



# KVCR & FNXX

## BOARD OF TRUSTEES REPORT

JULY 12, 2018

### KVCR Veterans' Initiatives Works To Honor Female Veterans

Every woman that has ever served in the U.S. Military has volunteered to do so. Today, more women serve our country than at any time other in history.

As part of the KVCR Veterans' Initiative, on Saturday, June 9 we hosted 25 female veterans at our 4th annual "In Her Boots" event. "In Her Boots" is a project designed to create awareness of the issues female veterans face. Combat boots are decorated by female veterans with one boot signifying their time in the military and one boot representing their family life. The day is about bring women together, re-building camaraderie and thanking veterans for their services. We emphasize they are a valuable resource



in our community and how much they are appreciated.

The morning started with the pledge of allegiance followed by high school student from Corona, Tori Green, singing our national anthem. In partnership with the VA hospital the day included, a continental breakfast, lunch and snacks throughout the day. The women were treated to a mini 'spa day' at the station, receiving manicures, hair styling, makeup and hand massages.

We had volunteers that provide their services with haircuts, manicures, make up and massages. We had a raffle giveaway at the end of the event with each veteran receiving a goodie bag to take home.

The event was also a resource fair, with several organizations available to share resources available for the veterans. SBVC and CHC Veterans Centers were invited to participate.

Throughout the day, Lillian Vasquez interviewed several of the veterans for a future radio show on or near Veteran's Day. Two years ago we produced a half hour TV special.

The day's activities would not have been possible without our 17 sponsors who provided donations for the raffle, gift bags, service and food.

The boots are now the property of the VA hospital to use on display as part of a traveling exhibit honoring women and their contributions to our country.

 <b>KAISER PERMANENTE</b>	 My Hero Subs #2 1048 W Mill St. San Bernardino
 International Day Spa 325 Cajon St. Redlands	 Nothing Bundt Cakes 540 W Stuart Ave. Suite #100 Redlands
 Help Heal Veterans Therapeutic Craft Kits Help Heal Vets 9872 9895 Foxfield Lane Winechester	 Cre Hair Studio 28898 Greenport Road Highland
 Angel Jewelers 8976 Fairhill Blvd. #92 Kaneohe Cucamonga	 Sevilla Café Sevilla 3252 Mission Inn Ave Riverside
 SoCalGas Sempra Energy utility	 PARLIAMENT CHOCOLATE Parliament Chocolates 16 E Redlands Blvd Redlands
 Fiesta Village 1405 E Washington St. Colton	 Q's Quakes 2408 Rochester Ave. Kaneohe Cucamonga
 Joy's Diner 123 N. E. St. San Bernardino	 OmniTrans Overtrans 1700 W 5th St. San Bernardino
 THE HOME DEPOT	 The Home Depot 685 E. Hospitality Ln. San Bernardino

## SELECTED REPORTS

### FM News Issues and Programs from May 21 - Jun 22, 2018

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

- **UNEMPLOYMENT** – California’s unemployment rate fell to a record low 4.2 percent in April as the state added nearly 40,000 jobs.
- **PTSD** – Researchers at Cal State San Bernardino have found that the therapeutic treatment known as “neurofeedback” is highly effective at treating PTSD.
- **IBM** – The technology company is proposing to get into the education business in California.
- **CAP & TRADE** – California’s cap-and-trade program generated almost \$700 billion for the state.
- **POLITICS** – Voters will have a two-party choice for Governor this fall. Democrat Gavin Newsom against Republican John Cox.
- **HOUSING** – In a little over a decade, the median rent in California has gone up 44 percent. That squeezes everyone who rents, including college kids.
- **ART FUNDRAISER** – Cheech Marin



Cheech Marin

- has reached a major fundraising milestone for the proposed Riverside Cheech Marin Chicano Arts Museum.
- **NESTLE** – Conservation groups have reached a settlement that will stop the Nestle Corporation from drawing water from the San Bernardino National Forest.
- **ICE** – U.S., Immigration and Customs Enforcement (ICE) announced it will start to use more than 1,600 federal prison beds to detain immigrants.
- **ELECTION** – San Bernardino County and Riverside County elections officers released updated vote count totals from the primary election.
- **ABSENTEEISM** – Educators consider chronic absenteeism a red alert—a blaring sign that a student might be academically at risk.
- **RECALLED** – In spite of results so far suggest a resounding defeat in his recall election, Southern California Democrat Josh Newman still showed up at the state Senate floor session.
- **PROP 47** – California’s Proposition 47 turned many non-violent felonies into misdemeanors. A new study of the 2014 initiative finds it reduced incarceration without increasing crime.
- **FIRE** – Inland firefighters contained the Euclid Fire that burned more than 100 acres.
- **VICTORVILLE** – Immigration and Customs Enforcement has begun sending up to 1,000 immigrant detainees to be housed in a federal prison facility in Victorville.
- **PG&E** – The fight over whether PG&E is liable for last year’s fires in Northern California is ongoing.
- **HISTORIC PRESERVATION** – The US House of Representatives voted to make Route 66 a National Historic Trail earlier this month.



## This Month in Radio

### Radio Staff In the Community

#### Summertime Splash

The Radio team raised \$23,710 during a one and a half day pledge drive in late June. Live “on air” pledge pitching or solicitation was limited to ONLY 28 hours, starting at 6:00 AM on June 20 and completing one hour early at 9:00 AM on June 21. The goal was \$21,000 “by June 21st.” The pledge campaign takes a team to make it happen, thanks to our Development Department, Social Media crew, and KVCR’s Graphics and Web Services for helping to make the campaign a success. But most all a big “thank you” to our dedicated listeners.



#### Lifestyles With Lillian Vasquez

For the fourth year in a row, 91.9 KVCR honored female veterans with our “In Her Boots” event. The all-day Saturday event took place on June 9 and included much appreciated pampering including makeovers, nails, counseling, food and more. Tears, smiles and hugs abound at this event letting those who have served us just how much we value their sacrifices. We interviewed several veterans that will be edited for a Veteran’s Day special on *Lifestyles With Lillian Vasquez*.



#### Expressions of Art

The month of June marked the completion of our grant-funded art reporting project with radio and television components, *Expressions of Art*. With pre-produced on air and online components, *Expressions of Art* profiled venues, galleries and events celebrating and creating art in this unique region of Southern California. The project was funded by the City of San Bernardino Fine Arts Commission and the California Arts Council. The radio segments aired Saturday and Sunday mornings during NPR’s *Weekend Edition*. To hear any of the segments go to [kvcrnews.org/expressions](http://kvcrnews.org/expressions)



#### Brew N Que

KVCR radio staff hosted a booth at the Brew N Que Festival. It was an all-day barbeque and beer festival in Norco. We were there to promote our radio station and our Autism Initiative. Visitors stopped by and asked a questions, took information, and contributed to our Autism Initiative.

#### Be Great Awards

On June 12 at the Redlands Country Club, KVCR’s Lillian Vasquez was honored to MC the “Be Great Awards” for the Boys and Girls Club of Greater Redlands-Riverside. She talked with many of our listeners and met some of our donors.



# K V C R



## TV 24

### TV Production Team On The Go ...

### Programs Coming in July

#### THE OTHER SIDE OF COACHELLA

We worked on the five-part short docu-series about the Coachella Valley. We did two more interviews that add to the Coachella Valley story. A production crew went to the Riverside County office to learn more about the various programs the county offers to the residence of Coachella Valley. Editing for the series started in July.



#### HOPEFULS

A production crew captured more footage of coach Ian at the Project Fighting Chance gym as the kids were training, shadow boxing, and preparing for sparring. We spent time in the "enrichment room" at the gym. This is where tutors offer the children an educational experience outside the classroom, with art projects, guitar lessons, homework help and to playing chess. Keeping with the gym's motto of "books before hooks." This is another original series that highlights the journey of prospective Olympians. This series will premiere in late September.



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#### THE WHISTLE

We continued working on another new series, *The Whistle: Are We Ready for the Big One?* Newest topics covered, how to compensate those who are vulnerable to earthquake damage, how to prevent price gouging after a major loss of housing units, and deadlines to retrofit vulnerable buildings. We were on location at Wallace Creek at Carrizo Plains, the most visible location to see the San Andreas, where every 150 years a large earthquake displaces the creek about 30 feet. A drone crew helped to capture additional footage. We interviewed geologist, Dr. Gregg Wilkerson, from the Bureau of Land Management and the custodian of this remote wonder. This show will premiere in early October with a second episode in the winter quarter on a different topic.



**World Dancesport Grand Slam Series** – The best competitive dancers in the world vying for the most prestigious titles and the prize money in the world of dance. The top dancers in the various dance styles meet up at different locations around the globe, competition.



**Wednesdays beginning July 4 at 9:00pm**

**Defeating Cancer: Precision Medicine** – This 12-part series draws students of all ages into conversations about poetry. Each episode highlights the work of one distinguished poet with a reading by a well-known individual for accomplishments outside the humanities.

**Thursday, July 12 at 10:00pm**

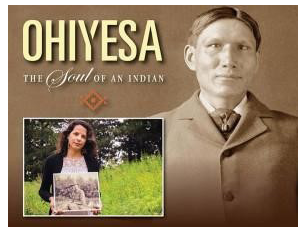
**Lost LA** – This series uncovers the hidden past of this region through documents, photos and archives that give a new perspective on the creation of modern-day Los Angeles.

**Tuesdays beginning July 17 at 10:00pm**

**Nova – Rise of the Superstorms** – Dive into the devastation wrought by Hurricanes Harvey, Irma and Maria. How can scientists better predict these storms, and what does the 2017 season tell us about the likelihood of similar storms in the future?

**Thursday, July 26 at 7:00pm**

**Ohiyesa: The Soul of an Indian** – This documentary follows a young Dakota woman, as she examines the extraordinary life of her celebrated relative, Charles Eastman. The show traces Eastman's path-from traditional Dakota boyhood, through education at Dartmouth College, and beyond.



**Thursday, July 26 at 8:00pm**

**Hillary** – The life of Sir Edmund Hillary, the first man to conquer Mount Everest. Andrew Munro stars as Hillary, with Dean O'Gorman as his lifelong climbing companion, George Lowe. **August 2 at 8:00pm**



# K V C R

## TV 24 91.9



### Social Media & Branding Image

The Social Media team has recognized that many viewers don't know who we are as a station. Many do not understand that we are a PBS member station. A larger problem is viewers who know we are a PBS station, do not understand that we are separate from other LA or PBS stations in this region.

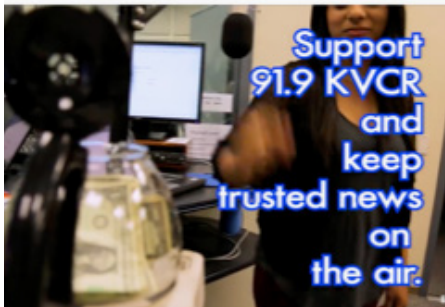


This has led to much of our work being attributed to other stations. Our Social Media team now plans to take steps to more clearly denote our brand and adding personalization to our photos and videos in the future.

#### Just in Time For Radio Membership Pledge Campaign

Social Media staff created specialized evergreen "Ask" videos for this month's Radio Pledge. In addition, we created graphics that coincided with on air "Asks" on Instagram stories and Facebook, viewers shared and implored their followers to give to KVCR.

KVCR PBS TV 24 / NPR Radio 91.9's Post  
 atically entered to win a grand prize worth 600! Pledge and get a summer goodie BBQ utensils. Keep the dial on 91.9FM e browser to [www.kvcrnews.org](http://www.kvcrnews.org).



ews  
 Like Comment Share  
 Boost Post

### Graphic Images Punch Things Up

This past month the Graphics Department created images and graphics for our social media team. We created ancillary assets to increase viewership. One example includes highlight buttons for our Instagram feed. These will function like a bookmark system on our Instagram page so visitors can quickly see one particular category of our content.



Still in development but with renewed progress is the biopic of legendary Disney composer Richard Sherman. We seek to include not only in house illustrated images but also perhaps some of Sherman's own photographs. We will be creating more images of the Sherman

brothers themselves as well as movie characters in the coming weeks.

### MUSICOLOGY – PROSPECTING AT ITS BEST

Trying to reach high-level decision makers and sponsors by phone or email is sometimes impossible due to their inaccessibility. After the successful completion of the first season of Musicology, Producer Nick Harney in partnership with KVCR Director of Development, Ralph Cooper, found the perfect place to approach them in one location--InfoComm 2018 in Las Vegas. CEO's, Presidents, CMO's and Senior Salespeople from industry leaders and brand names like Bose, Avid, and Samsung were all present at InfoComm, the largest professional audiovisual trade show in the U.S. Ralph and Nick were able to prospect funding targets for the next season of the show while researching evolving trends and technologies to help Empire PBS provide SBCCD students access to a state-of-the art media environment.



Upon his return, KVCR's Cooper said, "The opportunity to be able to sit down and speak to that many principal decision makers in one spot was like winning the fundraising lottery." Nick and the KVCR team are now sorting through the myriad newly developed relationships and partnerships to raise funds for the second season of Musicology as the series adds a new host and a more dedicated music education element.



## COMING IN JULY & AUGUST ON FNX

## On Going Productions

**California Pow Wow** – This three part documentary series features the participants, vendors, and viewers from three Southern California's Pow Wows. The series presents voices from every facet of the community to invite viewers to experience the emotional and dramatic underpinnings of what it means to be Native American in this modern age. What forces continue to drive us back to the pounding medicine of the drums and dance on the arena floor?

**Sunday, July 1 at 5:00pm**



**The Medicine Game** – Two brothers from the Onondaga Nation pursue their dreams of playing lacrosse for Syracuse University. With the dream nearly in reach, the boys are caught in a constant struggle to define their Native identity, live-up to their family's expectations and balance challenges on and off the Reservation.

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

**Allan Baldwin: In Frame** – Through one incredible journey, this documentary immerses us in the Maori world in a way very few ethnographic explorations manage. In the 60s Allan, a young photographer, traveled through Aotearoa, obsessed with preserving the image of the moko, a Maori tattoo put on the chins of the Kuia women. Uncovering this breathtaking collection of photographs and his memories, the wisdom and beauty of an ancient culture are uniquely captured.

**Friday, July 13 at 5:00pm**



**Every Emotion Costs** – An exploration of the reality of returning home on the reservation to face family, community and death. We follow Quilla and her sister June as they return to bury their mentally ill mother. They were abandoned by their mother sixteen years earlier and haven't returned home for over seven years. From med-

ications to love, addiction in the characters' lives, edifying their own personal rituals, pain, and lust. It's family that helps Quilla and June to find their true calling in life.

**Sunday July 22 at 3:00pm**



**Wassaja** – The 'Wassaja' news-magazine series hosted and produced by renowned Native American journalist Mark Trahan (Shoshone-Bannock) premiered on May 27th with a new episode that launched every Sunday in June. The show has covered many topics including: "History of American Indians in Washington," "Native American Women in Politics," "Hurricane Season and its effects on the Native Population on the island of Dominica, Standing Rock," "Traditional Tattoos," "Climate Change and the Economy."

Many Native American journalists have participated or contributed to the series, including May Annette Pember (Red Cliff Ojibwe), Rhonda LeValdo (Acoma Pueblo), Paul DeMain (Oneida) and 'Native America Calling' radio series host Tara Gatewood (Isleta Pueblo). Former FNX intern Charlie Perry (Citizen Potawatomi) serves as an offline-editor with the series being produced, online-edited and finalized in-house by Frank Blanquet (Maya).

The show airs Sundays at 6:30am PT with a repeat at 2pm PT. Each episode has a repeat airing on Saturday at the same times. The show is also released via Facebook live at 8am PT every Sunday, and is available simultaneously at [www.fnx.org/watch](http://www.fnx.org/watch).