



October 9, 2014



- **ONLY A GAME** – A new program has been added to 91.9 KVCR’s lineup. **Only A Game** with NPR commentator, Bill Littlefield, can now be heard on Saturdays at 12 noon. **Only A Game** is radio for serious sports fans and sports avoiders alike, putting the subject in perspective with intelligent analysis, insightful interviews and a keen sense of humor. Bill Littlefield is a nationally known author and veteran sports commentator. Since 1993 Littlefield has provided audiences with a weekly tour through the world of sports. The show covers a wide range of topics, from the basics like wins and losses to issues such as racism, sexism, and sports opportunities for the disabled. **Only A Game** is as likely to feature a tale about a day at the race track with the residents of a retirement home as it is a story about the World Series or the World Cup. Other 91.9 radio lineup changes include **Snap Judgment** moving to 11 a.m. on Sundays, and **This American Life** to a yet to be determined late night slot.



- **SBVC** – In mid-September, Rick Dulock interviewed Kevin Dooley, Director of Development and Community Relations at the San Bernardino Valley College Foundation. Kevin shared details about two SBVC events scheduled this fall and spoke about the groundbreaking for the new Sports Complex/Gymnasium, and the Grand Reopening of the historic SBVC Auditorium. The re-opening will feature a concert by the San Bernardino Symphony. Portions of Dooley’s interview aired Friday, October 3 at 8 p.m. during KVC_aRts. The program repeated on Saturday, October 4 at 7 p.m. Portions of the interview will also be featured in KVCR newscasts during *Morning Edition* and *All Things Considered* throughout October.

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 on **Savory Road**, following are some of the local segments produced and aired between August 28 and September 24, 2014 (most of the following segments can be heard on demand at kvcr.org/news)

1. **EDUCATION/PUBLIC HEALTH** – A report on an Inland Empire health care organization stressing the importance of children getting vaccinations and boosters as the school year begins.
2. **GOVERNMENT/REGIONAL TRANSPORTATION** – Coverage of public hearings held by San Bernardino County officials on the environmental impacts of a proposed light rail line from downtown San Bernardino through Loma Linda to Redlands.
3. **IMMIGRATION/SOCIAL SERVICES/REGIONAL POLITICS** – Featured a Capital Public Radio Network report on a new field poll showing that most Californians believe we should help

provide shelter and support to undocumented Central American children immigrants in the U.S.

4. **FAMILY & YOUTH** – Feature report profiling an Inland Empire-based non-profit organization planning rallies and marches in Fontana and Riverside to bring attention to the need for mentors and father figures in the lives of young at-risk boys.
5. **POLITICS/GOVERNMENT/MEDICAL MARIJUANA** – Interviewed San Bernardino City officials as they examine whether to allow a limited number of medical marijuana dispensaries to operate legally within the city limits.
6. **PUBLIC EDUCATION** – Aired a two-part interview with San Bernardino County Schools Superintendent Dr. Gary Thomas. In Part 1, Dr. Thomas recounts the challenges he faced as he took the helm of the county schools system just as the Great Recession was forcing deep cuts to public education. In Part 2 Dr. Thomas recounted how he and his team recovered from recession budget cuts to improve dropout rates and graduation rates in the County's 33 school districts.
7. **ARTS & CULTURE/LOCAL ECONOMY** – Previewed **Arts Connection**, a weekend conference put on by the Arts Council of San Bernardino County featuring several local and statewide arts organizations and other regional officials to highlight the impact of the arts on the Inland Empire's economy and culture. **Follow Up Story** – Attended and reported on the one-day conference focusing on boosting the visibility of Inland Empire arts organizations and the importance of integrating the arts into everyday life.
8. **HEALTH & FITNESS/COMMUNITY PHILANTHROPY** – Previewed the annual Loma Linda Childhood Cancer Kids Walk, benefitting the Childhood Cancer Foundation of Southern California.
9. **HEALTH CARE/ARCHITECTURE/HISTORY** – As Loma Linda University Health plans a massive physical expansion of its central campus, Matt Guilhem produced a feature-length report documenting the history, architectural significance, and uncertain future of the original 1960s-era Loma Linda Hospital building. Our report included an audio tour of some of the building's hidden features.
10. **DEFENSE & MILITARY CULTURE** – Rebroadcast an NPR feature report from inside the U.S. Border Patrol's Air/Marine Operations Center in Riverside, where agents monitor all air traffic in the U.S., looking for everything from terrorists to drug smugglers.
11. **AUTHORS/HIGHER EDUCATION** – Aired an interview with Kathleen Feeley, History Department Chair at the University of Redlands, and Co-Editor of a new compilation of essays titled, *When Private Talk Goes Public: Gossip in American History*, surveying the evolution of gossip and its impact at different moments in U.S. history.
12. **WEATHER & PUBLIC SAFETY** – A report on the local impact of residual weather from hurricanes off the Mexican Pacific coast, including stifling temperatures and, at times, destructive weather conditions.
13. **PUBLIC EDUCATION** – Featured a rebroadcast of a California Report story talking to middle school kids, teachers, and parents about the out-of-date sex education curricula in many Southern California school districts.
14. **DROUGHT & WATER CONSERVATION** – Aired Part One of a two-part



interview with San Bernardino Valley Water District Board Member John Longville. The report surveyed how the Inland Empire compares with other parts of the state in terms of water supply and conservation policy.



PROGRAMMING:

- **NUMBERS** – Viewership in August was slightly lower than in July, but not unexpectedly. As most people vacation in August, even commercial networks’ viewership dips in August. KVCR looks forward to the fall with several highly anticipated new shows coming from PBS.
- **OCTOBER PROGRAMS** – 1.) **Redlands Bowl** – This local favorite returns with performances by Adonis Puentes and the Voice of Cuba Orchestra and the Kalama Brothers. 2.) **El Taller - Proyecto Teatro** aims to make the arts accessible to the entire community, regardless of income levels, and to reduce social and cultural differences in our society. October 9 at 8:00 p.m. 3.) **America by the Numbers** - This new series reveals how dramatic changes in the demographics of our country are playing out in mainstream USA. Each program focuses on human stories from every corner of the nation, connected to an analysis of the latest statistical information about population, health, education, quality of life and consumer trends. Tuesdays at 9:00 p.m. beginning on October 14. 4.) **Becoming California** - California’s environmental changes from earliest geologic times to the present. Starts October 16 at 8:00 p.m.
- **COMING IN NOVEMBER** – 1.) **Ultimate Restorations** – Follows the rescue and refurbishment of some of the most valuable mechanical icons of the Golden Age. Fridays at 9:00 p.m. starting November 7. 2.) **Masterpiece - Inspector Lewis, Season 7** – Kevin Whately and Laurence Fox return to the air on Mondays at 9:00 p.m. starting November 10. 3.) **Unsung Heroes – The Story of America’s Female Patriots** – Today more women serve in the armed forces than at any other time in our nation’s history, in ways never before possible. Women pilot B-2 Stealth Bombers on combat missions, drive tanks in Iraq, direct Marines in Afghanistan, command carrier battle groups, fly jet fighters and helicopters, and continue the noble tradition of providing critical battlefield care as doctors and nurses. Airs November 11 at 8:00 p.m. 4.) **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 up to present – when America has a black President, yet remains a nation deeply divided by race. Thursdays at 8:00 p.m. starting November 13.



PRODUCTION:

- **ENTREPRENEURIAL SHOW** – The KVCR-TV 24 production team is currently working on a pilot show with the SBCCD Entrepreneurial Institute. Producer Jhoann Acosta is working with Bruce Underwood to produce the show, with Underwood hosting the program. The show is scheduled to shoot before a live audience comprised of students from the entrepreneurial program. A videographer has begun shooting material to be used in the show as “package” inserts. Entrepreneurs from our community will be featured as guests on the show.
- **TV STUDIO RENTAL** – Responding to the mandate for becoming self-sufficient, KVCR recently concluded a two-day studio rental with client Druid Creative. Increasing studio rentals to outside productions can provide an important additional sustainable source of revenue for KVCR.
- **KVCR UNDERWRITER** – Molina Health Care is an underwriter of the KVCR Autism Initiative, and their underwriting spots are airing in October during Disability Awareness month.

- **AUTISM DOCUMENTARY** – The KVCR production team continues to shoot segments highlighting ideas, strategies and best practices on employment and autism. We captured a group of young adults with autism harvesting grapes at a winery in Temecula. This is a grant funded program which combines the city of Temecula and Spero Vineyards, a non-profit organization teaching the winery industry, with the goal of students gaining employment in the Temecula Valley wine region. The program is being produced by Lillian Vasquez.
- **WHAT'S COMING?** – The KVCR production team is editing a promotional spot inviting veterans and the community to attend a screening of the PBS documentary “*Unsung Heroes*” at the KVCR studio in early November. We will also producing a commercial for cable television to promote “*Unsung Heroes*.” The spot is scheduled to air on Time Warner in early November.

ART & GRAPHIC DESIGN

- **KVCR TELEVISION & PLEDGE** – The graphics department has been working on research and development of pledge graphics. We developed new web banners and updated the support page with new, colorful and relevant graphics. Additionally, we created more graphics to be used on the website for the fall radio pledge drive, including “Five Dollar Friday” banners, and more.
- **NATIVE AMERICAN DAY** – The team also created a social media image and a PSA for Native American Day and the CSUSB event. The PSA directed viewers to the Native American Day website for more information.

DEVELOPMENT

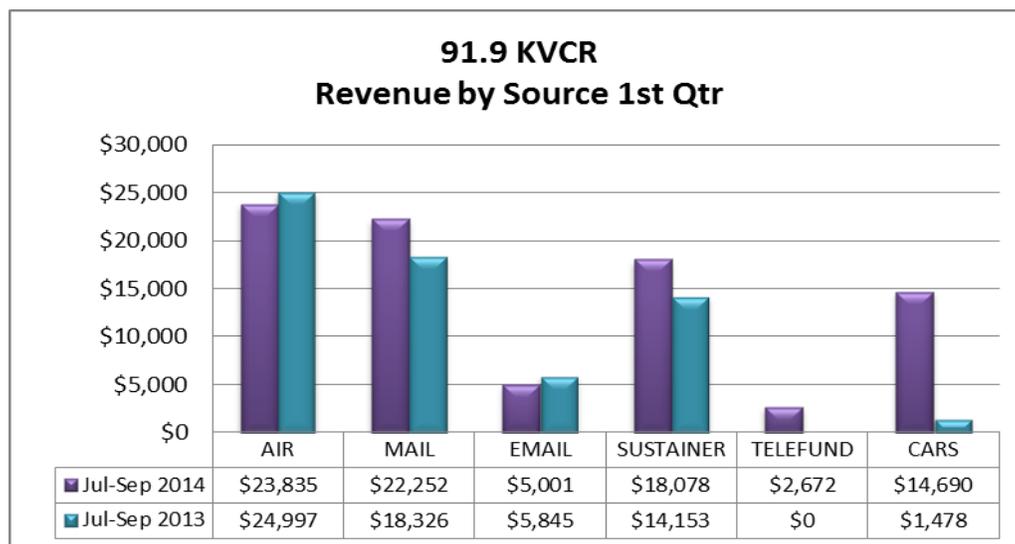
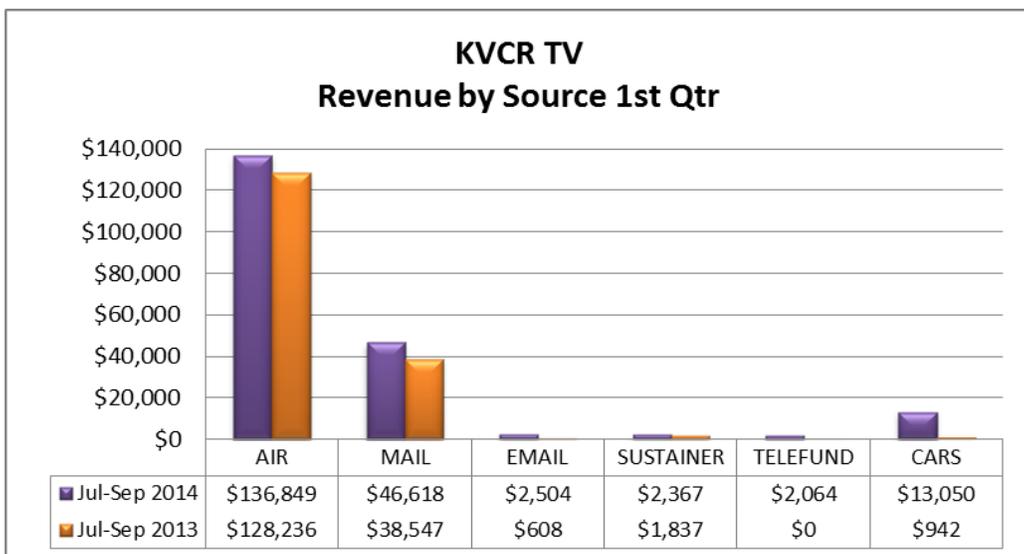
- **LAPSED MEMBERSHIPS** – On August 19, we started a phone campaign talking with people whose membership had lapsed for at least 18 months. The members had previously received six renewal appeals. The purpose of the call was to reconnect with the donor and to renew their pledge. A total of 4,127 donor records were processed for this phone campaign with the following results.

Description	KVCR TV	91.9 KVCR
Callable Records	2967	784
Calls completed	964	372
File Penetration	32%	44%
Pledges #	77	70
Pledge %	8%	19%
Total Pledge Amount	\$6,055.50	\$6,784.00
Avg. Pledge	\$78.00	\$97.00

The results confirm some of our assumptions of our donors’ giving habits. KVCR-TV donors were harder to recapture. This is due in part to the transactional nature of their donation. Our radio donors, on the other hand, demonstrated a closer connection with the station as indicated with their renewed generosity. Their average gift and response rate is higher when compared to TV donors. Having these initial results will help us to plan the next step to improve donor retention methods. As we continue on this strategy, KVCR is actively seeking new and additional donor support. Our September TV on-air fundraising campaign revenue increased 41% from the previous year. The radio pledge drive is still in progress as this report is being prepared.

KVCR TV On-Air Pledge Drive - Fall		
Year	Revenue	No. of gifts
2014	\$130,908.00	773
2013	\$92,658.00	685

- **FALL CAMPAIGN** – The on-air radio Fall Campaign began on September 25 and concluded on October 3. We made an appeal to our donors seeking contributions for the **Member Matching Fund**, a campaign used to encourage new donors to join. During this drive we introduced **\$5 DOLLAR FRIDAY** asking donors to join with sustaining memberships of \$5 a month, \$5 a day or \$5 a week. We also added **TWO'FER TUESDAY** urging listeners to become members at the \$120 giving level and offering a surprise thank you gift from the KVCR grab bag with their contribution.
- **MEMBERSHIP REVENUE BY THE NUMBERS** – As of September 23, KVCR TV for the first quarter is \$203,452. vs. last year's first quarter \$170,170. Total revenue for 91.9 KVCR is \$86,529 for 2014 vs. \$64,799 for 2013.



- **CONCERTS** – During September, KVCR offered tickets to concerts by Huey Lewis & the News, Yanni, Melissa Etheridge and Natalie Cole. Unfortunately, Ms. Cole cancelled for a second time. KVCR will not be hosting the “rescheduled” concert for Natalie Cole. Instead, we have offered our members tickets to another performances and in some cases provided refunds to our members.
- **SOCIAL MEDIA** – Continues to grow with almost 2,000 Facebook likes and 1,367 Twitter followers.

OUTREACH

- **EVENTS** – The October lineup of events includes “KVCR Space Racers Day.” We are inviting hundreds of preschoolers to learn about space and “In Her Boots” a boot painting activity with female veterans. Twenty five female veterans will spend a full day in the KVCR TV studio painting and decorating combat boots to signify their time in the military. We appreciate all those who have served and are currently serving our county.
- **IN HER BOOTS** – KVCR has collected nearly 18 pair of military combat boots. Donations came from as far away as Lawndale, California, and right in our own back yard from the March Air Reserve Base Exchange. One dear pair came from a 93 year-old Air Force pilot living in the community of Air Force Village West, in Riverside. He served in WW II, Korea, and Vietnam. KVCR will look to display these pairs of decorated boots in the San Bernardino Art Association exhibit at the Orange Show.



PRODUCTION

- **THE ABORIGINAL UNITY EXPERIENCE (AUX)** – FNX – First Nations Experience premiered

The Aboriginal Unity Experience (AUX)

on September 19 at 8 p.m. The **AUX** is a half-hour rotating compilation of music videos showcasing singers, artists, musical groups, DJ's and musicians from diverse Native American & World Indigenous Cultures. **The AUX** is modeled after the early years of Music Television (MTV), that featured back to back music videos without a host or VJ (Video Jockey). Featured artists include various award winners including the popular electronic band “A Tribe Called Red” whose music is currently featured in a Gatorade commercial; Hip Hop duo “LightningCloud;” MTV artist of the week “Supaman;” Native Peoples Magazine cover artist “Frank Waln,” and others.

The idea for **The AUX** came from a need for fresh programming that connects with a younger demographic. In line with the mission to serve our Native communities, **The AUX** is designed to offer thought-provoking and inspirational role models for an extremely underrepresented Native youth population, as well as broaden perspectives in the general public. FNX has an open call for video from Native or Indigenous artist interested in being featured on **The AUX** and are receiving many submissions for consideration.

NATIVE SHORTS – SEASON 2 – **The AUX** is the second long format non-documentary series released under the FNX brand. It is preceded by **Native Shorts**, the educational/entertainment series built in partnership with the Sundance Film Institute. The series showcases Native American and Indigenous films that premiered or appeared in the Sundance Film Festival. The second season of **Native Shorts** is currently in pre-production with the Sundance Institute's Native American and Indigenous Film department director Bird Runningwater and TV personality Ariel Tweto slated to return as hosts. The tentative film list for this series includes shorts by



famed author Sherman Alexi and director Chris Eyre who collaborated on the feature film ***Smoke Signals***, and an adaptation of the Alexi short story ***This Is What It Means to Say Phoenix, Arizona*** published in his book *Lone Ranger and Tonto Fistfight in Heaven*.

ART & GRAPHIC DESIGN

- **THE AUX** – Our team has completed **The AUX** website, which went live on Sept. 19. The website offers information of the various artists that collaborate with the half-hour show. It also offers a video player, much like Pandora or other music sites that allows visitors to create their own playlist from the various videos featured on the show.
- **SATELLITE AWARENESS CAMPAIGN** – FNX’s satellite awareness marketing campaign continues in anticipation of the official satellite launch scheduled for November 1. The campaign includes on air promotion, print ads, social media videos, and website. The FNX brochure was updated for the satellite launch campaign and a complete media kit is being mailed to all PBS stations across the country. The kit includes the brochure, an FNX lapel-pin mounted on a graphic card, a tech-sheet with specifications needed to acquire the channel, a programming sample, and a variety of images of popular FNX programs. The media kits are scheduled for mailing in early October.
- **INTERNSHIP PROGRAM** – Through our partnership with the Art Institute, the Graphics Department has interviewed many candidates for FNX internships. The goal is to engage them in as many “hands-on” opportunities as possible, and give them professional-level training experiences as they work to increase their capacities and meet the department’s needs.

OUTREACH

- **NATIONAL MAGAZINE TRADE** – A full-page color ad for the FNX satellite launch was recently published *Native Peoples* magazine – a national publication based in Phoenix, AZ, with a worldwide circulation of more than 100,000. The beautiful ad was published as part of an underwriting trade between Native Peoples and FNX where a 30-second underwriting spot for the magazine will run nationally on all FNX network affiliate stations.
- **THE ANZA-BORREGO FOUNDATION** – FNX has been asked to teach a Cahuilla (Environmental) Cultural Resource Management class in December 2014 with anthropologist Dr. Joan Schneider for the Anza-Borrego Foundation. The class is expected to feature issues that were covered and addressed in previous ***FNX NOW*** pieces. FNX Tribal Liaison, Terria Smith, has met with Dr. Schneider to begin developing the course curriculum.
- **FNX INTERN** – Ms. Robin Underwood has completed her first month as an intern working under the supervision of Tribal Liaison, Terria Smith. During her time, Robin has been a tremendous help with doing research for surveys, entries for a community calendar, and other clerical tasks.
- **FNX ON THE SCENE** – Terria Smith was accompanied by FNX editor Art Macalma and FNX intern Robin Underwood to a shoot a segment for ***FNX On The Scene*** at Heritage Tattoo, a Native American-owned business in Murrieta, California. The segment will focus on the cultural and social significance of tattoos for certain groups of Indigenous peoples.
- **2014 SBVC INDIGENOUS PEOPLES DAY** – FNX is set to have an information booth at the 2014 Indigenous Peoples Day event on the San Bernardino Valley College campus on Wednesday, October 15 under the leadership of history professor Ed Gomez.
- **PLANNED FILM SCREENING** – FNX is coordinating an on-campus film screening in honor of Native American Heritage Month at San Bernardino Valley College on Thursday, November 6 in the Library Viewing Room. A film has not yet been selected for the screening.



However, since the event is expected to be promoted by the college's History Department, we are seeking a historical film.

- **ACADEMIA SEMILLAS DEL PUEBLO** – FNX recently met with the Executive Director of *Academia Semillas del Pueblo* in East Los Angeles, the alternative charter school focusing on the preservation of Indigenous language and cultures. The meeting was to coordinate a workshop during the 2014 California Indian Conference in October. Terria Smith has been asked to serve as a moderator during the workshop.
- **2014 CALIFORNIA INDIAN CONFERENCE** – FNX is hosting an information booth at the 2014 California Indian Conference. The event is on Oct. 9-11 at California State University, San Bernardino. Terria Smith is moderating a panel discussion during the conference focusing on the East L.A. charter school, *Academia Semillas del Pueblo*. The panel is titled, “Native California’s Media Mavens.” An opening reception for the conference will give attendees an opportunity to see the Cahuilla Continuum exhibit. The organizers with the California Indian Conference also offered FNX a full-page color ad in their program.
- **CALIFORNIA NATIVE AMERICAN DAY** – FNX produced a public service announcement (PSA) about the annual California Native American Day event, co-sponsored by California State University, San Bernardino and the San Manuel Band of Mission Indians. The annual event occurs on the last Friday of September. San Manuel’s Communication Department provided the script and musical elements for the spot. View the PSA at: <https://vimeo.com/106338146>. San Manuel also asked FNX to cover one day of activities during the California Native American Conference – where local students have the opportunity to learn about California Indian culture.
- **THE AUX** – Our team provided a press release to the local media. A modified press release and several images were emailed to national tribal press representatives.
- **SOCIAL MEDIA UPDATE** – The FNX Facebook page hit another milestone by reaching more than 4,000 likes! FNX Lead Designer Joe Clark designed a web flyer thanking all of our followers for their support. View the post at: <http://tinyurl.com/lh4zooe>. Several web flyer postings have been made to promote **The AUX**. As of this printing, numbers for FNX social media sites for followers and/or subscribers:
 - Facebook – 4,088 likes
 - Twitter – 1,410 followers
 - YouTube – 222 subscribers, 15,185 views