



**KVCR**  
TV 24 91.9



npr

**FNX**  
FIRST NATIONS EXPERIENCE

# BOARD REPORT

**September 8, 2016**

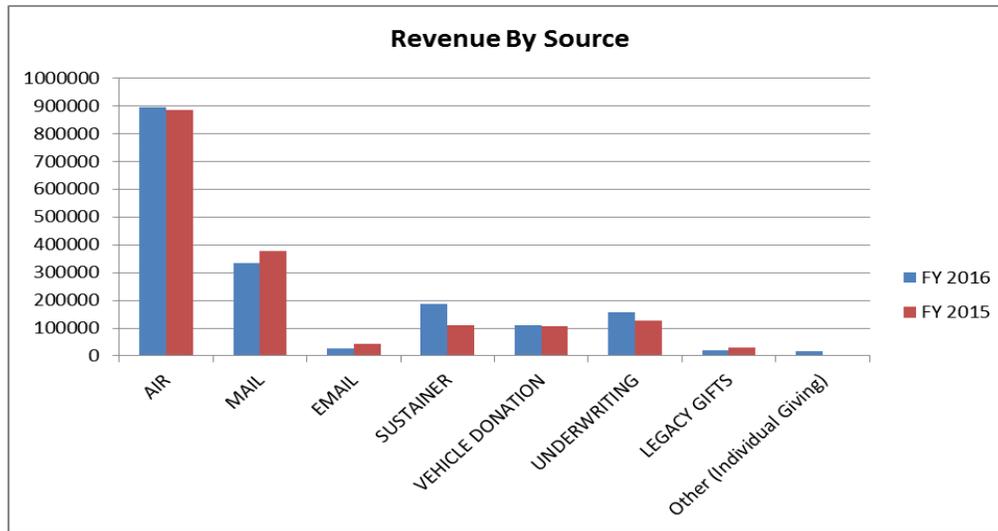
***Antiques Roadshow*** – On August 6 KVCR staff volunteered at the Antiques Roadshow at the Palm Springs Convention Center. KVCR sold 100 tickets for \$200 each to members wishing to attend and bring two items for appraisal. The event had 70 appraisers for 24 different categories and over 6500 attendees. The convention center was carpeted and cool and our members loved it. We continued building valuable relationships by inviting twelve VIP high level donors who were thrilled to be able to walk to the front of the lines for their appraisals. A production team shot interviews and footage for a future KVCR NOW segment focusing on the experience of local, Inland Empire visitors. Also interviewed was one of the producers who broke down the whole process of this massive production for us. This story should air in September. Our KVCR team was the most enthusiastic and energetic group of volunteers there!



Team KVCR/FNX volunteers included (l-r): Rick Dulock, Jessica Greenwell, Yesica Alatorre, Yendis Battle, Robert Soule, Cheryl Alexander, Sahar Khadjenoury and Eddie Tahuka. Many others not pictured!

# DEVELOPMENT

**FALL MEMBERSHIP CAMPAIGNS** – Plans are underway for the Fall membership campaigns. The television on-air portion of the campaign is scheduled for August 26 through September 11 for KVCR-PBS with a fundraising goal of \$130,000. Due to the broadcast of the Olympics on network television the first week of August, PBS stations across the nation are adjusting their fundraising schedule to begin on the last week of August. Radio pledge dates for KVCR-91.9 FM are October 5 through October 13, with a fundraising goal of \$100,000. Because of the fundraising success we've had in the past with challenge money prior to the drives, KVCR will again seek Board and corporate challenge money to use as an incentives for listeners to give.



**PLEDGE DRIVE** – We are working on something new! KVCR is reaching out to our donors with a new initiative to support the station so we don't have to shorten the pledge drive and reduce the interruption to regular programming. Our radio goal is \$100,000 and for every \$10,000 we raise in advance before the drive, one day will be eliminated from our scheduled drive. We will also be recording short testimonies of support for KVCR from of engaged listeners, donors and members.

**REVENUE** – Last year we received over \$40,000 from our CARS donation program. Recently we were excited to be the beneficiary of the donation of a 1940 Ford Coupe that sold for \$18,200 through the donation program! Our loyal and generous listeners support KVCR in many ways.

**GRANTS** – KVCR continues to actively pursue foundation and grant funding. In August 2016 a grant proposal for \$25,000 was submitted to the National Endowment for the Arts. This proposal is to utilize KVCR's NPR Radio and PBS Television assets to highlight arts and artists in the Inland Empire. Additionally, a grant proposal for \$20,000 is being submitted to Majestic Realty Foundation for an Autism Awareness project and another \$150,000 grant proposal for capacity building is being submitted to the Weingart Foundation.

**UNDERWRITING** – A \$3,000 Sponsorship Agreement has been reached between KVCR and iQual Corporation. iQual was formed in 2002 and its flagship product, *ApprovalGUARD™* has become the standard in the next generation of credit and identity protection services. Discussion continues with Cal State University San Bernardino for a large sponsorship agreement as KVCR is looking at CSUSB sponsorship to provide long-term marketing goals for their entire University. KVCR is honored to be the bridge of communication that allows our community to hear about all the great programs this institution has to offer.



- FAREWELLS** – When it rains, it pours... In last month’s report we bid a fond farewell to KVCR Reporter, Matt Guilhem. First an intern and then a professional expert, Matt finished his tenure with KVCR with a series of feature news stories examining the health effects to individuals and society in the aftermath of the December 2, 2015 attack on our city. Matt Guilhem makes the logical next step on his career ladder as *Morning Edition* host at KBSX in Boise, Idaho. Just days after Matt let us know he was leaving, another part-time reporter, Natalia Estrada, also gave notice. Natalia is now working in TV news at an ABC affiliate in Northern California. Finally, Cassie MacDuff, columnist at the Press Enterprise and longtime weekly contributor to KVCR News, had her final “news wrap” in *Morning Edition* with KVCR’s Ken Vincent on August 19. Cassie will be switching gears and leaving the PE for a marketing position elsewhere. KVCR’s ability to generate news has taken a hit, but two young reporters developed their craft and advanced their careers thanks to KVCR! We are actively seeking affordable sources of news as we move forward.
- PMDMC** – Three KVCR staff members attended the Public Media Development and Marketing Conference in Boston, on August 10 – 12. The PMDMC brings public media professional from across the country together to share fundraising successes and ideas along with specific fundraising and marketing practices that we look forward to implementing. Rick Dulock applied for and was awarded a \$1500 scholarship to go towards his conference expenses. KVCR Director of Development Kate Salvesen and Marketing Coordinator, Lillian Vasquez paid for the conference and covered their own expenses. Talk about dedication!
- STUDENTS** – The full parking lot at San Bernardino Valley College can mean only one thing... school is in session! With the new fall semester, KVCR welcomed SBVC RTVF student, Noé Morga to the radio side of things. Noé is enrolled in the Radio Station Management class and will spend a few hours each week with our FM staff. Adjunct faculty member, Amy Ellison brought 40+ SBVC students for a complete tour of KVCR facilities on Friday, August 19. Students enrolled in Miss Ellison’s orientation classes meet just four times and work their way across the campus as they learn about resources, programs and services available as they begin studying at SBVC. We welcome the next Orientation class on Friday, October 14.
- CARS** – Last year we received over \$40,000 from our CARS donation program. Recently we were excited to be the beneficiary of the donation of a 1940 Ford Coupe that sold for \$18,200 through the donation program. Our loyal listeners support KVCR in many ways.

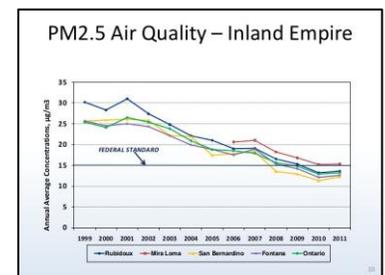
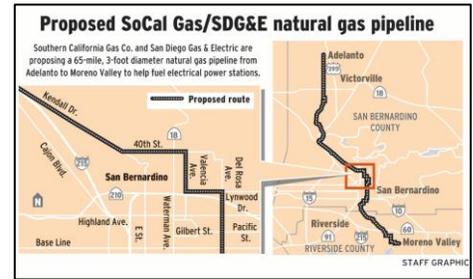


Lillian Vasquez and NPR President, Jarl Mohn



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

- **REJECTED PIPELINE** – A proposal to construct a new natural gas pipeline from the San Bernardino County high desert into Riverside County has been rejected by state regulators, after opponents argued construction of the project would negatively affect residential neighborhoods in San Bernardino.
- **LOCAL STORY AT GOP CONVENTION** – A Moreno Valley woman was in the national spotlight as she told the story of her military son’s death when she delivered a prime-time speech from the dais at the Republican National Convention.
- **DEADLIEST CITIES**– With 2016 half over, San Bernardino recorded its 40<sup>th</sup> homicide of the year. That’s just a couple of deaths short of the total number of homicides in the city over all of last year—including the 14 people massacred in the terrorist mass shooting on December 2. Statistics show that San Bernardino can now be considered one of the deadliest cities in the nation.
- **DRUG/ALCOHOL ABUSE** – Drug and alcohol use dropped among students in California and school safety increased.
- **CHP SURVEY** – The California Highway Patrol would like Inland Empire residents to help the CHP improve its service in the IE by finding and filling out an online CHP community service survey.
- **DATABASE** – A Nevada journalist has published a list of deaths related to low enforcement interaction during the last 16 years.
- **SPOT FIRES** – Multiple spot fires broke out along Interstate 15 just south of Temecula, damaging property at a golf course and prompting the California Highway Patrol to temporarily shut down half of the freeway as a precaution.
- **REAL ESTATE SALES** – Sales of existing homes in Riverside County increased by 4 ½% compared to the same time one year ago, even as home prices climbed according to a report released this week by the California Association of Realtors.
- **DRONES** – Proposed legislation making its way to the governor’s desk in Utah could provide a framework for regulating aerial drones here in California.
- **SAN ONOFRE NUCLEAR POWER STATION** – The cause of a leak in 2012 that led to the permanent shutdown of the San Onofre Nuclear Generating Station was steam generators being deliberately run too hot, too hard and too fast, according to a report released by an independent watchdog organization.
- **PUBLIC SAFETY** – The Riverside County community of Hemet is reeling after three people were killed in a nine-hour span.
- **INLAND EMPIRE 66ERS** – After 20 years of the Inland Empire 66ers playing ball in San Bernardino, the bankrupt city could lose its minor-league baseball team by the end of the year. A lease arrangement with San Manuel Stadium is behind the team’s possible exit.
- **AIR QUALITY** – The Inland Empire is notorious for having some of the worst air quality in Southern California. The pollutants can cause asthma, lung disease, and heart problems. The Southern California Air Quality Management District (SCAQMD) spoke about the changes that are in store for this region.
- **1<sup>ST</sup> TIME HOMEBUYERS** – A new study finds California – particularly the Inland Empire – to be a less-than-ideal place to buy a first home.



- **WEST NILE VIRUS** – West Nile has been confirmed in mosquitos tested in Riverside County.
- **MIRACLE DOLLS** – In an excerpt from KVC\_aRts, we interview the Native American singing duo (from the Coachella Valley), “The Miracle Dolls” prior to an upcoming local performance.
- **TOY GUN** – The father of an Inland Empire man shot and killed by Riverside County Sheriff’s deputies says his son pointed what was a toy gun at deputies.
- **FLU SHOT** – More than 60% of adults in California don’t get an annual flu shot. The findings come from a new UCLA study.
- **GREENHOUSE GAS EMISSIONS** – A new poll shows Californians support the goals of the state’s landmark law to reduce greenhouse gas emissions. The poll also found that Californians want state and local governments to go do more when it comes to the drought.
- **CSUSB AND STATER BROS.** – The Cal State San Bernardino College of Business has been officially renamed the Jack H. Brown College of Business to honor Jack Brown, the long-time leader of Stater Bros. food markets, and the single largest financial donor to CSUSB.
- **MARIJUANA INITIATIVES** – All signs indicate there will be two marijuana initiatives on the ballot in San Bernardino this fall. More than 7,000 signatures—practically double what was required—were turned in to city officials for a second measure also dealing with pot dispensaries. A possible third initiative remains hazy.
- **LAW ENFORCEMENTS** – The San Bernardino Police Department is recruiting local individuals interested in careers in law enforcements.
- **DRONE REGULATION** – Private industry is working with the Department of the Interior to create “geo-fences to keep hobbyist drones out of fire zones.
- **FOSTER CARE** – A bill protecting foster children from placement with parents who sexually trafficked them passed without opposition in the California Assembly. The state Senate has to approve the bill, which is now headed to the Governor’s desk.
- **DROUGHT** – Californians saved less water in June than they have in previous years. It’s the first month under new rules giving suppliers more autonomy to set their own conservation standards.
- **WILDFIRES** – The overall number of acres burned by wildfires in the U.S. is closer to normal so far this year. In California, however, the “new normal” includes larger and more frequent wildfires.
- **NATIVE AMERICAN HEALTH** – California will soon have two drug and alcohol treatment centers for Native American youth.
- **LOCAL BUSINESS** – Radial, the logistics company formerly known as eBay Enterprises, is set to fill 500 positions in Redlands
- **FAITH COMMUNITIES** – The city of Norco is sticking by its decision not to approve a Hindu temple for construction
- **CITY OF SAN BERNARDINO** – The San Bernardino City Council voted to allow local residents to vote in November on an initiative to change San Bernardino’s City Charter.
- **SURVEY SAYS...** – Residents of San Bernardino expressed a greater satisfaction with the economy and elected officials in this year’s Inland Empire Annual Survey.
- **LIFE INSURANCE DENIED** – A federal judge decided life insurance policies taken out by one of the shooters in the December 2<sup>nd</sup> terrorist attack on San Bernardino are not going to be paid out to the listed beneficiaries.
- **EDUCATION** – The 2017 Fiske Guide to Colleges is out and several local schools are on the list.





## PROGRAMMING

### TOP 10 Prime Time Shows IN JULY

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| 1. <i>Antiques Roadshow</i>       | 6. <i>Masterpiece Mystery</i>        |
| 2. <i>Vera</i>                    | 7. <i>Genius with Steven Hawking</i> |
| 3. <i>Nova</i>                    | 8. <i>Knitting Daily</i>             |
| 4. <i>Nightly Business Report</i> | 9. <i>To the Contrary</i>            |
| 5. <i>California's Gold</i>       | 10. <i>It's Sew Easy</i>             |

July's viewership was 548,981 (monthly) and 264,000 (weekly)

### Programs Coming in September

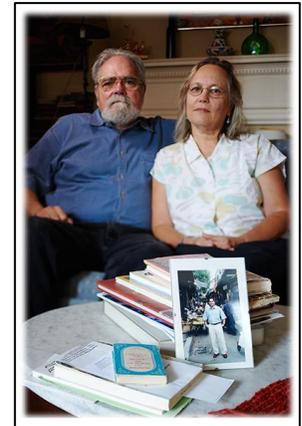
***In Our Son's Name*** – After losing their son on September 11, 2001, a grieving couple begin a journey of reconciliation.

Monday, September 12 at 9:30pm

***White House: The Inside Story*** – Gain access to America's most iconic residence-symbol of national history and icon of democracy. From the Oval Office to the family dining room, through crises and world wars, the 200-year story of the White House is the story of American itself.



Thursday, September 15 at 8:00pm



***World Dancesport Grandslam Series*** – This six-part series attracts the world's best dancers to compete for the most prestigious titles and the most prize money in the world of dance.

Fridays beginning September 16 at 7:00pm



**The AUX** – Music videos from Native Americans across the country showcase their talents and message.



Sundays beginning September 18 at 9:30pm

**Insight with Ron Berglas: Cracking the Ice** – A locally produced program – at KVCR-TV – about a growing

issue--divorce parents who try to convince their children they should stay away from and stop loving the other parent.



Monday, September 26 at 7:00 pm

**Class of '27: America Reframed** – Experience three stories featuring teachers and local leaders, in struggling rural American communities, who join forces to beat the odds and guide their children toward the long-term goal of graduating high school in 2027.



Thursday, September 29 at 8:00pm

## PRODUCTION

**KVCR NOW – Parolees Get a Second Chance** is a story about three parolees who have regained their lives thanks to the help of rehabilitation programs, such as Center for Employment Opportunities, the Caltrans Parolee Work Crew program, and most recently San Bernardino Community College District's Economic Development and Corporate Training division. Thanks to a \$2.9M grant the EDCT can now augment the services provided by those already established and successful programs. SBVC will serve as training ground for the parolees who have the drive to become educated in trades such as welding, mechanics and more.



**IN THE COMMUNITY – Redlands Bowl Summer Music Festival** returned and the KVCR-TV production team filmed three of the performances: **Herencia de Timbiqui**, **Bria Skonberg** and **Kahulanui**. The fully produced performance programs will air in October.



**IN STUDIO PRODUCTIONS** – *Insight with Ron Berglass* is a production about parental alienation experienced by children of divorced parents. This production is in post-production with some additional edits and voice overs before it will be ready to air. Expected air date will be early fall.

**PLEDGE BREAKS** – *Daniel Tiger LIVE* breaks were produced to air during the KVCR family night, geared towards kids and parents who enjoy the show on KVCR. The “Thank You” gifts are tickets to the musical event that will take place in October at the Riverside Performing Arts Center. More pledge breaks were shot and edited for the *Mannheim Steamroller* pledge show and will be inserted during the airing of the performance TV program. Tickets to their performance at the Riverside Fox in December will be available as “thank you” during the pledge drive broadcasts. Guitar legend Joe Bonamassa will also be coming to our area in December and breaks for his pledge show have also been shot and edited. Tickets to his show will also be available as “thank you” gifts during the upcoming Fall TV pledge drive.

## OUTREACH

*Drew and the Cyber Bully* is a partnership between KVCR and the writer and illustrator of the series,



*Drew's Drum* to bring awareness of bullying through the internet. Production crew visited Urbita Elementary School in San Bernardino for a reading of the book. This event highlights the importance of reading to youth as well as the harm of bullying.

**September 15 – Let's Dine Out Dinner** – Join food lover and critique Allan Borgen and Tricia Janzen, hosts of *Let's Dine*

*Out*, for a one of a kind dinner on Thursday, September 15. Join KVCR for this food experience at the Hawk's Head Tavern of Riley's Farm. Pledge \$100 and we will reserve your seat at the table for this fun and fabulous dinner!

**October 2 – Giada Valenti in Concert** – The Palm Springs Annenberg Theater will be the venue for this award-winning Venetian vocalist Giada Valenti as she whisks the audiences away with pageantry and poignancy, dazzling them with her breathtaking vocals, beauty and stage presentation. Giada will perform romantic music of American and Italian hit songs from the 60s, 70s, 80s and today.



**October 29 – Daniel Tiger's Neighborhood Live!** The Riverside Fox PAC and KVCR will host two shows-- 2:00pm and 5:00pm. The legacy of the

beloved “Mister Rogers” lives on with the hit animated television series, *Daniel Tiger's Neighborhood*, which airs on KVCR weekday mornings at 6:30. This live theatrical production is filled with singing, dancing, laughter, and “grr-ific” surprises as Daniel takes the audience on an interactive musical adventure.

**November 10 – Celtic Thunder** – Their tour features an eclectic collection of the group's best-loved and most popular songs from the past eight years at the Fox Performing Arts Center in Riverside.



tickets to the electrifying concert. Limited tickets are available.



**December 30** – *Mannheim Steamroller*. The alias of composer Chip Davis, Mannheim Steamroller was among the pioneers of neo-classical electronic music, emerging as one of the driving forces behind the new age phenomenon. Davis was tapped to tour with Norman Luboff Choir, after five years with the group, performing everything from pop to classical, he returned to Sylvania to teach music at the local junior high school, often adapting classical standards to contemporary harmonies and rhythms for student consumption. *Manheim Steamroller* performs at the Riverside Fox Performing Arts Center on Friday, December 30.





## PROGRAMMING

### Programs Coming in September

**Guardians** – This animated series takes kids on a wild ride into the distant future where a group of teens take on evil to save post-apocalyptic earth. Funny, exciting and filled with adventure, this stop motion science fiction television show is a wild and cautionary environmental tale.



Saturdays beginning September 3 at 8:30am

**Working It Out Together 2** – This six part documentary follows Olympian Waneek Horn-Miller on her journey to empower six Mohawk people to reclaim their vitality through health, wellness, and fitness. Together they will embark on a six-month journey of self-discovery, determination and sacrifice to transform their lives for the better, proving anything is possible with were **Working It Out Together**.



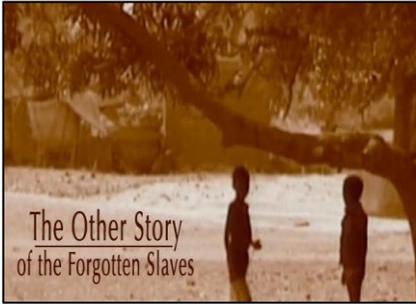
Mondays beginning September 5 at 4:30pm

**Indigenous Focus** – New episodes of these short films explore when the Navajo people first came to this land, there were monsters in the world. This is the tale of the unlikeliest of friends...There used to be monsters in the world...one little girl will find out that the tales are not just legends.



Wednesdays beginning September 7 at 7:00pm

**The Other Forgotten Slaves** – This documentary tells the story of the oriental slave trade. It breaks clichés and goes far beyond generally accepted ideas. Another reality is even less known, and probably more of a taboo, especially in the African world: the inter-African slave trade. Between past and present, this documentary tells the other story of the slave trades, with a view to being clear and educational.



Monday, September 12 at 6:00pm

**Inukshuck** – This documentary will take you on a journey to discover a millenary population in some of the most unforgiving locations on planet earth. While combining ancient traditions and modern approaches, the Inuits face new challenges every day to survive and get food while developing a new lifestyle through the increased use of technology.



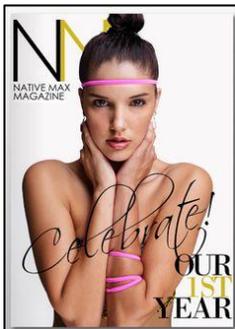
Friday, September 16 at 6:00pm

## PRODUCTION

The FNX team continues to produce original content on a consistent basis expanding **FNX NOW**, **On the Scene**, **Story Box** and **The AUX**. These FNX original segments are being augmented through co-produced segments with FNX and affiliate station producers collaborating with regional community members and organizations to expand original FNX content.

Among these co-produced segments is a documentary called, **Into the Dream Catcher**, produced by Native American actor, Rick Mora. FNX producer/editor Eddie Tahuka provided supplemental video and sound editing for the project which is currently being submitted to film festival circuits across the country. FNX received editing credits prominently place on screen as well as broadcast rights.

**FNX NOW** – Another co-production was for **Native Max Magazine's Fashion in the City** event.



Colorado FNX affiliate CPT12 shot interviews and footage in Denver for an **FNX NOW** segment. FNX producer/editor Sahar Khadjenoury who worked out an interview outline with CPT12 is editing the footage from the **Native Max Magazine Fashion Show** and turning it into a single **FNX NOW** story into six individual **On the Scene** segments. Additionally, Sahar is developing a yet to be titled FNX fashion/runway series to launch in November.

**AUX** – This CPT12 also produced and launched a music video for the FNX original series **The Aboriginal Unity Experience (AUX)**. The **AUX** is an award nominated series that showcases

music videos by Native and Indigenous artist from around the globe. The video for **Red Feather Woman's Keepers of the Earth** premiered on the **AUX** on August 12 alongside **Stadium Pow Wow** by **A Tribe Called Red** and **La Voz de Maria** by Puebla natives **El Cayuco Son Jarocho** who FNX General Manager, Alfredo Cruz and Chief Content Manager, Frank Blanquet met in March at the Indigenous Film Festival in Puebla, Mexico.



**Black Hills Unity Concert** – FNX team members were invited to the Black Hills Unity Concert in Piedmont, South Dakota. The annual event is held as a gathering of the Great Sioux Nations as an initiative to restore guardianship of the Black Hills to the tribes. The FNX staff has been working with concert and tribal representatives to set up interviews about the concert and capture elder stories with descendants of Wounded Knee Massacre. FNX will also use this opportunity to visit with Native American Natural Foods, LLC, makers of Tanka brand smoked buffalo and other natural food snacks. Based out of the Pine Ridge Reservation, the Tanka food family has come on board with FNX as a sponsor through donations of their Tanka Buffalo Sticks.



**Antiques Roadshow** – The FNX team was instrumental in the success of the Antiques Roadshow event. Eddie Tahuka served as an Assistant Producer

for the show while Sahar Khadjenoury ran camera for all exit interviews. Frank Blanquet worked with Jhoann Acosta and Alfredo Cruz to capture local interviews with FNX and KVCR viewers.



## OUTREACH

On Wednesday August 17 FNX team members hosted the Long Beach Torres-Martinez Tribal TANF

Program. Frank Blanquet and Sahar Khadjenoury led a tour and Eddie Tahuka joined them in explaining the production and post-production process. The youth and counselors in attendance were invited to partake in taped interviews during the tour. Two of the students gave their sentiments on tribal identity and their love for FNX TV.



Robin Underwood has taken lead to produce a segment about NB3 Fit Day. NB3Fit is a national event throughout Indian Country aimed to raise awareness on the

importance of physical activity and exercise among Native Youth. NB3 Fit Day is November 13, 2016 and we expect to travel to Barona to capture footage of their participation.



Facebook – FNX just hit 9,116 likes and still climbing!!