the FCC granted a low power FM license (LPFM) to Arrowhead Alliance of the Inland Empire to operate a transmitter located within the city of Yucaipa. This station was allowed a license under the new FCC guidelines, which would have previously denied the license as it does not meet the minimum mileage separation from KVCR for a third adjacent channel. They are still prohibited from causing KVCR interference, so KVCR will be keeping a watch out for possible interference.
- **AVID SOFTWARE** – KVCR was notified by Avid, the manufacturer of its TV automation system, that they will be changing their business focus, and provided a timeline after which they will no longer support the product. Avid will discontinue support for the current version of software KVCR operates in July of 2015. Engineering is researching its options at this time, but is hopefully to be able to upgrade the system to a level which Avid will continue to support until 2019. Such an upgrade will likely require replacement of 11 servers which are capable of running Windows 7 and the more current versions of automation software.
- **MASTER CONTROL COVERAGE** – The paperwork is in the final stages for hiring an additional substitute employee for master control. Of the existing three substitutes, the two substitutes who handle the vast majority of the coverage are projected to run out of the number of days that district allow substitutes to work prior to the reset in July. The additional substitute will help, but it is anticipated engineering may need to fill master control shifts again as we approach the end of the fiscal.
- **SOFTWARE CONVERSION** – The KVCR membership database and Allegiance software were moved over to a new server in February. The previous database operated on an Ansa database, for which KVCR paid a yearly fee of \$600 to license. Allegiance has transitioned their support to Microsoft's SQL database program, and is phasing out support for Ansa. The transition provided a much needed refresh of the system, while providing a yearly \$600 savings.
- **DISCONNECTION OF ANALOG** – ATT has issued a "complete by date" for the planned activation of a digital version of KVCR's program feed that is delivered to the

ATT Hollywood Hub via fiber optics. That date is set for March 18. Coordination is taking place with ATT U-verse. After a successful activation and transition, KVCR will issue a disconnect notice for the existing analog line. The transition reduces KVCR's monthly bill, while also adding the ability of KVCR to deliver all of its channels, rather than just the primary channel.

DEVELOPMENT:

- The following graphs show KVCR TV and 91.9 KVCR FM's revenue by source for the months of January and February 2014. Additional gifts received by mail generated over 50% of the direct mail revenue for these months. This is in response to an additional gift appeal included in the "Annual Contributions Statement" sent to approximately 9,800 members. We also received 3 gifts of \$4,000 each from a single donor for KVCR TV, also in response to an additional gift appeal and programming preferences. Concerts are also an essential component in KVCR's fundraising effort, extending our members experience and connection to what the station has to offer.



- LEGACY GIFTS** – Our Legacy program was implemented about a year ago and this month we received a \$5,000 gift from an estate. A second \$5,000 notification of final distribution from another estate is pending. It was reported that both donors enjoyed KVCR TV and appreciated the work the station provided. Their legacy gift was made in the spirit of helping KVCR to continue its work.

CONCERTS – As spring and summer are quickly approaching a new concert schedule has been developed.

- Under the Streetlamp** is a quartet made up of leading cast members from the hit musical Jersey Boys. They will give you a chance to revisit your favorite Doo-Wop, Motown, and Rock and Roll. An Inland Empire exclusive performance, Under the Streetlamp performs Friday and Saturday, March 28 & 29 at Agua Caliente Resort and Spa.
- Zucchero** - The international superstar known as "Zucchero" as seen on PBS will kick off his long awaited US tour. For anyone who has been missing out on the unique musical taste of the man his fans call "Sugar" all these years, "La Sesión Cubana" is a great introduction. ♦Club Nokia, Wednesday, April 2♦
- Under the Streetlamp & Gentleman's Rule**
This will be a night of great music filling the Greek Theater in Los Angeles. **Under the Streetlamp** returns to southern California in a double-bill concert that also

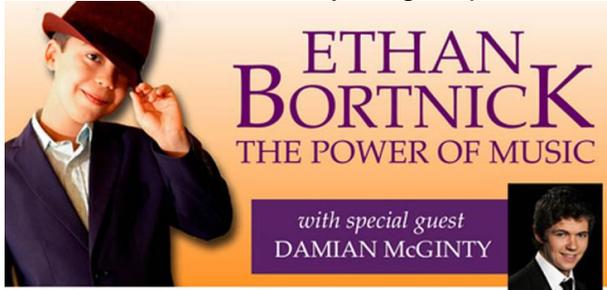


features **Gentleman's Rule**, a sensational a cappella group whose unique style, sound and youthful look come together to take a cappella to a whole new level.

◆Friday, May 2◆

4. **Jesse Cook** - Jesse is a Canadian guitarist, composer and producer. His music comprises of a perfect blend of flamenco, rumba and jazz. ◆Saban Theatre, Sunday, May 11◆

5. **Ethan Bortnick** - The youngest performer ever to headline his own international concert tour will perform in Anaheim.



This amazing 12-year-old composer, pianist, and entertainer is sure to have the live audience dancing in the aisles. His special guest is Damian McGinty from *Glee* and *Celtic Thunder*. ◆Grove of Anaheim, Saturday, June 28◆

EVENTS

1. **IE Explorer** - Join KVCR and TV host Joel Green for a Special KVCR Painting Night. This three hour painting class will take place at the Purple Easel Studio in Rancho Cucamonga. No experience is needed to participate. It's a night for friends to get together, paint, eat and be merry. All materials are provided, just come ready to create this dragonfly. At the end of the class the artwork is yours to enjoy. Appetizers, beverages and music are also included. Seating is limited!◆Purple Easel, Thursday, May 29◆



2. **Let's Dine Out** – Here is your chance to meet, eat and enjoy a live stage production with **Let's Dine Out** host Allan Borgen. Dinner will be served at Tibbies Center Stage Theatre in Fontana. Following the food sampling will be the performance of "Feeling Groovy, Sound of the 60s." Two great food and live entertainment events available ◆Tibbies Center Stage, Sunday, April 27 or Saturday, May 17◆

OUTREACH:

- **FIRST RESPONDER TRAINING** – In February, KVCR provided a two hour class to 20 Emergency Medical Technicians working for AMR ambulance service. The focus was to share information of how to recognize and best approach individuals with autism when on an emergency response call.
- **STATIONS TOURS** – KVCR and FNX staff provided several tours to variety of guests, including a Cub Scout troop from Riverside, the San Bernardino Chamber of Commerce, and young members of the San Manuel Band of Mission Indians. Nine students from the after school program and four teachers were part of the tour. The students were encouraged to sit in the in front of the camera, work the camera, and



learn about 3-D animation projects on FNX computers. They also participated in sharing possible names for a FNX animated Bear character that will star in our FNX short series, ***Making Tracks***. We received several great names to choose from!



PRODUCTION:

The production team is working on several projects to add to the FNX schedule. They include the following:

1. **Native Shorts** - Response/feedback has been really good with our audience and both hosts Ariel Tweto and Bird Runningwater, but we are planning a new promo to drive people to the website and let them know they can re-watch episodes on demand. These spots will be broadcast at the end of each show both on KVCR and on FNX and strive to spike the show's popularity further.
2. **Two Cars One Night** is a beautiful short film inspired by Shakespeare's Romeo and Juliet. It chronicles two kids as they form a relationship between two parked cars outside of a bar in rural New Zealand. This film is notable, not only because it was the last film that needed to be acquired for the "Native Shorts" series, but because it has an epic-like cinematic look shot in 35MM film, was brought to us through the Sundance's relationship with the New Zealand film commission and was nominated for an Oscar in 2005.
3. **On the Scene** – Piggy-backing on the popularity of artist Votan Ik's and hip hop musician Zero's "On the Scene" pieces, two new spots featuring Bethany Yellowtail and Sandra Hinojosa will premiere in mid-March. One is a Native clothing designer and the other an actress who was recently featured on the "New World of Time Warner" Super Bowl ad.
4. **FNX-treme Music Block** – The new FNX-original program concept is in the works! It includes the music video "The Ways: Prayers in Song" that will be featured in promotional materials for the new FNX music block. Additionally a segment produced for Oklahoma PBS around artists Mike Bone & Funny Bone is being secured. There are more than 30 music videos currently submitted that are going through the final screenings before moving into the contracting stages.

ACQUISITIONS:

- The FNX staff is always working to acquire additional programming for the FNX channel. Currently we are in negotiations to secure several films and series. Some of the films include: ***Touching the Past, Peyote Man, Che Ah Chi, Spirit Tipis, Carriers of Culture, Pauline Whitesinger, Utility Baskets with Henry Arquette, The Creator's Game, When I Hear Thunder***. FNX is also negotiating the rights to a new series that we hope will be added to the program line up soon, ***Seasoned with Spirit***: with host Lorretta Oden.