



November 13, 2014



- **NPR CLOCK CHANGES** – Public radio enthusiasts may notice changes in their favorite NPR news programs starting in mid-November. On November 17th, several programs including *NPR's Morning Edition*, *All Things Considered*, *The Diane Rehm Show* and *On Point* will introduce new program segment times. The new clocks will provide more hourly opportunities for inserting local content. This change created a large volume of data entry, schedule updates and automation challenges, but radio program manager, Rick Dulock says “we’ll be ready to go on the 17th.”
- **MORE PROGRAMMING CHANGES** – Several months ago, KVCR suggested to the producers of *American Parlor Songbook* that they take their program from 30 minutes to an hour. On Sunday, November 2nd at 4:00 pm. KVCR premiered the one hour version of *American Parlor Songbook*. To fill the half-hour slot we have added a second airing of *The California Report* on Saturdays at 4:30pm.
- **YEAR END GIFTS** – As the end of the calendar year approaches, KVCR will be reminding listeners about *end-of-year giving* to our charitable institution. Listeners seeking tax write offs as 2014 comes to a close can make vehicle donations as well as mid-level and major gifts during our final pledge drive in early December. Please let us know if you are considering an end-of-year Leadership Gift of \$500, \$1000 or more which might inspire others to give. We are always grateful for your generosity and thank you for the opportunity to serve our community.

In addition to our regular weekly segments with Inland Empire Economist John Husing, Press Enterprise Columnist Cassie MacDuff, and Jeff Baker exploring IE food culture with *Savory Road*, following are some of the local segments produced and aired from September 25 through October 28, 2014 (*most can be heard on demand at kvcr.org/news*)

1. **LOCAL EDUCATION/CIVIC & CULTURAL EVENTS/LOCAL WOMEN'S ISSUES** – Reported on the inaugural San Bernardino Valley College Barbara Jordan Awards Luncheon, honoring the accomplishments of several area women prominent in education and government, and interviewed one of the honorees, former San Bernardino Mayor Judith Valles.
2. **LOCAL ELECTIONS** – Reported on San Bernardino and Riverside County election officials sending out the first batch of mail-in ballots to voters, marking the official beginning of the 2014 election process.
3. **LOCAL GOVERNMENT/ENVIRONMENT/DROUGHT & WATER ISSUES** – Investigated reports that Riverside city officials violated mandatory water conservation rules, putting them among the city's top water wasters.
4. **LOCAL HIGHER EDUCATION/HEALTH CARE** – Rebroadcast a *California Report* segment on how the new UC Riverside Medical School is busy recruiting local young people to become the

IE's health care workers of the future.

5. **ENVIRONMENT/DROUGHT & WATER ISSUES** – Featured a five-part series produced by Capitol Public Radio Network, *California Burning*, examining the past, present and future implications of the increasing size and frequency of wildfires in California.
6. **LOCAL GOVERNMENT & POLITICS/LOCAL ECONOMY** – Investigated reports that, after losing a legal judgment, the city of Beaumont has been told by an independent auditor that the city's finances may be near insolvency.
7. **LOCAL CIVIC & CULTURAL EVENTS** – Highlighted the inaugural TEDx Riverside Conference with a two-part interview with Grammy Award-winning singer/songwriter Melissa Manchester, who previewed her TEDx Riverside talk about taking on the task of self-producing a record album for the first time in her 40-year career.
8. **LOCAL ARTS & CULTURE/LATINO ISSUES** – Featured interviews with Mexican Consul Officials from Los Angeles and San Bernardino promoting “Cinema Culturas,” the inaugural Inland Empire Latino Film Festival.
9. **LOCAL FOOD CULTURE** – Attended the Inland Empire Restaurant Week preview, showcasing food establishments in our region.
10. **LOCAL POLITICS & GOVERNMENT** – Featured a two-part series with the candidates running for the Inland Empire's 31st Congressional District. In Part 1, we spoke with Republican candidate Paul Chabot. Part 2 with Democratic candidate Pete Aguilar.
11. **LOCAL POLITICS & GOVERNMENT** – Reported on the Inland Empire's 42nd State Senate District race. Report featured an interview with Democrat Karalee Hargrove. Republican candidate Chad Mayes did not respond to numerous e-mails and phone calls inviting him to participate.
12. **LOCAL VETERANS AFFAIRS** – Shared a report on details of a local non-profit's offer to give away a mortgage-free home to an active or veteran member of the military.
13. **LOCAL TRIBAL ISSUES/ARCHITECTURE/HISTORIC PRESERVATION** – Examined the conflict between a group of residents of Palm Springs and the Agua Caliente Band of Cahuilla Indians over the demolition of buildings exemplifying the city's historic mid-century modern architecture.



PROGRAMMING:

- We changed the kids programming lineup on September 1st by adding some PBS Kids series to early morning timeslots and placing “primetime” shows such as *Antiques Roadshow* and *History Detectives* in the late afternoon. Our numbers seemed to be on an upward trend.
- **TOP 10's FOR SEPTEMBER** – 1. *California's Gold* 2. *Genealogy Roadshow* 3. *Quilt in a Day* 4. *Rock, Pop and Doo Wop* 5. *Craftman's Legacy* 6. *Roosevelts: A History Part 1* 7. *Fons and Porters Love of Quilting* 8. *Infinity Hall Live – Robert Clay Band* 9. *Nightly Business Report* 10. *History Detectives*.
- **NOVEMBER PROGRAMS** – 1. ***IQ: Smartparent*** - Equips parents and caregivers with the knowledge and tools they need to successfully guide their children in the use of digital media and technology. The three-part series addresses children's media consumption - from helping them discern between fiction and reality, to safeguarding their online identities. Wednesdays at 7:00pm starting November 12. 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 day - when America has a black President, yet remains a nation deeply divided by race. Thursdays at 8:00pm starting November 13. 3. ***Jackie Evancho – Awakening*** - The angelic Jackie Evancho returns to PBS with her

latest collection of songs from her new CD, "Awakening." Drawing on the best known pieces from the classical canon, Broadway, uplifting sacred music and pop songs, Jackie's astoundingly beautiful young voice soars again. Saturday, November 29 at 6:30pm. 4. **50 Years with Peter, Paul and Mary** – This documentary celebrates the impact of the preeminent trio that brought folk music to America's mass audiences, combining their artistry with their activism and inspiration over the last 50 years. Saturday, November 29 at 6:30pm

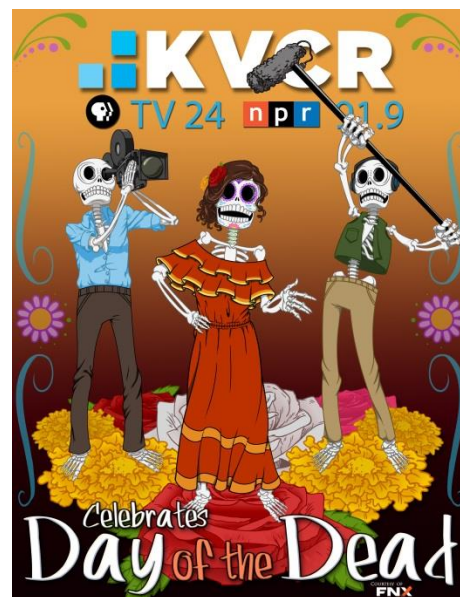
- **HOLIDAY SPEICALS** – Holiday TV specials scheduled for December broadcast, include:
 1. **Christmas with The Mormon Tabernacle Choir Featuring Alfie Boe and Tom Brokaw**
 2. **Celtic Woman: Home for Christmas - Celtic Thunder Christmas**
 3. **Libera: Angels Sing Christmas in Ireland**
 4. **Happy Holidays: The Best of the Andy Williams Christmas Shows**
 5. **The National Christmas Tree Lighting 2014**
 6. **Joy of Kosher with Jamie Geller: Chanukah Special**
 7. **Christmas on the Danube**
 8. **30th Annual Fort Lauderdale Christmas Pageant**

PRODUCTION:

- **LOCAL PRODUCTION** – The in-studio portion of the entrepreneurial show, now titled, **The Path to Entrepreneurial Success** hosted by SBCCD's Bruce Underwood, has been recorded. We are currently working on the field portion of the project. The show is scheduled to air on KVCR on November 24 at 6:30pm on KVCR TV.
- **KVCR NOW** –The latest segments of the **KVCR NOW** series included: **Cinematiculturas**, a Latino film festivals' first year in Riverside, and **Native Day** at CSUSB. **KVCR NOW** is our local production that highlights events of community interest throughout the Inland Empire.
- **INSIGHT** – We have recorded two interviews for Ron Berglas host and producer of **Insight**. **Insight** is a passion of Ron's that he is currently seeking funding for to make the show a full length series.
- **FNX LIVE NIGHT** – The entire KVCR production staff worked diligently on the November 3 FNX LIVE Launch Special. The team was responsible for producing, directing, lighting, set decorating, camera operation, audio, graphics, switching and camera shading. The show went off well and was a production success. (More details in FNX segment of this report below.)
- **NOVEMBER/DECEMBER PLEDGE:** We are gearing up for the final TV pledge drive of the year, November 28 thru December 14. We produced Trans Siberian Orchestra (TSO) pledge breaks to promote our ticket offer to their upcoming concert. We will shoot LIVE pledge breaks for Jackie Evancho's newest PBS show on December 1.
- **ON AIR PROMOTION** – We have produced a commercial to air on cable providers promoting the PBS documentary **Unsung Heroes**. The grant-funded spot airs November 7-10 on Time Warner and is designed to drive viewers to KVCR on November 11 at 8pm for the broadcast of **Unsung Heroes**.

ART & GRAPHIC DESIGN

- **DAY OF THE DEAD** – The "Day of the Dead" images were designed by our graphics team to use with our social media. One was developed for display on the FNX web page blog site to promote local *Dia de los Muertos* events in various cities. This image was repurposed for use on KVCR social media. Two additional images were featured on *Dia de los Muertos*.
- **KVCR FALL EVENTS FLYER AND PBS KIDS** – We updated the KVCR Fall Events flyer for November and December, as well as the PBS Kids flyer and bookmark for



the 2015 television season. These marketing items are to be distributed at various events.

- **KVCR ENTREPRENEURIAL SHOW** – We developed and designed the opening and graphics for the new local show *The Path to Entrepreneurial Success*.

OUTREACH & EVENTS

October was packed with community events from our KVCR Space Racers Day to Veterans projects.

- **TEDx RIVERSIDE** – During the month of October we offered KVCR Radio listeners tickets to attend the *TEDx Riverside Conference* at the Fox Performing Arts Center, in Riverside. Members who attended said it was fantastic and filled with great speakers.
- **KVCR SPACE RACERS DAY** – Our *Space Racers*

Racers event was a huge success with 200 children from the SBVC Child Development Center visiting the KVCR Studio. We provided two sessions to the CDC, followed by one session open to the public and members of KVCR. Each session included an episode screening of the PBS Kids show *Space Racers*, a meet & greet with the lead character from the show, Eagle – the playful rocket followed by a sweet treat of ice cream.



- **IN HER BOOTS** – The day was filled with fun and activities for our female veterans. KVCR provided breakfast snacks, lunch, and the activity of decorating boots to represent their time in the military. But it was even than the decorating. It was a time for comradery. “This was one of the most rewarding events I have ever put on here at KVCR. I loved seeing all the women enjoying themselves, stated Marketing Coordinator Lillian Vasquez. As part of the grant funded project KVCR also provide massage, hair and make overs and manicures. All the additional services were donated by women



in the community. We interviewed 10 of the veterans, their comments will be used later when we produce our local *In Her Boots*.” We had over 30 pairs of military boots donated for this initiative. This project’s goal was to spread awareness of our female veterans and shed light on their story. We had 32



veterans throughout the day and each left a pair of boots – each with their own story. Many of the veterans told the KVCR Staff, “... *this event exceeded my expectations and it was nothing like I thought it would be. I thought it would be a therapy session, but it truly was just a fun day with other women vets.*” This event was quite inspiring and all of our veteran attendees hope it will return next year.

- **COMING IN NOVEMBER –Trans-Siberian Orchestra performance** - With more than 7 million albums sold, TSO has inspired generations of fans to rediscover the multi-dimensional art form of the rock opera. KVCR has tickets to this electrifying concert on November 29 at the Citizens Business Bank Arena in Ontario.



PRODUCTION

- **FNX LIVE** – FNX reached another historic milestone on November 1st when we officially launched as a full-time channel on the Public Television Satellite System. FNX is now available to hundreds of public TV and community stations across America. We celebrated this historic event with a LIVE broadcast on Monday November 3. This was our first live broadcast from the KVCR studios to air nationally and was carried by our seven current affiliates from Alaska to Chicago and seen by thousands of viewers across America. The show aired at 6:30PM (PST) and featured the story of FNX, along with program highlights and interviews with Chairwoman Lynn Valbuena of The San Manuel Band of Mission Indians, Jacob Coin, executive director of San Manuel’s Office of Public Information, FNX staff and also a beautiful performance by Native American guitarist/singer and



songwriter, Noah Hunt. This also marked the first “live-streamed” program for the FNX channel, which has a worldwide stream available at www.fnx.org/live. The event was a tremendous success and attracted a studio-audience of about 80 VIPs including five members of the SBCCD Board of Trustees, tribal and community leaders from across the region. KVCR Foundation Board members, Chancellor Baron and CHC President Marshall were also in attendance.

(Left to Right) KVCR’s Lillian Vasquez, Hollywood legend, Saginaw Grant, SBCCD Chancellor Bruce Barron, San Manuel Tribal Chair, Lynn Valbuena, and KVCR/FNX Gen. Mgr Alfredo Cruz.

- **FNX CARRIAGE** – KUEN in Utah officially announced its FNX carriage earlier this month. Navajo Nation TV (NNTV5) and the Mississippi Band of Choctaw Indian’s channel will go live in November. Additional carriage is currently being discussed for stations in South Dakota, North Carolina and Eastern Oklahoma.
- **MORE LIVESTREAM** – The month of November will feature several livestreamed events including **The 15th Annual Native American Music Awards** (NAMAs), livestreams of **The AUX** and hip hop artist RedCloud’s attempt at breaking the Guinness World Record for longest freestyle rap. RedCloud is one half of the musical group LightningCloud featured on **The AUX** music block and website. The NAMAs will be broadcast to a national audience on Thanksgiving Day marking the first time this prestigious Native American awards show is being televised.

ART & GRAPHIC DESIGN

- **THE AUX** – The graphics team created various elements for *The AUX, Aboriginal Unity Experience*. The show required end-tags for every video aired, development and updates onto the www.FNX.org/theaux, a web page dedicated to the show, and social media images.
- **FNX LIVE: SATELLITE LAUNCH CELEBRATION** – For development for the Live Event of Monday November 3rd, the graphics department created a promo, intro-graphics, a lower-3rd, an event bug, an FNX/Bigthings bug, and credits for the show. A graphic promo was created, and the elements will be reused for the remaining rest of the elements. The live broadcast event was also streamed live through FNX.org/live, a new page that was development for this and future streaming events.
- **NMAI PSA** – As part of a trade agreement with National Museum of American Indian (NMAI), the graphics department created a public service announcement (PSA) for NMAI. The motion graphics project showcased the *Nation to Nation: Treaties Between the United States and American Indian Nations*, currently exhibiting at the NMAI in Washington, DC. In return a full-page color ad for FNX's Satellite Launch was placed in the upcoming fall NMAI magazine publication, *Indian*.

OUTREACH

- **2014 CALIFORNIA INDIAN CONFERENCE** – FNX Tribal Liaison Terria Smith, Editor Art Macalma and Intern Robin Underwood attended the Californian Indian Conference from October 9-11 held on the campus of California State University San Bernardino. Our booth showcased FNX programs which played on a TV monitor throughout the conference. The team handed out brochures, social media flyers and answered inquiries. Over the three days, FNX recorded footage from the opening events and several of the breakout sessions. We participated in the evening events which focused on the 'Cahuilla Continuum' exhibit at the Riverside Metropolitan Museum in downtown Riverside, and the "News From Native California" magazine. We also hosted the plenary session "Native California's Media Mavens." The session featured all-female Native American media professionals who work in California. Lindsie Bear (Editor of "News From Native California," Temryss Lane of "FOX Sports" and filmmaker Pamela Peters each made presentations for the session). FNX's Terria Smith presented with a focus on "Contemporary California Indians – Peoples and Nations" during the conference's Cultural Gala, Celebration of California Indian People.
- **2014 SBVC INDIGENOUS PEOPLES DAY** – FNX hosted a booth during the 2014 Indigenous Peoples Day event on the San Bernardino Valley College campus on October 15.
- **SACNAS** – FNX staff member Terria Smith attended the pow wow for the 2014 SACNAS Conference on Friday Oct. 17 in Los Angeles. She captured footage for FNX to use in a future segment of **FNX NOW**.
- **SHARING WITH COLLEGE STUDENTS** - On October 20, Terria Smith made a presentation to professor Jolley Profit's class, "Imagining Indians: American Indians, Media, Film and Society" at California State University, San Marcos. Dr. Proudfit – who also directs the California Indian Culture and Sovereignty Center, and is founder of the annual San Diego American Indian Film Festival, expressed an interest in partnering with FNX to create a satellite internship program where students could work on **FNX NOW** stories on their campus, and produce local content to air on FNX. Dr. Proudfit also invited FNX to have a booth at this year's upcoming San Diego American Indian Film Festival.
- **BOOK TALKS** – Tribal Liaison Terria Smith attended a presentation at the Palm Springs Public Library by L. Frank, a Tongva-Acjachemen artist, writer, tribal scholar, cartoonist, and indigenous language activist. The event was co-presented by the Agua Caliente Cultural Museum. FNX is a media sponsor for the museum.

- **FNX BEAT** – KVCR/FNX graphic designer Joe Clark, created several images to post in honor of Day of the Dead, which can be seen at <http://fnx.org/blog/happy-day-dead-fnx>. Our FNX Intern Robin Underwood wrote her first blog entry. Read it at <http://fnx.org/blog/life-changing-experience>.
- **FOUR WINDS TRIBAL COALITION MEETING** – On Friday, Oct. 24 FNX made a presentation to the Four Winds Tribal Coalition on the Cabazon Band of Mission Indians Reservation. We asked the coalition if they would sign a letter in support of FNX that we could send out to cable carriers advocating for FNX carriage in the Coachella Valley.
- **SOCIAL MEDIA UPDATE** – The FNX Tribal Liaison live Tweeted during the SBVC Indigenous Peoples Day event. She also sent Tweets during the SACNAS and California Indian Conference events. These events were all pre promoted on the FNX Facebook page. Currently, FNX social media sites – managed by the Tribal Liaison – have the following numbers:
 - Facebook – 4,305 likes
 - Twitter – 1,479 followers
 - YouTube – 234 subscribers, 16,398 views