



April 14, 2016

Building International Relationships



FNX General Manager Alfredo Cruz and Chief Content Manager Frank Blanquet recently attended the “*Festivál Internaciónál de Cine y Video Indígena* (Indigenous Video and Film Festival)” in Puebla, Mexico. The FICVI festival titled “*Mirando Desde Nuestra Raíz*” is an associate producer on the FNX original series ***Looking From Our Roots***



which launched in early February. The series takes Indigenous

films of various lengths, from 30 minutes to 2 hours, that have been featured in the FICVI festivals. The series airs every Thursday at 9PM PT.



FNX was a presenter at the film festival and participated in various press conferences, radio shows, several photo shoots and held individual seminars with a Q&A opportunities for attendees. The trip served to solidify relationship with the *Cine Arte* film school which sponsors the event, and to build a collaborative effort to produce content with the Indigenous communities of Mexico for broadcast on the FNX channel.



- **IN FULL SWING** - The 2016 Presidential Race is in full-swing. 91.9 KVCR continues to provide live anchored coverage from NPR whenever possible during primaries and caucuses. This usually entails KVCR hosts staying in our studio until 8:00 or 9:00 p.m.
- **INTERNSHIP OPPORTUNITIES** - With a robust internship program in place, 91.9 KVCR has increased coverage of local news and events. Former intern and now KVCR reporter, Natalia Estrada is a 2015 Humboldt State University grad and is working closely with our news team of late. Most recently, Natalia interviewed people in and around the Latino Education and Advocacy Days Summit. SBVC student intern, Roshyn Britt is now working with Rick Dulock and Ken Vincent on event based news stories. KVCR's Matt Guilhem continues with his reporting on stories of local and national interest, some of which are heard in national NPR newscasts.
- **IEEP** - On the heels of the February announcement of KVCR as Non Profit of the Year, station staff was invited to another business event last month. General Manager, Alfredo Cruz and KVCR Radio staff members attended the State of the Region Economic Forecast Event hosted by the Inland Empire Economic Partnership on March 24 in Ontario. We are working to cultivate new underwriters in the greater business community for the future support of KVCR television and radio services.
- **SBVC ORIENTATION** - The second SBVC Student tour of KVCR for 2016 happened with Amy Ellison's Orientation Class on April 8. Students on every tour learn about the history of KVCR's television and radio service and about opportunities to take relevant classes in the SBVC Radio-Television-Video & Film Program. Tours are conducted by Rick Dulock or Lillian Vasquez.
- **SPRING DRIVE** - KVCR Radio's Spring Pledge Drive is scheduled to end on April 15. Results from the pledge drive will be available in our May 2016 report. Thank you if you made a contribution to KVCR during the campaign.

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 over the past month by KVCR FM News: (most of the following segments can be heard on demand at kvcr.org/news)

- **STORMS AND WEATHER** – Validated a variety of statements made by politicians and others about whether El Nino is expected to end the California drought.
- **MUSEUM OF PINBALL** – Modernism Week highlighted a report for NPR about the massive Museum of Pinball in the Inland Empire community of Banning.
- **IN THE MOOD** – *KVC_aRts* interviewed the producer of the musical revue, which is coming to Riverside's Fox Performing Arts Center.
- **PRESERVING PALM SPRINGS** – Palm Springs Preservation Foundation looked at the threat of demolition of historic mid-century property in Palm Springs.

- **GROUND WATER** – The State of California’s first-ever plan to sustainably manage groundwater, which provides 40 percent of the state’s water supply.
- **PANEL DISCUSSION** – A panel discussion on the cultural mores of the era as well as the party which featured the producers of the award-winning TV series, “Mad Men.”
- **#WHYISTAYED** – Cal State San Bernardino hosted Beverly Gooden, the activist and domestic violence survivor who created the *#whyistayed* social media discussion.
- **SURVEY RESULTS** – An annual survey of a sampling of Riverside residents showing most “Riversiders” are happy with life in their city, and are positive about Riverside’s future.
- **LOCAL BUSINESS AND COMMERCE** – Europe-based grocery chain ALDI will open several stores in the Inland Empire over the next month, including some stores in areas considered “food deserts” or underserved by full-service grocery stores.
- **WOMEN IN BUSINESS** – Highlighted new research showing the Inland Empire among the top regions in the state and country for women to start their own businesses.
- **NEW AND OLD** – The City of Riverside will be relocating its downtown public library to a new location, and will explore what to do with the decades-old building that currently houses the city’s main library.
- **NATIVE AMERICAN CULTURE** – Inland Empire television crew was invited to help a major motion picture studio keep sensitive to native traditions.
- **ALTERNATIVE ENERGY** – A UC Riverside conference bringing together public and private officials in the energy industry to map the future of growth in alternative energy, particularly solar power.
- **GAS LEAK** – Featured the potentially catastrophic effects of the Southern California Gas Company leak near the community of Porter Ranch.
- **FBI INTERVIEW** – Before lawyers for Apple and the FBI met in federal court in Riverside, NPR’s Steve Inskeep interviewed San Bernardino Police Chief, Jarrod Burguan on Morning Edition for his thoughts on the FBI/Apple dispute and its implications for public safety and privacy rights in the future.
- **COUNTY JAIL** – San Bernardino County jails named in a federal lawsuit filed by a Northern California prisoners’ rights group.
- **WATER WASTERS** – One Inland Empire Southern California water district that says it will start getting tough on local water wasters by issuing sharply escalating fines.
- **BELOW AVERAGE** – The three traditionally wettest months of the year ended with below-average water in the Sierra Nevada snowpack.
- **BOND SPENDING** – The Pass community of Beaumont served Union Bank with a subpoena for banking records to trace the path of hundreds of millions of dollars in bond funds, in a year-long investigation into allegations of civic corruption.
- **MO-VAL ON HOLD** – The City of Moreno Valley—already Riverside County’s second-largest city by population—has put on hold plans to expand the city by annexing adjacent unincorporated land, amid local opposition and continuing questions about the cost of expanding the city’s boundaries.
- **DIRTY LAUNDRY** – UCR Professor at Arlanza Library explores the art, politics and the impact of laundry in our lives.
- **ANTI-SMOKING BILLS** – An anti-smoking passed raising the legal smoking age from 18 to 21.
- **COMMUNITY COLLEGE** – Community College students are typically considered to fall into two categories: those who complete a course of study or transfer to four-year institutions, and those who don’t. A new analysis by California Community Colleges finds taking just a few classes can have a significant benefit for a third group.
- **COMMUNITY COLLEGE** – Former Inland Republican state Assemblyman Tim Donnelly announcing he will run against fellow Republican incumbent Congressman Paul Cook.



TOP 10 PRIME TIME SHOWS IN FEBRUARY

1. *Antiques Roadshow*
2. *Nova*
3. *Vera*
4. *PBS Democratic Debate*
5. *This Old House*
6. *American Experience*
7. *Josh Groban: Stages*
8. *Ask This Old House*
9. *Ultimate Restorations*
10. *To the Contrary*

February's viewership was 603,879 (monthly) and 293,000 (weekly)

Programs Coming in April

Autism Behind the Camera – Produced by KVCR, this program focuses on young adults with autism and the resources needed when students with autism "age out" of high school. This program will highlight one vocational program within the film industry trying to change the unemployable outcome for autistic individuals. In all 50 states, parents, teachers, administrators, and social workers, are trying to adjust to the influx of young adults with autism who are aging out of the high school. There is a need to develop and create programs for this population in order for them to keep learning and striving to gain experience as they mature.



Thursday, April 14 at 9:00pm



Fractured Land – This KVCR and FNX exclusive documentary highlights how filmmakers Fiona Rayher and Damien Gillis explore Canada's Carbon Corridor through the eyes of Caleb Behn, a young Indigenous law student fighting to protect his land and the people from the ravages of neocolonialism.

Sunday, April 17 at 6:00pm on FNX

Tuesday, April 19 at 9:00pm on KVCR

Nova – Vikings Unearthed – They were pioneering warriors, expert seafarers and colonists of the North Atlantic realm. The Vikings even claimed in the sagas to have reached America. Now, Dr. Sarah Parcak uncovers new clues about their legendary expeditions and settlements.

Thursday, April 28 at 7:00pm



1916 The Irish Rebellion – Narrated by actor Liam Neeson, this series tells the dramatic story of the events that took place in Dublin during Easter of 1916, when a small group of poorly-armed Irish rebels took on the might of the British Empire. Although defeated militarily, this small group of men and women would bring a moral victory from the jaws of defeat and would inspire countless freedom struggles throughout the world.

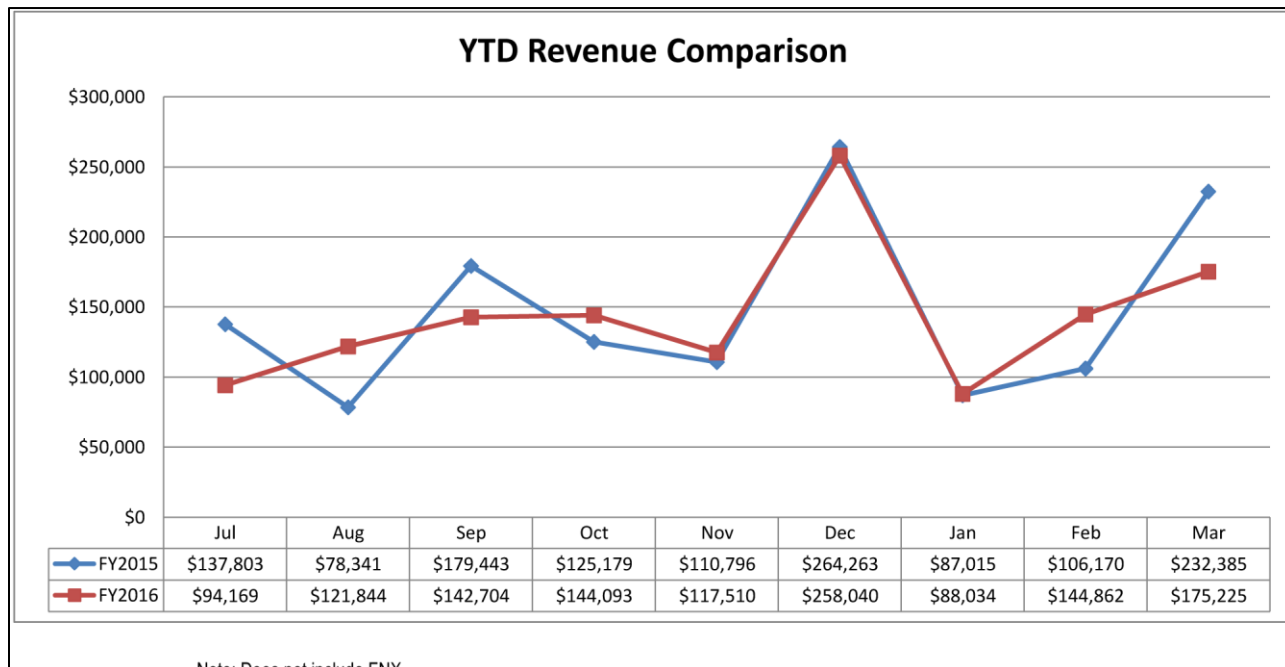
Fridays beginning April 29 at 9:00pm



PRODUCTION

- In March the Production Team worked on completing all TV Pledge related programs, which included our local “Seed To Cup Coffee Tour” fundraiser pledge breaks. Created new Celtic Thunder pledge breaks promoting their upcoming concert. This was a very popular pledge show during this Drive. We produced three new underwriter spots, including a realtor.
- In-studio shoot with producer and host Ron Berglas, **Cracking the Ice**. The show will be edited in the coming months.
- As part of KVCR local series, **A Conversation With...** we produced a new episode with guest Shelley MacArthur. We conducted a 30 minute sit-down interview that will air in April. Shelley recently starred in a public television concert special, **Shelley MacArthur and George Perris Live in Chicago**, which KVCR will air in April as part of a fund raiser for Autism Awareness Month.
- A crew was sent to the Latino Education & Advocacy Days (LEAD) Summit on March 30 at California State University San Bernardino. We plan to record interviews of the guest speakers. The segments will be part of the **KVCR NOW** and **FNX NOW** series in the coming weeks.

DEVELOPMENT



- **GRANTS** – KVCR continues to actively pursue foundation and grant funding in March, 2016. For the month, a grant proposal was completed and submitted to The National Endowment for the Arts (Art Works Program) for “Purple Party” a project to utilize the assets of KVCR Radio and Television, to the benefit of our Autism initiative and the community via arts engagement activities. The grant has a value of \$50K. Also, the grant submission for the James Irvine Foundation was completed and was submitted March 4, 2016 for Radio and TV programming and technical upgrades for sustainability. The value of the Irvine Foundation proposal is \$496K. Also, preliminary work on the Community Foundation, San Bernardino grant (approximately \$75K value) for sustainability, due May 6, 2016.
- **UNDERWRITING** – Temecula Valley Hospital has teamed up with KVCR to announce advanced emergency percutaneous coronary intervention (PCI) – a highly advanced procedure that opens narrowed or obstructed blood vessels.

- Barnes and Noble has partnered with 91.9 to air an interview with Angela Flournoy. Angela is a finalist for the National Book Award and Discover Award for her new novel, "The Turner House."
- **EVENTS – June 8, 2016 – Klatch Coffee Event:** Love Coffee and KVCR? Join KVCR for a coffee workshop and tour, Saturday June 4 in Rancho Cucamonga for the "Seed to Cup Coffee Tour."



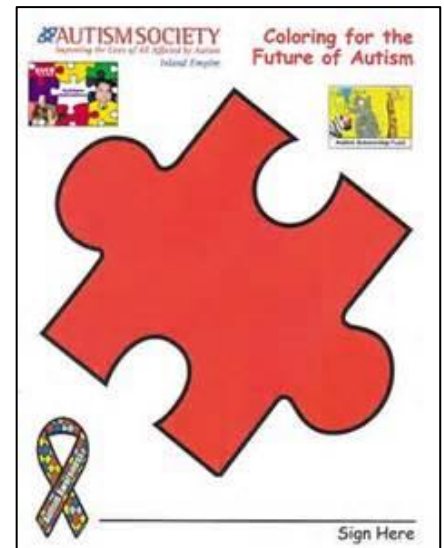
November 10, 2016 – Celtic Thunder: The "Celtic Thunder Legacy" Tour kicks off 2016 and features an eclectic collection of the group's best-loved and most popular songs from the past eight years.



Our social media continues to grow as we have reached 3,364 likes on Facebook and 1,682 followers on Twitter.

OUTREACH

- KVCR in partnership with the Autism Society Inland Empire hosted a public screening of the new autism documentary, **Autism Behind the Camera** on Thursday, March 24 from 3:30pm to 5:30pm. Forty guests were in attendance. The event included two students and a teacher featured in the documentary. The program premiered on KVCR on Saturday, April 2 at 7pm. Our locally produced documentary will air nationally in April and in the coming months. Collaboration of agencies including KVCR, are working to bring the vocational program featured in the documentary to the Inland Empire for young adults with autism to attend and gain employment skills. KVCR will be a partner in this pilot project.
- April is National Autism Awareness month and once again the KVCR Autism Initiative will participate in the autism awareness project "Coloring for the Future of Autism." A project in which business help our Inland Empire community raise funds and awareness for autism. Businesses agree to participate by offering customers an opportunity to purchase puzzle piece for \$1. They can color the piece or select a pre-colored puzzle piece.



- In late March, we mailed 40 participants their packets to participate. The packets include 100 puzzle pieces and a box of crayons, markers, and information about autism. The puzzle piece is used as an icon to represent autism, because autism is still a mystery for researchers and families. Businesses will display the puzzle page on their wall of your business during the month of April. KVCR-TV will feature participating business's name on air! For more information contact Lillian Vasquez at KVCR at (909) 384-4331 or lvasquez@kvcr.org.



PROGRAMMING

FNX had a viewership of 85,000 households in the Los Angeles DMA for the month of January. Our audience continues to grow as more viewers discover our FNX channel. The addition of FNX to KLCS-PBS in Los Angeles also greatly expanded exposure and carriage of FNX throughout Southern California. FNX is now available on Time Warner Cable channel 1272.

Standing On Sacred Ground (Series) – Around the world, indigenous communities stand in the way of government mega projects. In the Russian Republic of Altai, traditional native people create their own mountain parks to rein in tourism and resist a gas pipeline that would cut through a World Heritage Site. In northern California, Winnemem Wintu girls grind herbs on a sacred medicine rock, as elders protest U.S. government plans to enlarge one of the West's biggest dams and forever submerge this touchstone of a tribe.



Wednesdays beginning April 20 at 6:00pm

Buffy St. Marie (Documentary) – Buffy Sainte-Marie is one of the most influential Aboriginal figures in recent historic times. She has written hundreds of songs, scored numerous films, established educational initiatives across North America, pioneered in the early digital platforms both musically and visually, received a medal from Queen Elizabeth II and won Academy Award. Yet, until now, there has never been a major written or visual documentation of this multi-faceted human being. Friday, April 29 at 6:00pm



Native Report – This entertaining, informative magazine style



series celebrates Native American culture and heritage, listens to tribal elders, and talks to some of the most powerful and influential leaders of Indian Country today. Native Report is hosted by Stacy Thunder, and enrolled member of the Red Lake Nation, and co-hosted by Tadd Johnson who is an enrolled member of the Bois Forte Band of Chippewa. Saturdays beginning April 30 at 6:30pm.

PRODUCTION

FNX will be co-producing a couple of segments with Colorado affiliate CPT12. The project is being produced by Chief Content Manager, Frank Blanquet with FNX intern Sahar Khadjenoury acting as the segment producer. Sahar is also working on creating the FNX Pinterest as well as a Google Hangouts page. Her first assignment was a research project for all affiliate stations which found that the channel reaches more than 18 Million household via over the air antenna and more than 20 million households when cable or satellite providers are included.

Conversations are currently taking place to launch FNX via cable provider “Wherever TV” which will launch their national services in the coming weeks. FNX would be included in the company’s basic package making it available for the first time on a national cable distributor not directly associated with a regional broadcast channel.



The AUX will premiere its first new video of 2016 with the new release “The Sun” from the band, A



Girls I Know and the launch of new AUX artist “Blackkiss” who will launch with their hit “In the Dark.” Blackkiss will also launch a short film called “The Dark Side of Country” which will premiere right before the start of the AUX on 3.25.2016.



Facebook – FNX just hit 7,996 likes!