

# KVCR & FNX BOARD REPORT



NOVEMBER 9, 2017

## The Vietnam War Documentary Now on KVCR-TV

*The Vietnam War* is an 18-hour documentary film series directed by Ken Burns and Lynn Novick. In an immersive narrative, Burns and Novick tell the epic story of the Vietnam War as it has never-before been told on film. *The Vietnam War* features testimony from nearly 100 witnesses, including many Americans who fought in the war and others who opposed it, as well as Vietnamese combatants and civilians from both the winning and losing sides.

Six years in the making, the series brings the war and the chaotic epoch it encompassed viscerally to life. Written by Geoffrey C. Ward, produced by Sarah Botstein, Novick and Burns, it includes rarely seen, digitally re-mastered archival footage from sources around the globe, photographs taken by some of the most celebrated photojournalists of the 20th century, historic television broadcasts, evocative home movies, revelatory audio recordings from inside the Kennedy, Johnson and Nixon administrations and more than 100 iconic musical recordings by many of the greatest artists of the era.



*The Vietnam War* rounds out a trilogy of Florentine Films' exploration of American wars that

began with Burns's landmark series, *THE CIVIL WAR* (1990), followed by Burns and Novick's acclaimed seven-part series about the World War II, *THE WAR* (2007).

At the conclusion of each episode KVCR offers viewers a "Thank you gift," the 10 DVD or Blu-Ray set and the companion book, written by Geoffrey C. Ward, with an introduction by Ken Burns and Lynn Novick.

KVCR Radio also produced an 8 week series, *The Soundtrack of the Vietnam War* that airs every Thursday as cross promotion of the film. *The Soundtrack of the Vietnam War* shares stories of local veterans and the music of the era.

As part of KVCR's outreach efforts, and to engage and inform viewers and veterans about the latest Ken Burns and Lynn Novick's film *The Vietnam War*, we partnered with several veteran organizations. Universal Technical Institute hosted the sneak preview screening of the documentary in their 300 seat theater in Rancho Cucamonga. Guests included service men and women who were invited to watch the first hour of the film before it was broadcast to the public. Snacks were provided to all guests and our wonderful KVCR volunteers.

The San Bernardino Veterans Center offered grief and PTSD counseling should anyone in the room need support. Other veteran organizations that participated in the event included the SBVC Veteran Resource Center, and HomeStrong USA. Following the screening, Ralph Cooper, Director of the KVCR Foundation, invited veterans to the stage to share their personal Vietnam War stories. The audience listened while men shared heart-wrenching personal experiences.

We concluded the evening's event with a raffle giving away items donated from Trader Joe's, In N Out Burgers, Agua Caliente Clippers of Ontario, and CD's and DVD's of *The Vietnam War* from KVCR.



**The Vietnam War can be seen Thursdays at 8pm on KVCR-TV**

# KVCR



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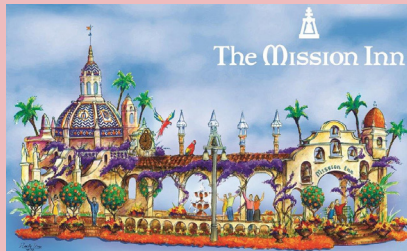
## STORIES REPORTED IN OCTOBER

### FM News Issues and Programs from September 22- October 20, 2017

Segments with IE Economist John Husing & IE journalist Cassie MacDuff are part of our weekly news.

- **STATE ISSUES** – California Gov. Jerry Brown has approved new laws focused on pay inequality, child care, sexual assault victims, and more.
- California's exorbitant housing costs are driving more than half of registered voters to consider moving.
- Gov. Jerry Brown has signed a package of 15 bills intended to drive down California's high housing costs.

- **CIVIC & CULTURAL EVENTS** – Riverside will have a float in the Tournament of Roses Parade featuring a scaled down version of the Mission Inn Hotel as it appears during the Festival of Lights.
- Scripps College in Claremont, talks about series of art, music, and lectures.



- **EDUCATION** – California school districts have applied for \$3-billion in voter-approved bond funds to help build and modernize school facilities.
- The California Community College System hopes changing the name of a free tuition program will get more eligible students to take advantage of it.
- **POLITICS** – Billionaire former hedge fund manager Tom Steyer is not ruling out challenge to incumbent California U.S. senator Diane Feinstein next year.
- Majority of Californians want to improve the Affordable Care Act and protect immigrants brought to the U.S. illegal as children.
- Four California counties are preparing for an overhaul of how they conduct elections, before voters head to the polls next year.
- Bernie Sanders in California to promote his "Medicare for All" bill
- **COMMUNITY INVOLVEMENT** – A fund raiser benefiting Mexico earthquake victims in Riverside's sister city Cuautla is scheduled.
- **LAS VEGAS MASS SHOOTING** – 59 people were killed in the massacre, and more than 500 injured. More than half the victims were from California and many of those from the IE.
- **IMMIGRATION ISSUES** –The final passage of California's sanctuary state" bill came after personally-heartfelt debate.
- California has filed a lawsuit against President Trump's border wall.
- **PUBLIC HEALTH** – "RivCo Will Spray For West Nile In SW County; San Diego County Finds Plague In Squirrel" Health officials in southwestern Riverside County are alerting residents that anti-mosquito spraying will take place to curb the spread of West Nile virus.

## Soundtrack of the Vietnam War



In an effort to cross promote the Ken Burns and Lynn Novick's newest documentary, *The Vietnam War*, KVCR radio has produced a new series, *The Soundtrack of the Vietnam War*. Lillian Vasquez talks with local veterans who served during the era. The project's focus is music. Vietnam Vets share stories about the music they remember and what they were listening to while they were serving in Vietnam or during the war. In between the music we hear their thoughts about the songs they heard and their reflections about time in the military and the role music played in it.

The radio series can be heard every Thursday during *Morning Edition* and *All Things Considered*.

The documentary can be seen on KVCR television every Thursday evening at 8:00 through early December.

This radio project is funded by the KVCR Veteran's Initiative, working to share stories and create awareness of the needs of veterans and providing on-going information.

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



# K V C R



## TV 24

### In Production

**I REMEMBER TELEVISION**— We are delighted to resurrect this fan favorite featuring vintage television programs from the 1950's. Now we are picking up where we left off with season 24. In paying homage to the original program we have maintained some of the show's structure. Much like the original version, hosted by longtime favorite Ed Rothhaar, the introduction of each episode is complete with facts about the actors, the production and the U.S. during that time period. This time we have three hosts. They include vintage TV aficionado Ron Witte, KVCR's Jessica Greenwell (you may recognize her voice from KVCR radio) and Profes-



sor Piers Britton with the University of Redlands Media & Culture department. Students from U of R have written most of this season's scripts. Interns from SBVC and La Sierra help with the production from set design to studio camera work.

In an effort to reach a diversified audience, our social media team focused on promoting via IRTV Twitter and Instagram platforms as well as KVCR's. We received much attention when host Jessica Greenwell wearing vintage-inspired frocks on set that were donated to us by Bettie Page Clothing's parent company deeforeman.com.

REMEMBER TELEVISION (IRTV) premiered Sunday, October 22 at 7pm with notable ratings.

**MUSICOLOGY**— This new music program showcases the very best in up and coming musical talent from the Inland Empire and beyond! Celebrity host, T Lopez (*The Drop*, *The Suite Life of Zack & Cody*) presents compelling music, band interviews, and local historian Indiana Rob shares informative and fun history segment about our region. The pilot episode featured the bands DW3 and The Chimpz. Future artists include Adam Lasher, (*Top Ten American Idol finalist*) a progressive R'n B band, two reggae bands, The Simpkin Project and Arise Roots; two local country girl bands, Hoity Toity and Blondetourage and X-Factor contestant Saane and Arise Roots. Musicology airs Wednesdays at 8pm.

### TV SHOWS COMING IN NOVEMBER

**The Durrells in Corfu: Season 2** – Keeley Hawes stars as a plucky windowed mother in the adventures of an eccentric English family on a Greek isle in the 1930s. The bohemian Durrell's fit right in with the light-hearted Greeks—except when they disastrously don't. **PART OF MASTERPIECE**  
**Mondays at 7:00 pm**



**Nova – Secrets of the Forbidden City**  
Discover the ingenious engineering of Beijing's Forbidden City, the power of center of imperial China for nearly 500 years. Discover how the design of this vast complex of palaces and temples enabled it to survive centuries of earthquake shocks. **November 16 at 7:00 pm**

**William Shatner Presents: Chaos on the Bridge** – William Shatner takes viewers inside the tumultuous creation of Star Trek: The Next Generation, the 1986 relaunch of the original television series. Through cast interviews and behind-the-scenes footage, the film reveals the drama, chaos and controversy that ultimately led to another beloved series. **November 18 at 8:00 pm**



**The Beatles: 8 Days a Week**  
Oscar-winning director, Ron Howard explores the history of the Beatles through the lens of the group's concert performances, from their early days playing small clubs in Liverpool and Hamburg, to their unprecedented world tours in packed stadiums around the globe. **November 25 at 8:00 pm**

**New Rules of Food with Kristin Kirkpatrick** – The latest research and nutrition news to help you eat with purpose, and clean up your diet. Learn how to overcome the tricky packaging claims we're faced with daily, how cutting sugar from your diet can boost your energy, and how to incorporate fasting into your routine in a healthy, simple way and so much more. **November 28 at 5:30 pm**

**The '80's** – A joyful jump into the 1980s and harkens back to the era when music videos ruled the airwave. Hosted by original MTV "VJ" Martha Quinn, The '80s offers a non-stop celebration of pop hits that defined the decade by such superstars as Cyndi Lauper, Bruce Springsteen, Blondie, Madonna, A-Ha and more. **November 29 at 7:00 pm**



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## GRAPHICS

Graphic are a major assets when it comes to producing TV shows, social media and on-line programing. Here are a couple of the projects that were turned out this month.

### I REMEMBER TELEVISION

Continuing from last month we have made leaps and bounds in developing the intro sequence for this program. We hope audiences will enjoy the montage

of iconic scenes of several episodes in combination with visual effects. Also, we are happy to have participated in creating décor for the set production, creating several posters of TV icons from the times. Including Betty White and Frank Sinatra. These poster images are part of the new set.



### GRAPHICS FOR KVCR'S SOCIAL MEDIA

Plenty of new updates to our social media footprint have prompted new graphic images to be made for various occasions such as Halloween and Breast Cancer Awareness



## MEMBERSHIP & DEVELOPMENT

The week of October 16-22, 2017 was the National Estate Planning Awareness week. KVCR participated in partnership with PBS in delivering a campaign that raises estate planning awareness in our communities, while simultaneously building the station's planned giving prospects.



We've received a very positive response and close to 70 requests for the Personal Estate Planning Guide. "Are Your Ducks in a Row?" TV and radio announcements

will continue to build momentum with this campaign through the end of the month of October. We are currently establishing relationships with local financial advisors and certified planners to offer an informational seminar at the KVCR Studios. Check out [kvcr.org/legacy](http://kvcr.org/legacy) website for updates.

## MEMBERSHIP CAMPAIGNS

### Television

TV pledge drive took place on Friday, August 25 through Sunday, September 10. Total raised was \$87,203. Now we're getting ready for our last pledge drive of the year starting Thanksgiving weekend.

### Radio

Our third radio "Warp" pledge drive took place on Wednesday, October 4 through Friday, October 6. Messaging and solicitation took place 3 weeks prior to the on-air portion of the drive beginning on Tuesday, September 5 via mail, email and membership spots. Drawing items a \$250 Amazon gift card and the grand prize a pair of round-trip JetBlue Travel Certificates were an incentive for listeners to give early and to give before the end of the live drive. The KVCR board, management and corporate members provided challenge grants of \$12,800. This amount was used to encourage listeners to give during our live on-air portion of the pledge drive. Total fundraised for the pledge drive was \$113,740. Special thanks to our on-air talent Rick Dulock, Ken Vincent, David Fleming, Jessica Greenwell, Isel Cuapio and Lillian Vasquez.

## VOLUNTEERS

KVCR actively recruited volunteers during the month of September and October and had a great response. We were able to recruit 40 volunteers of which 16 participated in our most recent event for the screening of "The Vietnam War".



## COMING IN NOVEMBER ON FNX

### The New Zealanders Season 2

The New Zealanders is a beautifully shot series introducing us to some of the quirkiest locations and heart-warming characters throughout New Zealand, in this stunning travelogue. **Nov. 2 at 3pm**

**Silent Thunder** – A heartwarming story of Stanford Addison: A Native American elder, spiritual leader, horse tamer, and quadriplegic. Through his unique method of gentling wild horses, Stanford delivers an inspiring and timely message of universal peace and cultural tolerance by sharing the experiences of his own life. **Nov. 4 at 7pm**

**Washakie Last Chief of the Shoshone** – The long life of Chief Washakie bridged a century of change in the American west - from the time of nomadic tribes following buffalo herds, to

the period when tribes relinquished their claims to vast tracts of land in the West and the Eastern Shoshone settled on the Wind River Indian Reservation.

**Nov. 7 at 8:30pm**

**Hit the Ice** – Returns for a third season with a group of 25 new prospects. New location, new challenges but the goal remains the same:



to get that walk-on tryout with a Major Junior team. John Chabot and his all-star support staff build on their reputation as a premier development program and are looking for nothing but the best. Will this group fulfill the coaches' and the scouts' expectations? **Nov.12 at 5pm**

## OUTREACH

Sahar Khadienoury and Micah Wright attended the National Congress of Americans in Milwaukee. Together they shared information how tribes can contact their local PBS stations to acquire FNX content on their home stations, submit content, and to network. FNX opened the door for new broadcast/underwriting opportunities within casinos across the United States.

## SOCIAL MEDIA

**CROW FAIR** – FNX attended the annual Crow Fair Agency, Montana. The video produced was on all social media platforms. It has been viewed more than 1,500 times on Instagram, Twitter, and YouTube.

**FNX NOW** – The San Manuel-Oglala Sioux Grant video about San Manuel's \$1 million grant to the Oglala Sioux Tribe to help establish their fire department has been shared over 6,000 times, which is a new record for an FNX segment.

## CURRENT & ON-GOING PRODUCTIONS ON AIR & ON LINE

**San Manuel Pow Wow** – FNX was all hands on deck for San Manuel Pow Wow coverage on Oct 13-15). With Nick Harris leading the way, we split into three, 3-person production teams to get a variety of coverage and stories. We had a backdrop lit beautifully for specialty interviews of dancers in regalia and other Pow Wow attendees of note.



**National Congress of the American Indian** – Micah Wright, Nick Harris, and Sahar Khadienoury filmed the gifting of a one million dollar check from the San Manuel Band of Mission Indians to the Ogalala Sioux Tribe during the National

Congress of American Indians conference in Milwaukee, WI. The grant will be used by the



Oglala Sioux to build a fire department for the first time in the tribe's history.

**2017 San Diego International Film Festival** – FNX traveled to San Diego to interview the director, producer, lead actor, and 2 of the film festival board members.

**Goodwill** – FNX covered a press conference announcing Goodwill Southern California to receive a \$3.4 million grant from the San Manuel Tribe to Launch SB Works Initiative. The team also covered the hiring event afterward, interviewing San Manuel

Chairwoman, Goodwill Southern California President and CEO Patrick McClenahan, and captured an actual hire on tape.

**Smoke Signals** – Drew Bushnell produced FNX's new digital series *Smoke Signals*, an informative look at news and events concerning Indian Country. The first episode covered "Why the U.S. shouldn't celebrate Columbus Day" and the need to change the name to Indigenous Peoples Day. The second episode covered "How a Racial Slur Became an NFL Team" explaining how the name "Washington Redskins" has hurt the community with its implicit bias and violent history.

**The Aux** – FNX continued weekly production of *The Aux*, our weekly music destination show offering music videos, shout-outs, and interviews. Many of the artists showcased this month were also award winners at the recent Native American Music Awards and the MTV Music Video Awards.