



KVCR & FNX

BOARD OF TRUSTEES REPORT

April 8, 2021

KVCR Produces Radio and TV Show Simultaneously

This month, KVCR television production team members worked with our radio colleagues to bring *Lifestyles with Lillian Vasquez* & *Inland Edition*, two of our local radio shows, to television. Cameras were set up in our radio production studio to allow for simultaneous recording for TV and for radio.

While unable to meet in person, radio guests were able to connect via Zoom and still conduct a face-to-face interview. The opportunity to engage our television viewers and share what's going on over on the radio side is an exciting endeavor.

The first television episode of *Lifestyles with Lillian Vasquez* featured an in-depth interview with prolific PBS music show producer, TJ Lubinsky, which we reported on last month in this report. Since then we have recorded three more shows and have now expanded the process with *Inland Edition*.

Inland Edition's first television episode featured a look at the COVID-19 vaccine education campaign, "It's Up To You." Lillian Vasquez speaks with Heidi Arthur, Chief Campaign Development Officer with the Ad Council. She shared the strategies the Ad

Council used to create their campaign and their push to inform the public about vaccines.

Also on the first episode was San Bernardino Community College District Trustee Joseph Williams in conversation with recently-elected County Supervisor, Joe Baca Jr. The first *Inland Edition* aired on March 22 at 6:00pm.

Future episodes of both programs have been record and are in "post-production," with more on the way, including an interview with the Corona-Norco School District about school re-openings. We recorded a special look back at the past year living with and through this pandemic and shared how KVCR was able to serve our community. Televising our radio programs is a great way to reach a broader audience and showcase more of what's going on in our region and beyond.



What's In this Report

- ~ Local Stories Heard on 91.9
- ~ National TV Shows Airing in April
- ~ Fundraising Efforts
- ~ FNX National Show & FNX Local Weekly Productions

KVCR

9 1 . 9



BEAT REPORTER HIGHLIGHTS



Advocacy Groups Allege Neglect at Adelanto Detention Center - Immigrant advocacy groups are calling for Adelanto to be shut down, while ICE denies any neglect and maintains that it's following all proper guidelines.

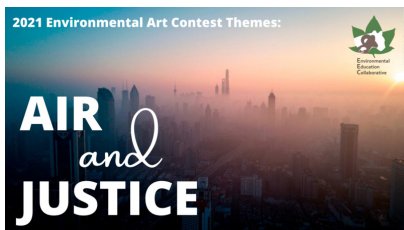
Some Inland Empire Entrepreneurs See "Glass Half Full" - A year into the pandemic, some entrepreneurs in the Inland Empire see a bright future for their businesses as those lockdowns begin to lift.

Authorities Identify Two Missing Persons After Massive Ontario Explosion - A cache of fireworks exploded, causing a deadly explosion at a home in Ontario. The two missing persons, who authorities said haven't yet been confirmed to be the two known dead from the blast, are cousins Caesar Paez and Alex Paez.

House Passes American Rescue Plan The bill includes another set of direct aid payments to Americans in the form of relief checks for people who meet certain income requirements, extended unemployment benefits and an expanded child tax credit.

Air and Justice are the Themes for the Environmental Education Collaborative's 2021 Art Contest - Applicants must address one or both

themes in one of three areas: visual art, writing, or video, which can include spoken word, performance and music.



MIDDAY NEWS SEGMENTS HIGHLIGHTS

Majority of IE Voters Support Mask Wearing - A new poll shows that anti-mask protesters in the Inland Empire do not represent the majority, with greater than 4 in 5 voters supporting a public mask mandate.



Civil Rights Institute of Inland Southern CA - The \$43 million Civil Rights Institute of Inland Southern California, a place of action and conversation around civil rights, is now under construction in Downtown Riverside.

SB County High School Academic Decathlon Teams Advance to State Championship Five San Bernardino County High School Academic Decathlon teams including Chaffey, Chino, Rancho Cucamonga, Redlands, and Etiwanda will compete against 78 other teams for the State Championship.

COVID-19 Health Guidelines Decrease Flu Outbreaks - Following public health guidelines for COVID-19 has made California's flu season less severe, with no outbreaks since September.

Ontario International Airport Expands Service to Chicago - Ontario International Airport is expanding service to Chicago's O'Hare International Airport this summer, a sign of the airport's steady recovery from the pandemic.



THIS MONTH ON KVCR-ARTS & LIFESTYLES

David Fleming discusses all things music with author and bass player **Victor Wooten**.



Victor Wooten shares his books *The Music Lesson* and *The Spirit of Music*.

Joseph Williams, lead singer of Toto in the 80s, talks about his new CD, *Denizen Tenant*.

Steve Lukather, one of the guitarists and vocalists with Toto since the beginning, shares about recent albums, which include collaborations with Toto members.



Lifestyles with **Lillian Vasquez** *Lifestyles takes a fresh look at arts, culture and issues across our unique region.*

Angela Pinaglia, Director of Life in Synchro, a documentary about the sport of synchronized ice skating. Life in Synchro airs on KVCR-TV Wednesday, March 24 at 10:30 p.m.

Peter Mui, the founder of Fixit Clinic, community-based educational workshops where coaches teach people how to fix their broken items.

TJ Lubinsky, the producer and creator behind many PBS music specials, featuring hits from the Doo Wop era, the 60s, Motown, and more. TJ talks about his early career, the artists he's worked with over the past 25 years.

Al Arguello, Inland Empire Market President for Bank of America, speaks about the Neighborhood Builders grant program. **Clemente Mojica**, CEO of Neighborhood Partnership Housing Services, one of the non-profits that received the Bank of America grant in 2020. Neighborhood Partnership Housing Services is a non-profit creating housing solutions for families in need of assistance.



KVCR

Local TV Production

KVCR Night at the Movies



Last month KVCR was able to secure a sponsor so that we could add additional new movies to our broadcast library. Thanks to Inland Empire Health Plan (IEHP) who generously provided the funding to pay for the movies and covered the cost to close caption thirteen (13) classic movies which air as part of our KVCR Night at the Movies. KVCR television production staff worked to create an “open” to introduce the KVCR Night at the Movies. KVCR Night at the Movies airs Wednesday and Saturday nights on KVCR-TV Channel 24.



Inland Empire Health Plan

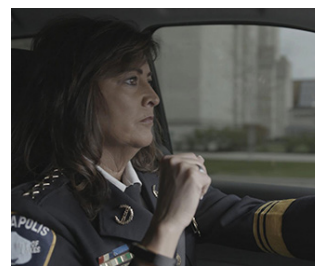
A Public Entity

TV Programs Airing in April

This Month - New episodes of American Experience; Antiques Roadshow; Finding Your Roots

My Grandparent’s War – Follow leading Hollywood actors as they re-trace the footsteps of their grandparents and learn how World War II changed the lives of their families and the world.

Mondays at 7:00pm starting April 12



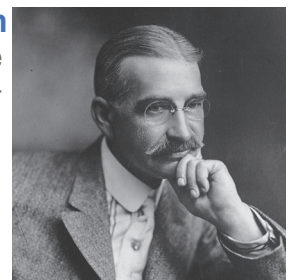
Independent Lens: Women in Blue – Under the leadership of the Minneapolis Police Department’s first female chief, women officers seek gender equity, redefining what it means to protect and serve. But a fatal shooting and a new male chief imperil their progress. **April 15 at 8:00pm**

Warrior Lawyers: Defenders of Sacred Justice – This program looks at contemporary Native American Nation rebuilding through the personal stories of Native Attorneys, Tribal Judges and their colleagues. It provides an overview of the major historical, legal, judicial and intertwining social issues shaping many Federally Recognized Native Nations. **April 15 at 9:30pm**

Inside California Education – A look at the challenges and opportunities facing the Golden State’s public schools. Topics include the growth of charter schools; new career tech opportunities; implementing the new Common Core standards; statewide teacher shortage; new dual-language immersion programs; the re-emergence of art and music classes; and how students are gaining real-life opportunities to become involved in local and state government. **Wednesdays at 5:00pm starting April 21**

The West is Burning – This special examines the history of forest management and litigation that has contributed to the current conditions and the catastrophic fires plaguing the region. **April 22 at 8:00pm**

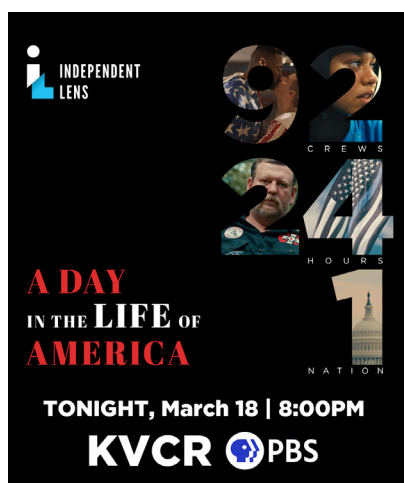
American Experience: American Oz – Explore the life of L. Frank Baum, the man behind one of the most beloved, enduring and quintessential American classics. The Wonderful Wizard of Oz, published in 1900, has been reinterpreted through the generations in films, books and musicals. **April 29 at 7:00pm**



Posted on our Social Media - Television

PBS: TONIGHT on Channel 24 or streaming on the KVCR APP:

Director Jared Leto sends more than 90 film crews to all 50 states to capture life in America over a 24-hour period.





KVCR



KVCR Celebrates Women in History Month



“Civil” Women - Three individuals who fought tirelessly for the rights of others.

American Experience -Voice of Freedom -The life of singer Marian Anderson and her triumphant 1939 concert at the Lincoln Memorial.

Votes for Women: The History of Women’s Suffrage - One hundred years after the passage of the 19th Amendment, this tells the story of the hard-fought campaign waged by American women for the right to vote — a transformative cultural and political movement that resulted in the largest expansion of voting rights in U.S. history.

Dolly Parton - I Will Always Love You - Celebrate the singer-songwriter’s career from her early days to her success as a crossover superstar.

Stevie Nicks: 24 Karat Gold Tour - Singer Stevie Nicks performs smash hits from her Fleetwood Mac and solo careers and shares stories.

Linda Ronstadt: Live in Hollywood - Singer Linda Ronstadt performs “Blue Bayou” and more big hits in an electrifying 1980 concert.

Seeing is Believing Women Direct - Four diverse women share the story of how they became directors and reveal what motivates them.

Breaking Through the Clouds: The First Women’s National Air Derby - The story of the women who took part in the first women’s national air derby in 1929.

Life in Synchro - Journey alongside incredible women around the country as they compete in synchronized ice skating.

Featured on Radio for Women’s History Month

Every week on **Lifestyles**, KVCR’s Shareen Awad highlighted a female entertainer who has impacted our culture over the years. Singer and actress **Cher**, whose music topped the charts in each of the past six decades.

Singer **Rita Coolidge**, recording music across several genres, with hits such as “(Your Love Keeps Lifting Me) Higher and Higher”.

Singer and actress **Helen Reddy**, known for her song “I am Woman”, a feminist anthem.

Singer, actress, and filmmaker **Barbra Streisand**, who had over 70 albums and a successful career in film and on Broadway.

Fund Raising Efforts in March \$178,772

Below are some of the projects and fund raising efforts we delivered in March. This does not include our letter campaign.

TV Pledge - \$95,000

Our goal for our TV March Pledge Drive was \$95,000. At this time we are just over our goal, but we expect to hit \$100,000 before the month is over.

CARS Dontation Program - \$20,772

One of our on-going fundraiser is our Car Donation Program. This month we raised \$20,772

Underwriting - \$34,000

University of Redlands
Measure CC

Production Clients - \$29,000

In the past few months we have worked with clients on production projects.

“Career Construction Campaign”

“Learn With Me” SBCSS Children’s show

“Drew & Boo Go to Theatre Camp” (For national distribution)

Pending Funding Proposals:

KVCR Underwriting - \$14,000

KVCR Production Client - \$12,000

FNX Underwriting - \$5,000

FNX Grant - \$50,000

Federal Support - \$500,000

Posted on our Social Media - Radio



INSTAGRAM
PBS/NPR - TOP POST

Today is #NationalPuppyDay! It’s an opportunity to promote awareness to puppy mills in the US. @dosomething says about 2.11 million puppies are sold that originated from puppy mills, while 3 million are killed in shelters because they are too full.



First Nations Experience

Visit www.FNX.org/schedule for full listings

PROGRAMS IN APRIL

IN PRODUCTION



Breaking Loneliness – A documentary about people finding ways to escape loneliness and social isolation. The documentary was filmed in Edmonton, Calgary and on the Blood Reserve in Southern Alberta, Canada. Loneliness is a social epidemic that is impacting all age groups around the world. Although most of us are connected on social media, we have never felt more alone. Many of us find ourselves isolated from our communities and feeling lonely. This documentary follows three people; Indigenous Peer Support Worker John Chief Moon, volunteer Tom Greyson, and ESL teacher Julie Kraychy - who have worked to overcome their own loneliness and social isolation, and are now helping others to battle theirs. **April 4 at 5:00pm**

Seeing Canada – Brandy Yanchyk’s travel documentary, connects viewers to the “Signature Experiences” Canada has to offer.



Viewers experience Canada’s iconic nature, thrilling adventures and unique, varied culture through Brandy’s eyes. These signature experiences have been fully vetted by the Canadian government’s tourism department (known as Destination Canada). They are adventurous in nature, and focus on the vibrant cities, culinary delights, world-class attractions, unique characters and natural wonders of Canada. **April 5 at 8:30pm**

Buying Up Eden – Millionaire Doug Tompkins wanted to save a rainforest, so he went out and bought one in Southern Chile. Many Chileans, though, are not so keen on his philanthropy and regard him with suspicion. **April 15 at 5:00pm**

THIS MONTH ON FNX NOW (In Partnership with Ethnic Media Services)

“When Can We Reopen Schools?” The debate as to when public schools should reopen is the topic on many minds. Students of color, including those from Native & Indigenous communities, and other minorities, are at risk of both falling behind due to poor classroom connectivity, and high regional Covid19 infection rates.

On the show our guests are Louis Freedberg, Executive Director of EdSource, Tyrone Howard, Professor of Education, Pritzker Family Endowed Chair in Education to Strengthen Families, & Director of the Black Male Institute at UCLA.



“Covid Deaths Spotlight Healthcare Inequity Issues”

- The death rate for minority groups including Native American & Indigenous communities have been among the worst hit ethnic groups in the United States. COVID deaths, and the Native American community has almost double the mortality rates of Whites, according to CDC data. COVID death rates spotlight the gaping inequities in COVID health care and hospitalizations. Moreover, at-risk ethnicities have not been prioritized for vaccine distribution. Guest speakers discuss the gaps in health equity amid the pandemic. Daniel Turner-Lloveras, MD. Founding member of Latino Coalition Against COVID-19 presents the findings of his new study. Virginia Hedrick, Executive Director, California Consortium for Urban Indian Health discusses the issues faced by Native communities, including the communication.

ANTI-ASIAN HATE CRIMES AT ALL-TIME HIGH



“Multi-Racial Organizations Unite To Combat Anti-Asian Violence”

- Brutal crimes targeting Asian Americans, mainly elders, has led an epidemic of anti-Asian violence. In this episode community leaders and organizers discuss the need for communities to work together to counter racial and ethnic divisions and stereotypes. Speakers John C. Yang, President and CEO, Asian Americans Advancing Justice (AAJC), Marc Morial, President and CEO, The National Urban League, and Jose Roberto Hernandez, Koreatown Immigrant Workers Alliance (KIWA), provide data on the spike in anti-Asian hate crimes and efforts to forge cross-ethnic coalitions to combat the divisive politics and rhetoric of the Trump administration.

COVID DEATH RATES & THE HEALTH EQUITY ISSUE

