



## 2013 LOCAL CONTENT AND SERVICE REPORT REPORT TO THE COMMUNITY



*“I’ve learned more about Native American history watching this station than I have in school! Thank you for your station. I’m able to receive it on the reservation. Thank you again.”*  
**-Tony**

### Where you learn something new every day!



**KVCR is the cultural, educational, and informational center of the Inland Empire. As the region’s only locally-owned and operated public television and radio station.**

**In 2014, KVCR provided services to the Native American community, the autism population and our US Veterans. KVCR is working to elevate our profile in our community.**

**KVCR serves audiences throughout the Inland Empire and Southern California while bringing communities together through programming and outreach. We are working to show more diversity in our content in an attempt to proportionally reflect our richly diverse community.**



## FNX --- IN THE COMMUNITY OUTREACH – ENGAGEMENT - PRODUCTION

2013-2014 Content and Service Report

The FNX Channel illustrates the healthy, positive, and real lives and cultures of Native American and indigenous people around the world showcasing TV series, documentaries, short films, PSAs, and films in the categories of lifestyle, children's, drama, comedy, sports, music, art, dance, politics, news, social, cooking, health, animation, fitness, talk show, nature, and gardening. All encapsulating a true voice of Native American and indigenous communities across the globe.

**SCREENINGS**– FNX held two screenings of *Dakota 38* on the San Bernardino Valley College. The film *Dakota 38*



focused on both the history of the end of the Dakota War of 1862 as well as the spiritual journey taken by descendants of that war to heal from long standing trauma. The film was offered as a special preview to the campus community before the program aired nationally on the FNX. Approximately 60 guests were in attendance. FNX took part in two events that included screenings and presentations regarding FNX's original series *Native Shorts*. The team was invited to present at "Honoring Natives in Media" at

the Autry National Center and as part of a series of presentations focused on Native Americans at the University of Redlands.

**STATIONS TOURS** – KVCR and FNX staff provided several tours to variety of guests, including several elementary schools, Cub Scout troops, the San Bernardino Chamber of Commerce, and young members of the San Manuel Band of Mission Indians. Nine students from the San Manuel Band of Mission Indians from the after school program and four teachers were part of the tour. The students were encouraged to sit in front of the camera, work the camera, and learn about 3-D animation projects. They also participated in sharing possible names for an FNX animated Bear character that will star in our FNX short series, *Making Tracks*. We received several great names to choose from!



**NATIVE SHORTS** – First Nations Experience completed the in-studio

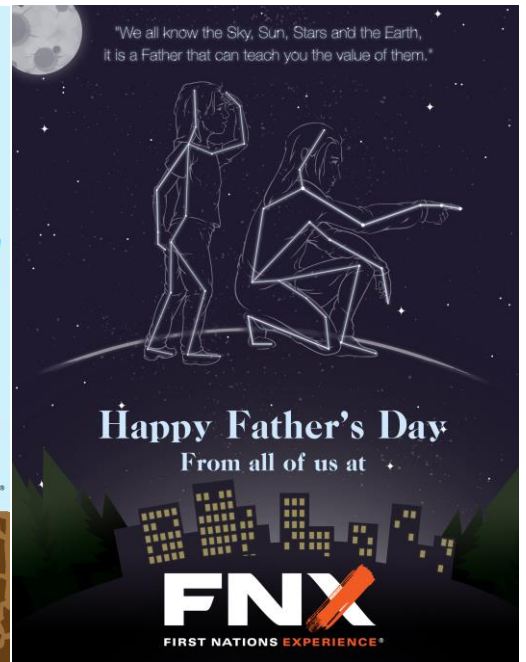
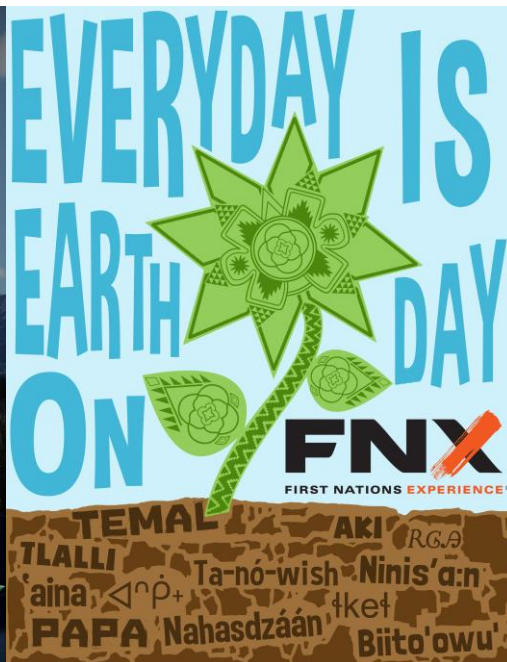
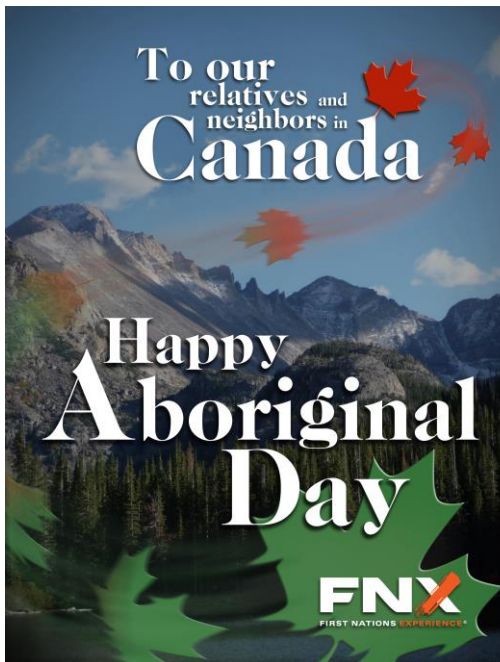


production of *Native Shorts* presented by Sundance Institute's Native American and Indigenous Program. The production marked the first non-documentary series produced in-house under the FNX brand. *Native Shorts* is a 12 episode series that featured short films produced, premiered or showcased at the Sundance Film Festival through its Native American and Indigenous Program, which is followed by a brief discussion with hosts Ariel Tweto (*Flying Wild Alaska, Wipe-Out*) an Iñupiaq Eskimo from Unakleet Alaska and the Sundance Institute's own Bird Runningwater, a Cheyenne and Mescalero Apache. The partnership between FNX and The Sundance Film Institute has proven to be strong and vital as we strategize a second season.

**ORIGINAL CONTENT** – The FNX production team created original content for our FNX channel. The content includes the following *FNX NOW* (news segment), *FNX Asks You* (segment with community members sharing their thoughts on the channel), *FNX Sound Off* (segment with community members sharing their opinions about various tribal issues). These interstitials are visually engaging and often receive positive feedback. The *FNX NOW* news segment remains the flagship community engagement series and included viewer interviews from many reservations across the United States. New to the production segments is *ON THE SCENE* – A segment featuring Bethany Yellowtail a popular up and coming fashion designer from the Crow and Northern Cheyenne nations. All of our interstitials strive to fulfill our goal of presenting a true voice of Native American and Indigenous people across the globe.

**MAKING TRACKS** – In conjunction with our intern venture, we are building a variety of assets for children programming. Our goal is to develop a 3 minute interstitial that engages delivers the message that exercise can be fun. This is an on-going project as part of our partnership with the Art Institute of California – Inland Empire. The interns work on 3d aspects of the show, and its environment. As a team, great ideas are introduced and discussed. **Making Tracks** is a character driven animation program designed to motivate the audience to exercise. The characters of **Making Tracks**, a young Native American girl and her talking bear friend, ask the viewer to participate in exercising along with them as they travel through forests, over bridges, up cliff sides, and various other obstacles each offering a different exercise, from running in place, to jumping jacks, to leg stretches.

**FNX-TREME MUSIC BLOCK** – This is the working title of a new FNX-original program concept. We are in the research and development stage and plan to launch this new program in the Fall of 2014. The premise of the show is a thirty minute rotating compilation of music videos showcasing singers, artists, musical groups, DJs and musicians from diverse Native American & World Indigenous Cultures. The show will be modeled after the early years of Music Television (MTV), rotating diverse genre music videos back to back without a host or Video Jockey (VJ). The concept of the show is to target a younger demographic.





## KVCR AUTISM INITIATIVE --- IN THE COMMUNITY

### 2013-14 LOCAL CONTENT AND SERVICE REPORT

KVCR continues to serve the autism community as a community that is underserved. So what began as a 5-year initiative for our station has continued based on the need and the support of management. The Autism Initiative will continue in 2014 with new projects, additional partners and fundraising efforts already in progress. and will continue to produce programming and provide training to law enforcement and first responders, college students and teachers. We continued with our Autism Initiative in 2013 and we were able to accomplish several tasks and serve a community very much in need and underserved. Autism is current diagnostic rates are 1 in 88 and 1 in 54 in boys. When KVCR first started the Autism Initiative the number of diagnosis was 1 in 2500 and quickly jumped to 1 in 500. In 2013 in partnership with the Autism Society local chapter, Molina Healthcare, Autism Scholarship Fund, Law Enforcement Crisis Intervention Team, 91.9 Public Radio and more. Together we were able to accomplish the following:

*“My Thanksgiving is incomplete without showing appreciation. Thank you for the tireless work to build the societal awareness of autism. Mother Teresa once said, “If I look at the Mass, I will never act. If I look the one I will.” You acted on both with your passion for the kids and compassion for their families. Thank you indeed.” - Jason*

**AUTISM LECTURE** – Provided a lecture series to a class of pre-school teachers to share an overview of what autism is, how to recognize it and suggestions of special therapies and services available to serve the autism community.

**APRIL AUTISM AWARENESS MONTH 2014** – KVCR created, enhanced and participate in several events and activities to create awareness and funds to serve the autism community. The projects include: **Coloring for the Future of Autism** This community wide project places puzzle pieces at business that sell for \$1 during the month of April. The proceeds from this activity benefit the KVCR Autism Initiative, SBVC/CHC Scholarship Fund and Autism Society Inland Empire.

**World Autism Day** - presented resource materials to the travelers at the Ontario International. **The Review Art Gallery**

hosted a fundraiser for KVCR Autism Initiative featuring artwork of individuals with.

**Air Hollywood** – KVCR-TV production crew shot the activities held at Air Hollywood studio, which invited individuals with autism to explore the experience of flying and what to expect when taking a traveling. Something many people don't think about but families with autism often fear and dread. The event was called Open Sky for Autism” and the company continues to provide the services at least 3 to 4 times per year.

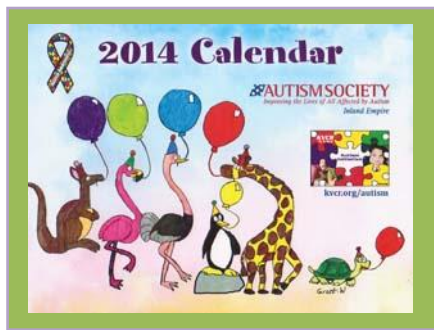
**Guest Speaker** – KVCR staff was a guest speaker at the San Bernardino Kiwanis club. **First Responder Training** – We provided several classes to first responders with the ambulance company AMR training on autism and how to approach someone with

autism when they are first on the scene. It's a two hour class for EMT- Emergency Medical Technicians working for AMR ambulance service. The focus was to share information of how to recognize and best approach individuals with autism when on an emergency response call.

**HEALTH MATTERS** – The KVCR Autism Initiative participated in the CHC Health Fair. Several students and staff shared their own family situations and were pleased to know about additional resources available for autism in the Inland Empire.



**OPEN SKY FOR AUTISM**



**AUTISM OFFICER TRAINING** – The KVCR Autism Initiative has presented several two-hour training classes on autism to San Bernardino county Sheriff graduates, career long deputies, and for the SBVC Police Academy. This program provides a better understanding of what autism is, how to recognize it and provides techniques how best to combat and defuse a situation.

**AUTISM CALENDAR** – KVCR produced a 2014 Autism Calendar which featured artwork of individuals with autism from our region. The calendar is a fund-raiser for the KVCR Autism Initiative that helps to fund television autism productions.

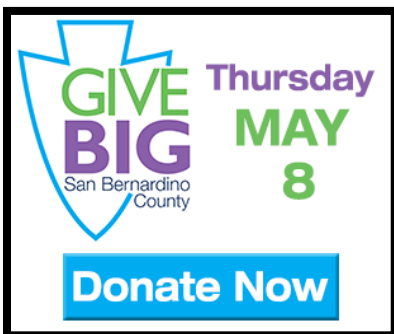


## KVCR --- IN THE COMMUNITY

### 2013-14 LOCAL CONTENT AND SERVICE REPORT

**BUILDING NEW PARTNERSHIP** – KVCR is working to build new relationships and reconnect with old partners, our efforts include the Community Foundation. The Community Foundation’s mission is to help build and strengthen communities and bring together people and organizations that want to make a difference in their community. There are many ways for our organizations to work together and complement one another. We reconnected with the Fox Performing Arts in Riverside which is now operated by Live Nation. We created a strong partnership that includes fundraising, outreach efforts and A&E content. A new partnership established with the Entrepreneurship Institute of San Bernardino. We plan to produce a public affairs show with a focus on business and entrepreneurs, mentoring and how to lead a company. This program could serve the overall public.

**COMMUNITY MATTERS LUNCHEON** – KVCR hosted a community luncheon in the KVCR TV studio. It was the first opportunity to introduce our new General Manager Alfredo Cruz to the Inland Empire community. Members, underwriters, and community leaders were invited to tour the stations, have lunch and explore more possibilities with KVCR. A KVCR staff member was seated at each of the tables to answer any questions about 91.9 radio, KVCR TV and FNX. Following lunch our guests were treated to a 5 minute video that highlighted the programs they hear and see on 91.9, KVCR and FNX. After the video presentation, Alfred Cruz addressed the audience. We had over 80 guests in attendance. A number of tribal community members attended the event.



**GIVE BIG** – KVCR was a major Media Sponsor in the GIVE BIG San Bernardino countywide giving initiative. KVCR produced a couple of “giving Spots” and broadcast over 100 TV and Radio announcements to support the GIVE BIG event. A “Thank You” spot was produced and aired following the one-day giving event, thanking the community for their support and participation.

**COME TO COLLEGE** – KVCR participated in the “Come to College” event hosted by Crafton Hills College. As a supporter of the event KVCR promoted on air and held an informational booth at the event and offered complimentary hand-drawn tattoos of KVCR PBS KIDS characters. We also played multiple rounds of KVCR PBS KIDS



Bingo. Our booth had several PBS KIDS programs playing on the television monitor including **Martha Speaks, Wild Kratts and Cat in the Hat Knows A Lot About That**. Every guest received a KVCR PBS KIDS bookmark and a flyer with our new Kids Program Schedule in their gift bag.

**KVCR NOW** – This is a new 2:00-3:00 news report. The segments include news features, and A&E reports highlighting issues and events throughout the Inland Empire. One of the segments was submitted for an *Imagen Awards* for consideration, **Ebano. Ebano** documented the mix of African and Indigenous cultures in southern Mexico and was on exhibit at one of our local art galleries, the National Orange Center Art gallery during the month of February, as part of Black History Month.

**SPORTS PRODUCTIONS** – It takes a team of production staff to make LIVE television. In fact, it’s a production team of approximately 10 staff members. Radio, Television and Film (RTF) students were encouraged to participate on the production to gain hands on experience working LIVE television. This season KVCR covered all the football home games and the men and women’s soccer home games played on the campus of San Bernardino Valley College.

**CRAFTON HILLS COLLEGE** – KVCR produced a 10 minute video highlighting the history of our sister college Crafton Hills College. The presentation was designed to introduce the newest college president Dr. Cheryl Marshall to the community. The video was the opening “entertainment act” of Dr. Marshall’s inauguration festivities.



## KVCR --- IN THE COMMUNITY

**PET ADOPTION** - The Mary S. Roberts Pet Adoption Center strives to eliminate the suffering of homeless cats and dogs by providing humane care for pets in transition, facilitating adoptions to good homes, supporting pet overpopulation education, and supporting sterilization of companion animals. The Inland Empire has over 8 million unwanted animals that are sent to shelters, as a media sponsor, for the 16th Annual *Comedy Night* with host Paula Poundstone, we were able to highlight the need to spray and neuter pets as well as help raise awareness on pet adoption verses breeding.



**DISABILITY FESTIVAL** - DisAbility Sports Festival is a non-profit organization founded at



California State University, San Bernardino. The primary purpose is to promote physical activity and sports for people with any disability, injury, or illness; raise awareness of disability sports and physical activity in the Inland Empire, and provide service-learning opportunities to students to learn how to create and adapt programs for people with disabilities. The event is free for anyone with a disability and all ages are welcomed. The festival serves as an Assistive Technology Fair and encourages military veterans to participate. KVCR's Autism and Veterans

Initiatives were proud to support the efforts lending our media outlets to promote and document the activities.

**CID** – The Center for Individual with Disabilities is a non-profit organization that works with individuals with developmental disabilities through a variety of programs including Therapeutic Recreation, after school, social recreation, and aquatics. A yearly event they host for the community is their haunted house. KVCR's Autism Initiative served as the media sponsor and documented CID's work in the community.



**COMMUNITY ACTION PARTNERSHIP** – The Community Action Partnership changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. Focusing on the entire community and dedicated to helping people help them themselves and one another. For over 46 years CAP of San Bernardino County has developed and implemented programs that address the most crucial needs of low-income residents in San Bernardino County. As part of KVCR's mission to educate the Inland Southern California our partnership with CAP has provided valuable resources for each organization, KVCR has been able to connect directly with those residents that are the hardest hit by economic issues and CAP has received media coverage for its direct works.

**WATERKEEPER** – Inland Empire Waterkeeper is a grassroots, non-profit water quality organization dedicated to enhancing and protecting the quality of the waterways within the Upper Santa Ana River Watershed. This is accomplished through five program tenets: advocacy, education, research, restoration, and enforcement. Inland Empire Waterkeeper's vision is to achieve a sustainable watershed free of pollution and a community of motivated water stewards. KVCR's Sustainability's was the media sponsor for Inland Empire Waterkeeper, family-friendly, festival which included environmental education and outdoor activity program.



**INLAND EMPIRE ECONOMIC PARTNERSHIP** – The 2014 State of the Region Conference offers an annual economic forecast for the State of the Region "Poverty or Prosperity, What is the Truth?" presented by local economist Dr. Husing. A panel of experts shared comments on the three significant sectors that propel the job recovery for the near future. There is an analysis of the current state of the region's economy – and a discussion on strategies to improve conditions in our area. As part of KVCR's mission to bring local news to the Inland Southern California we were a media sponsor, and we did a live interview with Dr. Husing addressing the economic issues within our community.

# KVCR

TV 24

# FNX

## STORIES OF IMPACT

**FNX – FIRST NATION EXPERIENCE**, as the only national full-time public television network will focus on Native American and World Indigenous cultures and illustrates the healthy, positive, and real lives of Native American and Indigenous peoples. Programs include drama, comedy, lifestyle, sports, music, art, dance, politics, news, public affairs, cooking, health, animation, fitness, talk shows, nature, gardening and children’s programming. Rounding out this non-commercial channel are TV series, feature films, documentaries, short films and public service announcements. Each program reflects a true voice of Native American and Indigenous people from around the globe.

**TRIBAL EVENTS** – FNX staff members were in attendance at several conferences and served on many committees to serve local and national tribal events. Through the many conferences, pow-wows and committees FNX has connected with a variety of Native American organizations locally and nationally. Our production and outreach staff members have provided countless hours of manning booths, shooting interviews and producing numerous hours of programming, showcasing stories, issues and highlighting events of Native Americans and Indigenous People. Many of our productions include on-air segments of **FNX NOW**, **FNX Asks You** (segment with community members sharing their thoughts on the channel), and **FNX Sound Off** (segment with community members sharing their opinions about various tribal issues). These interstitials are visually engaging and receive positive feedback. FNX has been honored and recognized for our production efforts by the Torres Martinez Desert Cahuilla Indians and the Native American Journalists Association (NAJA).

**GOOD NEWS** – By end of fiscal year 2014 FNX has the potential reach of over 20 million. This region encompass seven stations including KVCR in Southern California; KEET in Northern California and Southern Oregon; Fairbanks, Alaska on KUAC; Lakeland, Minnesota on LPTV; Wyoming KCWC; CATV 47 in Oklahoma; and WYCC In Chicago and Northern Indiana.

**ART DEPARTMENT INTERNSHIP PROGRAM** – We established a strong internship program. We worked with several interns throughout the year on a variety of different subject matters and with the graphics and production departments. This program gives interns first hand working knowledge and experience. And the best part, being able to see their hard work and effort broadcast on air, or featured on the website or facebook which adds to their portfolio. We plan to expand the program within our partnership with the Art Institute of California – Inland Empire.

**HISPANIC HERITAGE MONTH** – In celebration of National Hispanic Heritage Month, KVCR, San Bernardino Valley College, and Crafton Hills College hosted a screening of the PBS series, **LATINO AMERICANS**. There were over 100 in attendance between the two screenings. The CHC screening included a panel to discussion following the documentary presentation. KVCR aired the series during the December pledge drive reaching a large audience and received a high volume of first time members from throughout Southern California.

**AUTISM** – KVCR presented a night of autism programming beginning with our local production of **Autism: Looking Forward**. California unemployment is averaging about 8%, however for adults on the autism spectrum, their unemployment rate is estimated 80%. There are currently more than 15,000 adults with an ASD in California and an estimated 60,000 children expected to reach adulthood within the next ten ears. **Autism: Looking Forward** discussed this issue and explored new models and ideas to address the problem and share opportunities for employment and vocational options for adults with ASD. We featured a segment on traveling. Travelling by air can be stressful for any family with children, but for families with children with autism the challenges are compounded by extreme behaviors, high anxiety and sensitivity to changes in routine, different smells, sights and other changes in their environment. Our local program was followed by two national programs on autism.

*“I love the channel. It’s serious, educational, funny and fun. Love, love, love FNX.”* - Consuelo

*“I love this channel and have been glued to it since discovering it. Everyone should I have this channel!! Very Educational!! Bravo to whoever had the courage to get this stated.”* - Christy

*“Since adding FNX to our channel lineup, our local viewers have been calling to let us know how excited they are to get FNX in our area thanks to their culturally authentic programming.”* - KUAC

*Thank you for all the support and enthusiasm you give me – people need to understand autism.* - Nancy