

KVCR Television

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KVCR TV PROGRAMMING	Number of Times Aired	Avg. Times Aired per Month
Advice for Elderly	114	29
Stay Home Watch KVCR	274	137
Corona Virus - Lowering Risk	51	26
Corona Virus - Spanish	36	18
Corona Virus - We Remain...	1095	64
Corona Virus - We Remain	421	25
Corona Virus - We are Resilient	1267	91
TOTALS	3,258 Total Number of Programs Aired	56 Total Avg. Airings per month divide by # programs

ADDITIONAL PROGRAMS

Covid Diaries: On The Front Line: A Black nurse faces two crises at once: COVID-19 and racial tensions in the US. Rhonda Lee, a visiting nurse in Ypsilanti, Michigan, treats coronavirus patients after they leave the hospital. As a front line worker, she risks her well-being and that of her family. Rhonda documents her emotional experience as racial tensions boil over during the pandemic. An American Portrait special from WKAR

Confronting Coronavirus: A PBS Newshour Special: This special focuses on health precautions for individuals and the public-at-large as well as the pandemic's economic impact in both the United States and globally. Anchored by NewsHour's managing editor Judy Woodruff, it includes interviews with officials; reporting from NewsHour's bench of special correspondents throughout the world; and a virtual town hall with curated questions from people across America, to be moderated by NewsHour correspondents Amna Nawaz and William Brangham.

Disrupted: How Covid-19 Changed Education: At the end of another disrupted school year, students, families and educators are grappling with the long-term, profound impacts of the pandemic. Hosted by PBS NewsHour senior correspondent Amna Nawaz, this one-hour special showcases teen stories and students in conversation with each other and leading journalists about what they've been through, future challenges and opportunities, and their hopes for tackling systemic education problems exacerbated by the pandemic.

KVCR RADIO 91.9 FM

91.9 KVCR has aired over 400 COVID-related *local* stories between Midday News Report, Local Stories, Morning Edition, All Things Considered, and our Local Radio Programs *Inland Edition* and *Lifestyles with Lillian Vasquez*. KVCR also covers regional, state, national, and global stories and provides up to date information on the COVID-19 pandemic, with a large focus on vaccinations. We cover the latest news on a daily basis, from multiple sources, throughout the day.

Inland Edition: On March 3, 2020, we launched *Inland Edition* at the start of the pandemic.

Inland Edition provides information from community leaders, officials, and experts on everything related to COVID-19, from testing, patient care, resources, economy, education, vaccinations, and much more.

Upcoming shows on *Inland Edition* for October 2021: IE has aired approx. 192 times since March 2020.

Vaccine PSA Radio Campaign Rejects “Science & Shame” Messaging in Favor of Real-People Approach: Frank Kilpatrick, Founder of Healthcare Communications Group, shares The Should a Got the Shot project, which uses emotionally charged, non-political, real-people PSAs to **persuade vaccine skeptics to get the jab**. This campaign is aimed at various underserved populations: politically polarized, lower income, minority, and rural audiences.

Getting Tests and Vaccines to Underserved Communities : Color is the Bay Area-based company that partnered with the state of CA to **facilitate testing and vaccinations across the state**. Color’s Chief Commercial Officer, **Caroline Savello** discusses topics such as the challenges of **scaling testing and vaccinations to re-open vital services** such as in-person learning, why California has the lowest COVID cases in the nation, how we can get vaccines to underserved communities, and what scientists have learned from COVID-19 to put to use when faced with future health challenges.

Content on COVID-19 Vaccines: A few notable *Inland Edition* guests are:

Dr. David Lo, Distinguished Professor of Biomedical Sciences at UC Riverside. Dr. Lo talked about the Delta Variant, virus transmission, type of vaccines available, and the importance of vaccinations (August 4 2021 episode)

Karen Zirkle, Assistant Vice President of Business Development at Redlands Community Hospital, to find out how they are working with local entities and the public to get people vaccinated (Feb 24, 2021)

Michael Osur, Assistant Director for Riverside County Public Health and one of the key people working on COVID-19 vaccine distribution in Riverside County (Jan 13, 2021)

On March 24, 2021, KVCR’s Rick Dulock and Lillian Vasquez hosted a special episode, *Pandemic: A Year in Review*, where they aired updates on COVID-19 vaccines, our local businesses affected by the shutdowns, our At-Home Learning program which provides students with supplemental lessons during distance learning.

Local News

Midday News Report with Shareen Awad airs Tues-Thursdays at 11:33am. *Midday News* has kept listeners up to date on state and local news surrounding the pandemic, including updates about vaccination numbers and COVID case numbers, information about vaccination sites (including how to find transportation and how to make an appointment), vaccine mandates, and constant updates on school closures, the economy, virus surges, and more.

There were approx. 72 Midday News stories about COVID-19 vaccinations.

Examples of news stories:

Sept 30 – “Riverside County residents 65 years and older, and those at-risk of a severe COVID-19 case, can get the Pfizer vaccine booster at one of various clinics beginning Saturday...”

Aug 26 - “A new poll finds that the majority of Americans support mask and vaccine mandates for students and teachers in K-12 schools.”

Aug 12 – “California teachers and school staff are now required to get a COVID shot or undergo weekly coronavirus testing.”

July 7 – “Riverside County Public Health partners with the Jurupa Unified School District and local community organizations to host “Time to Heal” Vaccine Clinic & Resource Fair. Information at <https://tinyurl.com/Time2Heal-RivCo>”

News Stories from Local Reporters –

KVCR’s Megan Jamerson and Jonathan Linden have spoken to county officials, health experts, and leaders about COVID-19 and have provided vaccination news and updates as they happen, in the form of news stories, features, and interviews. Reporters generally have a news story or two on a daily basis, in addition to the latest COVID case and vaccination numbers.

Megan Jamerson story: *San Bernardino County Opens Vaccination Sites to Walk-Ups* (May 13, 2021). Twelve county-run vaccination sites were listed with addresses and vital information.

Jonathan Linden provides a weekly COVID-19 update for the Inland Empire.

Local stories air 3-5 times during morning, midday, and afternoon news breaks.

<p>Morning Edition / All Things Considered Weekday mornings 5-9am / Weekday afternoons 3-6pm</p>
<p>Every morning and afternoon, we have aired the latest COVID-19 news on our morning and afternoon programs, including current COVID-19 cases, deaths, vaccinations, and hospitalizations. During both Morning Edition and All Things Considered, our radio hosts give listeners COVID updates on the hyper local, regional, state, national, and global levels. Often, these updates occur in the same hour. We air COVID-related news from NPR, Associated Press, California Report, and more.</p>

FNX (FIRST NATIONS EXPERIENCE)

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FNX TV PROGRAMMING	Number of Times Aired	Avg. Times Aired per Month
Corona Virus	138	69
Indian Country - Corona Virus	115	23
San Manuel - Corona Virus	89	30
Indian Country Today - Corona Virus	64	64
New Mexico's Tribal Communities and Covid-19:	2	2
NORTHERN CALI INDIAN DEV COUNCIL – PSA SPOT 1	68	34
NORTHERN CALI INDIAN DEV COUNCIL – PSA SPOT 2	67	33
Hoopa Valley: One Tribe's Battle Against Covid-19:	36	6
Covid19 Report from Del Norte, California:	4	4
CDC Update: COVID Boosters:	4	4
Total	587	27
	Total Number of Programs Aired	Total Avg. Airings per month divide by # programs

New Mexico's Tribal Communities and Covid-19: COVID-19 is hitting New Mexico's tribal communities hard, and accurate information is more important than ever. A Virtual Town Hall - featuring both state and tribal officials. Acoma Pueblo member Conroy Chino moderates.

Hoopa Valley: One Tribe's Battle Against Covid-19: (made with help by FNX) Hoopa Valley tribal community members, including a First Responder, a Doctor and Radio Personalities, discuss the tribe's battle against the Covid19 Pandemic.

Covid19 Report from Del Norte, California: Del Norte, California's smallest county in terms of population (26,000), has one of the lowest vaccination rates in the state. This FNX NOW segment produced in partnership with Ethnic Media Services (EMS) highlights members from the Karuk and Yurok tribes. With the highly transmissible Delta variant, infection rates are rising dramatically, overwhelming the county's main hospital Sutter Coast. The county offers a microcosm of the successes and challenges of vaccinating a highly dispersed, predominantly rural population with significant numbers of Latinx farmworkers

and members of the Yurok and Karuk tribes. Speakers include Terry Supahan (Karuk Tribe), Executive Director of Del Norte & Tribal Lands True North Organizing Network and Thayallen Gensaw (Yurok Tribe), a Del Norte high school student who advocates for his peers and community members to get vaccinated.

CDC Update: Covid Boosters: The Center for Disease Control (CDC), the nation's top public health agency, aims to expand its communications about COVID-19 vaccination boosters with the diverse audiences of ethnic media. Pandemic updates, Vaccination rates, booster shots, breakout infections, these are all subjects that are covered by CDC representative within this segment of FNX NOW, produced in partnership with Ethnic Media Service (EMS). On the show we welcome Dr. Peggy Honein who leads the State, Tribal, Local, and Territorial Support Task Force in CDC's COVID-19 response. She is followed by Dr. Jennifer Layden, CDC Deputy Director, Office of Science. Prior to joining CDC, Dr. Layden most recently served as the Deputy Commissioner and Chief Medical Officer for the Chicago Department of Public Health. Our 3rd guest is Dr. Cindy Friedman, Chief of Traveler's Health Branch at the CDC. Dr. Friedman joined The Division of Global Migration and Quarantine in 2020 after leading CDC's COVID-19 response Cruise Ship Task Force, helping navigate the safe disembarkation and repatriation of more than 250,000 passengers and crew.