

# KVCR & FNX BOARD REPORT



October 12, 2017

## KVCR LOCAL PRODUCTIONS NEW FALL PREVIEW

September 5th was a momentous day, as KVCR was home to a live concert by one of our new TV Series hosts, Goldy Locks, in front of a studio full of VIPs. One week later the concert was part of our uniquely original pledge show that was broadcast LIVE during the Fall preview of our new programs. SUCCESS! According to the Nielsen ratings for Tuesday's broadcast, our



normal audience in this time-slot nearly doubled, and more importantly, the increase was primarily seen in Women 35-49, one of our most coveted demographics! Tuesday's 'Un-Pledge' show format with Goldy was a first for the station and seeing the increase in viewership helps us recognize ways to ultimately find



new donors and increase their contribution. We're on the right track.



# KVCR



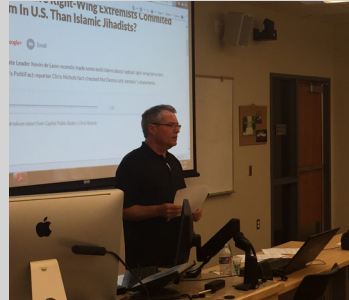
# 91.9

## FM REPORTS August 22 - September 25

**MIAS FIRE** – The Mias Fire near Banning with firefighters from several agencies hold the acreage burned to just over 500 acres. **WOUNDED OFFICER** – A former San Bernardino police officer who was wounded in the line of duty during the December 2, 2015 terror attack received a Congressional award for bravery. **DACA** – Democratic Congressman, Mark Takano of California's 41st district, re-affirmed his support for the immigrant and undocumented community. **JOBLESS RATE** – While the unemployment rate across the state went down slightly the jobless rate in the Inland Empire took a sharper tick upward in August. **PROS AND CONS** – The Riverside County Board of Supervisors will debate the pros and cons of permitting marijuana sales and commercial cultivation. **CONCERT SERIES** – An artist profile as the "County at the Downs" concert series kicks off in Temecula. **STEP DOWN** – California's Assembly Republican Leader, Chad Mayes steps down in current role. **SEX TRAFFICKING** – San Bernardino County Sheriff's investigators, follow leads generated by a human trafficking arrest in Chino last week. **UCR** – Researchers at the UCR have developed a ceramic skull implant where doctors can deliver ultrasound treatments on a recurring basis. **LOCAL TAX** – In a case that originated in Upland, the California Supreme Court has removed a major obstacle to new local taxes. **WHITE POWDER** – A mysterious white powder delivered to a Riverside County Sheriff's Department later revealed to be just cooking flour, a criminal investigation is ongoing. **SAN MANUEL** – The San Manuel Band of Mission Indians has given \$250,000 donation to help people and animals affected by the Hurricane Harvey. **METROLINK** – Officials inaugurated Rail Safety Month with an enforcement campaign asking the public to do their part in preventing accidents. **9/11 COMMEMORATION** – The City of Riverside led a community-wide commemoration of the terror attacks that took place 16 years ago. **CONTAMINATED WATER** – The Riverside County Board of Supervisors discussed how to get rid of contaminated groundwater posing problems at March Air Reserve Base. **KVCR AUTISM INITIATIVE** – Going out to eat as a family should be an enjoyable experience, but for some families living with Autism, it can be filled with anxiety and become stressful.

## RADIO UPDATE

**PLEDGE** – Promotion for Radio Pre-Pledge Drive messaging began the week of September 11. Contributions made from September 11 - October 6 will be added to the Campaign goal of \$150,000. The on-air portion of the 2017 Fall Campaign is scheduled for October 4-6. We start pledge Wednesday morning and hope to hit our goal by 10:00 Friday morning. During this Drive we will have some "Corporate Matching Money" provided by some of our Underwriting Businesses and by our KVCR Board of Director. Tune in and listen to see if we make our goal, and while listening visit our website at [kvcnews.org](http://kvcnews.org) to make a financial contribution.



**GUEST LECTURER** – FM Program Director Rick Dulock was invited to be the guest lecturer on September 8 for RTVF-104 Script Writing for Broadcast by SBVC adjunct faculty member, Donna Trehwella. Dulock was well received and the class marks the beginning of a new year of radio programming with NPR.

**FRESH AIR** – We are excited to announce **Fresh Air** with Teri Gross is back on 91.9 KVCR. This award winning national host provides unique insight into a huge variety of guests on this weekday offering out of WHYY in Philadelphia. **Fresh Air** is presently heard Monday through Thursday at 9:00 pm on KVCR. Upon the end of production for **To the Point** with Warren Olney (KCRW-PRI), KVCR will begin airing **Fresh Air** every weekday afternoon as well.



**STAFF UPDATES** – We are working on a date for Isel Cuapio's news training with producers of the **California Report**/KQED. KVCR's Ben Purper is on a paid internship at NPR West in Culver City until December 8, but will moonlight as a Professional Expert at 91.9 KVCR when available. It's a great opportunity for our young staff to gain this experience and exposure to NPR and KQED and bring what they learn back to KVCR to serve our listeners.

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

# KVCR



## TV 24

### In Production

#### KVCR FALL PREVIEW LAUNCH PARTY

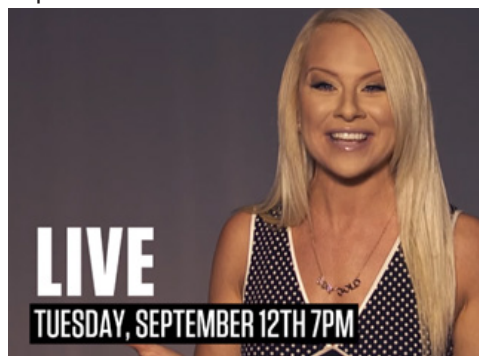
KVCR held a gathering in our studio to introduce our District family, as well as producers that we have been collaborating with, to our new and original programming. Throughout the night we



played our trailers on the screen and hosts of the shows stepped on the stage to talk about their show.

#### LIVE SHOW

A ninety minute live show during which we shared the musical parts of Goldy's performance from our launch party, highlighting the various original shows that we are working on. This gave the audience an opportunity to learn more about the shows and their hosts. The secondary objective behind this show was to air and "un-pledge" program that would entertain our audience while letting them know the importance of their support.



**LIVE**

**TUESDAY, SEPTEMBER 12TH 7PM**

### TV SHOWS COMING IN OCTOBER

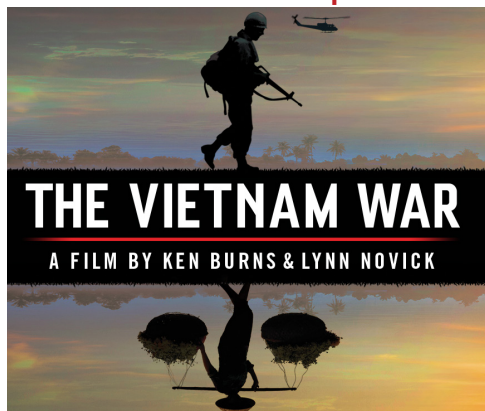
**Eastenders** – The long running British soap opera favorite comes to southern California exclusively to KVCR.

**Mondays beginning October 16 at 8:00 pm**



**Poldark** – The third season of action-packed episodes starring Aidan Turner as charismatic Ross Poldark and Eleanor Tomlinson as his remarkable partner, Demelza, finds Poldark in revolutionary France, where the firebrands outdo even Warleggan for ruthlessness.

**Mondays beginning October 16 at 9:00 pm**



**The Vietnam War** – Ken Burns and Lynn Novick tell the epic story of the war as it's never before been told on film. The 10-part series features testimony from nearly 80 witnesses, American and Vietnamese, bringing the war and its chaotic epoch viscerally to life.

**Thursdays beginning October 19 at 8:00 pm**

**Classic Movies** – We are getting classic black and white and color movies from the nostalgic era of cinema, starting with the Halloween classic, Night of the Living Dead, and the notorious, Plan 9 From Outer Space.

**Saturdays beginning October 28 at 8:00 pm**

**Finding Your Roots** – With Henry Louis Gates, Jr. is the latest series from the renowned cultural critic and Harvard scholar. The Professor delves into the genealogy and genetics of a new group of famous Americans. The series combines history and science in a fascinating exploration of race, family, and identity in today's America.

**Fridays beginning October 20 at 7:00 pm**



## IN PRODUCTION

**FNX NOW** – The FNX team was present at the Los Angeles City Hall hearing where city council members voted to permanently change the name of Columbus Day to Indigenous Peoples Day. This segment documented the day of celebration led by the District 13 Native American Council member, Mitch O’Farrell.

FNX team members spent three days following thirty 4th grade students for a week of Native American cultural lessons at Paakuma Elementary school. Day one and two were spent with the teachers, sharing new ways they can teach Native American culture and the importance of knowing all sides of the California Missions story. Day three was a field trip to CSUSB where students participated in a large stage assembly, followed by a number of workshops that highlighted different aspects of Native American history and culture with hands on activities.

FNX recorded interviews, performances and presentations at the California Native American Day Celebration Family Night. Guest speaker and award winning actor, Gary Farmer, presented on Native presence in Media and Hollywood. Jaque Nunuz presented on the Ahachamen Tribe, and James Ramos spoke on behalf of the San Manuel tribe.

**The AUX** – Each Friday, Sahar Khadjenoury creates a new one-hour episode of **The AUX** premiering new music videos from Native American and World Indigenous artists and showcasing a new artist. This month The AUX featured nine music videos, four were new artists from across North America.

**Smoke Signals** – FNX has created an all new interstitial series called Smoke Signals, produced, directed, and designed, and researched by Drew Bushnell. This new segment offers a stylized animated, educational approach to target millennial audiences to create an awareness of Native issues and topics. The first piece focuses on the conversation around Columbus Day.

**Studio 49** – Nick Harris repackaged the **Studio 49** look. In the studio an FNX crew recorded a Spanish band performing songs from Spain and Latin America.

**On The Scene** – Frank Blanquet attended a photoshoot to create an On The Scene artist showcase for poet and filmmaker, Pamela Peters as well as Navajo Make Up Artists, Goldie Tom. This will be an On The Scene interstitial.

## OUTREACH

Native American Journalists Conference (NAJA) – FNX team members attended NAJA to collect awards for work submitted in 2016 for pieces broadcasted both on the



station and made available online. Frank and Sahar served as mentors for the NAJA Fellowship, which included tours of the FNX station, NFL Network, and ABC 7.

FNX manned the booth at the California Native American Peoples Day at Cal State University, San Bernardino to distribute t-shirts and to collect feedback from the community as well as introduce the station to those new viewers.

## SOCIAL MEDIA

**INDIGENOUS PEOPLE’S DAY** – FNX was on hand to witness the culmination of Indigenous People’s Day. It will replace Columbus Day and still be recognized as a federal holiday. The video was posted on September 8, 2017. Since posted, the video has had 160 impressions and over 5,000 views on Facebook as well as Instagram.

## COMING IN OCT

### *Songcatchers: The Gathering*

This Native American Music Special is shot in Santa Fe, New



Mexico and features artists Mary Youngblood, Thirza Defoe, Tony Redhouse, Jana Mashonee, Alex Beeshiglaai, Sana Christian and the Sampson Brothers Native American dancers. It also features a special interview with actor/musician Wes Studi.

**Sunday, October 1 at 4:30pm**

### *Deep Time*

Ancient oceans teeming with life, Native Americans, and the descendants of Norwegian settlers team up with multinational oil corporations in western North Dakota to produce the most prolific oil boom on the planet.

**Sunday, October 8 at 3:00pm**

### *People of the Beautiful River*

This documentary recreates an important historical event, a plot by the Langevin brothers that caused the Maliseets of Viger to lose their ancestral lands.

**Thursday, October 12 at 5:00pm**



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## COMMUNITY OUTREACH

### THE EMPIRE NETWORK

We now have a video airing as part of the rebranding campaign of KVCR. KVCR captured the hosts of new shows as well as talent from our upcoming 2018 shows, and some of our staff recalling their favorite PBS memory and repeating the mantra: "Bold, Diverse, Forward."

### I REMEMBER TELEVISION

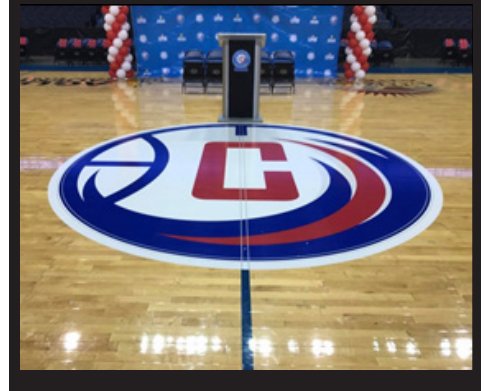
The Media and Visual Department of the University of Redlands is currently writing scripts in order to revive the classic show *I Remember Television* once hosted by former KVCR GM

and SBVC professor Ed Rothhaar. The show once focused on the Golden Age of Television with the programs from the 40's and 50's. The new host(s) will open the show to introduce shows this time from the 50s and 60s. We are creating an intro sequence for the reboot of *I Remember Television* that will be based off the old style intro with the host entering and writing their name on a board, holding onto tradition.

**STATION TOUR** – We welcomed SBVC's Tuesday/Thursday morning Strategies for College Success students for a KVCR tour on October 10.

## SOCIAL MEDIA

**THE AGUA CALIENTE CLIPPERS** – KVCR-TV was on hand to witness the rise of a new minor league basketball team based in Ontario. The Agua Caliente Clippers which is the G-League team of the LA Clippers.



## Graphics Support TV Productions

**KVCR'S 55th Birthday** – We created a birthday card for the station's 55th anniversary on September 12. Happy Birthday everyone!



**GOLDY KNOWS** – Animation continues on this project, and a sizzle with samples of our work was published this month.

Progress is currently being made on new sequences to be added into the intro portion of Goldy Knows' show. These sequences will include Goldy crossing a street to one of her friend's house, a scene of her working under a car, and some others still in development. These are currently in



storyboarding and rough animation phases. We also created a promotional poster for the past months Fall Preview Live Event for this show.

## UPCOMING EVENTS

2017

October 22

Andre Rieu

Microsoft Theatre/LA

October 24

Joe Banomassa

Fox PAC/Riverside

November 11

Mario Frangoulis

Wilshire Ebell/LA

November 18

Paul Anka

Fox PAC/Riverside

2018

March 10

Ethan Bortnick

Fox PAC/Riverside