



KVCN
TV 24 91.9



FNX
FIRST NATIONS EXPERIENCE

BOARD REPORT

August 11, 2016

Air Quality in the Inland Empire



KVCN was pleased to partner with the Southern California AQMD and San Bernardino Valley College for this community event. KVCN provided many on-air radio announcements inviting the public to join in this highly important conversation about the challenges we all face in our region with regards to air pollution. The “Our Voices, Our Lives, Our Air: A Community Conversation on Air Pollution and Health” was held on June 30, on the San Bernardino Valley College Campus. This open forum allowed area residents, business owners and elected officials the opportunity to share concerns about pollution in their neighborhoods and learn about air quality issues affecting their community. KVCN’s Lillian Vasquez was one of the M/C and moderator for one of the group discussion. “It was great to see all age groups involved in this discussion and with such vigor and passion.” stated Vasquez. The panel, headed by Associate Professor of Geography, Todd Heibel, as well as agency representatives from the South Coast Air Quality Management District. It was the second community gathering with the anticipation of more to come.



- **NPR** – Many 91.9 FM listeners rely on this local KVCR station for truthful reporting and civil conversations about important contests and other election news. Coverage of the 2016 presidential race has been important to 91.9 KVCR listeners over the past year and the last two weeks of July marked two very important events: The Republican National Convention and The Democratic National Convention. KVCR coverage of the RNC, held in Cleveland, and the DNC, in Philadelphia, included several days with LIVE broadcast hours from our program providers and partners. Our coverage of both

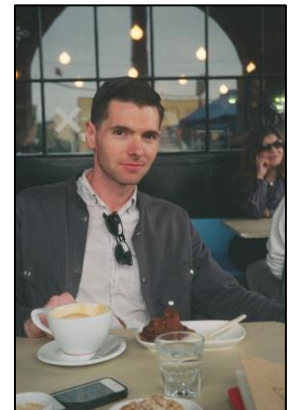


the RNC and DNC Monday through Thursday each week included reports in ***Morning Edition*** with Ken Vincent as well as live segments from ***Here and Now***. In addition, we took advantage of opportunities for planned live coverage each week including:

4:00 to 5:00 pm ***On Point LIVE with Tom Ashbrook***

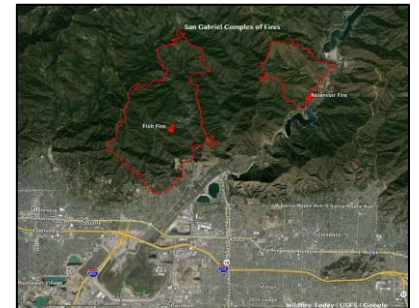
6:00 to 8:00 or 9:00 pm ***NPR News & The PBS Newshour***

- **PMDMC** – Three staff members from KVCR will be attending the Public Media Development and Marketing Conference. The conference, held this year in Boston August 10-12, brings public media professionals together where fundraising ideas and successes are shared and specific fundraising and marketing achievements are recognized. This is great opportunity for networking and brainstorming, especially for our new Foundation Director, Kate Salvesen. Rick Dulock applied for and was awarded a scholarship to attend this conference. Both Kate and Lillian are covering their own expenses.
- **GOOD LUCK** – We are both saddened and excited by a recent development on the radio side of KVCR. 91.9 KVCR reporter and ***All Things Considered*** host, Matt Guilhem has been offered a full time ***Morning Edition*** anchor/host position at KBSX in Boise, Idaho. KBSX is licensed to Boise State University. Matt first came to KVCR as an intern and volunteer and then spent the last two years or so working part time covering news for us and filing national stories with NPR. We are grateful for Matt’s many contributions to our sound and especially for long hours spent contributing to national reporting following the December 2, 2015 attack in our city. Matt will certainly be missed, but we look forward to hearing his voice whenever he files a story with NPR.



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)

- **WILDERNESS PROTECTION** – Before Congress goes on summer vacation, a bevy of conservationists from California are hoping to safeguard more wilderness in the Golden State.
- **TRAINING FACILITY** – German automaker Volkswagen is setting up shop in the Inland Empire. The car company announced plans to build a \$4.5 million training facility in Eastvale.
- **EXCESSIVE HEAT**– Inland Empire is under an excessive heat warning. Several inland-area high temperature records were broken.
- **EMBEZZLEMENT** – A Moreno Valley City Councilmember was arrested for embezzlement 34 years ago, and is facing criticism and calls to resign for not disclosing the prior felony when she ran for her council seat.
- **WILDFIRE SAFETY** – Inland Empire firefighters are preparing for a rough summer. Currently 48 new recruits are being trained to battle the blaze of perhaps on the driest seasons.
- **DOO-WOP** – JT Carter, founder of the doo-wop group the Crests, is interviewed on **KVCaRts** with a performance here in the Inland Empire.
- **WILDFIRE UPDATE** – Hundreds of firefighters are still battling a complex of two fires that have been burning in the mountains above the San Gabriel Valley northwest of the Inland Empire.
- **MAJOR GIVING** – Cal State San Bernardino will receive a major gift with Stater Bros. CEO Jack Brown gifting the school millions of dollars. This is expected to be the largest single contribution ever given to CSUSB.
- **IMMIGRATION** – The 4-4 split by the U.S. Supreme Court on President Obama’s executive order relating to deferred deportation for undocumented immigrants has Latino rights groups assessing their options.
- **COMMUNITY INVOLVEMENT** – A local effort called the Sahaba Initiative, composed of young Muslim students working to bring their community together in peaceful co-existence, is striving to change common misconceptions about Islam.
- **MARIJUANA INITIATIVE** – It’s official: an initiative to legalize the recreational use of marijuana in California will be on the November statewide ballot.
- **THE ZODIACS** – Maurice Williams, member of the classic doo-wop group, The Zodiacs, was interviewed on **KVCaRts**.
- **RAVES** – San Bernardino County Supervisor Janice Rutherford’s proposed ban on rave-style events at the San Manuel Amphitheatre.
- **FIRE DEPARTMENT** – After nearly a century-and-a-half of service, the City of San Bernardino Fire Department will officially cease to exist, as the bankrupt city turns fire protection over to San Bernardino County.
- **RUMORS** – A rumor that gun thieves are targeting homes flying the American flag is making the rounds on social media has some Redlands residents concerned.
- **ENCRYPTED POLICE RADIO NETWORK** – In spite of concerns from some police scanner radio devotees, the City of Riverside Police Department says its recent switch to a new, encrypted police radio network will allow for better cross-agency communication and officer safety during emergency situations.
- **LATINOS** – While California may now be majority Latino, a new UC Riverside study finds that Latinos are among the least likely groups in the state to participate in the democratic process.
- **GUN LAWS** – The City of Palm Springs may implement what would be some of the toughest local gun control measures in the region following the mass



shooting at a gay bar in Orlando, Florida.

- **DOMESTIC VIOLENCE** – California Assemblyman Roger Hernandez—Democrat from the San Gabriel Valley—will lose a significant amount of his power at the State Capitol. A judge issued a restraining order against Hernandez for physically abusing his ex-wife.
- **ZIKA VIRUS** – Riverside County public health authorities are confirming the first case of Zika virus in the county, emphasizing that the case was likely contracted outside of the country, and that there is very little risk the man could spread the virus locally.
- **MASS SHOOTINGS** – The civic group that took the lead in helping to raise money for the victims and families of the San Bernardino December 2 mass shooting has announced it has completed the distribution of funds raised.
- **HOME FORECLOSURES** – New numbers out show home foreclosure activity between April and June as below pre-recession levels.
- **CRIME WAVE** – The City of San Bernardino is in the midst of a violent crime wave.





PROGRAMMING

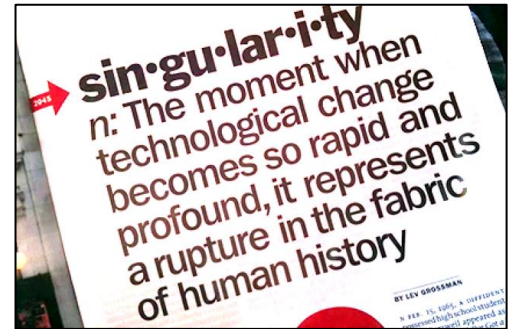
TOP 10 Prime Time Shows IN JUNE

- | | |
|--|---|
| 1. <i>Vera</i> | 6. <i>Knit and Crochet Now</i> |
| 2. <i>Antiques Roadshow</i> | 7. <i>Nova</i> |
| 3. <i>Masterpiece - Wallander</i> | 8. <i>Knitting Daily</i> |
| 4. <i>National Parks: Americas Best Idea</i> | 9. <i>Rise of the Black Pharaohs</i> |
| 5. <i>American Experience - Ripley</i> | 10. <i>Great Performances – Joan Baez</i> |

May’s viewership was 603,879 (monthly) and 254,000 (weekly)

Programs Coming in August/September

Singularity: Will We Survive Our Technology? – In the coming decades, we will have the ability to create computers with greater-than-human intelligence, bio-engineer our species and redesign matter through nanotechnology. This compelling documentary, explores the impact of rapid-fire technological advances on humanity.



Thursday, August 11 at 9:00pm

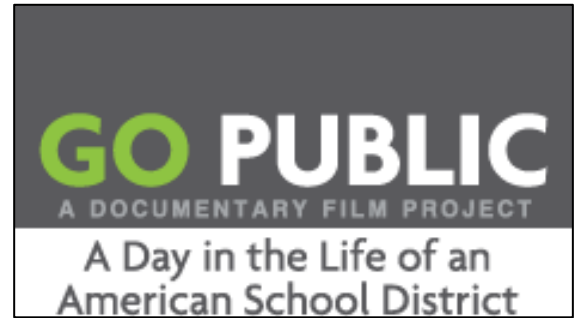
Women of '69, Unboxed – A group of women, college



classmates, who were both electrified and pummeled by the turbulent surf of the 60s, look back, then ahead, as they turn 65, ruminate on their heartaches and triumphs, and evaluate the “dowry” they’ll leave for future generations. If their parents were the Greatest Generation, perhaps this generation was the Loudest. They changed the world, at least in their fevered dreams, and the world changed them.

Friday, August 12 at 7:00pm

Go Public: A Day in the Life of an American School – A look at a single day in an urban public school district, from sun up to long after sundown. On May 8, 2012, 50 directors and their small camera crews followed 50 individuals who attend, support and work in the Pasadena Unified School District, a racially and economically diverse district with 28 public school campuses. Administrators, teachers, students, support staff and volunteers lead us on journeys that reveal their unique contributions in making a public school district function.



Thursday, August 18 at 9:30pm

Egypt Beyond the Pyramids – If you read the tourist brochures, Egypt is all about pharaohs and pyramids. If you watch the evening news, it's full of conflict and extremism. Neither could be further from the truth. Knowing that conflict was brewing once again in Egypt, Karin Muller took a huge risk. She set out to film a documentary on Egyptian life - in the middle of a revolution. For three months, Karin traveled alone from the upper Nile to the Red Sea, sharing the day-to-day lives of ordinary Egyptians.



Thursday, August 25 at 9:00pm

California Dreamin': The Songs of the Mamas and the Papas – Celebrate 50 years of the harmonious pop-folk-rock group that defined an era. The special features interviews and performances by Mama Cass, Michelle, Denny and John, with rare footage not seen in decades.



Sunday, August 28 at 8:00 pm

Yakov Smirnoff's Happily Ever After – Remember that Russian comedian from the 1980's? "In America you have American Express Card: "Don't Leave Home Without It." In Russia, we have Russian Express Card: "Don't Leave Home!" He now has a Master's degree in psychology, and he's bringing his inspiration to the world. Laugh and learn with the entertainer as he inspires viewers to bring back the honeymoon stage and keep it going. Using infectious charm and research-based advice, Yakov provides tools for sparking romantic relationships using love and laughter



Wednesday, August 31 at 8:30pm

PRODUCTION

This month the production team worked on two new **KVCR NOW** segments they include:

KVCR NOW – Rialto’s Wet Paint Larry is a local artist who turns his life around after taking his graffiti talent onto canvas, clothing and accessories to become a local sensation. Larry Jones (Wet Paint Larry) is not only an entrepreneur, but has become an inspiration to many youth in this community.



Future students LEADing at CSUSB the 7th Annual Latino Education & Advocacy Days



(LEAD) summit, highlighting black, brown and indigenous unity with multiple key speakers such as former Mayor Antonio Villaraigosa and National Compadres Network Director Jerry Tello, who discuss some of the key problems with education in our community, and good ways to solve them. One of our local volunteers assisted with editing the piece.

IN THE COMMUNITY – The team created a promotional TV spot to promote our partnership with the High Desert Mavericks and literacy. “Cheer on the Mavericks” invites local kids and their parents to submit a drawing, a written paragraph or description of a PBS KIDS show or character or why they like that character. Everyone who entered will received up to 6 tickets per family to attend a Mavericks game in August. Information can be found at kvcr.org/baseball. This spot is still airing and we look forward to receiving more drawings and letters from our young viewers.



My Town IE is a call for videos from members of the community. We ask for a one to two minute video highlighting a location within their city that is special to them. Viewers can upload their videos at kvcr.org/MyTownIE. This promotional piece is designed to engage the community with KVCR and share positive stories about their town, city or community.

Redlands Bowl Summer Music Festival returns and our production team is preparing to film three performances. We will have our usual multi-camera production directed and recorded on site. Fully produced performances will air in October.



PLEDGE BREAKS – **Let’s Dine Out** host Allan Borgen and co-host Tricia Janzen joined KVCR’s Lillian Vasquez and Rick Dulock during a LIVE 30-minute Pledge Event, which invites viewers to pledge to be part of the dinner with Allan and Tricia in Oak Glen in September at the Hawk’s Tavern at Riley’s Farm. Since this was a LIVE in studio shoot it was essential that we hit the times perfectly, going from studio to the program live so not to delay the broadcast of effect the following programs start time. The production crew kept the program moving without any issues to the viewing public. The show will repeat a few more times so that viewers get a chance to see the show and join in the fun in September.



IN STUDIO PRODUCTIONS – *Insight with Ron Berglass* is a production about Parental Alienation experienced by children of divorced parents. This production is in post-production with some additional edits and voice over before it will be ready to air. Expected air date will be early this fall.

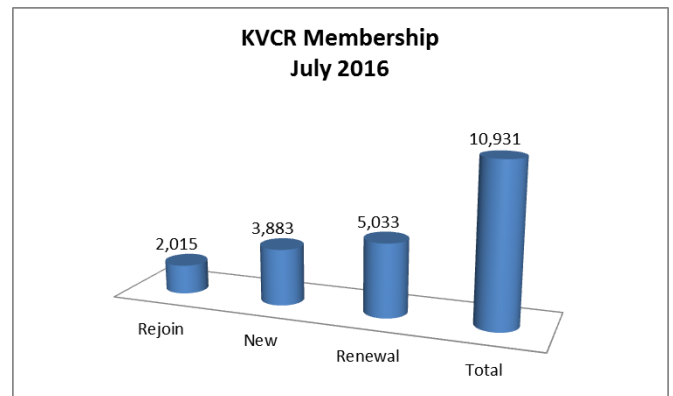
Our client who produces *Jesus 101* will be back to recorded a new season of their show *Jesus 101* which is broadcast on a different channel. This will be their fourth time in partnership with KVCR. The 4 days studio shoot will take place in early August.

DEVELOPMENT

FALL MEMBERSHIP CAMPAIGNS – Plans are underway for the Fall membership campaigns. The television on-air portion of the campaign is scheduled for August 26 through September 11 for KVCR-PBS with a fundraising goal of \$130,000. Due to the broadcast of the Olympics on network television the first week of August, PBS stations across the nation will be adjusting their fundraising schedule to begin on the last week of August. This means there will be some overlap with KVCR’s regular pledge schedule. The pledge dates for radio are October 5 through October 13, with a fundraising goal of \$100,000. Because of the past success with fundraising challenge money prior to the live on-air date, KVCR will seek Board and Corporate challenge money to be used as an incentive for listeners to give.

WARP – We are in discussion about changing our method of “giving campaigns.” We are looking at other stations who are trying the *WARP* drive. The purpose of this approach is to maintain the integrity of our programming while fundraising and to reduce listener fatigue--we don’t want to burn out listeners with the on-air pledge drive. We will attempt to reduce the number of days on-air by soliciting donor support prior to the drive. This will include a coordinated mail, email and social media campaign. Membership spots will also run on-air to build awareness and momentum for the drive.

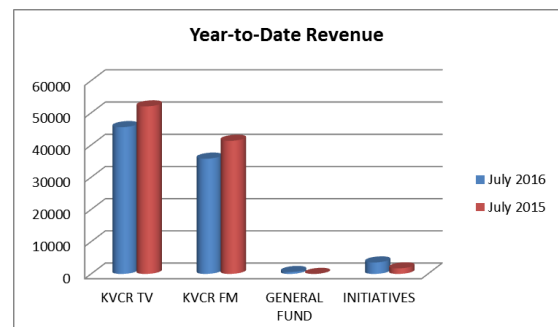
MEMBERSHIP – As of July 25, 2016 total membership for KVCR is 10,931. In an effort to reduce mailings costs and meet budgetary constraints, two prospect mailings were postponed until further budget updates. This also means more reliance of On-Air fundraising appeals to acquire new donors. A strategy 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.



YTD FY 2017: Number of active accounts as of 7-25-2016

REVENUE – Revenue for the month of July is \$81,959. It includes revenue for KVCR TV and KVCR FM, plus general fund. Initiatives include revenue for the Autism and Veterans projects.

FY 2016-2017 REVENUE REPORT			
DESCRIPTION	Jul	YTD	Previous Yr
TV	\$45,581	\$45,581	\$52,020
FM	\$35,785	\$35,785	\$41,336
GENERAL FUND	\$593	\$593	\$0
SUBTOTAL	\$81,959	\$81,959	\$93,356
AUTISM	\$1,945	\$1,945	\$1,675
VETERANS	\$1,615	\$1,615	50
SUSTAINABILITY	\$0	\$0	0
SUBTOTAL	\$3,561	\$3,561	\$1,725
TOTAL	\$85,520	\$85,520	\$95,081



GRANTS – KVCR continues to actively pursue foundation and grant funding. For the month, a grant proposal was submitted to the Kaiser Foundation (Inland Empire/Southern California Region) (\$36,000 value). In addition, a grant valued at \$25,000 was submitted to the National Endowment for the Arts. The proposal is to utilize the NPR Radio and PBS Television assets of the station to highlight arts and artists of the Inland Empire. Preliminary work is underway for a proposal to Majestic Realty and also the Weingart Foundation. Both will be submitted in early August.

UNDERWRITING – The Teamsters Local 1932 are our newest underwriters on Radio and TV. Teamsters Local 1932 is one of the largest public employee labor unions in California, serving their members for over 75 years. Teamsters Local 1932 is a democratically-run union, with members making key decisions including electing a Board of Directors to manage the union. The Association of Independent California Colleges and Universities (AICCU) has reached out to KVCR radio again this year as an underwriter to promote their *2016 Better Together: California Teachers Summit*, a statewide day of learning led by teachers, for teachers held on July 29.

OUTREACH

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 KVCR 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.



November 10 – 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 Performing Arts Center in Riverside.

December 16 – *Joe Bonamasa* is a Grammy-nominated singer and blues-rock guitar player who will be performing in December at the Dolby. KVCR has tickets to the electrifying concert. Limited tickets are available.





PROGRAMMING

Programs Coming in August

Sculpting In Wood and Words: The Art of Kent Nerburn – This special documentary details the author’s development from a wood sculptor to a writer of Native American and spiritual subjects. Nerburn reveals insights on this process and details the creative of his latest book, ***Neither Wolf Nor God Trilogy: The Girl Who Sang to the Buffalo***.



Friday, August 12 at 6:00pm

The Aux – A rotating compilation of music videos featuring diverse talents of Native American & World Indigenous cultures. Different genres such as hip hop, rap, dance, rock, and many more are featured on the **AUX**. ***Injunuity*** is a Native American flute-centric roots group forged in 2007 by award winning composers Brad Clonch (Mississippi Choctaw) and Jeff Carpenter (Chickasaw). Since their inception, ***Injunuity*** has released four full length albums, snatched up multiple national music awards and performed across the US and Europe.



Friday, August 19 at 8:00pm

Indigenous Focus – New episodes of these short films explore the latest power of Geronimo’s name and image. The distinction between his iconographic cultural presence and the life and death of the real man is explored in a young native artists visit to Fort Sill, Oklahoma, where she visits the Old Guardhouse where he was imprisoned.



Tuesday August 27 at 5:00pm

PRODUCTION

FNX NOW – Making Hope Happen Celebration, took place in the hills of San Bernardino at the historic Arrowhead Springs Hotel and Resort. Their goal is to help assist the students in the county of San Bernardino. Another **FNX NOW** segment includes an in-depth interview with **AUX** artist Machete, born and raised in San Bernardino. The segment opens the eyes of kids, youths and adults alike showing them that no matter where you live, what you go through or struggles you endure, there is always a way out to make something of yourself, rather than be victim to the streets, becoming trapped in the world of poverty and crime.



no matter where you live, what you go through or struggles you endure, there is always a way out to make something of yourself, rather than be victim to the streets, becoming trapped in the world of poverty and crime.

Urban Rez a theatrical production which conveys the life and struggles of Natives that live in urban societies. FNX crew was able to interview both actors in the play alongside with the writer of the play Larissa FastHorse. This theatrical event was an ideal opportunity to promote Natives in theatrical productions.



AUX: Aboriginal Unity Experience – Dedicated to native and indigenous musical artists this weekly show allows you to create your own playlist. This month we are featuring *Don Amero's Videos: Falling Shouldn't Feel this Way, Love Like That, Won't give Up*. To create your own playlist go to fnx.org/theaux



2016 Dream the Impossible – This **FNX NOW** segment brings awareness to the annual tribal youth conference. It is designed to motivate and instill the importance to tribal youths to attend Higher Education. The students can gain the experience, knowledge and skills to eventually run the reservations and help with tribal matters back home.

Documentary Collaboration – FNX collaborated with San Manuel, Soboba and Morongo Tribal members to create a documentary titled **Southern California PowWow Circuit**.

Viewers are invited to explore the various Native cultures gathering from across the continent with the sole purpose to share their own traditions, while learning the way of the California Indian culture and traditions. This great information piece gives viewers an authentic look into Native American lifestyles, breaking down the stereotypical barriers of what mainstream educators teach about Native American history and traditions.



OUTREACH

Rock for the Underdog – FNX was present at the benefit concert for the Linda Blair Worldheart Foundation headlined by Native American signer/actor Jimmy Lee Young and included other native celebrities and producers like Saginaw Grant, Rick Mora, Tommy Wolfe, Wenonah Redhorse and more. Additional guest performers included comedians the Unknown Comic Murray Langston and Elaine Boosler. The segment included an on-air conversation with Oscar nominate actress Linda Blair. This conversation will be a future segment for **FNX NOW** that will play on social media and broadcast nationally on FNX.



Facebook – FNX just hit 8,906 likes and still climbing!!