



KVCR
TV 24 91.9



FNX
FIRST NATIONS EXPERIENCE

BOARD REPORT

April 13, 2017

New General Manager To Lead KVCR

Mark V. Lágrimas has been named KVCR TV/FM's Interim General Manager. Lágrimas' background includes working for CBS Television, Metro-Goldwyn-Mayer, The Disney Channel and ABC Studios as a financial and research specialist. Lágrimas recently produced the film, "They're Watching" streaming now on Netflix, and served on the board of directors of SBCCD's Economic Development & Corporate Training Foundation.

"Having the opportunity to help shape the future of KVCR and uplift our region through rich and innovative programming is a privilege and honor," said Lágrimas. "As the traditional ways of broadcasting are rapidly evolving, I'm committed to advance KVCR's storied legacy and educational mission by creating new partnerships, both regionally and nationwide, and bringing cutting edge media strategies to ensure KVCR's continued success and relevance into the future."



Lágrimas will manage KVCR TV and 91.9 FM, as well as FNX, First Nations Experience (FNX), the first and only nationally distributed TV channel exclusively devoted to Native American and World Indigenous content. Mark graduated from Aquinas High School in San Bernardino before going to UCLA. Lágrimas is filling the void left by Alfredo Cruz, who has taken a leave of absence to focus on his health.

Mark quickly added a sharp new staff to the KVCR payroll. Keith Birkfeld will be handling business operations at KVCR as well as developing a slate of original programs infused with diverse local content. Previously he worked in Television Development and Distribution at MGM Worldwide TV and was VP of Distribution at New Films International.

Micah Wright is an award-winning writer, director, designer, composer and producer who started at Nickelodeon Animation where he worked on *The Angry Beavers*, *SpongeBob SquarePants*, and *Constant Payne*. He has written, directed, or produced over 50 videogames. As the interim Chief Content Officer for FNX his focus will be on production and show development.

Kristy Cooper hails from CNN, ESPN, The Pentagon Channel and TownGroup, a strategic communications company. As the interim Director of Television for KVCR her focus will be on production, show development and marketing.

Ralph Cooper Jr. is a 20 year veteran of Film, TV and Voiceover, most recently heading the Film and Television Theatrical Division of Capital Talent Agency. Ralph will be overseeing fundraising in addition to executive producing content for KVCR.

Gene Felix will be managing KVCR and FNX Social Media campaigns, website content and online relations. Prior to his role at KVCR, he worked as Production Assistant on Films and Animated Features.



- For the final week of March and continuing into the third week of April, 91.9 KVCR listeners will hear pre-pledge messaging encouraging “early” giving as we approach our Spring Membership Drive. As we did in the Fall of 2016, our intention is to raise awareness and a good portion of the pledge goal before program interruptions begin for the traditional portion of the drive. The traditional pledge drive days will be April 19-21.
- Station tours were conducted on two occasions in the month of March. On Monday, March 6, we hosted students from the SBVC Student Development 103 Class: Life & Career Exploration. Their instructor, Deanne Rabon, also wrote and voiced our Black History Moments for Radio. The San Bernardino City Chamber of Commerce stopped by for a station tour on March 17 as part of their “Media Day”.
- Ken Vincent, Rick Dulock attended the 2017 Inland Empire Economic Partnership’s State of the Region Event in Ontario on March 23. The annual event’s main presenter is John Husing, Chief Economist for the IEEP. New staff members Keith Birkfeld and Ralph Cooper were in attendance.
- Rick Dulock was asked to be the MC/Announcer at the American Drumline Association Competition on March 25 at Cajon High School in San Bernardino. Another way KVCR can give back to the community.
- KVCR News welcomes the return of longtime KVCR FM weekly contributor Cassie MacDuff to KVCR’s “Morning Edition” and kvcrnews.org. For decades, Cassie was a well-respected reporter for the San Bernardino Sun, and then staff columnist for the Press-Enterprise. Also for many years, Cassie was a weekly feature on KVCR’s “Morning Edition,” reviewing the IE’s top news stories of the week every Friday morning. Last year, Cassie accepted a position with a local government agency and suspended her journalism career. After less than a year, she left the agency and returned to journalism. There are few journalists in our region who are as experienced, knowledgeable, and trusted by her readers – and KVCR FM listeners – as Cassie. Now an independent voice, we are grateful to Cassie MacDuff for agreeing to resume her contribution as a weekly on-air and online news feature.

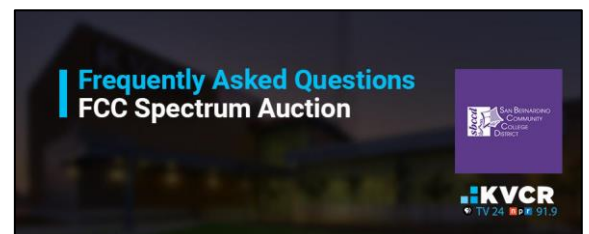
In addition to our regular weekly segments with Inland Empire Economist John Husing, longtime Inland Empire journalist Cassie MacDuff, and contributions from KVCR TV and FNX, following are some of the local segments produced and aired over the past month on KVCR FM News: (most of the following segments can be heard on demand at kvcrnews.org.

- **EARTHQUAKE SAFETY** – California is one of the most geologically-active places in North America. KVCR produce a 3-part series on Earthquake. The series began with a report on earthquake safety and disaster preparedness. Part two focused on various facets of preparing for an earthquake, ranging from home safety to insurance issues. The third part of the series examined what things a person

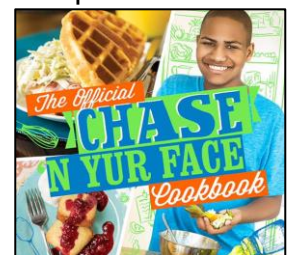


should have in an emergency kit, in the final segment of the series on earthquake safety and disaster preparedness. A new study says an earthquake fault running from San Diego to Los Angeles is capable of producing a magnitude 7.4 tremor that could affect some of the most densely-populated areas in California.

- **EXTREME WEATHER** – After unusually warm conditions recently, weather forecasters said the storm that barreled through the IE provided some of the wettest, windiest and more dangerous weather conditions that we've experienced in this part of Southern California in years.
- **MUNICIPAL CORRUPTION**– Riverside County prosecutors filed numerous felony bribery, corruption, and conflict of interest charges against Steve Pougnet, the recent former mayor of Palm Springs and two Palm Springs developers, John Wessman and Richard Meany. The charges come following a nearly year-and-a-half-long investigation.
- **TRAFFIC** – A new survey by the traffic analytics firm *Inrix* found that traffic in the metro Los Angeles area—including the Inland Empire—is rated one of the worst in the nation...and other nations.
- **EDUCATION** – Bleary-eyed teenagers shuffling to school barely after daybreak could become a thing of the past, if a state lawmaker has his way.
- **CLERICAL ERROR** – The Adelanto Elementary School District has identified more than 170 of its employees as possible victims of a clerical error, meaning the district could owe millions of dollars to its classified employees.
- **CITRUS DISEASE** – A citrus disease has spread from other countries into the U.S. has led to the decline of three-quarters of Florida's citrus industry. The disease appears to be spreading in Southern California, the federal government has given a multi-million dollar grant to UC Riverside to help fight it.
- **TOWN HALL MEETING** – A group of protestors demanding Inland Empire Congressman Ken Calvert hold a town hall meeting rallied outside a Calvert fundraiser in Riverside.
- **ANAHEIM UNREST** – Residents protested in the streets following a confrontation between an off-duty police officer and a group of teenagers in an Anaheim neighborhood. The interaction ended with physical conflict and the officer firing his gun into the ground with kids around him.
- **INVESTIGATION** – Update of off-duty cop and teenagers in Anaheim. The incident sparked protests in the streets of Anaheim.
- **LEGISLATOR ESCORTED OUT OF CALIFORNIA CHAMBER** – In what was called an extraordinary moment of incivility in the California Legislature, a Democratic state Senator ordered security to remove his Republican colleague from the floor of the Senate chamber.
- **SPECTRUM SALE** – The San Bernardino Community College District is announced that it expects to receive \$157 million for moving KVCR television's four digital channels from their present position on the UHF channel band to new channel positions on the VHF band.
- **PLANE CRASH** – Federal Aviation Administration investigators arrived in Riverside to investigate the crash of a small plane into a Riverside neighborhood shortly after it took off from Riverside Municipal Airport.
- **SCIENCE OLYMPIAD** – The 20th Annual Inland Empire Regional Science Olympiad took place at Ramona High School in Riverside. More than a thousand students competed in various disciplines of science during the no-cost event.
- **MOCK TRIAL** – Several Riverside County high schools competed in the next round of the High School Mock Trial Competition.



- **GRAHAM NASH** – *KVCaRts*, David Fleming interviewed legendary music artist Graham Nash about his latest projects, prior to his local appearance in Riverside in April.
- **CHC STUDENTS** – The University of Redlands and Crafton Hills College will soon sign an agreement that will guarantee Crafton students an opportunity to earn a Bachelor’s degree from the University of Redlands.
- **WINTER STORMS** – The Sierra Nevada snowpack is at near-record levels, according to the latest statewide survey. But that doesn’t mean the state’s drought issues are fully erased.
- **LECTURE** – Former executive editor of the New York Times, Bill Keller, was the featured speaker at the 48th annual Hays/Press-Enterprise Lecture at the University of California, Riverside.
- **MARIJUANA RESEARCH** – In the High Desert, the Victor Valley College board discussed offering marijuana research as a subject for students. The Mayor of Adelanto encouraged the idea, and offered financial incentives.
- **JUMPING MOTORCYCLIST** – Caltrans and law enforcement authorities are looking for the motorcyclist who was caught on video jumping his motorcycle between two cliffs over lanes of moving traffic on the 60 freeway near the San Timoteo Badlands east of Moreno Valley.
- **FREE SCHOOL LUNCHES** – A proposal in the state Legislature by Van Nuys Democratic state Senator Bob Hertzberg Students suggests students in California shouldn’t have to go hungry if their parents haven’t paid their school lunch bills.
- **BALD EAGLES** – The last opportunity of the season to spend a day in the forest to help the U.S. Forest Service Rangers count bald eagles in the Inland Empire forests.
- **CHASE BAILEY** – *KVCaRts*, Lillian Vasquez talks with teenage chef Chase Bailey, a 15 year old who in his journey with autism wrote a cookbook to help him and others enjoy recipes with foods they might otherwise not eat.
- **GROUNDWATER RIGHTS** – In what could be a significant decision concerning groundwater rights in California, a federal court panel has affirmed that an Inland Empire-area Indian tribe does have rights to groundwater supplies below its lands.
- **IMMIGRATION** – President Trump could, with the help of California could detain more immigrants. The president has promised to deport 2 to 3 million people this year alone. This report investigates how an already straining immigration system could handle the surge.
- **A DAY WITHOUT A WOMAN** – A rally at the California state capitol on International Women’s Day and the Day Without A Woman, drew a couple-hundred people...and more than a dozen democratic elected officials.
- **INDIVISIBLE** – An activist group called, “Indivisible” has been showing up at public appearances demanding town hall meetings from local members of Congress.
- **ACLU** – The American Civil Liberties Union has filed suit in San Diego demanding the federal government limit the amount of time people can be held before seeing an immigration judge.
- **91 FREEWAY OPENS LANES** – The years-long construction project on the 91 freeway in Corona is complete.
- **PITZER COLLEGE** – The president of Pitzer College in Claremont says a recent on-campus controversy has drawn a fiery reaction—including what the college president calls “hate speech” from off-campus observers.
- **BORDER CROSSING** – The mayors of San Diego and Tijuana, Mexico signed an agreement reaffirming the partnership between the two border cities.





PROGRAMMING

TOP 10 Prime Time Shows in FEBRUARY

- | | |
|------------------------------|---|
| 1. <i>Antiques Roadshow</i> | 6. <i>California's Gold with Huell Howser</i> |
| 2. <i>Vera</i> | 7. <i>Road to Andersonville</i> |
| 3. <i>Knitting Daily</i> | 8. <i>Hello Paradise</i> |
| 4. <i>History Detectives</i> | 9. <i>Black Indians: An American History</i> |
| 5. <i>Nova</i> | 10. <i>Charlie Rose</i> |

February's viewership was 657,219 (monthly) and 277,000 (weekly)

Programs Coming in April/May

The Crowd and the Cloud – A documentary series showcasing the power of Citizen Science in the Digital Age. This multi-part series, hosted by former NASA Chief Scientist Waleed Abdalati, takes viewers on a global tour of the projects and people on the front lines of citizen science and crowdsourcing. By observing their environment, monitoring neighborhoods, and collecting information about the world around them, citizens are helping professional scientists advance knowledge while speeding up new discoveries and innovations.



Wednesdays beginning April 5 at 9:30 pm

Home Fires Season 2 – Follow the story of a group of inspiring women in an English village during World War II. Samantha Bond (“Downton Abbey”) and Francesca Annis (“Reckless”) head the extraordinary cast.

Mondays, beginning April 10 at 8:00 pm



Spectrum: A Story of the Mind – Imagine a world where words taste and thoughts feel, where sounds swell with color and leaves on trees change tones visible to the naked eye, where eye contact with another can cause physical pain. This world, both beautiful and overwhelming, exists for those in the film, “**Spectrum: A Story of the Mind.**” This first documentary to explore autism as sensory-based experiences, presents the positive



advantages and difficulties of perceiving the world differently.
Friday, April 14 at 7:30 pm



Front and Center – Utilizing state-of-the-art production techniques, the concert series caters to the live music fan, with each episode delivering powerful performances from some of the top names in music.

Saturdays beginning April 8 at 10:00 pm

Women’s List – Meet 15 women who define contemporary American culture in Timothy Greenfield-Sanders’ new “list” film featuring Madeleine Albright, Margaret Cho, Edie Falco, Betsey Johnson, Alicia Keys, Nancy Pelosi, Rosie Perez, Wendy Williams and more.

Thursday, April 20 at 8:00 pm



Violins of Hope – For Jews during the Holocaust, there wasn’t much reprieve from the despair and horror surrounding them, but music, particularly of violins, which hold an important role in Jewish culture, offered temporary solace and a glimmer of humanity. Violinists in concentration camps were sometime treated better and even spared their lives because of their ability to play this important instrument.



Sunday, April 23 at 9:00 pm

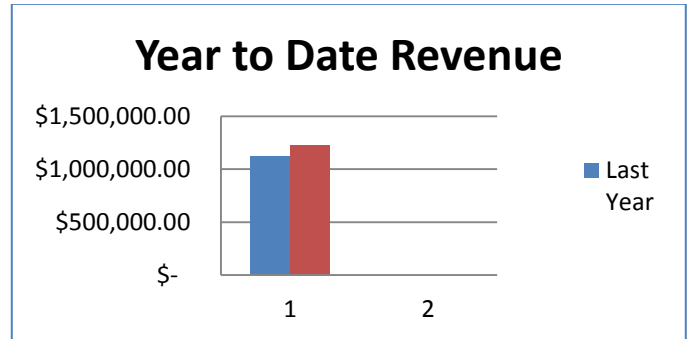
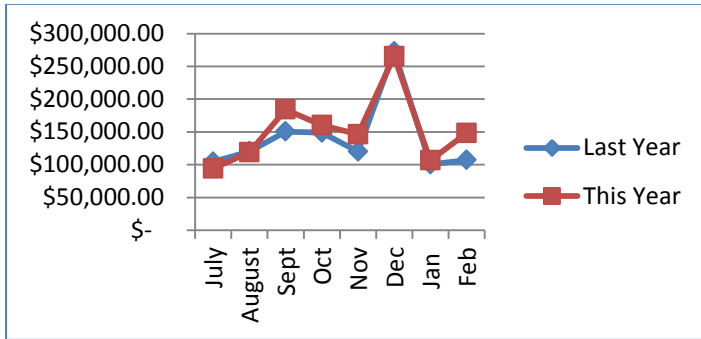
Stan Lee: With Great Power – Comic book legend Stan Lee has co-created more than 500 iconic characters over the course of his extraordinary career, including Spider-Man, the X-Men, Iron Man, Thor and The Hulk. Featuring interviews with family, colleagues, celebrity fans and comic book historians, this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

Thursday, May 4 at 8:00 pm



DEVELOPMENT

YEAR-TO-DATE AND MONTH-TO-MONTH COMPARISON CHARTS



PLEDGE – KVCR TV pledge began on February 28th and concluded on March 20. Top shows included **Suze Orman** at \$18,816 and **70's Soul Superstars** at \$9,497. On March 20 we started the “quiet” portion of the KVCR Radio pledge drive, with announcements, emails and letters to support now and keep the pledge drive short with less interruptions of regular programming. Last Fall’s pledge drive was successful using the “quite” approach, we’re hoping to duplicate the outcome this drive as well. Everyone loves fewer interruptions. We have an early bird drawing for a \$500 Amazon gift card that is being used as an incentive to give now.

ENGELBERT HUMPERDINCK – At 80 years old Engelbert Humperdinck is still entertaining his audience. As part of our partnership with the Fox Performing Arts Center who featured Englebert as he performed his hits. The audience enjoyed him immensely at the Meet and Greet and the Concert.

PASQUALE ESPOSITO – Performed at the Annenberg Theatre. We had over 70 guests who enjoyed the Italian Tenor as he performed traditional and contemporary music.

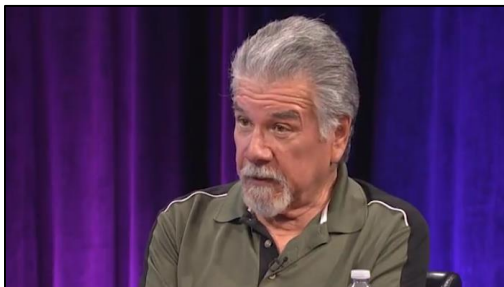
PRODUCTION

KVCR NOW – Serving Female Veterans – The **In Her Boots** event that took place in the TV studio will be part of an upcoming segment of **KVCR NOW**. We interviewed a couple of veterans and a representative from the VA Hospital. The talk about their decorating a pair of boots and what the boot decoration means to them. This segment will air in May & November for Memorial & Veterans Day.

PLEDGE BREAKS – Fun and Simple Cooking with Chase Bailey – Pledge breaks were shot in the KVCR studio to promote a cookbook as the “thank you” gift for the pledge show. The show premiered March 16. Chase is a teenager with Autism who loves to cook. He found his place in the world through the culinary arts. Chase is a YouTube sensation, and now has cookbook with over 60 recipes.



HUELL HOWSER'S CAMERAMAN – A Conversation With Louis Fuerte – Huell



Howser's first cameraman for **California's Gold** was interviewed in the KVCR studio. Louie told stories of his time working with Huell and gave the audience a sneak peek into his book, **“Louie, Take A Look at This!”** The book is titled after the words Huell would use to catch Louie's attention. Pledge breaks were also recorded and produced.

MORE ORIGINAL PROGRAMS – In the near future adding more original programming is the goal of the new management team. The production team is working to producing new shows that will be entertaining, educational and local. A sizzle reel to highlight each program is in the making and will be presented in April at the SBCCD board meeting.

IN THE COMMUNITY – KVCR has been contracted by local high school to help tell a story and create awareness about teenage drinking. **Every 15 Minutes** is a program to raise awareness on drunk driving for high school students who will be attending prom. Planning is in progress with Bloomington High School for a two-day shoot in April.

CHANCELLOR'S CHAT – Chancellor Baron recently interviewed Assemblymember Eloise Gomez Reyes (D-Colton), and California Attorney General Xavier Becerra in the KVCR Studio Control Room just prior to a community round table discussion held in the KVCR studio.

GRAPHICS

KVCaRts – Staff member Eric Peck formally an intern from the Art Institute recently created a new logo for KVCR radio show **KVCaRts**. The program is dedicated to Arts and Entertainment in our region, from authors, performers, and including events that take place in our Inland Empire region and Southern California.



Fun & Simple Cooking with Chase Bailey – Cute and fun graphics were created for the cooking: a promotional animated book showing a few select pages from Chase's cookbook as well as lower thirds, ingredients pages and fun facts.

Interview with Richard Sherman

Character design and illustration for this project was the main focus for the graphics department in March. Currently, character designs exist for Lillian Vasquez (interviewer), Richard Sherman (interviewee), Mary Poppins and Bert (characters to be added in stills). We also have a couple illustrations completed for flashback sequences which will be used to break up the interview between characters. This project will use a flash/paper doll style animation to celebrate legendary composer, Richard Sherman.

OUTREACH

IN HER BOOTS – On March 18 KVCR held its 3rd In Her Boots event in the TV studio. Women veterans were invited to spend the day with us, giving them a chance to build new friendships, learn of resource available to them with the VA hospital, decorate a pair of boots and receive some TLC. The boots will soon be on display to create awareness of female veterans.



ROUND TABLE EVENT – Assemblymember Eloise Gomez Reyes (D-Colton), was joined in the KVCR studio for a round table event. Her special guests were California Attorney General Xavier Becerra and Chancellor Baron, along with other community members and governmental representatives who were here to discuss public policy issues facing the Inland Southern California region.



STUDENT PROJECT & KVCR – KVCR and SBVC students including the Marketing Department have worked together to produce *Arrowhead News*. The students had previously produced a segment but now working with the KVCR production crew we hope to improve the quality of the production that can be viewed on campus monitors. The students were the anchors and wrote the script. In the near future we plan to have more of the students play a role in the production, by running teleprompter and cameras with a KVCR staff on site to assist. The Marketing



department will edit the project.

KVCR PBS KIDS CAMP – KVCR is proud to present the first KVCR/PBS Kids Camp on May 6 held on the KVCR lawn. KVCR will invite children from the surrounding neighborhood, and create a fun learning environment with activities that involve science, reading, math and integrating the PBS KIDS characters as seen on KVCR-TV. It will be a morning of Activity Centers for children and their parents to explore.



WE HAVE TICKETS TO UPCOMING EVENTS

May 24 – Celtic Woman will perform at the California Theater in San Bernardino. Limited tickets available




May 27 – Emin: Live in Concert with David Foster – Tickets are available through KVCR for this concert which will be held at the Wiltern Theater in Los Angeles.

In June KVCR will host a Bang, Bang, Brunch with celebrity chefs Becky Reams and Teen Chef Chase Baily.



Coming in the Fall will be guitarist Joe Bonamassa who will perform at the Fox Performing Arts Center.

 Our social media continues to grow as KVCR has reached 4,377 likes on Facebook and 1,842 followers on Twitter!



PROGRAMMING

Programs Coming in April

Tiga Talk – Tiga the wolf pup, Gertie the Gopher and Gavin the Goose are stuffed toys who live with Jodie and Jason, their dad and grandmother Kokum. The toys and the kids have a secret. When there are no adults around Tiga, Gertie and Gavin come to life to play with Jodie, Jason and their friends. Every time Kokum, or any other adult is around, they turn back into toys.



Mondays, at 8:00 am beginning April 3

Aboriginal Adventures – Native host and guide, Tom Sewid takes viewers on an aboriginal adventure throughout Western Canada.

Tuesdays at 4:30 pm beginning April 4



Circus Without Borders – One is from a remote Inuit



community in the Arctic Tundra, the other from the bustling but poverty-stricken capital of Guinea, West Africa. However, Guillaume Saladin and Yamoussa Bangoura share a dream: take circus to the youth in their communities. Filmed between two locations at the opposite ends of the world, **Circus Without Borders** introduces two figures committed to change, with the talent to achieve it.

Thursday, April 6 at 6:00 pm

KVCaRts – Launches on FNX with Plains Cree Rap and Hip Hop Artist, Drezus, real name Jeremiah Manitopyes. We will focus mainly on his release, **Indian Summer**, but also touch on his roots and future projects including his next CD, **Public Enemy**. The video for Warpath from **Indian Summer** can now be found on The AUX—the music video series of FNX. Go to fnx.org/theaux.com. This was recorded in the KVCR Radio studio for the radio show and by adding 4 cameras will re-purpose the interview for television.



Tuesdays beginning April 11 at 6:00 pm



Cousins Across The Sea – The Peoples of the Pacific tells the story of the provenance of the Polynesian People—an in depth investigation into the legends, the folklore, the hidden histories and scientific evidence that verifies the stories of the people of the Pacific.

Thursday, April 13 at 6:00 pm

Tending The Wild – This documentary shines light on the environmental knowledge of indigenous peoples across California by exploring how they have actively shaped and tended the land for millennia, in the process developing a deep understanding of plant and animal life. This series examines how humans are necessary to live in balance with nature and how traditional practices can inspire a new generation of Californians to tend their environment.



Thursday, April 20 at 6:00 pm

Storm In The Andes – Josefina was born in Sweden to a Peruvian family. Her relatives played a key role in Peru’s history—her aunt and uncle were the founders of the country’s communist party, Shining Path, and were behind the armed uprising of 1980. In this film, she travels back to Peru and meets Flor, whose brother was imprisoned for belonging to Shining Path. Flor was born into the war that Josefina’s family fled. Their meeting will mark them both forever.



Thursday, April 27 at 6:00 pm

PRODUCTION

PUBLIC SERVICE ANNOUNCEMENT – FNX traveled to the Rincon Reservation in San Diego to record a PSA with the legendary Wayne Newton, a member of the Powhatan Indian Tribe. The 30 second PSA is designed to raise awareness about the American Indian and Alaska Native Veterans Committee’s efforts to raise the first American Indian Veterans Memorial at a national cemetery. FNX producer, Sahar



Khadjenoury worked with the committee members and Wayne Newton to finalize the script. The PSA is currently broadcasting nationally on FNX and locally on KVCR.

BENEFIT CONCERT – While in San Diego the FNX team stopped



at the Pechanga Tribal Government Center for their NoDAPL benefit concert. The concert included several Native performers including Grammy finalist Jimmy Lee Young



and special guest Grammy winner Jason Mraz, both artists record an interview with FNX.

STATION VISIT – The FNX team hosted spoken word artists and musicians Thana Redhawk and Sage Trudell. Sage is the



daughter of American Indian activist, musician and actor John Trudell, who started his radio and television career at San Bernardino Valley College under then News Director Ed Rothhar, whom he called an “influential mentor.” Thana and Sage visited FNX to discuss an upcoming trip around the U.S. to visit with tribes about different environmental and governmental issues they are facing.

The FNX Now series went through a visual reboot, with a new intro and lower thirds package. The new look was launched on the segment featuring the FNX visit to the Sundance Film Festival in Utah.

KVCaRts LEAPS TO TV – The KVCR radio show **KVCaRts** will premiere as a TV show on April 11th with Native American Hip Hop artist Drezus. The series will continue as a weekly show and currently also features Mexica musician/activist Eyerie, Cahuilla flutist Stephen Rushingwind and Taino percussionist Nelson Rios. New logo for KVCaRts will be featured on the show.



GRAPHICS

STEVEN PAUL JUDD MEETS TV – Eric Peck is working on a new short animated short about pop Native American artist, Steven Judd’s first ever experiences with television. All the illustrated frames have been completed and now we begin timing them out and animating the pieces.



Facebook – FNX just hit 11,295 likes and still climbing!!