



**KVCR**  
TV 24 91.9



**FNX**  
FIRST NATIONS EXPERIENCE

# BOARD REPORT

**October 20, 2016**

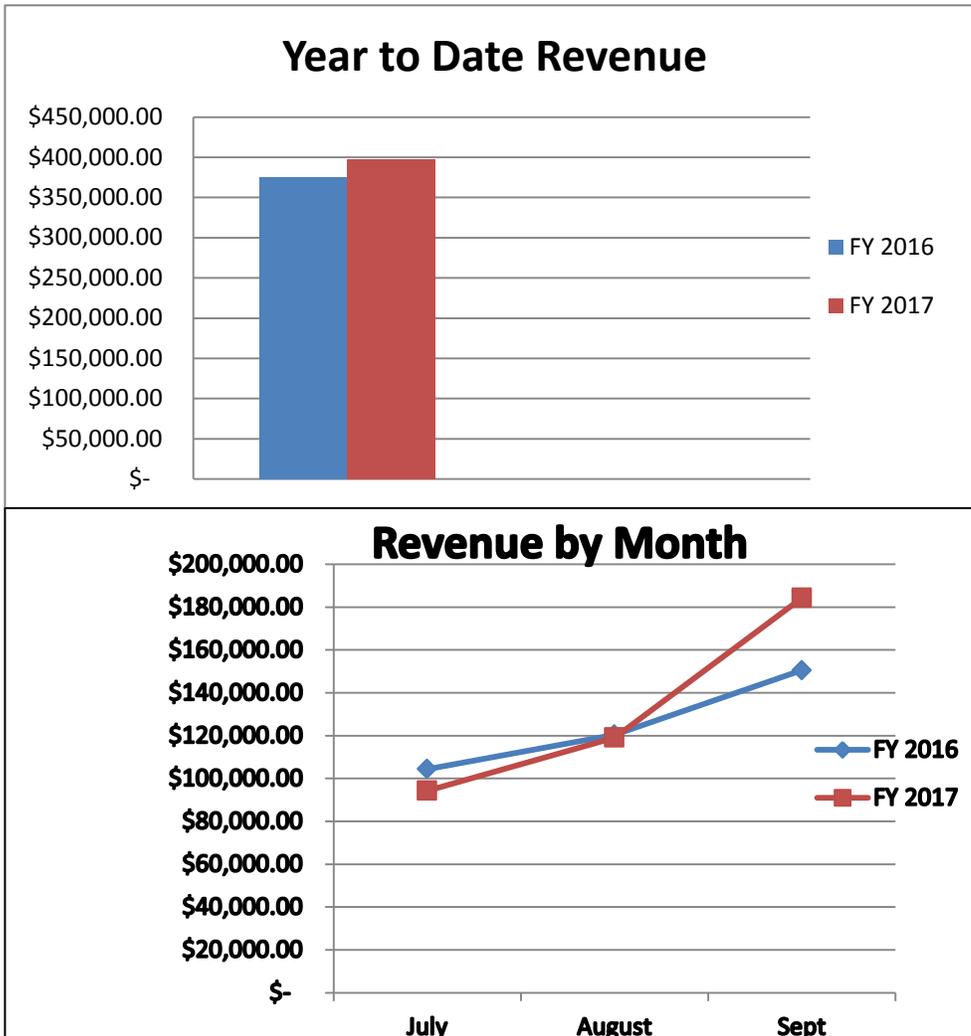
**KVCR** received the 2016 Inland Empire Media Award for **Best Radio or TV Station of the Year!** KVCR was selected as a finalist in four categories for this year's IE Media Awards including: "Blog/Podcast of the Year," "Locally Produced Radio or TV Show of the Year," "Best Coverage of Local News Story of the Year," and of course, "Radio or TV Station of the Year." KVCR walked away with the top award of the night when it was announced as the **TV Station of the Year**. Recipients were announced on September 22<sup>nd</sup> in an "Academy Awards" style banquet at Riverside's historic Mission Inn. The annual event is sponsored by the American Advertising Federation, the oldest national advertising trade association in the United States.



Left to right: David Fleming, Alfredo Cruz, Kate Salvesen, Lillian Vasquez, John Longville, Jhoann Acosta, Bruce Baron, Cassie McDuff, Ken Vincent and Rick Dulock.

# DEVELOPMENT

**FALL TV PLEDGE** – In late September KVCR completed our Fall TV Pledge with revenue this year at \$94,293 and compared to last year at \$112,918. This year, because of licensing restrictions, we were unable to air *Downton Abbey*, *Il Volo* or *Suze Orman*. These three shows totaled \$27,771 in revenue last year. To make up for the short fall, we will air some specials in October and November.



**FALL RADIO PLEDGE** – If you listen to our NPR radio you noticed we were doing something very different. We are working to reduce the time we interrupt programming. Since September 6, we have been airing messages designed to shorten the on-air portion of the drive. Through October 3, we generated \$65,000 in listener support without interrupting any programming. Our listeners are very supportive of this effort and we are already 54% to goal. By the beginning of the on-air portion of the drive on October 5, we had already raised over \$80K! As part of this effort we have been airing actual spots from our listeners about what KVCR means to them. We will keep you posted on our progress.



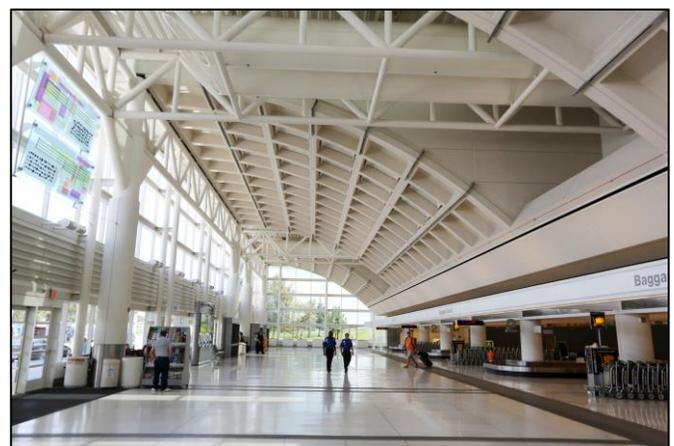


In addition to our regular weekly segments with Inland Empire Economist John Husing, and Jeff Baker exploring IE and world food culture with Savory Road, following are some of the local segments produced and aired over the past month on KVCR FM News: *(most of the following segments can be heard on demand at [kvcrnews.org](http://kvcrnews.org))*

- **TERRORIST ATTACK AND MENTAL HEALTH** – Part One of this two-part story reported on the San Bernardino County employees brought ISIS-inspired terrorism to the Inland Empire. No longer limited to global cities like London, Paris, or Brussels, the attack reaffirmed that anywhere can be a target.
- **FIRES** – Local firefighters made relatively short work of a couple of potentially-destructive brush fires in two Inland Empire communities.
- **UCR ADMINISTRATORS**– Prominent academic figures at the University of California, Riverside have been appointed to statewide public service boards.
- **LOCAL ARTISTS** – KVCaRts, David Fleming interviewed local musician Jacob Pflum about his latest CD.
- **BLUE CUT FIRE** – The Blue Cut Fire burning in the mountains above San Bernardino is expected to consume some 50 square miles of dry brush, trees and anything else in its way—less than 24 hours after it ignited. 91.9 KVCR provided a wrap-up of information about the fire that was updated at a news conference held by Unified Fire Command authorities in San Bernardino.
- **TERRORIST ATTACK PART 3** – Part 2 of the series looks at the First Responders: Minutes after the gunfire erupted at the Inland Regional Center on December 2, emergency personnel from a host of local agencies were on the scene. By their own accounts, what they saw was horrific and will be with them for a lifetime. As part of our series on the mental health aftermath of the terrorist attack, KVCR’s Matt Guilhem examines the traumatic scene first responders arrived at that day and the lingering effects it can have.
- **GUN CONTROL AND LEGALIZED MARIJUANA** – A new poll finds most California voters are in favor of two controversial measures on the November election ballot.
- **TERRORIST ATTACK PART 3** – Part of the live audience following the December 2 attack in real time on TV or radio was children. The saturation coverage put parents in a tight spot. Should they talk to their children about what happened? As our series on the mental health aftermath of the terrorist attacks continues, KVCR’s Matt Guilhem looks at how two different families with personal connections to the tragedy navigated the situation.



- **BLUE CUT FIRE** – The Blue Cut fire continues to burn, consuming nearly 32,000 acres or just less than 50 square miles, an area about the size of the City of San Francisco. The blaze remained less than 10 percent contained with mandatory evacuation orders in effect for more than 82,000 residents in the vicinity of the fire zone north of San Bernardino.
- **IDYLLWILD JAZZ IN THE PINES FESTIVAL** – The annual Idyllwild music festival takes place this weekend in the San Jacinto Mountain town of Idyllwild.
- **RISE IN UNEMPLOYMENT** – The unemployment rate in the Inland Empire and in the state as a whole, ticked upward for the first time in years.
- **TERRORIST ATTACK PART 4** – On December 2, 2015, those in the conference hall at the Inland Regional Center dove for cover, deafened by gunfire, and watched friends and colleagues die. Environmental Health Specialist, Julie Paez was shot twice that morning. As part of our series on mental health in the aftermath of the terror attack, KVCR's Matt Guilhem spoke to Paez about her recover and determination to move forward from a few moments of her life.
- **ELECTRCITY CO-OP** – Riverside County Supervisors are exploring the possibility of allowing the formation of an electrical power co-op, which could save the county's residents and businesses millions of dollars per year in electricity savings.
- **TERRORIST ATTACK PART 5** – Following the attack on San Bernardino, a mosque in the Coachella Valley was firebombed. The act of ISIS-inspired terror in the Inland Empire—coming just weeks after a music hall in Paris was targeted only fanned the flames of Islamophobia. The hate crime in Indio demonstrated the fear and broad mistrust of an entire population in spite of the fact that the overwhelming majority of Muslims are peaceful seekers of the American Dream. To conclude our series on mental health in the wake of the San Bernardino attack, KVCR's Matt Guilhem looks at how area Muslims process the scrutiny they receive.
- **SAN DIEGO CHARGERS STADIUM** – After a bruising couple of weeks that saw three critical reports come out on the San Diego Chargers' plan to build a football stadium and convention center annex in downtown San Diego, the team plans to go on the offense today by releasing a team-commissioned economic study on the proposal.
- **TEMECULA VALLEY** – Riverside County Supervisors scheduled a September 13 public hearing to take testimony for and against the proposed Temecula Valley Wine Country Marketing District, which would require hoteliers to pay fees to promote the area.
- **ONTARIO INTERNATIONAL AIRPORT** – As part of its transition back to Inland Empire ownership, Ontario International Airport has made a couple of high-level local management hires, including someone familiar to KVCR listeners: former Press-Enterprise columnist and KVCR contributor Cassie MacDuff.
- **SAVORY ROAD** – Radio host, Jeff Baker, has the latest adventure from his and his wife's road trip from SoCal to the Pacific Northwest: a visit to Bob's Java Jive in Tacoma, Washington, where the coffee is less of an attraction that the coffee shop it's sold in.
- **GREENHOUSE GAS EMISSIONS** – The California Legislature has passed new emissions targets for greenhouse gases in California. Governor Jerry Brown cites air quality in the Inland Empire as one reason he'll sign the bill, even though he didn't get everything he wanted from the legislation.



- **MARCH FIELD AIR MUSEUM** – In addition to the 70 aircraft and the more than 30,000 artifacts in the vicinity, the March Field Air Museum at March Air Reserve Base has also taken on a new executive director, Paul Hammond.
- **DROUGHT** – Researchers at UC Riverside are exploring the viability of blending treated and fortified recycled water with ground water for use on crops and landscaping.
- **BICYCLING** – Beyond the basics of bicycling, UC Riverside researchers have created a concept called cycling justice. The KVCR’s Natalya Estrada spoke with Professor Williams about bicycle norms and abnormalities in the Inland Empire.
- **WINNIE THE POOH** – In this excerpt from KVCaRts, author Kathryn Aalto talks about her book, “The Natural World of Winnie The Pooh: A Walk Through the Forest That Inspired The Hundred Acre Wood.”
- **BOGART FIRE** – The Bogart Fire burning in Cherry Valley, north of the eastern IE communities of Beaumont and Banning, has burned 1,250 acres and is 20 percent contained. All evacuation orders have been lifted.
- **SALTON SEA PERSERVATION** – A new collaboration between the state of California and the federal government is getting resources from the Obama Administration and good reviews from local leaders trying to save the Salton Sea--California’s largest inland body of water--from drying up.
- **CHP** – The California Highway Patrol has ended it’s 3-day holiday highway enforcement period, during which local law enforcement officers fanned out over the region’s roads looking for impaired drivers posing a danger to themselves and others.
- **POW WOW STORIES** – *Forging Bonds: Pow Wow Stories from California* is a TV documentary produced by FNX—First Nations Experience—KVCR-TV’s sister station with programming focusing on Native American and Indigenous peoples culture.
- **LOCAL EDUCATION** – The abrupt closure of 130 ITT Technical Institute campuses across the country leaves thousands of students out of luck. But one consumer advocate says it’s the best thing in the long run.
- **911 EVENTS** – A number of Inland Empire cities are planning to commemorate Sunday’s 15<sup>th</sup> anniversary of the 9/11 terrorist attacks.
- **TRIBAL ISSUES** – A 1,100 mile long pipeline being built by Texas-based Dakota Access is slated to carry 470,000 barrels of oil daily through treaty lands of the Standing Rock Sioux Tribe in North Dakota. The tribe has been protesting the pipeline and attracting support from American sympathizers and native people across the continent.





## PROGRAMMING

### TOP 10 Prime Time Shows in AUGUST

- |   |   |
|---|---|
| 1. <i>Antiques Roadshow</i>             | 6. <i>Knit and Crochet Now</i>                      |
| 2. <i>Nova</i>                          | 7. <i>This Old House</i>                            |
| 3. <i>Egypt – Beyond the Pyramids</i>   | 8. <i>Masterpiece – Overnight Marathon</i>          |
| 4. <i>Masterpiece – Inspector Lewis</i> | 9. <i>Lawrence Welk’s TV Treasures</i>              |
| 5. <i>Vera</i>                          | 10. <i>Ancient Roads from Christ to Constantine</i> |

July’s viewership was 548,981 (monthly) and 280,000 (weekly)

### Programs Coming in October/November

***Exploring the American Spirit*** – A series exclusive to KVCR about people who are making a positive difference in the Inland Empire.

Wednesdays beginning October 5 at 7:30pm

***Let’s Dine Out*** – Another exclusive to KVCR. Food critics Allan Borgen and Tricia Jenzen explore great restaurants in our own Inland Empire.

Fridays beginning October 7 at 6:30pm

***Nova – School of the Future*** – In a new age of information, rapid innovation and globalization, how can we prepare our children to compete? Discover how the new science of learning can help us reimagine the future of education for all children.

Thursday, October 20 at 7:00pm



**Willie Velásquez: Your Vote is Your Voice** – Meet the charismatic pioneering activist whose rallying cry of “*Su Voto es Su Voz*” (Your Vote is Your Voice) started a grass roots movement that transformed the nation’s political landscape and paved the way for the growing power of the Latino vote.



Thursday, October 20 at 9:00pm

**Count Me In** – At a time when voter frustration is mounting, there’s finally a good news story

about money and voting. This program highlights an innovative experience in direct democracy that gives ordinary Chicagoans direct say over local public projects and monies. Pioneered in Chicago, participatory budgeting is rapidly spreading across the country and even the White House recently made it one of its key recommendations for open government.



## PRODUCTION

**KVCR NOW – Antiques Road Show in Palm Springs** highlights the production process and the stories of some of the locals' experience on the show.

**Gathering Family Night** is hosted by the Title VII American Indian Education program (*third year*) to bring awareness of Native American customs and history to the children involved, parents and the community alike. Celebrity Danny Trejo was a guest speaker. Shooting was completed and story will hit air in October.



All of our stories are on our website at [kvcr.org/now](http://kvcr.org/now)

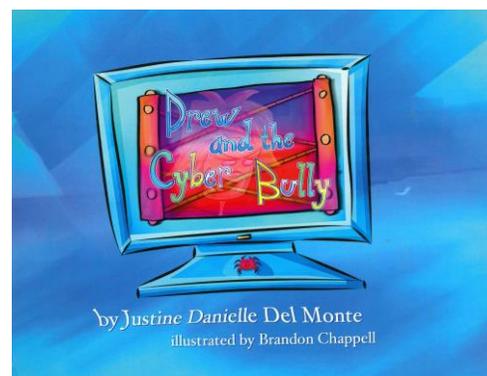
## PRODUCTIONS

**The Redlands Bowl** productions began to air September 8 at 8:00pm. One of the first shows to air was Herencia de Timbiqui – a lively, Colombian group from the Pacific Coast.

**FNX Black Hills Unity Concert** coverage in South Dakota included a member of the KVCR team to serve as camera operator. People standing together for the return of the Black Hills to the Lakota Tribes was covered.

**Anti-Bullying interstitials** were completed and are available for national distribution, as well as local air.

**Hey Louie! Take a Look at This!** is a book written by Luis Fuente, Huell Howser's longtime cameraman. Pre-production has started for a show that revisits some of the spots Louie and Huell highlighted in their productions.



## IN THE COMMUNITY

**The Inland Empire Media Awards** selected KVCR Television as the Station of the Year. The award ceremony was held at the Mission Inn Hotel on September 22.

**Willie Velásquez: Your Vote Is Your Voice** documentary will be screened in the KVCR studio, Thursday, October 13, featuring a Q&A with the filmmaker. Velásquez paved the way for the Latino vote and growing voice in American democracy.

**PLEDGE BREAKS** – **Ethan Bortnick** breaks were recorded. “Thank You” gifts or pledge items includes a DVD copy of the show or a CD of his music plus tickets to his February concert to be held at the San Bernardino Valley College Auditorium.

**Trans-Siberian Orchestra** breaks were shot and editing is in progress. The TSO will be at the Citizen's Business Bank Arena on December 27, and tickets will be offered to our viewers.

## IN-STUDIO PRODUCTIONS

**Cracking the Ice** is a one hour show focused on parental alienation. Host Ron Berglas interviewed specialists on the matter, as well as affected fathers. The show included dramatizations based on true events to better explain the effects of parental alienation. The actors featured were SBVC students in Ron’s Drama class. **Cracking the Ice** premiered Monday, September 26, at 7:00pm.



## OUTREACH

**TV PLEDGE SPECIAL** - The **Let’s Dine Out** dinner event was held September 15 at the Hawk Tavern at Riley’s Farm in Oak Glen. TV members were our guests for the wonderful feast.

**KVCR AUTISM INITIATIVE** - As part of the KVCR Autism Initiative, Lillian Vasquez provided a training session on autism and “first responders” as part of San Bernardino Sheriff training conference held in Rancho Cucamonga. She presented to 30 officers that work on the school districts’ campus. Each officer received our Behaviors/Helpful Hints cards for them to keep in their pocket and just familiarize themselves.

**When interacting with autistic individuals**

**Behaviors**

People on the Autism Spectrum may:

- be nonverbal or have limited speech
- repeat words or phrases (from videos or TV commercials)
- have difficulty expressing needs
- have a tantrum
- exhibit inappropriate laughing
- appear insensitive to pain or fear
- be sensitive to touch, sound or bright lights
- not be able to maintain eye contact
- lack ability to respond to questions
- exhibit repetitive movements of hands, arms etc.
- have an unusual pitch of voice or sound
- irregular speech pattern
- be anxious in unfamiliar situations
- not understand verbal cues (may appear deaf)
- dart away from you unexpectedly
- become combative or aggressive

**For Law Enforcement & Emergency Personnel: This individual may not understand the law, know right from wrong, or know the consequences of his actions.**

**Helpful Hints**

- Speak slowly and clearly
- Use concrete terms (“What’s your address?” VS “Where do you live?”)
- Keep your voice tone calm - the louder you get the more agitated they may become
- Ask simple questions with few words
- Written prompt maybe helpful, many can read
- They take things literally - “He *clammed up*.” (autistic person may picture clams and miss the meaning)
- Repeat simple questions - Allow time for a response (10-15 seconds) before asking another question
- Proceed slowly and give praise
- Give a warning before touching them
- Do not try to stop self-stimulation behaviors

**Keep in mind:**  
These are merely suggestions. Each autistic person is unique and may behave differently.

**Funded By**

The KVCR Autism Initiative • [www.kvcr.org](http://www.kvcr.org)  
Autism Society/Inland Empire • [www.ieautism.org](http://www.ieautism.org)  
Race 4 Humanity 2009 • [www.race4humanity.org](http://www.race4humanity.org)



## FNX Wins National Awards

Congratulations to FNX for winning several awards from the Native American Journalists Association (NAJA). The annual competition recognizes excellence in reporting by Native and non-Native journalists across the U.S. and Canada. This is the third year in a row that FNX wins top NAJA honors! KVCR is very proud of our talented FNX team. Pictured (l-r) are FNX Chief Content Manager, Frank Blanquet and Producer/Editors, Robin Underwood and Eddie Tahuka.



### FNX awards from the Native American Journalist Association include:

1. TV General Excellence (Professional Category) - **First Place**
2. TV Best News Story - **Second Place**
  - Robin Underwood and Frank Blanquet, for their coverage of MC RedCloud's world record break.
  - Link Here - <https://vimeo.com/139280870>
3. TV Best Feature Story - **Second Place**
  - Frank Blanquet and Eddie Tahuka for their "On The Scene" video with Spencer Battiest.
  - Link here - <https://vimeo.com/139001885>
4. TV General Excellence (Student Category) - **First Place**
  - \*ON NATIVE GROUND, the youth-produced program for FNX, is a Media, Film and Public Relations Company and a tribal non-profit corporation incorporated within the Hoopa Valley Tribe in northern California.

# PROGRAMMING

## Programs Coming in October

***Nunavik: Land of Ice*** – Follow Jean-Michael Jorda in his movie project, “Nunavik, Land of Ice,” which 90 years after Nanook of the North leads us to discover the 21<sup>st</sup> Century’s Inuit’s way of life. Issues of respect and preservation of traditions and natural environment appears as central themes in this documentary, and beyond general clichés offers the viewer the possibility to interact within the reality of the Inuit people and their everyday lives.



Friday, October 21 at 6:00pm



***Native Report*** – This entertaining and informative magazine style series celebrates Native American culture and heritage, listens to tribal elders, and talks to some of the most powerful and influential leaders of Indian Country today. ***Native Report*** is hosted by Stacey Thunder, an enrolled member of the Red Lake Nation, and co-hosted by Tadd Johnson who is an enrolled member of the Bois Forte Band of Chippewa.

Mondays beginning October 24 at 5:30pm

***The Other Side Marathon*** – Spirits walk among us. Indigenous people know and accept this. But whether they are playful or shy, or angry and violent, they are here for a reason. The Other Side is a half-hour television documentary series that follows a team of paranormal investigators in their pursuit to make contact with Canada’s most unsettled spirits.

Mondays beginning October 31 at 12:00pm



## OUTREACH

In September, FNX Team members attended the National Educational Television Association annual conference in Baltimore, Maryland where FNX was a sponsor to promote the FNX station and programming. Sponsorship included a custom tote bag, a booth and high visibility presence throughout the entire conference. FNX was also featured in a producers showcase that highlighted work produced by stations from across the country.

Also in September, the FNX team traveled to North Dakota to cover the pipeline issue at Standing Rock. A documentary is being produced for later broadcast.



Facebook – FNX just hit 9,619 likes and still climbing!!