

**MINUTES OF QUARTERLY BOARD MEETING OF  
January 26, 2012  
KVCR EDUCATIONAL FOUNDATION, INC.**

**A California Non-Profit Public Benefit Corporation**

The regular quarterly meeting of the KVCR Educational Foundation, Inc., a California non-profit public benefit corporation, was held at 701 S Mount Vernon Ave, San Bernardino, California, on January 26, 2012.

1. Member's Present: Bill Lemann, Larry Cicalone, Dr. Karnig, John Longville and John Futch.

Member's Absent: Bruce Baron, Charlie Ng, Marie Alonzo, Ron Skipper, Ali Sahabi, James Ramos, John Magness, Patrick O'Reilly, Jan Weder, Dr. Percy and Gene Wood  
KVCR Staff Present: Kenn Couch, Yendis Battle, Laura Lanier and Duane Dyer.

2. Adoption of Minutes and Financials of Previous Meeting: Motion to approve the minutes, motion for approval seconded and unanimously approved. Motion to approve the financials, motioned for approval seconded and unanimously approved. Also, included with the financials was a copy of the check register, which will be provided on a quarterly basis. This was a suggestion that the auditors had made to provide the board members with this information. A motion was made to accept check register, motion seconded and unanimously approved.

3. Action Items – Consideration of Petty Cash - Larry Cicalone

A. The board was presented with petty cash procedures that are utilized by the district as an outline for the KVCR Educational Foundation. The need to have a petty cash fund has arisen due to occasional need for small amounts of cash on hand. A custodian was designated, Yendis Battle, to be personally responsible for the cash, which will be no more than \$300.00. Motion was made to approve petty cash procedures, motion seconded and unanimously approved.

4. President's Report - Larry R. Cicalone:

a. The CPB funding will continue by providing \$445 million until 2014. CPB will have 180 days once the appropriation has passed congress to come up with alternative sources of funding for PBS stations in place of federal funding.

b. A proposal was presented to the district on how to transition stations. Negotiations should begin within 30-45 days with the chancellor to discuss how the stations can function over a 5-year period without financial support from the district. Acknowledging the valuable asset they possess the district does not want to let go of the license.

c. The KVCR President's board report is included in the board books.

d. KVCR FM Senior Producer position has been filled. Ken Vincent accepted the position and will officially start on February 6, 2012. Mr. Vincent comes to the station with nearly 30 years of experience. Mr. Vincent is a welcomed addition to the station. A short bio on Mr. Vincent's is included in the board books.

e. Development and Planning Supervisor Laura Lanier has resigned effective February 3, 2012 to pursue a Development Director position at PBS So Cal. Since PBS So Cal and KVCR, work together on various collaborations Ms. Lanier will work as a liaison between the two. The station wishes Ms. Lanier well on her future endeavors. The position will be posted in the near future contingent raising the salary to attract viable candidates.

f. The license application for KVCR FM in Coachella Valley is nearly complete. When the license is granted, we can obtain a construction permit. KVCR FM presence will allow us to fundraise in the area, along with providing a service of local news and traffic in an under-represented area.

g. Our partnership with COD West Campus is progressing. The plan is to build a Communications & Media facility with the station being the main anchor. As a learning institution, the academic program will be similar to that of the Radio, Television and Film department at San Bernardino Valley College. The TV/FM station will have its own call letters and its own transmitter.

h. The FNX Trademarks were approved. We can now legitimately use the FNX logs without any legal ramifications. Foundation president Bill Lemann brought, Karen Bush who was the examining attorney for the trademark to the meeting as a guest. Ms. Bush was out visiting from Washington, DC.

6. FNX Project Report: - Larry Ciecalone –for Charles Fox

a. FNX Executive team are coordinating to meet key members of Governor Brown's and Representative Baca's office to discuss support of FNX in accordance with the must carry rule.

b. FNX is organizing a Ceremonial Unity Launch on February 10, 2012. The event will have dignitaries and tribal leaders from across the nation. The day will highlight a tribal leader's breakfast, a tour of KVCR studios and a ceremony of support for FNX. Actor, educator and musician, Wes Studi will be the special guest.

c. FNX has some new programs that will be featured on the station. *Cashing In*, a Native-produced drama series originating in Canada and *Rez Blues* a music series. To gain exposure in our viewing area, these shows were offered to us at no cost.

d. Robert Redford's Sundance Institute is finalizing negotiations on forming a partnership with FNX to broadcast half-hour Sundance short films. These Native American originals will allow FNX to show content never before seen on U.S. television.

e. The program manager position is still open at least until February. There were viable candidates for this position from the previous pool. Several of the candidates were from out of the area. Since travel, expenses are not provided they declined to attend the interview. The traffic coordinator is pending at this time.

f. The FNX operating board met in Denver with Dish Network representatives to discuss national carriage of the FNX channel. A proposal is currently in progress. Verizon FiOS agreed to provide local carriage but we want them to consider carriage on the national level.

g. Executive Director Charles Fox was invited to meet with four indigenous healers and was extremely impressed.

7. Capital Campaign Report - Duane Dyer:

a. The general support from San Manuel will continue with the additional gift of \$6 million dollars, which has brought the total to \$13.5 million. Mr. Dyer mentioned that this funding was general support not endowment funds but an endowment has to be established in the near future.

b. The pool for prospective donors is 16 of the top tribes. The plan is to have each tribe gift \$10 million. If we could get 5-10 tribes, we could generate \$50-\$100 million. The spreadsheet provided breaks down the 7yr plan.

c. Autism funding is still a project that the station is committed to supporting.

8. Station Manager's Report TV: - Kenn Couch

a. Our Nielsen rating showed a slight reduction in numbers for the month of December, this possibly could have been because of holidays. To counteract the low ratings, the children's block of programming was increased. The ratings have slightly increased with these additional programs. February will bring two new series to our TV schedule. *Robin Hood* a contemporary version of the classic and *Heartland* a family drama focusing on a horse ranch in Alberta, Canada.

b. Production department has been creating new on air promos, Station ID's, pledge breaks, interstitials and special effects. The studio rental card has been updated. Local productions are slowly making a comeback with our new state of the art studio.

c. DDF Round 16 for the Channel 18 digital conversion is still pending. We were denied a portion of it because part of the building did not belong to KVCR. So are still hopeful for a smaller apportionment.

d. The American Graduate project is gaining momentum with the hard work of project leader Martha Lipscomb. Pacific High School in San Bernardino has been a facilitator in getting the individuals lined up for the project. Story Corps will be in the area on January 26<sup>th</sup> to tape radio interviews of Pacific High alumni.

9. Development Report: - Laura Lanier

a. A monthly fundraising report for the quarter was handed out. There has been a slight increase from the previous year.

b. We held a special event on January 4 for KVCR members to pre-screen PBS popular series *Downton Abbey*. We had about 70 people reserve their spot for this opportunity to view the first hour of the second season. Light snack and drinks were provided for the guest's enjoyment.

c. Development department has been hard at work sending out end of the year tax information. The New Year brings acquisition and lapsed member letters of about 50,000. A special thanks to the San Bernardino Valley College Special Needs Group, for their hard work in getting these letters ready for mailing.

d. September and December's TV pledge drives were successful in raising over \$200,000 between them. More than 1,500 pledges were made during the two drives with the average gift of over \$120.00.

e. October radio pledge drive rose over \$70,000. A special December 2 day drive collaborated with Second Harvest Food Bank and Wells Fargo Mortgage to "Feed Your Radio & Feed a Family". Our generous listeners contributed \$27,000 to commit one meal for every dollar raised. This was the third year that we teamed up with this commendable organization.

f. To date our Online Ebay Auctions efforts have earned almost \$67,000. Our next big auction event will be at the end of March. We look forward to having exceptional items for auction which will bring in interested bidders.

g. A mid-level cultivation plan has been researched to establish long-term, on-going relationships with members.

The next meeting will be held April 25, 2012, at the *KVCR Innovation Center*.

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Wilfrid Lemann, President

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Larry R. Cicalone, Secretary

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