

March 11, 2021



KVCR & FNX

BOARD OF TRUSTEES REPORT

Roundtable Strives to Build Equity

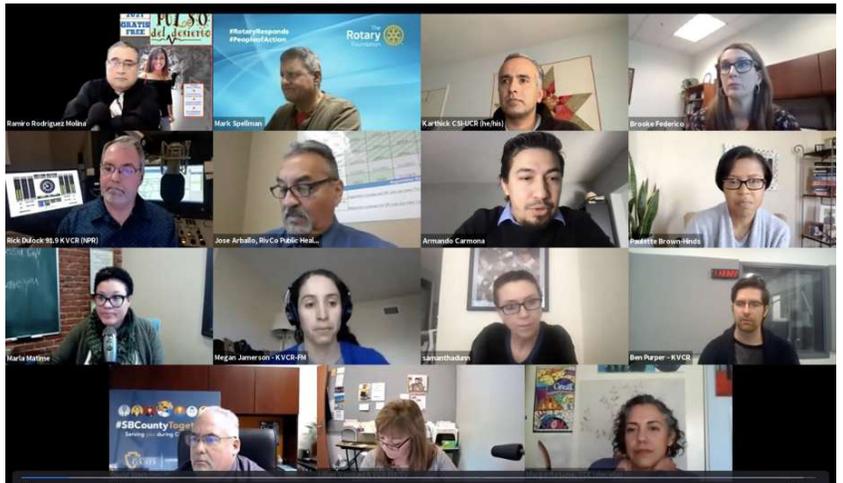
The Inland Empire Media Roundtable, which 91.9 KVCR has joined, launched a region-wide effort to ensure that information, especially related to vaccine distribution during the pandemic, is shared with all of the residents in our region. The Roundtable will strive to increase equity in information and resources to parts of our local communities who have been left out historically. These include communities of color – specifically Black, Latino and AAPI communities.

The IE Media Roundtable builds on the foundation of 2020 Census outreach in the region, and includes over 20 media entities that prioritize communities of color that comprise nearly 70 percent of the resident population of Riverside and San Bernardino counties.

Armando Carmona, Partner at Tzunu Strategies and Marla Matime, Chief Operating & Communications Officer of Voice Media Ventures, serve as coordinators of the Roundtable, building on their successful efforts to organize community media on census outreach. There is much reporting being done that could benefit KVCR listeners and it is our intention to assist in sharing information from the Media Roundtable and to all of the residents in our region. More information on the IE Media Roundtable is online at iemedia.org



Inland Empire Media Roundtable
Bridging Diverse Communities & Media for Social Change



KVCR Produces Radio and TV Show Simultaneously

With COVID still affecting operations, KVCR is doubling its efforts to produce content with maximum efficiency. Having placed two fixed cameras in both our radio production room and radio studio it has allowed us to conduct a radio interview and repurpose it for television, using minimal staff involvement. In our first effort with this process



KVCR's Lillian Vasquez spoke with TJ Lubinsky, the producer behind many PBS pledge shows. TJ Lubinsky has raised millions of dollars for PBS stations over the years with his popular Doo Wop and Oldies music genre, all part of the *My Music* series. The radio interview will air on *Lifestyles with Lillian Vasquez* in

March and will cross promote and ask listeners to tune in. The interview will also be edited to air on KVCR TV during the month of March. The plan is to continue utilizing this production method to bring *Lifestyles* onto the screen, while also keeping its original home on the radio airwaves.

Lifestyles
with
Lillian Vasquez



BEAT REPORTER HIGHLIGHTS

Biden Executive Order on Private Detention Unlikely to Have Effect on Adelanto ICE Facility - In January, President Biden signed an executive order directing the Justice Department to stop contracting with private prisons. The executive order only applies to people in the custody of the Department of Justice – not Immigration and Customs Enforcement.

San Manuel Band of Mission Indians and IEEP Distribute \$1 Million to Small Businesses - The “San Manuel Cares \$1 Million Small Business Relief Fund” will go to small businesses to help with expenses like paycheck protection, operating expenses, debt relief and more.

KVCR Joins Media Collaboration to Equitably Distribute Coronavirus Information to Inland Communities - KVCR is collaborating with the Inland Empire Media Roundtable, a collection of media entities working together for the equitable distribution of information in the Inland Empire.

UCR Extension Cannabis Program Seeks to Train Next Generation of Leaders in Legal Cannabis Industry - University of California, Riverside’s continuing education center now has a cannabis program that seeks to train students to become employees and leaders in the state’s growing legal cannabis industry.



SoCalGas Invests \$1.3 Million In Hydrogen Fuel Cell Projects - SoCalGas is investing \$1.3 million in hydrogen fuel cell projects that the company says could provide emissions-free transportation for railways and at ports in the state.

MIDDAY NEWS SEGMENTS HIGHLIGHTS

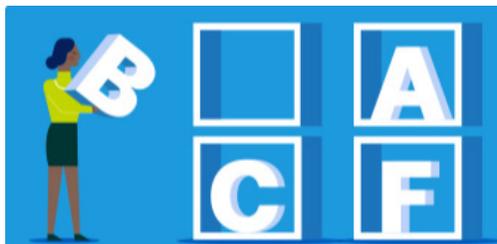
Inland Empire School Wins Mock Trial San Bernardino’s Cajon High School took first place in the 39th annual San Bernardino County Mock Trial Finals.



Riverside State of the City Address - Newly elected Riverside City Mayor Patricia Lock Dawson will give her first State of the City address.



California Scores High for Smoke-Free Air The American Lung Association released its annual report card and California received an A for smoke-free air and a B for tobacco taxes.



Million Dollar Contest for Expanding Internet Access - State Schools Chief Tony Thurmond kicked off a global contest with a \$1 million prize for the best plan to expand high-speed internet access to all Californians.

Cancel Culture Discrimination - State Senator Melissa Melendez introduced two bills aimed at protecting Californians against “cancel culture discrimination”, adding political affiliation as a protected class under California’s Anti-Discrimination laws.

THIS MONTH ON KVCR-ARTS & LIFESTYLES

Lillian Vasquez speaks with acting coach **Matt Newton** who wrote “The No BS Guide to the Acting Biz.” Community services coordinator for the city of Yucaipa, **Margot Mullen | Sage Foy**, student and the winner of an art contest held by the city.



David Fleming with **Jock Bartley of Firefall**, reminiscing on super hits “You Are the Woman,” and “Just Remember I Love You.”

David Fleming in conversation with **Jock Bartley**, from Firefall discusses a new album called Comet.

Actor **Hal Holbrook** talks about his long career | Singer **Mary Wilson**, founding member of The Supremes



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



Karen Riley, Executive Director of the S.C.R.A.P. Gallery, shares how the gallery uses donated discarded materials to teach

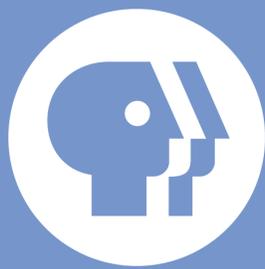
kids about conservation and talks about The Quest for Truth and Justice exhibit, which honors the life and work of Dr. Martin Luther King Jr.

Allison Hedge Coke, writer and Distinguished Professor of Creative Writing at UC Riverside, talks about UCR’s 44th Writers Week. **David Perez** and his son **Cyrus Perez**, an 11-year-old artist with autism, talk about using art to fundraise for a non-profit.

Sami Grisafe, the first female football player at Redlands High School, went on to play professional football. She’s the subject of the *Open Field* documentary.



Paul Greive, a Marine turned farmer in the Inland Empire, shares his story. He’s featured in *Farmers for America*, a documentary on KVCR-TV.



PBS

TV 24

KVCR

TV Production

SBCCD Trustee Interviews Newest County Supervisor

Joseph Williams, a member of the California Community Colleges Board of Governors, and a Trustee for the San Bernardino Community College District, recently joined us in the KVCR TV studio and sat in the host's seat to interview San Bernardino County Supervisor, Joe Baca Jr. Baca, represents the 5th District which includes portions of the cities of Colton, Fontana, Rialto, San Bernardino and surrounding unincorporated areas. The interview setting followed COVID-19 safety guidelines, which is the reason they are sitting far apart.



KVCR Valentines Auction

Production worked with the Marketing & Development staff to create an alternative way to raise funds for KVCR. We dug into the KVCR closet and pulled out a slue of items that we put together as "auction packages" and offered on an online auction for a two week period. We created a TV spot that talked about the auciton and how to participate. The spot aired on KVCR TV, radio and social media. In the end, we cleaned up our closet and raised nearly \$2,500! Our members were excited to be the highest bidder.

kvcr.org/auction
 EMPIRE PBS Questions? Call: 800-533-5827

Programs In March

I am Ireland – A wonderful new "pandemic version" of a musical program featuring songs and stories with the traditional Irish tenor, Paddy Homan. Originally developed for the stage, this concert film was taped at Chicago's renowned Old St. Pat's Church and in the private residences of musicians, featuring the 40 members of The City Lights Orchestra, conducted by Rich Daniels.



March 17 at 7:00pm

Seeing is Believing: Women Direct – Four diverse women share the story of how they became directors, what motivates them, how they lead, and how they overcome obstacles to create the most optimal working environment and work that makes a difference.

March 24 at 8:00pm

Breaking Through the Clouds: The First Women's National Air Derby – In August of 1929 twenty women pulled on britches, snapped on goggles and climbed into their cockpits to race across the country. It was the first women's national air derby. There was the media darling, the Hollywood starlet, the aviatrix record breakers and the unforgettable foul-mouthed wife of a preacher. Together these women were flying in the face of anyone who believed women belonged on the ground. **March 24 at 9:00pm**

American Experience: The Codebreaker – Discover the fascinating story of Elizebeth Smith Friedman, the groundbreaking cryptanalyst who helped bring down Al Capone and break up a Nazi spy ring in South America. Her work help lay the foundation for modern codebreaking today. **March 25 at 8:00pm**

Fauci: Virus Hunter – An in-depth look at Dr. Anthony Fauci's life story and career. Informative and engaging on-camera interviews with some of Dr. Fauci's colleagues and friends, including Dr. John Gallin, Dr. Michael Osterholm, and medical historian Victoria Harden. **March 25 at 9:00pm**

American Masters: Hedy Lamarr Most people know Hedy Lamarr as an actress in the 1930s and 40s. She was regarded as the most beautiful woman in the world by fans, newspapers and magazines. What most people don't know is she was also an ingenious technological engineer and inventor. Her pioneering work helped revolutionize modern communication, including WiFi, GPS and Bluetooth. **March 26 at 12:00pm**





KVCR



KVCR Radio Celebrates Black History Month In Local Show



February is designated as Black History Month and 91.9 KVCR celebrated the talents extraordinary black female artists throughout history. On *Lifestyles with Lillian Vasquez*, reporter Sharren Awad featured women who were pioneers in music and film, women who have overcome adversity and used their talents to inspire generations, creating a lasting legacy.

First was the story of Cicely Tyson, an American actress and model, whose career spanned over 70 years. Cicely passed away this January at the age of 96, but left behind a legacy as a pioneer in film, portraying strong black women on the screen. She rose to fame in the 1970s, and was very selective in choosing roles with purpose, that shattered stereotypes and told important stories. Some of Cicely Tyson's most notable roles were in the 1972 movie *Souder* and as Binta, the mother of Kunta Kinte, in the 1977 TV miniseries "Roots". This *Lifestyles* segment features a clip from Tyson's performance as Harriet Tubman in *A Woman Called Moses*.

Also featured as part of *Lifestyles'* Celebrating Black History segments was singer and pianist Dinah Washington. Dinah is cited as "the most popular black female recording artist of the '50s", performing in a wide variety of music styles, including jazz, R&B, pop, country,

and blues. In fact, she was known as The Queen of the Blues, gifting us with hits like "What a Difference a Day Makes", "Teach Me Tonight", "Unforgettable", and "Manhattan".

Other female artists that were featured included singers Tina Turner and longtime Riverside resident, Etta James.

KVCR also highlighted local stories that honor notable people in Black History. We spoke with Karen Riley, Executive Director of the S.C.R.A.P. Gallery, a children's art and environmental conservation museum in the Coachella Valley. Using donated discarded materials, the Gallery educates children about conservation through hands-on exploration and creativity. Karen shares how the S.C.R.A.P. Gallery's "Quest for Truth and Justice" exhibit honors the life and work of Dr. Martin Luther King Jr. We also share a clip of Dr. King giving his powerful Nobel Peace Prize Lecture in 1964.

KVCR continued to feature inspirational stories of Black History throughout the month of February. Stories that celebrate Black History can be found at www.kvcrnews.org/blackhistory

Breaking News Opportunities

More breaking news opportunities opened up for KVCR listeners in February with the second Impeachment Trial of now Former President Donald Trump. 91.9 KVCR carried all of the weekday proceedings and ran video of the proceedings online at kvcrnews.org. During the final day of the trial, which fell on Saturday, February 16, we directed listeners who wished to continue with the coverage to watch or listen online at the kvcrnews.org website.

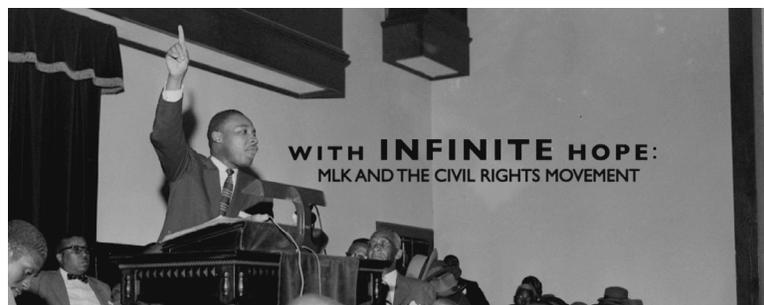
Posted on our Social Media - Radio

TOP POST - NPR: A tight vaccine supply means both Riverside and San Bernardino County will continue to prioritize residents age 65 and older in their vaccine push. KVCR's Megan Jamerson has more on this and securing second dose appointments.



Posted on our Social Media - Television

PBS: TONIGHT AT 9PM ON THE KVCR APP
WITH INFINITE HOPE: MLK AND THE CIVIL RIGHTS MOVEMENT
The life, leadership and legacy of Dr. Martin Luther King Jr., from his hiring at Dexter Avenue Baptist Church to the Montgomery bus boycott to his 1968 death.





First Nations Experience

Visit www.FNX.org/schedule for full listings

PROGRAMS IN MARCH

The Best Piggy Bank – With the Western world rocked by economic turmoil, we explore an alternative financial system that’s secure, stable and has stood the test of time. In Vanuatu, a different approach to money is thriving. **March 8 at 9:00pm**



Defending the Secret Slave State

Deep in the jungle of Suriname lives a community of former slaves who, for three hundred years, have claimed the land as their own corner of paradise. However, with political controversy clouding over Suriname, the fate of this unique and largely untouched community is uncertain.



March 8 at 9:30pm

Poisoned Paradise For decades, Texaco carved its way through the Amazon Rainforest in pursuit of oil. Now the development of these oil fields is being blamed for poisoning the indigenous people.

March 10 at 9:00pm



IN PRODUCTION

The **FNX NOW** half-hour weekly news series continued its partnership with Ethnic Media Services (EMS) in the month of February.

“How Safe Is Your Right To Vote”



- Voting is the most basic right in American democracy, but many are surprised to learn it is not enshrined in the U.S. Constitution. This segment discusses how, despite unprecedented voter turnout on Nov. 3, voting barriers persist and public distrust

of election outcomes is at historic levels. What are key proposals for rebuilding trust and reforming the electoral system?

“The Challenges of Vaccine Distribuion”



This segment welcomes Dr. Robert M. Wachter who is on the faculty of UCSF where he is chairman of the Department of Medicine, the Lynne and Marc Benioff Endowed Chair in Hospital Medicine, and the Holly Smith Distinguished Pro-

fessor in Science and Medicine. Also Dr. William Schaffner, Professor of Preventive Medicine in the Department of Health Policy, and Professor of Medicine in the Division of Infectious Diseases at the Vanderbilt University School of Medicine in Nashville, Tennessee.

We delve into the 20 million doses of the Pfizer and Moderna vaccines that were expected to be in people’s arms by the end of 2020, but thus far in 2021, only 4.5 million people have received a single dose of the two-dose vaccine. We discuss priorities for vaccinations and whether ethnicities with higher number of deaths from COVID should jump to the front of the line.

“Domestic Terrorism A Threat To Democracy”

We explore domestic terror threats including Q-Anon, the Proud Boys and others who participated in the Capitol riots and how religion plays a part in the dangerous radicalization of some Americans, including minority ethnic groups. The discussion is led by Meili Criezis, Program Associate at Polarization and Extremism Research Innovation Lab (PERIL) at American University in Washington (which helped produce this report on Q-Anon), and a Global Network on Extremism and Technology Associate Fellow. Also on the show is Colin P. Clarke, Assistant Teaching Professor at Carnegie Mellon’s Institute for Politics & Strategy, and a Senior Research Fellow at the Soufan Center. He was previously a senior political scientist at the RAND Corporation where his research focused on terrorism, insurgency and criminal networks.