

# BOARD REPORT

**AUGUST 9, 2017**

## ***Making It All From Scratch***

**From Scratch** is a family-based educational reality show that combines home improvement, cooking, nutritional education and financial advice all in one program. This newly produced series is hosted by the inventive Korcok family: Stacie is a working Mom providing healthy recipes for families and using her Interior Design background to help transform homes in affordable and creative ways. With his engineering experience, Brian is our DIY expert, demonstrating how to save time and money by doing projects yourself with easy-to-follow instructions.



The series revolves around everyday household problems such as kitchen space utilization, building your own cabinets, time management, tips for cooking for working parents as well as teaching special needs communities to perform their own projects. Episodes will include "Building a Corn Hole Game Board"; "Herb Garden Planter"; "Nerf Gun Wall"; "Installing a Home Built Cabinet"; plus more engaging ideas of things to build around the house on a budget.

The Korcoks are working parents of two adorable boys who want to create a productive environment for their family. "We don't live a lavish lifestyle but we live a good life by being healthy and cost conscious."



With **From Scratch**, the Korcoks are thrilled to bring their unique lessons on self-sufficiency, cost-efficiency and family-first attitude to our PBS audience.







## STORIES REPORTED IN JULY

### FM News Issues and Programs from June 16 - July 15, 2017

In addition to our regular weekly segments with Inland Empire Economist John Husing, longtime Inland Empire journalist Cassie MacDuff, and contributions from Capital Public Radio, The California Report, KVCR TV and FNX, the news teams filed 46 reports which included several topics but the biggest story of the month was the extreme heat and its effect.

6/16/17 EXTREME WEATHER "Triple-Digit Temperatures Will Bake Inland Valleys And Local Mountains For Next Several Days"; 6/16/17 EXTREME WEATHER; AIR QUALITY "Authorities Warn That The Hot Weather Could Create "Very Unhealthy" Air Quality In IE"; 6/20/17 EXTREME WEATHER "Triple-Digit Temps Continue In The Inland Empire Valleys And Mountain Communities"; 6/21/17 EXTREME WEATHER; ELECTRICITY SUPPLY "Calif. Energy Authorities Issue Another Statewide 'Flex Alert' To Conserve Electricity"; 6/21/17 EXTREME WEATHER; LABOR ISSUES "California Is Drafting Heat Safety Rules For Indoor Workplaces"; 6/22/17 EXTREME WEATHER "So-Cal Heat Wave Continues"; 6/26/17 EXTREME WEATHER "One More Day Of Triple-Digit Temps Before IE Cools Off A Bit This Week"; 7/5/17 EXTREME WEATHER "IE Weather: Hot, Then Hotter... And Humid, Too. In The Mts: Hot And Wet"; 7/6/17 EXTREME WEATHER "Get Ready For Oppressive Humidity And Potentially Dangerous Heat In The IE For The Next Few Days"

- Extreme Weather
- Wildfires
- Healthcare
- Education
- The Arts
- Animals
- Politics
- Policy
- Safety
- Community

## NEW SHOWS IN DEVELOPMENT

Our new management team has asked for and is supporting new staffing and production efforts on KVCR News Radio. On the staffing side, Isel Cuapio has been adding a fresh perspective to our news gathering and delivery, and University of Redlands intern, Ben



Purper is a new and welcome voice on the 91.9 KVCR News team.

In production, Lillian Vasquez and Rick Dulock are in the process of developing a new weekly segment, **Lifestyles with Lillian Vasquez** to run in **Morning Edition** and/or **All Things Considered**. The plan is to develop the segment into a weekly half-hour program and podcast featuring interesting organizations, events and people in the Inland Empire and beyond.

We're also talking to a local attorney regarding a new weekly segment, **Sidebar**, focused on legal topics specifically formulated to resonate with Inland Empire listeners.



A dialogue has also begun between KVCR radio staff and two local medical schools about developing a weekly segment for radio which will be broadly focused on health. The working title is **Health Matters**.

## IN THE COMMUNITY

KVCR radio welcomed listeners at two tapings of the locally produced series,



**American Parlor Songbook.** The first show took place on July 1 in Hemet at the Diamond Valley Arts Center. Program Manager Rick Dulock introduced the host-announcer team of JP Houston and Julie Van Dusen as the evening began, and KVCR Producer, David Fleming participated as an actor in one of the skits. Both Dulock and Fleming greeted guests and gave away some promotional items during the evening's festivities.

Rick Dulock also represented 91.9 KVCR at Songbook's season finale on July 22 at the Tudor House in Lake Arrowhead. KVCR employees are always well received at radio related events and very much enjoy the chance to meet and mingle with our listening public.

**Most KVCR News segments can be heard on demand at [kvcrnews.org](http://kvcrnews.org).**





## In Production

**Hidden Hikes** is a series that encourages and educates elementary school kids (primarily 4th graders) and their families about hiking in our local forest and mountains. The local guides provide guidance and knowledge about Forestry, Biology and other Earth Sciences.



**A Fighting Chance** is a docu-series that highlights the experience of local youth as they persevere to become Junior Olympians in Boxing. The participants come from the San Bernardino program Project Fighting Chance, aimed at guiding young boys and girls off the streets and into a nurturing after-school environment where education, self-discipline and the "sweet science" of Boxing helps create powerful life lessons while transforming the local narrative.



## TV SHOWS COMING IN AUGUST

### Rare – Creatures of the Photo Ark - Thursdays at 8:00pm starting August 3

Discover the diversity, beauty and value of thousands of animal species at risk of extinction, and travel the globe with renowned photographer and Photo Ark founder Joel Sartore in his quest to save them.

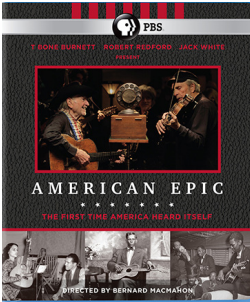


### Job Centered Learning – August 10 at 9:00pm

Many economists business owners, and labor leaders have raised alarm about a rising skills gap in the United States between the jobs that are available and those with the skills needed to fill them. This very timely film takes a critical look at the wide range of career education some high schools are offering as a way of both closing this gap as well as making education more meaningful and relevant for students.

### American Epic – August 23 at 7:00pm

Travel the country in search of rural artists from the 1920s, when the music of ordinary Americans was recorded for the first time, transforming music forever, in a film executive produced by Jack White, Robert Redford and T Bone Burnett.



### Emmylou Harris – at the Ryman – August 26 at 4:00pm

Celebrate 125 years of live entertainment at the Ryman with Harris and her acoustic band the Nash Ramblers in a re-creation of their mesmerizing 1991 concert, which helped spearhead efforts to refurbish the century-old home of the Grand Ole Opry.

### Texas Tenors: Rise – August 27 at 7:30pm

Join America's favorite tenors for an all-new concert filmed at Galveston's Grand 1894 Opera House. Highlights include a show-stopping tribute to Les Miserables, selections from Phantom of the Opera, and classic rock, pop and country favorites.



### I Remember Television – Sundays at 7:00pm starting August 20

An old KVCR classic returns to our broadcast schedule. Long time host Ed Rothhaar and former professor at SBVC, and General Manager of KVCR will once again be seen on KVCR-TV looking back at the golden age of television.





# IN PRODUCTION

# SOCIAL MEDIA

## Grand Performances

FNX has started a partnership with the Los Angeles concert series **Grand Performances**. The series is held on Grand Avenue in the down town region of the city. They launched their indigenous focused series on July 1 with "Hip Hop: First Peoples, New Voices." This concert was the LA premiere of an Indigenous focused series to give Native Artists and musicians a platform.

FNX worked with **Grand Performances** to expand coverage to include other performers from worldwide cultural backgrounds and



will continue to record the series for broadcast throughout the Summer. The show first aired on Saturday, July 1 with great success. The performing artists were Frank Waln, The Sampson Brothers, Tanaya Wilder, Jessa Calderon, and Mare Advertencia Lirika.

On July 8 the FNX crew recorded the performance by Asher Shasho-Levy and Rahim Alhaj; on July 15 L'Orchestre Afrisa International and Ricardo Lemvo performed. On the fourth weekend of July FNX will record two evenings of music, on Friday its Sidestepper and Buyepongo and on Saturday the series Her Voice with Riffat Sultana, Meqlit, and female native artists Layla and Tonya Holy Elk Locklear, and Kin.

## AGUA CALIENTE FILM FESTIVAL

FNX uploaded a video segment about Steven Paul Judd, a Native filmmaker discussing his latest film at the festival. The video has been viewed nearly 5,000 times on Facebook.



The FNX crew were on the scene to in-

terview one of the most popular Native American artists named Nahko Bear. The interview has been uploaded on all social media platforms has reached over 1.5K views and has been shared throughout the Native American and musics community 43 times.

# IN PRODUCTION

## Studio 49

Frank Waln, the Sampson Brothers and Tanaya Wilder were featured on the FNX series Studio 49. This new online series, will also have a long format broadcast component and was first introduced in late April with the pilot featuring "Blackkiss" frontman Pete Sands' cover of the Bruce Springsteen hit "I'm On Fire." Frank Waln who is based out of Chicago has been a fan of the FNX channel since its launch on Illinois airwaves through PBS member station WYCC.





## DEVELOPMENT

### FUNDRAISING REPORT – JUNE 2017

We've closed our 2017 Fiscal Year with a total of over \$1.8 million in contributions. Contributions are generated from community support through pledge drives, mail solicitations and sustaining memberships (ongoing monthly contributions). Sustaining memberships have significantly grown by 23%, and vehicle donations showed a 6% growth from last year's donations.

#### Major Gifts

In partnership with PBS, KVCR has completed the first phase of the pilot major gift project. We obtained additional wealth and demographic information to identify potential donors for large gifts. We've identified 200 top donors for both TV and radio. KVCR's development and senior management will continue to review these prospects in conjunction with the KVCR foundation board. In the meantime, a contact management plan is being developed and the major gifts donor levels and circles are being reviewed.

#### Planned Giving

We are excited to announce that KVCR is participating in the 2017 National Estate Planning Awareness Campaign in partnership with PBS. The purpose of the campaign is to raise estate planning awareness in our communities, while simultaneously building the station's planned giving prospects. This is a nationwide Estate Planning Awareness Campaign that takes place October 16-22, 2017.

#### Sustainer Phone Call Campaign

KVCR initiated a "Sustainer Call" campaign. The purpose of the project is to thank our current sustaining members for their ongoing support, to update their account information and to upgrade their membership. Approximately 250 calls will be completed in two weeks, with the help of volunteer foundation board members and KVCR staff.



## IN THE COMMUNITY

### Volunteers Needed

KVCR is actively seeking volunteers to join us as an audience in the studio or to help with the phones during our live pledge drives. We are also seeking volunteers to help with other special events and mailings. An email was sent to KVCR's 30,000 subscriber base. Volunteers have to fill out the official SBCCD volunteer form and email or mail back to KVCR.



## UPCOMING Concert Events

2017

September 23 - Paula Poundstone  
Fox PAC/Riverside

October 22 - Andre Rieu  
Microsoft Theatre/Los Angeles

October 24 - Joe Bonamassa  
Fox PAC/Riverside

October 26 - Joe Bonomassa  
Agua Caliente Casino/Palm Desert

November 11 - Mario Frangoulis  
Wilshire Ebell/Los Angeles

2018

March 10 - Ethan Bortnick  
Fox PAC/Riverside