



KVCR & FNX

BOARD OF TRUSTEES REPORT

91.9 KVCR “Now More Than Ever” Campaign Kicks Off Live at LifeStream Blood Banks

91.9 KVCR held its membership pledge drive in June, after having to cancel the spring pledge drive due to the coronavirus pandemic.

KVCR listeners who made an Early Bird donation, before June 17 at 12 noon, were automatically entered to win an Apple iPad mini to officially kick off the “Now More Than Ever” Membership Campaign. KVCR hit the road and invited listeners to join. On June 17, KVCR staff set up a live remote, sponsored by LifeStream Blood Bank. KVCR’s Rick Dulock, Lillian Vasquez, Shareen Awad, and engineer Sal Castillo spent the morning at LifeStream’s San Bernardino donor center. Rick and Lillian asked listeners

Winston from Riverside stopped by LifeStream and became a member for the first time. He said, “I’ve been a listener for years and kept hearing the announcement that KVCR hosts were live on the air at LifeStream Riverside, which happened to be located right next to where I live. I knew then, it was a sign I had to become a KVCR member, once and for all.”

Isaac is a longtime listener and an employee at LifeStream. He became a member during our visit there after years of listening to the station.

Another listener went in to the donor center to give blood and as he sat in the donation chair, simultaneously donated to KVCR via the website.

The event presented a unique opportunity for generous listeners to make a double donation, while also allowing KVCR staff to meet their supporters in person.

Each day of the membership drive was sponsored by a business in the Inland Empire that offered incentives to contribute to the success of the campaign. Listeners who made a donation to KVCR were automatically entered in that day’s giveaway. Prizes were provided by the Business Day Sponsors, and included: Feeding America - two electric commuting scooters; Oma’s Own Foods - healthy food package; Board and Brush Redlands - custom sign workshop for 6; Dissertation Soap - soapmaking class experience for 2 and a \$260 gift certificate; Dream Dinners – a \$500 gift certificate.

We called each listener to notify them they had won and got their permission to announce their name on the air.

The “Now More Than Ever” campaign was a success. 91.9 KVCR hit the \$100,000 goal just before 8:00 a.m. on Friday morning.



to come out and support 91.9 KVCR, while also having the option of making a blood donation. KVCR host David Fleming joined the afternoon on air remote at Riverside’s LifeStream location.

All of the KVCR staff wore their newly designed 91.9 KVCR masks, showing off the masks that were available for listeners to choose as a “thank you” gift for contributing to the station. Masks were available at the \$75 donation level or members could get 2 masks for a pledge of \$95. Masks were available on-site, in case anyone wanted to take one home. The 91.9 KVCR masks were the most popular item that members selected as a “thank you” gift.

KVCR staff were greeted by listeners who stopped by LifeStream after hearing the announcements on the air. Many guests made their donation to 91.9 KVCR for the very first time. They shared their stories about how long they’ve been a listener and why they valued public radio in their region.



Rick Dulock

Lillian Vasquez

David Fleming

Shareen Awad

Benjamin Purper

Jessica Greenwell

July 9, 2020

BEAT REPORTER HIGHLIGHTS

Hundreds Gather in Moreno Valley - Hundreds gathered to protest police brutality and the killing of George Floyd by police in Minneapolis.

Local Comedian Turns Street Comedy Into Activism - Street comedian Aaron Chase regularly performs in Redlands. Lately, his comedy has veered more into activism than traditional comedy.



Calls Mount for University of Redlands Football Coach to be Fired - A coach at the University of Redlands was placed on administrative leave after tweeting things many alumni and students of the university found offensive. An investigation is underway.

UCR Theatre Department Creates Hybrid Play, Film, and Radio Drama "At The Pass" - The coronavirus pandemic may have upended the world of live theatre, but the Theatre Department at the University of California, Riverside has found a way around it.

Demonstrators Gather to Demand Release of Lawrence Bender - Demonstrators gathered outside the San Bernardino Courthouse to demand the release of Lawrence Bender, a black man shot by Rialto police officers last year.

MIDDAY NEWS SEGMENTS HIGHLIGHTS

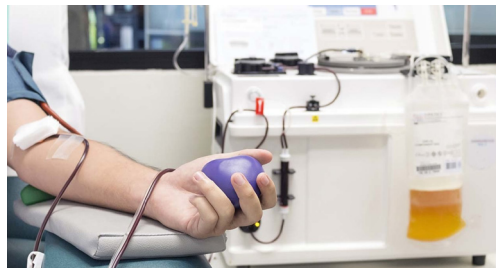
Ontario Airport Travel - With the release of upcoming commercial flight schedules, Ontario International Airport officials are optimistic that the worst of the travel declines are behind us.



Nonprofit Growth in the IE - Researchers at UC Riverside say COVID-19 could reverse the Inland Empire's decade of growth in nonprofits.

Walk-Up Testing Sites - Riverside County expanded its coronavirus testing, including walk-up sites in Moreno Valley and Cathedral City.

Convalescent Plasma Donations



Plasma from people who have recovered from COVID-19 may contain immune-boosting antibodies that could help patients fighting the disease.

Fourth of July Celebrations Cancelled



The city of Riverside cancels traditional Fourth of July celebrations to discourage crowding and conserve funds.

Protest Clean Up - Volunteers clean up Downtown Riverside after a Monday night protest against police brutality.

THIS MONTH ON KVC-ARTS & LIFESTYLES

Emmanuel Rogers speaks with **Mark Greany**, author of "Mission Critical" | David Fleming in conversation



with **Mike Love**, of The Beach Boys.

Benjamin Purper speaks with UCR faculty and student about the play **At the Pass** | Lillian Vasquez in conversation with muralist **Jonas Never**.

Lillian Vasquez with host of the Ted Radio Hour **Manoush Zomorodi** | Cartoonist **Bob Eckstein**, author of The History of the Snowman | Benjamin Purper in conversation with local comedian **Aaron Chase**.

Actor and storyteller **Geraldine Keams** | Emmanuel Rogers speaks with author **Kaitlin Phillips**.

Lifestyles with Lillian Vasquez

Lifestyles takes a fresh look at arts, culture and issues across our unique region. If it's interesting and it's here in the Inland Empire, it's Lifestyles with Lillian Vasquez.

COO and Co-Founder of the Building Construction Group **Scott Harris** is a home builder and design expert who shares some design do's and don'ts, and current trends.

Kurtis Sharp, with Loma Linda University Health, talks about the Loma Linda Community Public Art Project.

Katie Nichols is a student at La Sierra University whose artwork was selected last year for the project.



Dana Zimbric of the California Chamber Orchestra talks about the grant that allows them to share classical music with fourth graders. **Officer Ryan Railsback** from the Riverside Police Department talks about bicycle safety.

Actress **Deb Hiett** talks about her career in show business. **Jason Peterson**, President and CEO of GoDigital Media Group shares how the music industry has changed due to COVID-19.

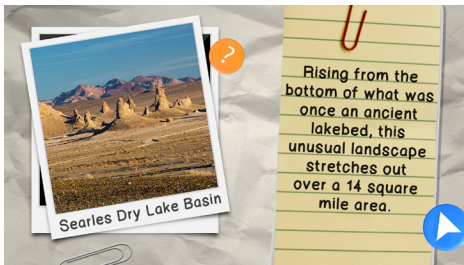
Local TV Production In Progress

KVCR Television Production had been working to prepare 30 local high school commencement ceremonies for broadcast on KVCR TV. As part of this project, we have also produced several host segments to introduce the commencement ceremonies, and invite first time viewers to call EMPIRE PBS | KVCR their home for PBS.



Due to the pandemic, our inspiration for new content required us to dig into archived footage from past productions. This has allowed us to create two new "shorts", segments which exhibit unused footage that was left on the cutting room floor of our past productions and opens up a platform to show more without having to go out and get more.

One of these segments is titled *In Your Neighborhood*, which educates audiences by sharing fun facts about places right in their hometown. Throughout the years the KVCR Television Production team has shot an extensive amount of footage, much not being able to show due to time restrictions. Now, we are sharing



locations in our region that KVCR has visited. It's a great way to repurpose footage not previously seen on TV.

The second short piece is currently named *Community Speaks*, which takes previous interviews from a variety of events. We asked individuals what PBS means to them and what they'd like to see in the future. It's a constant reminder for audiences that KVCR is here in their community and we are committed to be their local PBS station.



Programs In July

Eastland: The Shipwreck That Shook America



Passengers packed aboard a Great Lakes excursion steamer never suspected that the SS Eastland had a dark past. Story lines include immigrant exploitation, greed, corruption, a

cover-up, and hundreds of casualties in one of America's worst maritime tragedies. **July 9 at 8:00pm**

Thank You for the Challenge: The 10th Quadrennial International Violin Competition of Indianapolis

- Every four years, forty of the world's most talented young violinists are invited to Indianapolis, Ind., for the musical challenge of a lifetime. **July 14 at 8:00pm**

Those on the Front Lines of Cancer - "Cancer" - this word evokes fear into anyone who hears a doctor use it in the context of a checkup. This program explores where we are with treatments and research, and gives a voice to those on a cancer journey. **July 16 at 8:00pm**

Daring Women Doctors: Physicians in the 19th Century

Hidden in American history, all women's medical schools began to appear in the mid 19th Century long before women had the right to vote or own property. This program highlights the intrepid, pioneering and diverse women who faced hostility and resistance.



July 25 at 10:00pm

Broken - Sean Bean heads an impressive cast in this poignant and powerful series centered around Father Michael Kerrigan, a Catholic priest presiding over an urban parish in northern England. **Mondays at 7:00pm starting July 27**

Hearts of Glass - A detailed, affectionate look at an immigrant's dream which has become the last great American glass factory where all the work is done by hand. **July 31 at 9:00pm**



COMMUNITY MATTERS

Radio Programming Changes

The 91.9 KVCR weekly schedule has held steady for a couple of years now, but we will be making a few changes in the coming weeks and months beginning with one on Saturday mornings.



Saturday with Scott Simon



The TED Radio Hour has made for an interesting listen on Saturdays at 9:00 AM for the past few years, but the exit of the program's popular host, Guy Raz, has weakened its appeal. So while the new host finds her footing, we will extend NPR's *Weekend Edition* for one additional hour. Scott Simon does an amazing job as the program's solo host and

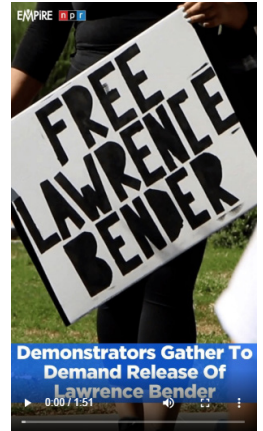
we're confident he will carry the KVCR audience to the 10:00 AM start of *Wait, Wait Don't Tell Me*. *The Ted Radio Hour* will remain in the KVCR schedule on Thursday evenings at 7:00.

As KVCR awaits a final budget approval for Fiscal Year 2021, listeners may notice the temporary absence of three radio voices from our airwaves. KVCR part-timers, reporter and *Morning Edition* host Benjamin Purper, *KVCR Midday News* host Shareen Awad and our new "stringer" reporter, Megan Jamerson, will not be producing news stories. We look forward to their returning soon.

Posted on our Social Media

91.9 KVCR/PBS

Demonstrators gathered last week outside the San Bernardino Courthouse to demand the release of Lawrence Bender, a black man shot by Rialto police officers in San Bernardino last year. Our social media team was on hand to capture the event.



91.9 KVCR

Eleni Kounalakis Discusses Coronavirus and Recent Protests on 91.9 TODAY!

EMPIRE KVCR 91.9 npr



A CONVERSATION WITH Eleni Kounalakis Lieutenant Governor California

Lillian Vasquez speaks with the Lieutenant Governor of California, Eleni Kounalakis. She discusses the coronavirus pandemic and her part in the battle, and also talks about recent protests in the wake of George

Floyd's killing. A brand new episode of Inland Edition TODAY at 2:00PM and 5:30PM. TUNE IN LIVE!!

New KVCR Graphics

NOW MORE THAN EVER CAMPAIGN



As part of our "Now More Than Ever" radio campaign message, this graphic is a scene of the animated video that we created. This animation will be shown over social media platforms.

NEWS ON KVCR SOCIAL MEDIA



With the station striving for more news based content, we have created a new graphic. It will be used at the end of our social media based news stories.

FNX

PROGRAMS IN JULY

The Last Frontier - The Damned -

Deep in the heart of Malaysia's Sarawak Province, indigenous communities prepare to lose their homes and livelihoods as controversial plans to build a string of huge hydro-electric dams gets under way.

July 6 at 9:00pm



Toilet Exploitation - Much of Europe's toilet paper and tissues come from eucalyptus plantations in Brazil. But indigenous tribes claim their land is being stolen to make way for these plantations. "This is a fight to recover our territory", states the tribal chief.

July 6 at 9:16pm

Nuns v. Guns - Ranchers illegally carving up the Amazon are resorting to force to secure their profits. In the past 30 years, hundreds of indigenous farmers who oppose them have been murdered. On one side, the impoverished farmers supported by the Catholic Church; on the other side, the big ranchers determined to evict them.

July 13 at 9:00pm

Arctic Cold War - A dangerous contest between Russia and the West for the Arctic's vast mineral resources. Canada, Russia, Denmark and Norway all have claims to the Arctic seabed, where vast mineral reserves are thought to lie.

July 27 at 9:10pm



SOCIAL MEDIA

Welcome, Welcome, Everyone! - A song by Chumash Medicine Man Grandfather Semu Huaute, as taught to us by Alan Salazar.



If you missed today's premiere of the short form **Culture Stories** series on FNX, here it is! **Culture Stories** is hosted by Tlingit & Haida tribal member and former Miss Alaska Alyssa London. A message from the **Culture Stories** team: This webisode is an excerpt from our visit with Fernandño Tataviam and Chumash elder, Alan Salazar. It is the first of several fun and educational segments that we captured with him.

IN PRODUCTION

FNX Premieres New Culture Stories Webisode



FNX Premiered a new webisode of **Culture Stories**, an FNX original series produced in partnership with Culture Story. The **Culture Stories** series is created and hosted by Alyssa London, a Tlingit & Haida tribal member and former Miss Alaska. The newest segment follows Fernandño Tataviam tribal member and Chumash Elder Alan Salazar as he teaches Alyssa and viewers "Welcome, Welcome Everyone" a traditional Clapper Stick welcome song. The clapper stick is an instrument native to California tribes, both inland and along the coast.



The **FNX NOW** series has transitioned into a weekly 30-minute news show hosted by longtime KVCR and FNX staff member Frank Blanquet with stories contrib-

uted by Lillian Vasquez via 91.9 KVCR Radio. Blanquet, a longtime member of the Native American Journalists Association, and current board member, created and launched the **FNX NOW** series in 2012. The series still releases short-form content but is now also a long-form program that premieres a new episode every Sunday with a repeat on Monday. We have produced and aired 7 episodes as half hour segments since the series first made the transition on May 8th. The series is fully recorded online via Zoom.

