



September 10, 2015



- **SBVC ORIENTATION** - On August 28, Adjunct Instructor, Amy Ellison and her class toured and explored KVCR. During the tour, conducted by KVCR FM Program Manager, Rick Dulock, students learned about KVCR history and operations. Dulock, a San Bernardino Valley College alum, also shared information about the RTVF Program led by Dr. Diane Dusick.
- **UPCOMING PLEDGE DRIVE** – Final planning stages for the Fall Membership Drive from October 14 – 22 are underway. We will reserve the morning of Friday, October 23 for a final pledge push in order to reach our financial goal for the drive. Board Member Challenges are always welcome. Thank you for your participation with these incentivizing challenges. Please join us again, or for the first time, in October. We want to read your name as a leadership-donor during the Fall Drive.

**KVCR FM NEWS** – 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 over the past month by KVCR FM News: *(most of the following segments can be heard on demand at [kvcrrnews.org](http://kvcrrnews.org).)*

1. **HIGHER EDUCATION AND ECONOMY** – The state-negotiated pay raises being given to many University of California employees.
2. **TRAVEL ALERT** – Up-to-date Web and radio coverage of the collapse and closure of the Interstate 10 bridge near the Arizona border and reported on the possible economic effects of an extended bridge closure on the Inland Empire logistics and freight mobility sectors.
3. **INFRASTRUCTURE AND TRANSPORTATION** – New study from a national transportation research group showing the condition of freeways, streets, and roads in Southern California are among the worst in the nation.
4. **GOVERNMENT AND MUNICIPAL FINANCE** – The City of Beaumont's large sale of municipal bonds in the wake of an audit by the California Controller's Office and an FBI investigation into the city's financial dealings.
5. **PUBLIC SAFETY** – The fatal crash of a small plane in a Riverside neighborhood.
6. **HEALTH, SAFETY AND CALIFORNIA'S ELECTRICITY SUPPLY** – The potential need for state emergency power conservation mandates if heat-wave temperatures stress the state power grid.

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- 7. **WILDFIRE SAFETY AND DRONES** – San Bernardino County Board of Supervisors establishing a reward fund for information leading to the prosecution of hobby drone operators that interfere with wildfire-fighting efforts.
- 8. **AIR QUALITY AND LOGISTICS ECONOMY** – A new Governor’s Executive Order calling for a plan to make the state’s network of rail, highways and ports more efficient while protecting the environment.
- 9. **WATER USE AND THE DROUGHT** – Pockets of resistance to state-mandated water use reduction measures.



- 10. **LABOR ISSUES AND SAN BERNARDINO BANKRUPTCY**  
The labor contract agreement reached between the City of San Bernardino and the San Bernardino Police Officer Association after lengthy and difficult negotiations amid the city’s bankruptcy.

- 11. **HEALTH INSURANCE** – A new study showing that Medi-Cal, the state’s version of the federal Medicare program, insures half of all children living in California.
- 12. **UC RIVERSIDE RESEARCH** – New UC Riverside research suggesting sugar intake might not lead to increased obesity rates as much as other dietary staples.
- 13. **HIGHER EDUCATION** – Pomona College taking the top spot on Forbes list of best colleges.
- 14. **MORE HEAT** – Information and links for assistance in dealing with health issues or conditions related to a severed heat advisory for the region.

- 15. **HISTORIC PRESERVATION** – The City of Corona’s possible support of the effort to convince the Army Corp of Engineers to preserve a deteriorating American Bicentennial mural painted on the face of the Prado Dam spillway.



- 16. **ARTS AND ENTERTAINMENT** – The Artistic Director, Ron Adams of the Redlands Theater Festival.
- 17. **ONTARIO INTERNATIONAL AIRPORT** – Announcement by Los Angeles Mayor, Eric Garcetti of a long-awaited deal between the City of Los Angeles and a consortium of Inland Empire governments to return Ontario International Airport ownership and control from Los Angeles to the local area, potential benefits to the Inland Empire economy of our locally-controlled international airport.

- 18. **WILDFIRE** – Efforts to contain a fast-moving wildfire in the small, desert foothill community of Anza.

- 19. **EDUCATION** – Why most public school districts in the Inland Empire begin the school year in early-to-mid August instead of the traditional start of school after Labor Day. The answer generally is that there are now more and longer mid-school-year breaks than before.

- 20. **HEALTHY AND MEDICAL PRIVACY** – Class-action lawsuit filed by an Inland Empire-based legal firm against the University of California and the UCLA health system alleging negligence in failing to protect the personal data of more than 4-million patients from a massive data breach.

- 21. **ONTARIO INTERNATIONAL AIRPORT SECURITY** – Evacuated hundreds of people from a busy passenger terminal at Ontario International Airport to investigate a suspicious package.



- 22. **GOVERNMENT AND EMERGENCY SERVICES** – Vote by San Bernardino City Council deciding whether to eliminate the city fire department and outsource fire and emergency services.

- 23. **EXCESSIVE HEAT AND WEATHER** – Information and advice on how to better cope with anticipated record-high temperatures.

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- 24. **MORENO VALLEY LOGISTICS** – Moreno Valley’s City Council’s long, tense meeting before making the decision to approve the giant World Logistics Center development.
- 25. **IMMIGRATION** – The progress of Obama Administration’s Deferred Action for Child Immigrants program, and the concern among Inland Empire child immigrants of the program moving too slowly.



**PROGRAMMING:**

- **HIGHER NUMBERS** – July’s rating increased for both KVCR and FNX during the month of June. The team efforts on the Web, Facebook and Twitter helped to create more awareness. We look forward to some great shows in September and October.

- **TOP TEN FOR JULY** – 1. *Antiques Roadshow* 2. *Market Warriors* 3. *Masterpiece* 4. *Lawrence Welk* 5. *California’s Gold* 6. *Fixed – The Sci/Fi of Human Enhancement* 7. *Simply Ming* 8. *Vera* 9. *New Play Piano in a Flash* 10. *Motorweek*.

- **SEPTEMBER PROGRAMS** – 1. *Life on the Line* – Produced by our friends at Loma Linda University Medical Center and narrated by Lisa Ling, this series is an inspiring look into the resilience of humankind. The desire to overcome is at the core of everyone—especially those fighting disease, facing a natural disaster, coping with a disability or battling mental illness.



Wednesdays at 7:00pm. 2. *The Redlands Bowl* – A local favorite produced by KVCR. This is our twentieth year of producing this performances special series of the Redlands Bowl Summer Music Festival. Mondays at 7:00pm. 3. **Great**



**Museums: Soundtracks** – Opened in 1995, the museum, designed by architect I.M. Pei, is a spectacular glass pyramid, reflecting the idea that Rock and Roll is a “prism” through which we can move clearly see and understand our culture and ourselves. This one-hour film features the museum’s fascinating collection of sights and sounds that skillfully recreate the story of Rock from its roots and its ubiquitous acceptance as the soundtrack of our lives. Saturday, September 19 at 8:00pm.

4. **Bluegrass Underground** – 333-feet below ground is the majestic Volcano Room, a concert hall deep inside Tennessee’s Cumberland Caverns. This “musical adventure series features both well-established and top emerging artists within the broad spectrum of Bluegrass, Jamgrass, Roots and Americana genres. Saturdays at 10:00 pm beginning September 19.



5. **Cargo Live at Whitney Peak Hotel** – Cargo Concert Hall, a signature component of the Whitney Peak Hotel and Reno’s preeminent live concert venue, features award-winning artists, nationally and internationally touring rock bands, and a local talent within the indie rock, pop and alternative fusion genres. Saturdays at 10:30pm beginning September 19. 6. **The**

**American Experience: Walt Disney** – Explores the life and legacy of one of America’s most enduring and influential storytellers. See rare footage from the Disney vaults and scenes from some of his greatest films as well as interviews with animators, artists and biographers.

Wednesday, September 23 and 30 at 8:00pm.



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## PRODUCTION:

- Completed the shooting of the 2015 Redlands Bowl Summer Season. The shows are being edited and begin broadcast in mid-September.
- Shoot B-Roll for Community Matters hosted by Chancellor Bruce Baron. The show will be ready for a broadcast in early fall.
- KVCR continues working on our documentary on autism and the Inclusion Films project. This program is slated to be completed by late September.
- Working with CHC and SBVC Marketing Departments to develop and produce 30 second cable spot for each campus for “Spring Enrollment.” They are scheduled to hit air later this year.
- Working with SBCCD Marketing Department and Omni Trans to create awareness for the “Get Smart” program, for both TV and radio
- Producing several new underwriting TV spots to hit air in September. They include Loma Linda University Health, Riverside’s Fox Performing Arts Center, and the IEEP Economic Forecast Conference.
- Develop and produce the magazine pledge spot. This will be an on-air campaign inviting viewers and listeners to pledge at the \$52 level, or a \$1 a week, and receive a year-long subscription to one of the following glossy magazines: Inland Empire; Los Angeles or Orange County. The campaign runs September 15 through October 30, 2015.

## EVENTS:

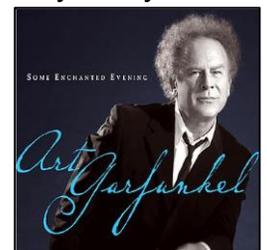
- **SUMMER ACTIVITIES** – As the Development Department transitions from summer into fall, event planning continues for the Pledge Drives, Member Benefits, and Member Cultivation.
- **MARK YOUR CALENDAR: September 26 – Menopause the Musical: The Survivor Tour** with two performances. Join the sisterhood! This hilarious musical parody staged to classic tunes from the 60s, 70s and 80s will have you cheering, laughing and dancing in the aisles. See what millions of women AND MEN worldwide have been laughing about.

**September 27 – Wild Kratts:** Wild Kratts LIVE! Is coming to Pantages Theatre and KVCR has your tickets. The Emmy nominated PBS KIDS® television show, WILD KRATTS, is bringing the animated Kratts Brothers “to life” in a classic Wild Kratts story.



**October 16 – The Hit Men:** It’s the music of Frankie Valli and the Four Seasons as well as Tommy James and the Shondells, Carly Simon, Cat Stevens, Elton John, Carole King and Jim Croce—come see The Hit Men perform music from all these artists. It’s a fun look back through rock and roll history featuring former members of these mega-star acts performing your favorite songs—from “Oh What A Night,” “Who Loves You,” “Sherry” and many other Four Seasons hits to “Peace Train,” “Crocodile Rock,” “The Loco Motion,” “Leroy Brown” and “Mony Mony.”

You’ll know every word in every song in this night of mega hits! KVCR has your ticket to this concert in Palm Springs. **November 7 – Art Garfunkel:** Join KVCR at the Fantasy Springs Resort Casino to see Art Garfunkel performing timeless music of the 60s, 70s and 80s. **December 7 – MythBusters:** See Adam Savage and Jaime Hyneman in their *Adam and Jamie UNLEASHED* show at the Fox Performing Arts Center. **December 20 – Pasquale Esposito at the Palm Springs Annenberg Theatre:** KVCR



has just a few tickets left to hear the musical talents of this Italian Tenor. **January 19, 2016 – Ethan Bortnick:** The youngest performer ever to headline his own international concert tour is

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back in the Inland Empire. This amazing composer, pianist, and entertainer is sure to have the live audience dancing in the aisles of the Camelot Theater in Palm Springs!

## DEVELOPMENT:

- **GRANT UPDATE** - KVCR has submitted several grants over the prior month. Cal Humanities (\$10K request) has been submitted for the Community Stories Initiative, benefitting 91.9 FM, this proposal is to create a series of Inland Empire Latino Community stories to air during *Morning Edition* and *All Things Considered* in 2016, created and produced by Natalia Estrada. Also, KVCR has submitted a proposal to the National Endowment for the Arts (ArtWorks) (\$59K request) that will benefit both 91.9 FM as well as TV 24, to produce the “KVC\_aRts Summer Music and Arts” series during the 12 weeks of summer, 2016. These will feature weekly radio segments, as well as 12 interstitials to air on TV 24, along with a mid-summer 30-minute review/preview television program. Most recently, a proposal was submitted to the Ueberroth Family Foundation (\$27K request) to benefit TV 24, and produce a project entitled “Purple Party,” an album of music about colors by a musician who is autistic. The project will take 5 of the songs, have them each animated with artwork created by autistic artists (who will be paid) and air these one minute segments during the morning children’s television programming block, throughout the winter and spring of 2016. Finally, 8 letters of inquiry were submitted to foundations to seek funding opportunities throughout the fall season, and these letters are for a batch total of \$85K- \$175K.
- **UNDERWRITING** – KVCR 91.9 – New to our list of underwriters this month is the Fantasy Springs Casino Resort. They are promoting guitarist/singer Bonnie Raitt’s concert on September 19, 2015 at 8:00pm. Our station was chosen by the resort because of our commitment to the community and our very diverse demographic. The promoter of these concerts would like to partner with KVCR in the future for more upcoming events.

## OUTREACH:

- **KVCR COMMUNITY CHAMPIONS** – KVCR will host an event to honor our members, underwriters and community partners. The event is being held on Thursday, October 1 from 6:00-8:00pm at Sevilla Restaurant in Riverside.



## PROGRAMMING

- FNX continues to grow with two stations in New York state who have signed up as affiliates. This now brings the FNX signal into 17 states.
- FNX is expected to be fully closed captioned by September 25—which is a huge achievement for us and will definitely attract more stations to subscribing to the channel.
- **SEPTEMBER PROGRAMS** – **1. *Storytellers in Motion*** – This series spotlights the next wave of Aboriginal storytellers and filmmakers who are harnessing the power of mass media, film, video, television and



the digital world. Fridays at 4:00pm beginning September 11. **2. *Voices of...*** – This series shares important topics such as education, leadership, employment and opportunities in Indian Country, including finding solutions to problems and answers involved in the community. Saturday, September 12 and 19 at 4:00pm.

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3. **Osiyo** – Voices of the Cherokee People is a monthly news magazine-style program featuring the people, places, history and culture of the Cherokee Nation. Show host Jennifer Loren has been connecting with Cherokees in all parts of Oklahoma and elsewhere, seeking out unique stories that give people a better understanding of the authentic Cherokee experience. Saturday, September 26 at 6:00pm. 4. **Indigenous Focus** – This series consists of a variety of short segments, including interstitials and documentaries, giving the viewer an educational taste of indigenous cultures, stories and struggles.



## PRODUCTION

- **CALIFORNIA INDIAN POW WOW** – FNX started the principal photography on a short documentary about California Indian Pow Wows. The segment is a collaboration with the San Manuel, Soboba and Morongo tribes and covers the history, development, growth and importance of the California Pow Wow circuit. FNX team members also traveled to the skid row area of downtown Los Angeles, to a location known as Indian Alley, where artists have been painting murals to raise awareness of the significant role that this alley played during the Indian Relocation era. FNX was there to cover the work of Carrie Sage Curley (Apache/Dine), the first female artist commissioned to create a mural on the alley's walls.



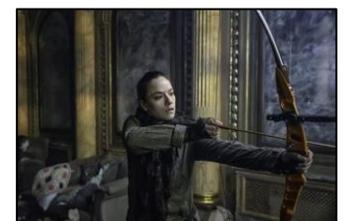
Sage Curley (Apache/Dine), the first female artist commissioned to create a mural on the alley's walls.

- **NEW SERIES** – FNX is working with the “*Festival Internacional de Cine y Video Indígena*” (International Indigenous Video & Cinema Film Festival) director, Jose Luis Reza to bring a new series to the channel. The series, *Mirando desde Nuestra Raíces* (Looking from Our Roots) features a wide array of indigenous films written, produced, shot, directed and edited by Indigenous filmmakers world-wide. The new series will premiere in mid-November with inclusions in the genres of animations, documentaries, family films, coming of age stories, indigenous rights, women's rights, indigenous language films in Nahuatl, Maya and more.



## OUTREACH

- **GOVERNORS NATIVE AMERICAN SUMMIT** – FNX shot on-the-road footage to complete an FNX NOW segment revolving around the 150<sup>th</sup> Anniversary of the Bear River Massacre, a story that was initially shot earlier this year at a commemorative ceremony held at the memorial site of Preston, Idaho.
- **UTAH PRESENTATION** – At the Governors Native American Summit, FNX partnered with Utah affiliate station Utah Education Network (UEN) to give both a youth and adult presentation about capturing broadcast quality sound, footage and interviews using cell phones, tablets or other available means. FNX also showed two episodes of Native Shorts, the station's first in-house non-documentary production built in partnership with the Sundance Institute's Native American & Indigenous Program.
- **SNEAK PEEK** – FNX held a sneak peek of Native Short season two on August 20, at the Museum of Indian Arts and Culture in Santa Fe, New Mexico during the launch of this year's Indian Market. The presentation was received extremely well and the audience response was excellent with a very active Q & A session following the screening.



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- **BLESSING CEREMONY** – FNX was invited to attend a blessing ceremony to honor the spirits of the Four-Legged’s (animals) used in the production of Alejandro G. Iñárritu film, “The Reverent” starring Leonardo DiCaprio and Ed Hardy. The blessing ceremony took place at Sky Movie Ranch. The blessing was opened by Rudy Ortega, Tribal Chairman of the Fernandeño Tataviam Band of Mission Indians (original stewards of the land) and performed by Jason and Fred Morsette, Ariara from the three affiliated tribes of Fort Berthold. The ceremony was made possible by the New Regency’s Buz Wasler (Shawnee/Kickapoo), his wife, Karin Wasler and blessing coordinator Leslie Hale-Hammond (Mandan/Hidatsa).
- **NEW AFFILIATES** – WPBS-TV in Watertown, New York is scheduled to go live September 1, 2015 giving FNX a presence in 17 states across the United States.



### UNDERWRITING

- **FNX 24.2** -The Department of Children and Family Services Adoption and Permanency Resources Division has reached out to the FNX team for a very special project for parents and native children. Keeping the culture together in the adoption process. This informational luncheon where you can learn more about fostering is being held on September 26, from 1:00pm- 3:30pm at St. Paul’s Episcopal Church in Echo Park, Los Angeles.

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