



BOARD REPORT

May 12, 2016



On March 24 KVCR held a public screening of the new Autism documentary.



Mill Creek and Nekter Juice Bar participated in the Coloring for the Future of Autism Project. Both businesses requested more puzzle pieces with in the first week of the fundraiser.

This year added to the fundraiser was 'Color the Bar Night'. Hosted by two local bars, Brew Rebellion of San Bernardino and Hangar 24 of Redlands. On a designated night local artist donated their time to play live music at the locations. During the live music the bars donated a dollar per beer sold to the Coloring for the Future of Autism Project.



- **LIVE TAPING** – On May 7, 91.9 will host a live in studio taping of the 3rd Annual **American Parlor Songbook**. We expect to have 50-70 avid listeners in the audience at the radio taping.
- **KLATCH COFFEE EVENT** – On June 4 KVCR TV and Radio will host our first ever Seed to Cup Coffee Experience. Visitors who made pledges for their tickets will learn about growing, harvesting, roasting and brewing a great cup of coffee. We hope to have 40 or more KVCR supporters at this event.
- **LIVE GAME SHOW** - On June 25, KVCR is hosting another LIVE taping of the public radio word play show, **Says You!** The event will be taped in the SBVC Auditorium. Ticket pledges are brisk and we hope our supporters will claim all 500 seats.
- **MIXED RESULTS** – On the fundraising end of things, the month of April ended with mixed results. While audience numbers are on the rise and many listeners provided encouraging comments with their donations during Radio’s Spring Membership Drive, we raised \$83,000 of our \$95,000 goal leaving us at a nearly \$12,000 shortfall over the nine day pledge drive.
- **VEHICLE DONATION PROGRAM** – A bright spot in fundraising is connected to the KVCR Vehicle Donation Program. Vehicle donations station-wide have already exceeded \$101,000 for this fiscal year. Radio donor vehicles have provided \$63,000 of our operation with television presently at \$38,000. These results are impressive and speak to our over the air promotion of this giving option.
- **THANK YOU** – If you made a contribution to KVCR during the Spring Pledge Drive—we thank you! If you did not have a chance to participate, please help with your donation as we prepare for our June Radio Pledge Drive. Board support is essential to our success.



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)

- **MEDIA AND ANTI-TRUST VIOLATIONS** – The federal Department of Justice says it will examine the potential that anti-trust laws might come to play in the proposed sale of The Press-Enterprise and The Orange County Register to the company that also owns the major daily newspapers in Los Angeles and San Diego.
- **POLITICS AND PRESIDENTIAL DEBATE** – As the political stakes continue to rise in the wake of yesterday's "Mega Tuesday" primaries one Inland Empire member of Congress thinks presidential candidates should make a stop in San Bernardino, where the fight against terrorism and national security issues hit home on December 2. KVCR News interviewed Congressman Pete Aguilar about his proposal to bring a Democratic debate to the IE.

- **KVCaRts** – KVCR interviewed Johnny Tillotson, formerly with the classic singing group, The Platters, prior to his participation in a multi-group performance in Ontario.
- **MEDIA AUCTION** – The parent company of the Los Angeles Times and the San Diego Union Tribune has apparently won a bankruptcy auction bid to acquire the Orange County Register, the Press-Enterprise, and associated assets of each of the two newspapers, for a reported \$56 million. However, the acquisition could be complicated by a possible anti-trust investigation threatened by the U.S. Justice Department.
- **ENVIRONMENT AND HOUSING** – State officials insist that toxic substances detected in the soil on land slated for a new housing development in Riverside will be cleaned up, and that the property will be safe for construction of homes in the area, in spite of lingering problems following previous cleanup efforts.
- **PUBLIC HEALTH ACCESS** – A new report released this week by the National Association of Community Health Centers shows that health care for 24 million, mostly lower-income Americans is affected by job vacancies in the nation's local health centers. KVCR News reports California is no exception.
- **WOMEN-OWNED BUSINESSES** – A University of California Riverside research study of recent figures from the U.S. Census Bureau finds that there has been substantial growth in the number and size of women-owned businesses across the nation, state of California, and in the Inland Empire.
- **UCR RESEARCH** – The health risks associated with smoking and second-hand smoke have been known for some time. Now, a study from UC Riverside describes new findings about the potential hazards of what is called "third-hand smoke."
- **ENVIRONMENT AND BOTTLED WATER** – In spite of concerns by environmentalists, the U.S. Forest Service is moving ahead with the process of permitting the Nestle company to continue extracting, bottling, and selling water from the San Bernardino National Forest.
- **FIRST RESPONDERS FORUM** – Emergency first responders and medical professionals reflected on the December 2nd terror attack at a state legislative hearing held in San Bernardino. KVCR News attended the forum and reported that while much praise was offered, strategies for improvement were also highlighted.
- **ECONOMY** – KVCR News did a special interview with regional Economist and KVCR weekly contributor John Husing to preview the Inland Empire Economic Partnership's annual "State of the Region" Economic Forecast Conference.
- **LATINO EDUCATION AND ADVOCACY DAYS** – KVCR News interviewed Cal State San Bernardino Professor Enrique Murillo, Jr., founder and organizer of Cal State San Bernardino's annual Latino Education and Advocacy Days Summit.
- **JOB TRAINING** – The San Bernardino Employment and Training Agency - SBETA - will be closing down next week. The agency was one of the few city-based job training centers left in California.
- **COLLEGE ACCESS** – KVCR News previewed one of the issues of focus at the CSUSB Latino Education and Advocacy Days summit: Latino students' access to California's two public university systems.
- **AIR QUALITY** – KVCR News interviewed Riverside City Manager John Russo about details of the announcement that the California Air Resources Board will relocate its existing emissions and air quality research laboratory from El Monte in Los Angeles County to a new, expanded facility CARB will construct near UC Riverside.
- **HIGHER EDUCATION PAY RAISES** – The California State University system and its faculty remain unable to agree on pay raises. The latest step in the process is issuance of an opinion by an independent fact-finder. It supports the faculty's call for a five percent raise and it clears the way for a strike.

- **EDUCATION** – Previewing the CSUSB Latino Education and Advocacy Days, KVCR News interviewed Delila Vasquez, President of the Catholic Elementary Schools of San Bernardino, who will speak at the LEAD conference about the option of educating children in private and religious schools.
- **KVCaRts** – KVCR interviewed the director of the stage production of the musical “Mary Poppins” at San Bernardino's historic California Theatre.
- **UC ENROLLMENT POLICIES** – The California State Auditor released a report sharply critical of the University of California's recent enrollment policies.
- **ONTARIO INTERNATIONAL AIRPORT** – With Ontario International Airport back under Inland Empire ownership, local officials believe the airport is primed for takeoff. The future of ONT will be the topic of a public discussion at UC Riverside's Center for Environmental Research and Technology.
- **CITY DEBT** – A major development in San Bernardino's bankruptcy. The city has reached an agreement with bondholders to reduce the city's debt by around \$45 million.
- **RECREATION AND ECONOMY** – California gets more than \$300 million per year from recreational activities like fishing, camping, and hiking, according to a new study.
- **TAX SCAMS** – KVCR News spoke with an IRS official about how to avoid the many consumer scams that try to defraud taxpayers of their income tax refunds.
- **ORGAN DONORS NEEDED** – KVCR News aired a report on efforts to get more Californians to fill out consent forms to donate their organs for transplant, in light of long waiting lists for donated organs.
- **UCR RESEARCH** – “Employee of the Month,” “Most Professional,” and other such honors are common at many workplaces. They might add a few warm and fuzzy feelings at work, but a new UC Riverside study finds they could actually be doing more harm than good.
- **BLACK OUTS** – Southern California could see as many as 14 blackout days this summer because of the faulty natural gas well at the Aliso Canyon storage field near the Porter Ranch community, northwest of Los Angeles. The leak left little cushion in the company's natural gas reserves, and natural gas powers electricity plants that supply millions of users throughout the Southland.
- **VIGILS CONTINUE** – Vigils continue after questionable death of Colton school student. Organizers say the vigils are to express grief and concern amid questions surrounding the death of a 12-year-old student who died Tuesday on school grounds during school hours.



TOP 10 PRIME TIME SHOWS IN MARCH

1. *Antiques Roadshow*
2. *This Old House*
3. *American Experience*
4. *Lawrence Welk God Bless America*
5. *Jacques Pepin Hearth and Soul*
6. *Hello Paradise*
7. *Ask This Old House*
8. *Martha Bakes*
9. *Vera*
10. *Baking with Julia*

March's viewership was 603,879 (monthly) and 259,000 (weekly)

Programs Coming in May/June

Pacific Heartbeat – Running the gamut from enlightening documentaries to musical showcases, the anthology series *Pacific Heartbeat* draws viewers into the heart, mind and soul of Pacific Island culture.

Tuesdays at 10:00pm in May

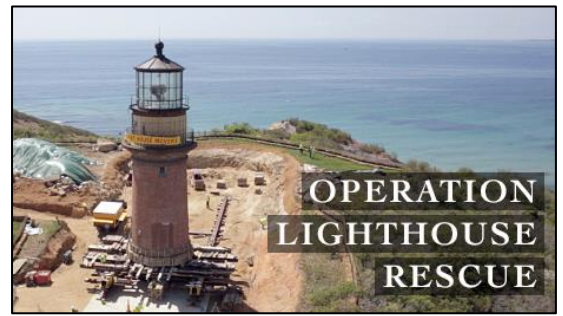


Wallander – Kenneth Branagh returns as Inspector Kurt Wallander in the Swedish sleuth's final episodes, bringing the beloved, Emmy nominated series to a poignant end. Branagh gives a heartbreaking performance of a gritty cop starting to lose his grip.



Mondays at 8:00pm beginning May 16

Nova: Operation Lighthouse Rescue – The Gay Head Lighthouse, a historic landmark perched high on the cliffs of Martha’s Vineyard, is soon to become the next victim of the ocean’s relentless erosion of the island’s cliffs. Join engineers as they race to rescue this national treasure.



Thursday, May 19 at 7:00pm

Rhythm and Blues – Celebrate legends of the 60s and 70s brought together in a once-in-a-lifetime concert: Aretha Franklin, James Brown, Ben E. King and the Drifters, Dionne Warwick, the Isley Brothers, Percy Sledge, Little Anthony & the Imperials and more greats.



Saturday, June 4 at 7:00 pm

Great Performances: Joan Baez 7th Birthday Celebration – Celebrate Joan Baez' birthday with guests David Bromberg, Jackson Browne, Mary Chapin Carpenter, Judy Collins, David Crosby, Emmylou Harris, Indigo Girls, Damien Rice, Mavis Staples, Nano Stern, Richard Thompson and Paul Simon.



Sunday, June 5 at 7:00pm

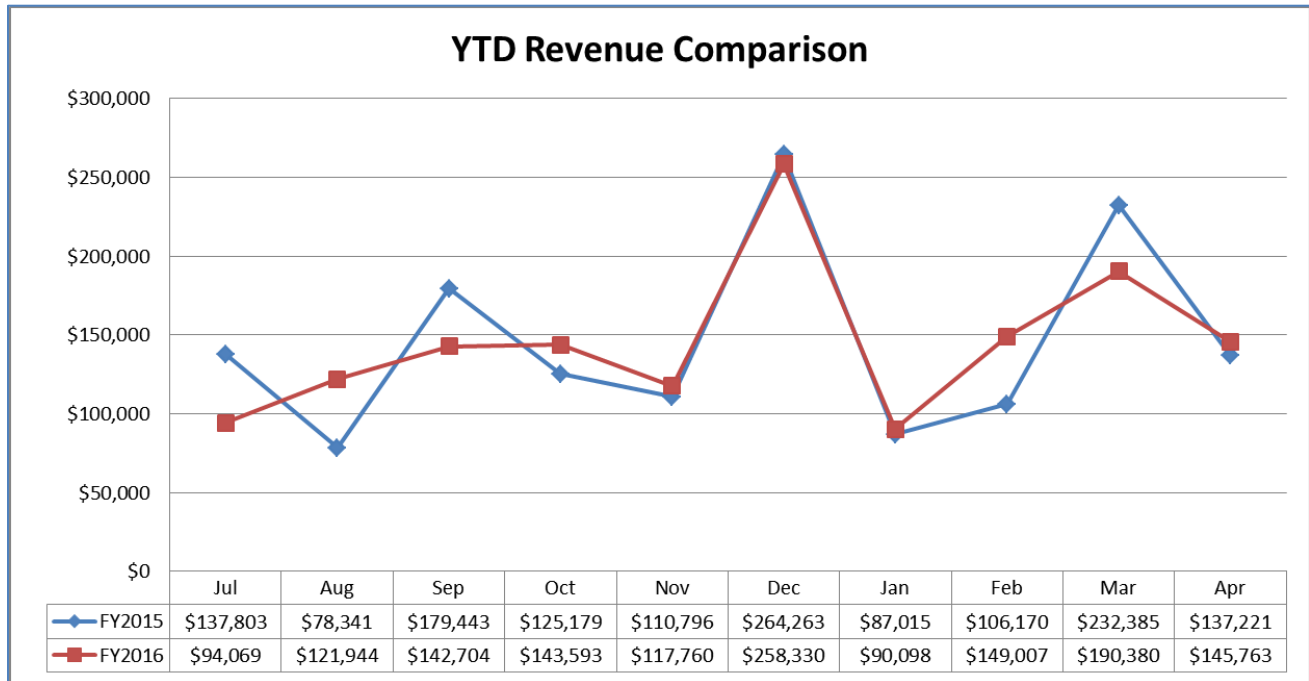
Carol Burnett's Favorite Sketches – Join Carol Burnett for her personally selected favorite moments from her long-running comedy series, including sketches from the first five years of the show not seen in decades.



Monday, June 6 at 8:00pm

DEVELOPMENT

- Just wrapped up radio pledge drive at \$83,315 in 10 days. The pledge drive goal was \$95,000 in 9 days.
- Member match participation was low during this pledge drive. \$1,000 was received to use as member match prior to the drive versus \$5,000 the previous pledge drive. Several items were donated for drawings to incentive donors such as two \$200 Amazon gift cards, a VIP Skybox at the Rancho Cucamonga Quakes Stadium, an Acer Touchscreen laptop and movie tickets, a spa certificate.
- Monthly ongoing donations continue to increase providing some stability to KVCR membership revenue.



FY 2015-2016 REVENUE REPORT							
DESCRIPTION	YTD	Goal	% of Goal	Previous Yr	Goal Prv Yr	% Goal Pr Yr	
TV	\$824,140	\$1,220,000	68%	\$890,021	\$980,000	91%	
FM	\$593,055	\$930,000	64%	\$553,504	\$720,000	77%	
GENERAL FUND	\$5,486	\$525,000	1%	\$1,222	\$0		
SUBTOTAL	\$1,422,681	\$2,675,000	53%	\$1,444,747	\$1,700,000	85%	
AUTISM	\$23,564	\$15,000	157%	\$110	\$0		
VETERANS	\$7,404	\$15,000	49%	0	\$0		
SUSTAINABILITY	\$0	15,000	0%	0	\$0		
SUBTOTAL	\$30,968	\$45,000	69%	\$110	\$0		
TOTAL	\$1,453,649	\$2,720,000	53%	\$1,444,857	\$1,700,000	85%	
FNX	\$3,690	\$0	0%	\$3,805	\$0		

- **GRANTS** – KVCR continues to actively pursue foundation and grant funding in April, 2016. For the month, preliminary work on the Community Foundation, San Bernardino grant (approximately \$120K value over three years) for sustainability, to be submitted by May 31, 2016.
- KVCR submitted six (6) letters of inquiry to Foundations for potential funding opportunities. Letters were sent in April, 2016 and the total value of the “asks” is \$125K.
- In addition, preliminary work is being conducted for National Endowment for the Humanities (July submission date) and National Endowment for the Arts (July submission date).
- **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 3,476 likes on Facebook and 1,682 followers on Twitter.



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.

The Other Side (Series) – Spirits walk among us. Indigenous people know and accept this. But whether they are playful or shy, or angry and violent, they are here for a reason. *The Other Side* is a half-hour television documentary series that follows a team of paranormal investigators in their pursuit to make contact with Canada's most unsettled spirits.



Saturdays at 4:00pm

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. Thursday, May 19 at 6:00pm



People of the Beautiful River (Documentary) – This documentary recreates an important historical event, a plot by the Langevin brothers that caused the Maliseets of Viger to lose their ancestral lands. At that time, the Maliseets of Viger lived a nomadic lifestyle and survived by fishing and hunting on their land. Following the loss of their land, the Maliseets of Viger dispersed and their population slowly decreased. It is only in 1989 that the Quebec National Assembly officially recognized the Maliseets of Viger as Quebec’s eleventh aboriginal nation.



Friday, May 20 at 6:00pm.

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 will give people a better understanding of the authentic Cherokee experience.

Saturday, May 28 at 6:00pm



OUTREACH

- FNX attended the Native Media Summit in Phoenix, Arizona in late April. This summit brings both radio and television entities into one location to brainstorm about reporting in Indian Country and to create stories in unison. It was a great opportunity for FNX trial affiliates NNTV5 (Navajo Nation), CATV-47 (Cheyenne & Arapaho) and GRBC (Gila River) to join together in celebration of the launch of the Gila River Broadcast Corporation. The celebration included a dance demonstration by Gila River community youth.



- In an effort to further team knowledge and productivity, FNX team members attended the 2016 AVID Connect Conference in Las Vegas, Nevada. The team attended 5 to 6 sessions per day, learning from people all over the world about a wide array of editing techniques, tips and state of the art equipment. This helped FNX members become relevant and even more knowledgeable in an ever-changing industry.



- FNX also had a presence at the 2016 National Association of Broadcasters (NAB) Conference. Team members received hands-on training, handling and testing of equipment that may be purchased at discounted rates for the production and distribution departments.



PRODUCTION

On April 2nd FNX segment producers Robin Velasquez and Eddie Tahuka attended the 2016 Dream the Impossible event at the University of San Diego, hosted by the Pauma Tribe. DTI is an event “for the youth, but the youth” held every year with participating tribes in the Southern California area. FNX has never covered this even in the past and is eager to get this story on air, teaching youths about various industries and lessons to help them into their journey of adulthood.

- FNX team members also conducted a video recorded phone interview with Missy Whiteman from Minnesota in regards to her new film *The Coyote Way*, a telling of a young boy’s story and the challenges of growing up an Urban Indian, avoiding gang life and turning to the traditional ways of his people.



- FNX production started logging footage from the Latino Education & Advocacy days (LEAD) Conference held at California State University, San Bernardino. The conference emphasized the importance of education within the Latino, African American, and Native American communities. FNX interviewed attendees as well as invited guest speakers which include former Los Angeles mayor Antonio Villaraigosa. The interviews will be edited and aired as an FNX NOW segment.



- On April 18, FNX attended *Urban Rez*, a Native written play performed in the heart of downtown Los Angeles at the Cornerstone Theater. The play conveys the life and struggles of Natives that live in urban societies. This theatrical event was an ideal opportunity to promote Natives in theatrical productions. FNX crew was able to interview both actors in the play alongside with the writer Larissa FastHorse. The *Urban Rez* segment will be turned into an FNX NOW segment and broadcasted the following month.



- On April 8th FNX team members Sahar Khadjenoury and Frank Blanquet shot on location with James Napier Robinson, the director of the film *The Dark Horse*. The footage from the interview was combined with the trailer and video clips from the PR Company to create an FNX Now segment about the film and the life of Maori Chess Champion Genesis Potini, known within his community as “The Dark Horse”.



Facebook – FNX just hit 7,996 likes!