



KVCR
TV 24 91.9



FNX
FIRST NATIONS EXPERIENCE

BOARD REPORT

July 14, 2016

The KVCR **Says You!** event was a fantastic experience for nearly 500 guests on Saturday, June 25. The event began in the KVCR TV Studio with our 80 VIP radio members who pledged to be part of the Meet & Greet. All 6 panelists and host Barry Nolan introduced themselves and shared their background. The event and word game show taping was held in the San Bernardino Valley College Auditorium with musical guest, JP Houston of **American Parlor Songbook** and accompanying musicians. The event was very beneficial as a touch point for 91.9 KVCR supporters and we made a little money too! Tom Bergeron, known for his comedic hosting duties on **Americas Funniest Home Videos, Hollywood Square** and **Dancing with the Stars** was a special guest panelist and the other guest panelist was our very own KVCR reporter, Matt Guilhem. The taping of two one-hour shows will air on over 200 public radio stations across the nation in the fall. We requested they acknowledge the San Bernardino Valley College campus and their 90 years of education.



Left to Right: Carolyn Faye Fox, Tom Bergeron, Garland Waller, (Scorekeepers Benjamin Sher, Elise Zimmerman), Francine Achbar, Matt Guilhem and Murray Horwitz



- **PLEDGE DRIVE** – KVCR Radio and Development staff conducted the final pledge drive of Fiscal Year 2016 from June 14 through 17. We raised over \$30,000 to finish FY 2016. We are grateful to the KVCR Foundation Board members who committed \$5000 to the effort. Their leadership gifts made a big difference! Please contact Alfredo Cruz if you would like to participate in future pledge efforts with your leadership gift. Board support is essential for our success.
- **JOB SHADOWING** – On a KVCR station tour a couple of months ago, we were introduced to James Hattar, Community Recruiter for the Colton-Redlands-Yucaipa Regional Occupational Program. That chance meeting resulted in a job shadowing opportunity on June 20 for Program Manager, Carlos Padilla and Instructor, Guy Stoil. This high school focused program could lead to the use of trained students, interns and local content for the station.
- **SAYS YOU ADD TO PANELIST** – This just in: Matt Guilhem, KVCR reporter has been invited to join the cast of **Says You!** as a substitute panelist moving forward on this national radio show. Nice work Matt!

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)



- **POLICE CHIEF INTERVIEW** – San Bernardino Police Chief Jerrod Burguan discussed his high-profile role during the San Bernardino Inland Center Shootings, residual effects from the December 2 terrorist attack, the recent spike of murders in San Bernardino and the effect of the San Bernardino City bankruptcy on the operation of and morale within the SBPD.
- **SPENDING FREEZE** – Inconsistent revenue streams are prompting the city of Riverside to implement a spending freeze through the end of the fiscal year.
- **MENTAL HEALTH** – The founder of a mental health program that helps survivors of traumatic violence, such as the December 2 terrorist attack in San Bernardino, to cope with the PTSD symptoms, anxiety and trauma after a violent experience.
- **GIADA VALENTI INTERVIEW** – Singer Giada Valenti, shared details about her public television special and her So Cal concert October 2 in Palm Springs.
- **CITY CORRUPTION** – City of Beaumont court arraignments of several former top officials on charges of corruption, including siphoning nearly \$20 million from city accounts.
- **WATER CONSERVATION** – Californians will be expected to save water, however, state regulators have lifted strict mandatory conservation measures in place since last year.
- **GUN CONTROL** – California state senators approved a slate of sweeping new gun control measures, including limits on purchasing ammunition.
- **PRESIDENTIAL CANDIDATES VISIT** – Previewed the visit of three presidential candidates to the Inland Empire: Donald Trump, Hillary Clinton, and Bernie Sanders.

- **INLAND EMPIRE RALLIES** – The Inland Empire was the backdrop for both Democratic presidential competitors Hillary Clinton and Bernie Sanders, as both candidates host campaign rallies in our region.
- **WORK TO WOO** – The three presidential candidates visit the Inland Empire in hopes to woo California Union Voters. Hillary Clinton headlined a rally at UC Riverside; Bernie Sanders held rallies in both Riverside and San Bernardino and there was a Donald Trump rally in Mentone, a small community near Redlands.
- **FRACKING** – A proposal this week to reinstate fracking for oil and natural gas along the Southern California coast drew protestors to the Bureau of Ocean Energy Management’s office in Camarillo.
- **MILITARY FACILITIES** – The agency that for years has been responsible for guiding the development of vacant land around March Air Reserve Base has served its purpose and needs to be dissolved, according to a proposal approved by the Riverside County Board of Supervisors.
- **GAS LINE** – The California Public Utilities Commission has once again delayed making a decision on whether to approve construction of a new natural gas pipeline that would run through San Bernardino residential communities.
- **AUTOPOSIES** – A report after authorities released autopsies of the 14 victims of the December 2 San Bernardino terrorist attacks.
- **STAYCATION** – A new survey of the most popular places for locals to get away within or relatively close to Southern California including the Inland Empire.
- **MUSICIANS** – Musicians from the band, Fox and the Red Hares, were interviewed prior to an upcoming performance in the area.
- **HEAT WAVE** – The hot weather experienced in the Inland Empire is also plaguing other parts of California and other western states.
- **NEW MANAGEMENT** – Ontario’s Citizen Business Bank Arena will soon be under new management, allowing more event coordination with the Ontario Convention Center.
- **NO FOUL PLAY** – Although authorities say they suspect no foul play, it will take a coroner’s report to discern why a 48-year-old Rialto city councilman was found dead in his vehicle.
- **METROLINK** – A new Metrolink commuter train line—Metrolink’s first expansion in more than 20 years—serving the Inland Empire began service this week.
- **“SAYS YOU!”** – Barry Nolan, host of the public radio game show program, was interviewed prior to the show’s visit at the San Bernardino Valley College Auditorium.
- **PRIMARY ELECTION** – In Inland Empire area primary election results, most incumbent elected officials fared well, scoring comfortable margins over their primary challengers, while a couple of local ballot measures failed to get the approval of voters.
- **UNDOCUMENTED STUDENTS** – The uncertainty that many college graduates – who are undocumented immigrants face after graduation.
- **MEDICAL MARIJUANA** – More than 6,000 signatures were handed over to city officials to put an initiative on the November ballot allowing up to five medical marijuana dispensaries in the city.
- **ORLANDO SHOOTING** – During Special Live Coverage from NPR News in the aftermath of the mass shooting at an Orlando Nightclub, NPR’s Linda Wertheimer spoke with Professor Brian Levin, Director the Center for the Study of Hate and Extremism at California State University, San Bernardino.
- **VICTIMS HONORED** – Local communities organized gatherings to honor the victims of this most recent mass shooting.





PROGRAMMING

TOP 10 Prime Time Shows IN MAY

- | | |
|-----------------------------|------------------------------------|
| 1. <i>Antiques Roadshow</i> | 6. <i>Knitting Daily</i> |
| 2. <i>This Old House</i> | 7. <i>Ask This Old House</i> |
| 3. <i>Roosevelts</i> | 8. <i>Sewing with Nancy</i> |
| 4. <i>Vera</i> | 9. <i>Nova – Lighthouse Rescue</i> |
| 5. <i>Quilting Arts</i> | 10. <i>Navy Seals</i> |

May’s viewership was 603,879 (monthly) and 284,000 (weekly)

Programs Coming in July/August

Stan Lee: With Great Power – Comic book legend Stan Lee has co-created more than 500 iconic characters over the course of his extraordinary career, including Spider-Man, the X-Men, Iron Man, Thor and The Hulk. Featuring interviews with family, colleagues, celebrity fans and comic book historians, this artful documentary explores the vivid imagination and enduring influence of one of pop culture’s most prolific contributors.



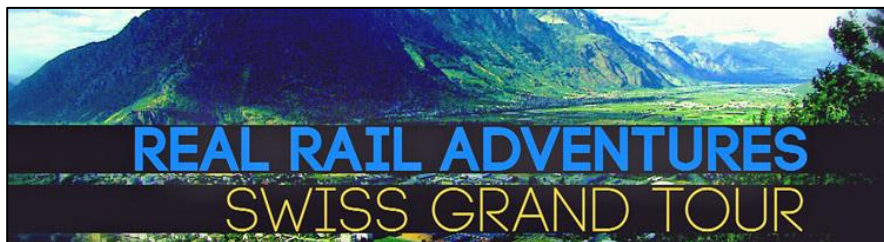
Thursday, July 14 at 9:00pm

Let’s Dine Out – Join food lover and critique Allan Borgen and Tricia Janzen, for this **Lets Dine Out Special** in Oak Glen. For a pledge of \$100 you can reserve your seat at the table on September 15 at the Hawk’s Head Tavern at Riley’s Farm. Join us for this fun and fabulous dinner that includes a five course meal, music and dancing too.

Friday, July 15, 6:30pm



Real Rail Adventures: Swiss Grand Tour – Journey through several cities and towns in Switzerland



by train, including Zurich, St. Gallen, Gstaad and Montreux. Take in the sights and learn about the local history and traditions of each destination.

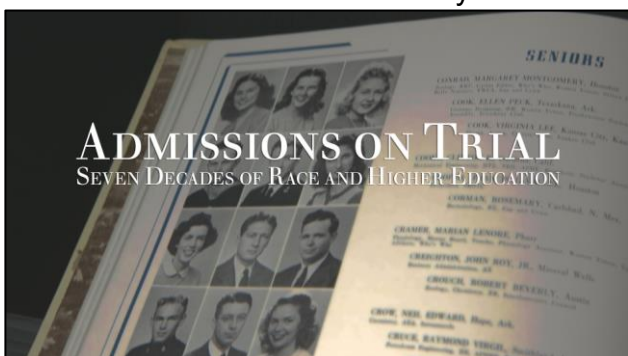
Friday, July 15 at 7:00pm

The Test – This program examines the history of atomic testing in Nevada, atomic tourism, and the consequences of being in Nevada’s “atomic backyard.” Following World War II, as the United States plunged into the Cold War, scientists raced to keep the nation secure in the nuclear age. They lacked a full understanding of atomic weaponry’s destructive scope and new the bomb had to be tested further.



Thursday, July 21 at 9:00pm

Admissions on Trial – At many universities, race helps determine who’s admitted. But a Supreme Court case could soon end that nationwide. We trace this issue from 1946 to today, and examine what race-blind admissions might look like. Activists, lawyers, university officials, students, and people who fought segregation discuss what diversity means, whether it matters, and how we should and shouldn’t be able to seek it.



Thursday July 28 at 9:00 pm

Munich '72 and Beyond – An act of terrorism shocks the world: Palestinian extremists invade the Summer Olympics and murder 11 Israeli athletes. With chilling detail, this new documentary investigates the Munich massacre, its aftermath and its relevance. It reveals alarming new evidence and never-before-seen photographs, and captures a poignant 43-year struggle for public remembrance.



Thursday August 4 at 9:00pm

PRODUCTION

The KVCR Production Team made up of five part time staff have worked on several project since that last report. They include new segments for **KVCR NOW**, should be ready to air by July 1. The new stories include a young mural artist from Rialto and a story about individuals on probation and turning their life around. The team has completed several new promotional spots one for **Says You!** (radio show) to help cross promote a radio event to take place here on the SBVC campus; a new underwriting spot for CSUSB MBA program; We also completed a full one hour **Lets Dine Out**

Special about Oak Glen. We are still in post-production of an hour-long local show, **Insight with Ron Berglas: Cracking the Ice**. And finally in light of the Orlando shooting, we recorded a “supportive message” that we sent to the Orlando PBS affiliate station in solidarity. The production staff literally put this project together in matter of hours. It was mentioned in Current Newspaper, a public media national publication.



COMING NEXT MONTH – We will focus on our literacy campaign in partnership with the High Desert Maverick baseball team, inviting viewers to submit a story, drawing, etc and receive free tickets to a baseball game. Plus our call for video stories submission to the station that focuses on the many cities and communities that make up the Inland Empire. We’re asking viewers to share their story about their town. The working title is “HomeTown Project”.

DEVELOPMENT

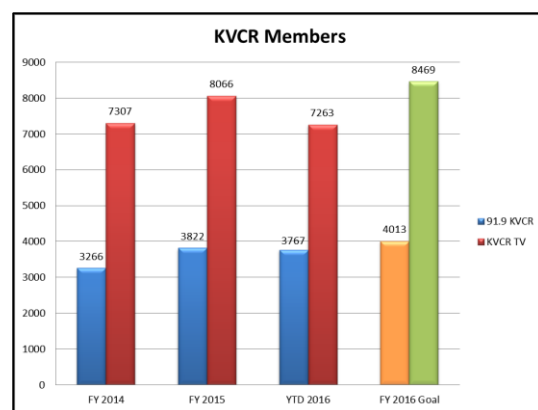
END-OF-YEAR MEMBERSHIP CAMPAIGNS – KVCR TV pledge ended on June 12 with a fundraising goal of \$150,000. The drive raised \$150,796 over 17 days. The pledge drive for 91.9 FM ended on June 17 and raised \$31,795 of the \$35,000 goal.

	Dates	Fundraising goal	YTD Actual
KVCR PBS	May 27 – June 12	\$150,000	\$150,796
91.9 KVCR	June 14 – June 17	\$35,000	\$31,795

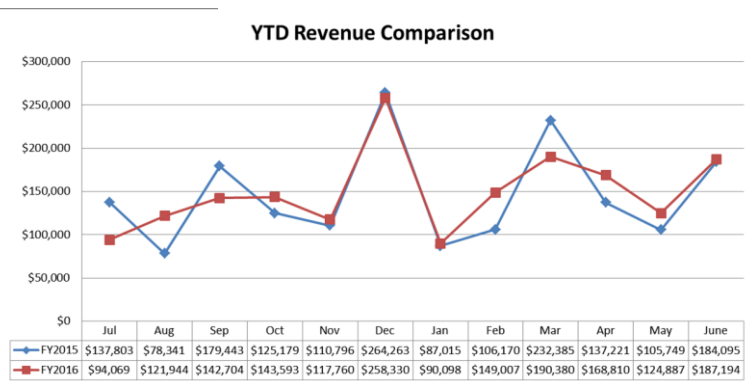
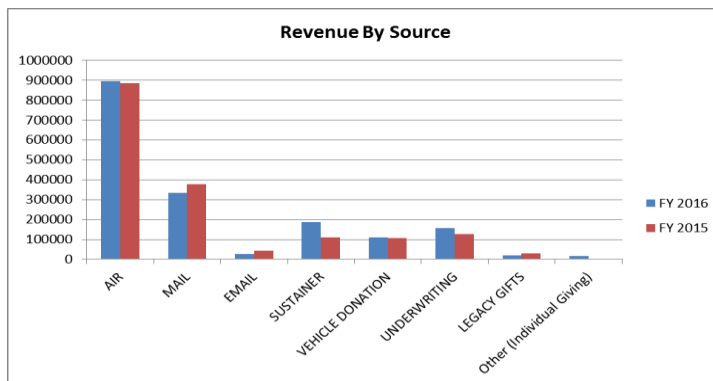
Even though the on-air portion of the campaign is completed, additional gift appeals and renewal letters have been sent to donors via mail and email. More donations are expected to come in through June 30.

MEMBERSHIP – As of June 20, KVCR’s total membership is 11,030. This is 88% of the 2016 goal of 12,482. In an effort to reduce mailings costs and meet budgetary constraints, two prospect mailing were postponed until further budget updates. This also means more reliance on On-Air fundraising appeals to acquire new donors. A strategy is in place to increase renewal rates for lapsed donors and to update and improve the donor management system to increase efficiency of targeted donor appeals.

REVENUE – KVCR has fund-raised a total of \$1.78 million from individual giving, corporate support, initiatives and Legacy gifts. More donors are joining with sustaining memberships, a 68% growth this year, as a long-term financial commitment to the station to keep their favorite programs on the air. This has improved overall membership retention rates at 82% for sustaining members. Revenue from vehicle donations has also grown by 3% this year.



YTD 2016: Number of active accounts as of 6-20-2016



GRANTS – KVCR continues to actively pursue foundation and grant funding. For the month, a grant proposal is being submitted to the Kaiser Foundation (Inland Empire/Southern California Region) (\$44,000 value). In addition, continued preliminary work for Majestic Realty (July submission date) and National Endowment for the Arts (July submission date).

UNDERWRITING – The California Department of Business Oversight (DBO) is a department of the Business, Consumer Services and Housing Agency (BCSH) that regulates a variety of financial services, products and professionals. The Department has reached out to KVCR to provide on air mentions letting the public know about the Department operations of state-licensed financial institutions, including banks, credit unions, and money transmitters, issuers of payment instruments and traveler’s checks, and premium finance companies. We are honored to continue our relationship with DBO. We are meeting with First 5 to continue growing their outreach efforts on radio and TV.

OUTREACH

Saturdays, July 23- August 20 – The Rat Pack Movie Series - Join KVCR and the Fox Performing Arts Center for this summer's **Rat Pack Movie Series** featuring the following films: "The Big Sleep", "The Manchurian", "From Here to Eternity", "Rio Bravo" and "Ocean's 11". Tickets are still available.

September 6 – Antiques Roadshow Event *Antiques Roadshow* puts the reality in reality television! This part adventure, part history lesson, and part treasure hunt will visit Palm Springs and KVCR will co-host an all-day appraisal event. **VOLUNTEER OPPORTUNITIES AVAILABLE!** We are looking for volunteers to work the event. Each



volunteer must attend a 2 hour training to participate on Saturday, August 6. Volunteers may bring 2 items to have appraised. Details at KVCR.org/Events.

September 15 – Let's Dine Out Dinner - Join food lover and critique Allan Borgen and Tricia Janzen, Host of *Let's Dine Out*, for a one of a kind dinner on Thursday, September 15. Join us for this food experience at the Hawk's Head Tavern of Riley's Farm. Pledge \$100 and we will reserve your seat at the table for this fun and fabulous dinner!



October 25 – Giada Valenti in Concert - The Palm Springs Annenberg Theater will be the venue for this award-winning Venetian vocalist Giada Valenti as she whisks the audiences away with pageantry and poignancy, dazzling them with her breathtaking vocals, captivating beauty and stage presentation. Giada will perform romantic music of American and Italian hit songs from the 60s, 70s, 80s and today.

October 29 – Daniel Tiger's Neighborhood Live! The Riverside Fox PAC and KVCR will host two shows--2:00pm and 5:00pm. The legacy of the beloved "Mister Rogers" lives on with the hit animated television series, *Daniel Tiger's Neighborhood*, which airs on KVCR weekday mornings at 6:30. This live theatrical production is filled with singing, dancing, laughter, and "grr-ific" surprises as Daniel takes the audience on an interactive musical adventure. He and his friends explore the vibrant world of their much-loved Neighborhood, sharing stories of friendship, and celebrating new experiences.



November 10, 2016 – Celtic Thunder - Their tour will feature an eclectic collection of the group's best-loved and most popular songs from the past eight years at the Fox PAC in Riverside.





PROGRAMMING

FNX had a viewership of 65,000 households in the Los Angeles DMA for the month of May. 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 and Charter Spectrum as channel 204.

Programs Coming in July

Osiyo: Voices of the Cherokee People – In this new episode, 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 July 16 at 6:00pm



Wapos Bay – Long Goodbyes – In this feature film, Talon and Raven learn that their dad, Alphonse, has taken a job in the big city and their family will have to move away from Wapos Bay. This news takes Talon on a journey of self-discovery as he sets off to accomplish his budget list of things he wanted to do with his friends before they left. With their whole world being turned upside down, Talon and Raven must join forces to keep the family together before it's too late. **Wapos Bay** is a regular series and it's the most popular series on FNX. It airs weekdays at 8:30am and at 7:30pm. It also airs on KVCR Mondays at 5:00pm



Sunday, July 17 at 6:00pm

The Other Side – 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.



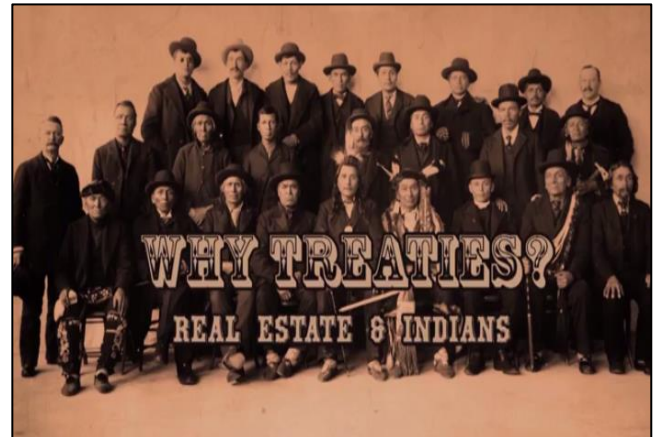
Saturdays beginning July 2 at 4:00pm

Storytellers In Motion – This series turns the spotlight on the next wave of Aboriginal storytellers and filmmakers who are harnessing the power of mass media, film, video, television and the digital world, to reach their audiences. Combining interviews, clips and behind-the-scenes production footage, the series will explore the worlds of an exciting and passionate group of young, independent Aboriginal storytellers as they revel in the challenges and joys of storytelling and creativity.



Fridays, beginning July 22 at 4:00pm

Why Treaties? – In this documentary, host John Parsons, brings viewers on a journey of understanding as he strives to grasp the differing world views that motivated tribal leaders, settlers, and the United States government of the 19th Century. *Why Treaties?* focuses on the 1863 “Old Crossing Treating” in which the Red Lake and Pembina bands of the Chippewa ceded some 11 million acres of land to the United States Government.



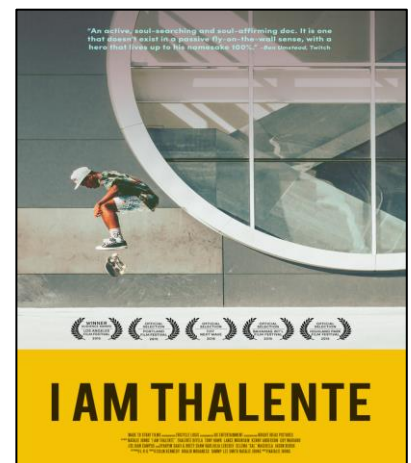
Wednesday July 20 at 6:00pm

PRODUCTION

FNX team member, Sahar Khadjenoury completed a segment of the FNX original series, **On The Scene**. The segment features the Apache artist, Rayce, in a behind the scenes interview while shooting his most recent music video. Rayce is a San Carlos Apache, Hip Hop emcee and lyricist. This interview introduced his new work and the inspiration for his passion for music through the “Five Elements of Hip Hop.”



I am Thacente is currently in post-production. This segment includes interviews from Sal Masakela, the producer and Natalie Johns, the director plus an interview with Thacente, the once homeless street kid of South Africa with dreams of becoming a professional skateboarder with the help of top industry professionals. The footage from these interviews will be used to create an **FNX NOW** segment.



OUTREACH

On May 28 and 29, FNX production crew attended the 52nd Annual Kewet Celebration, located at the *Malki Museum* on the Morongo Reservation.



The event included traditional arts and crafts, tradition entertainment, vendors, and traditional native foods. FNX incorporated this family event with the history and the traditional process of preparing their native foods in underground ovens that that have been passed down through generations, and the history of the event itself and the importance of showing the Morongo way of the life to the public. The segment will be edited into a ***FNX Now*** for future broadcast

In early June, FNX crew attended the Vision Maker Media training held at the Marriott in downtown Oakland. The training course implemented all aspects of independent film making for public broadcasting which included legal obligations, artistic techniques, distribution options, and best practices for fund collecting for Native American/Indigenous films. The training was beneficial to the crew showing different professional techniques with regards to filming documentaries for FNX broadcast. Everything learned during the training will be implemented in future projects for the station.



Facebook – FNX just hit 8,700 likes!