



**KVCR**  
TV 24 91.9



**FNX**  
FIRST NATIONS EXPERIENCE

# BOARD REPORT



**February 25, 2016**

KVCR-TV produces a regular segment titled *KVCR NOW*, a local-interest series highlighting the great people, events, programs and stories that make our region unique. *KVCR NOW* celebrates our communities and shares them with the world; on the air at KVCR Channel 24 and online.

This month's focus is highlighting the STEM PALOOZA 2015 that was hosted on the San Bernardino Valley College campus. This event was the largest STEM event ever hosted at SBVC, and was estimated to have reached over 800 students. Marc Donnhousesr, Project Director, stated the goal was to increase student's curiosity in Science, Technology, Math and Science. Students in middle, high school and college took part in Stemapalooza. A KVCR TV crew was there to document the event.

The Stemapalooza *KVCR NOW* segments air daily on KVCR-TV beginning February 7 and throughout the month of February.

*KVCR NOW* won the Inland Empire Media Award for "Best Locally Produced Radio or TV Show of the Year."





- The 91.9 KVCR End Of Calendar Year Fundraiser in December generated \$34,424 in a pledge drive that was delayed first by the San Bernardino shooting at the IRC and then by a threat to the SBVC campus. KVCR listeners stepped up once again and made a big difference in what we will be able to accomplish in the coming year.
- As reported in November, NPR's **Car Talk** was replaced on Sundays at 12:00 noon with **The New Yorker Radio Hour**. Following that schedule change we received no complaints. In January we decided to completely remove **Car Talk** from our radio schedule. The cost for the program was weighed against waning popularity and the fact that the content was all rerun material. The final airing of **Car Talk** happened on Saturday, January 2 at 9:00 a.m. On January 9, we replaced **Car Talk** with NPR's interesting and popular show, **The TED Radio Hour**. We have received a couple of complaints from **Car Talk** fans, but both listeners who contacted us about the change continue to enjoy many other parts of the KVCR Radio schedule.
- We are grateful for the support of listeners throughout our local communities. Please share comments you might catch as you work, shop and interact with colleagues, friends and family in the Inland Empire.

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](http://kvcr.org/news))

- **MASS SHOOTING** – President Obama referenced the San Bernardino terrorist shootings frequently in the emotional White House speech describing his gun control initiatives.
- **IRC REOPENS** – The office complex where 14 people were killed in a terrorist attack is reopened for the first time since San Bernardino terrorist attack.
- **COMMUNITY REMEMBERS** – Thousands of San Bernardino County workers gathered at Citizens Business Bank Arena in Ontario to remember their slain colleagues and hear speeches imploring them to remain strong in the face of one of the nation's worst mass shootings.
- **REMEMBERING** – Natalie Cole passed away December 31 at the age of 65, due to congestive heart failure. In her honor, **KVCaRts** re-aired an interview hosted by Alfredo Cruz, KVCR General Manager, shortly before a concert she was performing at the Hollywood Bowl.



- **EMPLOYMENT** – A new report finds Southern California in general – and the Inland Empire in particular – to be a less than ideal location to find a good job.
- **MEDICAL MARIJUANA** – Facing new state mandates and deadlines, the Riverside City Council prepared to loosen some of the city’s stringent restrictions on medical marijuana.
- **GUN CONTROL** – In the wake of the San Bernardino terrorism shootings, California lawmakers are proposing new state gun control measures to go along with the federal actions President Obama is pursuing.
- **ARRAIGNMENT** – Enrique Marquez, the man charged with purchasing the guns used in the San Bernardino mass shooting, goes to federal court for arraignment.
- **EARTHQUAKE** – A 4.5 earthquake centered just a few miles east of Riverside/San Bernardino shook the Inland region.
- **WATER RESTRICTIONS** – The main supplier of water to homes in southwest Riverside County has announced it will impose tough outdoor water restrictions, along with steep rate hikes for residents who don’t meet the restrictions.
- **GUNS ON CAMPUS** – A new California law bans most people from carrying a conceal firearm on campus.



- **MEDICAL POT PROHIBITION** – The Riverside City Council is expected to give final approval to an ordinance it gave preliminary approval to last week that would loosen a few of the city’s prohibitions on medical marijuana.



- **HIGHER EDUCATION** – Riverside’s California Baptist University received a \$10 million dollar donation from a private contributor to help construct a new CBU College of Engineering building.
- **CRIME INCREASE** – An increased number of robberies, assaults, and other expenses pushed the crime rate up nearly 7 percent last year in cities and unincorporated communities served by the Riverside County Sheriff’s Department.
- **LOCAL INTERVIEWS** – Among the Inland Empire locals invited to attend President Obama’s final State of the Union speech were San Bernardino Police Chief, Jerrod Berguan and San Bernardino County Sheriff John McHamon.
- **LAWSUITS** – The widow of one of the San Bernardino shooting victims has filed several wrongful death claims against San Bernardino County for \$58 million.
- **HOUSING** – A new report finds 92 thousand California properties received foreclosure filings in 2015. That was the lowest annual total since 2006.
- **DROUGHT** – It turns out emergency drought relief can take up to two years to distribute. As Capital Public Radio reported, California regulators have just awarded the final pieces of the 680 million dollar drought aid package Governor Jerry Brown and state lawmakers approved in March 2014.



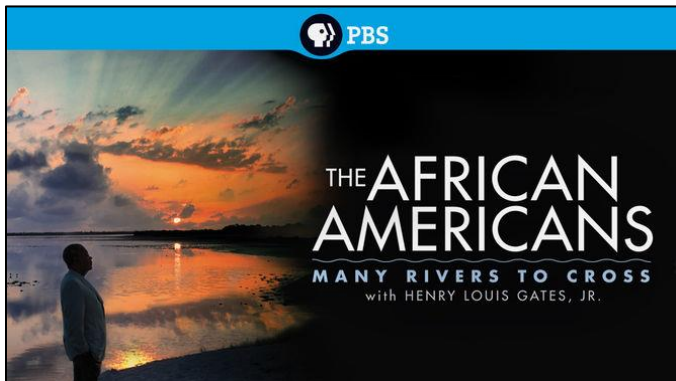


## TOP 10 PRIME TIME SHOWS IN DECEMBER

1. *Antiques Roadshow*
2. *Craft in America - Music*
3. *Craft in America - Celebration*
4. *Eric Clapton Slowhand at 70*
5. *Rick Steves European Christmas*
6. *Nova – Making North America*
7. *Grand Mercer Christmas*
8. *Raising of America*
9. *American Experience – The Pilgrims*
10. *Rick Steves Europe – The Holy Land*

December's viewership was at 658,777.

## Programs Coming in February

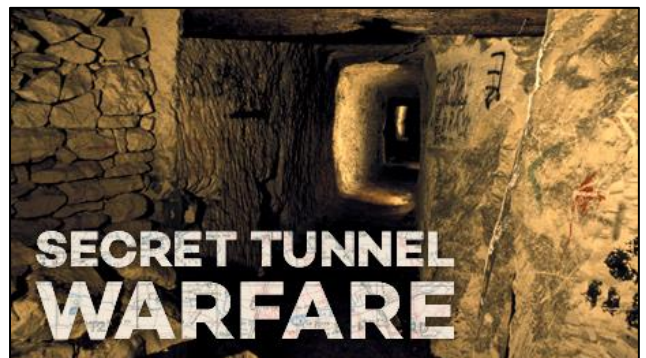


***African Americans – Many Rivers to Cross*** – This series chronicles the full sweep of African American history, from the origins of slavery on the African continent through five centuries of historic events right up to present day - when America has a black President, yet remains a nation deeply divided by race.

Saturdays, at 6:00pm beginning February 6

***Nova – Secret Tunnel Warfare*** – During WWI, the Allies devised a devastating plan, planting 600 tons of explosives in secret tunnels driven under German trenches. Join *Nova* to uncover traces of the operation and learn why it failed to break the lethal deadlock of trench warfare.

Thursday, February 11 at 7:00pm





**Exploring the American Spirit** – A locally produced program featuring stories of Inland Empire people who are doing small but important things in making their community a better place.

Tuesdays at 6:30pm beginning February 16.

**American Experience** – The shocking story of Leopold and Loeb, two wealthy college students who murdered a 14-year-old boy in 1924 to prove they were smart enough to get away with it. Their trial set off a national debate about morality and capital punishment.

Thursday, February 18 8:00pm



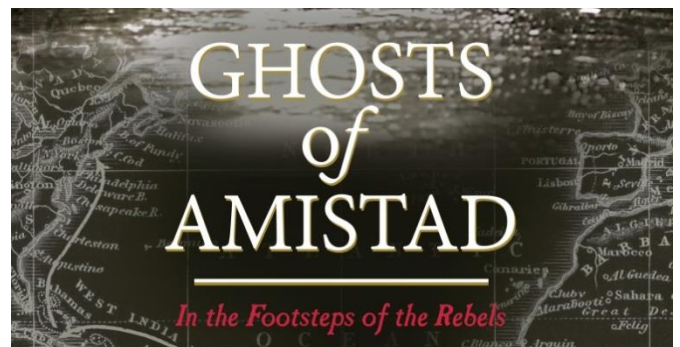
**Fair Legislation – The Byron Rumford Story**

The fascinating and little-known story of Byron Rumford, elected in 1948 as one of California's first African-American state lawmakers. This nine-term legislator created fair housing and employment legislation that eventually became the models for national laws passed by the U.S. Congress during the Civil Rights era.

Thursday, February 18 at 9:00pm

**Ghosts of Amistad** – This program chronicles a trip made by academics and historians to Sierra Leone in May of 2013 as they retrace the path of the 53 Africans who rebelled against their captors and seized the slave schooner Amistad in 1839, leading to a watershed US Supreme Court decision.

Friday, February 25 at 8:00pm.

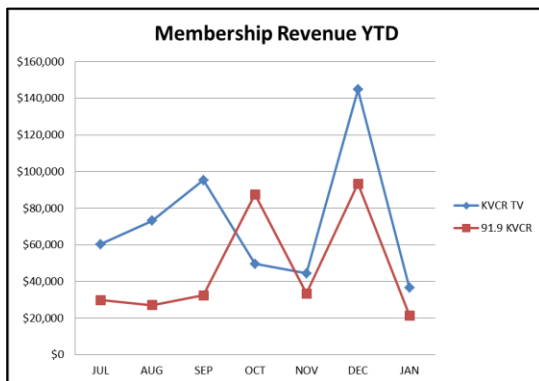


# PRODUCTION

- **ON THE AIR** – The TV production team spent the last month completing projects, including the new autism special, **Autism Behind the Camera**. NETA will provide the satellite feed so the program will be offered to all public television stations across the nation. KVCR will host a screening of the project in March. The team worked on the completing the 4 **KVCR NOW** “**Stemapalooza**” segments as mentioned on the cover page. Two additional **KVCR NOW** were completed and are currently airing on KVCR they include, “**Kinsey Collection History Lesson**” and “**Inland Empire’s Kim Carter For 2015 CNN Hero.**”
- **KVCR CLIENTS** – We were the production company for two clients, repeating client Jesus 101. We shoot their 13 part series in 3 days. We also booked a new client with San Bernardino County office. We provided a four person crew for their one-day shoot.
- **NEW UNDERWRITERS** – We produced two new underwriter spots one for Sassy Sheer who will be the underwriter for a new local show, **Exploring The American Spirit** produced and hosted by Mary Parks. The second underwriter spot produced was for the Hussman Foundation who is the underwriter of the new autism special, **Autism Behind the Camera**.

# DEVELOPMENT

- **GRANTS** – KVCR continues to actively pursue foundation and grant funding for January 2016, 2015. We are laying the foundation for grant proposal strategies into the next quarter—January thru March, 2016. In January, 2016 a grant proposal was submitted to Corporation for Public Broadcasting (\$10K) for a Veterans project. A grant submission to the Clif Bar Family Foundation (10K) for “Potter the Water Otter” project, to complete English and Spanish short interstitial segments in collaboration with the State of California Water Resources Board, Water Ecology and Conservation. Work continues on the James Irvine Foundation proposal for radio and television upgrades as well as sustainable station deliverables. Met with Steve Reyes and MHM and Associates to determine grant proposals for the next six months, including National Endowment for the Arts due February, 2016 for “Purple Project”. We identified equipment needs and costs for MHM Associates to take to DC for the National Municipal Convention after the Martin Luther King holiday weekend.
- **UNDERWRITING** – Redlands e-Academy has teamed up with KVCR to promote free public K-12 blended learning that combines digital and online learning with teacher support and weekly peer interaction.
- Agua Caliente Cultural Museum is promoting two of their upcoming on the FNX and KVCR channel. Native Bird singing and the Native Film Festival. The museum has been long supporters of KVCR and FNX.
- **REVENUE UPDATE** – Within our current fiscal calendar, we have raised \$935,533 from all membership revenue sources. Total revenue including membership and other initiatives \$957,043.



FY 2015-2016 REVENUE REPORT	
DESCRIPTION	YTD
TV	\$543,050
FM	\$390,716
GENERAL FUND	\$1,766
<b>SUBTOTAL</b>	<b>\$935,533</b>
AUTISM	\$11,010
VETERANS	\$10,500
SUSTAINABILITY	\$0
<b>SUBTOTAL</b>	<b>\$21,510</b>
<b>TOTAL</b>	<b>\$957,043</b>

- **SPRING PLEDGE DRIVES** – In preparation for the Spring Membership campaigns, “new member” acquisition mail campaign is planned for February 22. This campaign will cover KVCR TV and FM, asking viewers and listeners to support the station by becoming members. A total of approximately 50,000 pieces of mail will be sent out for this campaign and will reinforce the on-air pledge drive appeals during this time.

	Dates	Fundraising goal
KVCR TV	Feb 26 - Mar 20	\$180,000
91.9 KVCR	Apr 6-15	\$80,000

Additional gift appeal letters will be mailed out to current donors. A very successful appeal is the Member Matching Fund for FM, which is used during the pledge drive to encourage new members to join. The TV “Additional Gift” appeal reinforces favorites like **Masterpiece: Downton Abbey**, **American Experience** and other popular shows. The campaigns will be complemented with an email, web and social media component: **LISTEN ... WATCH ... LIKE... GIVE ....**

- **TAX TIME** – The Development department worked diligently to make sure the members received their “Annual Contributions” letters for 2015. More than 10,000 KVCR members will receive their letters by January 31 and will also be encouraged to give their first contribution for 2016.
- **THANK YOU GIFTS** – Beginning March 2016, we will ask donors for an additional \$5.00 gift to help offset the cost of shipping and handling of their “Thank You Gifts”. This additional gift is tax deductible. This is currently a voluntary option. We had a positive response from our members during our December membership campaigns.

## OUTREACH

KVCR offers concert tickets to viewers of selected music performance shows to extend their experience with the station. These are the upcoming concerts:

- **CONCERTS AND EVENTS:**

**APRIL 1 AND 2 – Il Volo:** This Italian Trio of Tenors consisting of Piero Barone, Ignazio Boschetto and Gianluca Ginobl are winning the hearts across American. They will be performing at the following venues: Pechanga Resort & Casino, Temecula and Fantasy Springs Resort, Indio.

Our concert with Giada Valenti has currently been put on hold. The promoter is seeking a different venue for the concert to be held in the Fall, perhaps in the Coachealla Valley. Giada PBS will air again soon to promote the concert offer.





## PROGRAMMING

FNX set a new record high for viewership of 112,000. (Previous high was 110,000 households). Now with KLCS on board (PBS station in the Los Angeles) the number of viewers for FNX in Southern California has started to increase. We expect the viewership to continue to climb.

**ACROSS THE CREEK** – This program is a conversation among members of the Lakota, who are seeking ways to restore their culture after a legacy of colonialism. Offering a fresh perspective into the lives of the Sioux on the Rosebud and Pine Ridge reservations, the film looks at how these Sioux communities struggle to maintain tradition, while confronting the challenges of broken families abuse and poverty.



Monday, February 1 at 6:00pm.

**SPIRIT IN GLASS** – This one hour documentary celebrates the spectacular beadwork of the Northwest Plateau People. The film provides a rare opportunity to experience Plateau culture through the eyes and hearts of the artists, who share their history, motivation, and beadwork that plays an important role in binding their culture together. Native Plateau beadwork is part of the rich tapestry of American culture. Plateau culture is unique and its story of survival is a quintessentially American story.



Monday, February 1 at 6:30pm.

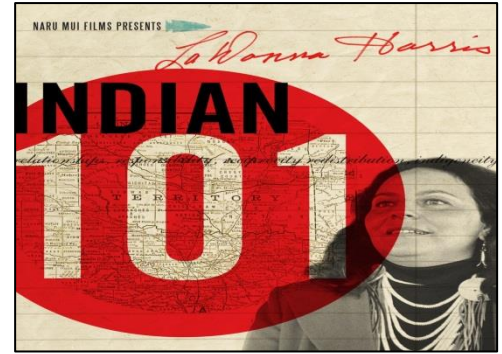
**FRACTURED LAND** – Follow along as filmmakers, Fiona Rayher and Damien Gillis, explore Canada's Carbon Corridor through the eyes of Caleb Behn, a young Indigenous law student fighting to protect his land and people from the ravages of neocolonialism.



Friday, February 2 at 6:00pm



**LADONNA HARRIS: INDIAN 101** – This documentary profiles Comanche political and social activist LaDonna Harris. President Lyndon Johnson tapped her to educate the executive and legislative branches on the unique role of American Indian tribes and their relationship to the U.S. government. The course, called **Indian 101**, was taught to members of Congress and other agencies for more than 35 years. In addition to her work in civil rights, world peace, the environment and women’s rights, Harris is best known for introducing landmark legislation.



Friday, February 5 at 6:00pm



**LOOKING FROM OUR ROOTS (MIRANDO DESDE NUESTRA RAICES)** – This original FNX animated series brings traditional storytelling and culture views from an Indigenous perspective. Many of these Indigenous cultures reside in the mountains of the Mexican states of Nayarit Jalisco and San Luis Potosi Mexico.

Thursdays, beginning February 11 at 6:00pm.

**OSIYO: VOICES OF THE CHEROKEE PEOPLE** – This series is a monthly news magazine-style 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 will give people a better understanding of the authentic Cherokee experience.

Saturdays, beginning February 20 at 6:00pm.

## PRODUCTION

- **SUNDANCE INSTITUE’S NATIVE LABS FELLOWSHIP** – The FNX team recently visited with this Native Filmmaker Program to talk about their Indigenous film projects, the application process, their selection and what they have learned as aspiring filmmakers, writers and producers. FNX caught up with past alumni like Blake Pickens (Chickasaw Nation) who’s film **The Land** starring Erykah Bandu premiered to great reviews, Heather Rae (Cherokee) who was producer on the film, **Tallulah**, as well as Sundance newcomer, Michelle Derosier, who premiered her animated short, **The Grandfather Drum**.



Erykah Bandu: *The Land* premiere

- **LATINO REEL 2016** – While visiting Sundance, FNX team members participated in a panel discussion hosted by PBS, HBO, STARZ and Time Warner. Amongst the panelists was Carla Gutierrez who's documentary film **When Two Worlds Collide**, a film about the Indigenous leadership's resistance towards bug businesses development of the Amazon, would be a great fit for our FNX channel.



- **FNX RADIO INTERVIEW** – On Thursday, January 28, FNX Television Chief Content Manager, Frank Blanquet was a guest on the nationally broadcast radio show, **Native American Calling**. The show revolved around bringing Native American programming to the mainstream market via channels like FNX and the Canadian based Aboriginal Peoples Television Network (APTN) who is pushing for carriage in the United States.



- **INDIAN ALLEY** – The Facebook Likes jumped by almost 50 after the publishing of the FNX **On the Scene** segment featuring Apache muralist Carrie Sage Curley (CC). Carrie is part of a coalition of artists that have been commissioned to paint murals at the site know as Indian Alley near the skid row district of downtown Los Angeles. The alley is adjacent to the United American Indian Involvement, Inc. UAI), and outreach center for American Indians that became an important locus for social, spiritual, political and rehabilitative activities for the community in the 70's. CC is the first female artist to feature her talents on the alley walls. The Carrie Sage Curly FNX **On the Scene** spot has been watched 3,560 times.



Facebook – FNX just hit 7,059 likes!