





Where you learn something new every day!



KVCR is the cultural, educational, and informational center of the Inland Empire. As the region's only locally-owned and operated public television and radio station.

KVCR

FIRST NATIONS EXPERIENCE

2014-2015 LOCAL CONTENT AND SERVICE REPORT REPORT TO THE COMMUNITY

TV 24

In 2014-2015, KVCR provided services to the Native American community, the Autism population and our U.S. Veterans. KVCR is working to elevate its profile in our community. KVCR serves audiences throughout the Inland Empire and Southern California while bringing communities together through programming and outreach. We are working to show more diversity in our content in an attempt to proportionally reflect our richly diverse community.



DAY OF THE DEAD – The "Day of the Dead" images were designed by our graphics team to use with our social media. One was developed for display on the FNX web page blog site to promote *Dia de los Muertos* events in various cities. This image was repurposed for use on KVCR social media. Two additional images were designed for sharing in *Dia de los Muertos*.

BLACK HISTORY MONTH – Created a promo in honor of Black History Month which aired on KVCR and FNX during the month of February.

KVCR STATION TOURS – KVCR provides opportunities through station tours for individuals, school groups and others to learn what we do and who we serve. During the tour we are able to share a bit of our stations' history and how we went from a community college radio class to a PBS and NPR joint licensee. Students from San Bernardino Valley College utilize the TV studio every week during TV production classes. An adjunct professor holds orientation at KVCR, and the tour is part of her curriculum. We also provide tours for Cub Scouts, WORC students, elementary and middle schools, and for students with special needs.



STRESS WORKSHOP – This in-studio 2-hour workshop was offered free to the community to share information on how to overcome stress, anxiety and more.

STUDIO SCREENING – We invited veterans and their families, as well as the community, to join us for a studio screening of the public television documentary **Unsung Heroes** in the KVCR studio in early November.

CONTENT ON KVCR

KVCR NOW – This on-going short series highlights events, education, employment, history, the arts and more throughout the Inland Empire. Segments have included stories on *Spero Vineyards*, a report on teaching young adults with autism the winery business from the ground up; *Drew's Drum Against Bullying*, a story on bullying in grade school; *Inland Empire African American Legacy*; a report on attempting to set a new standard in archiving history with an emphasis on the African American contribution to the development of the Inland Empire; *Inland Empire United Way*, highlighting programs offered by Inland Empire United Way to help the community with 211; *Frida Kahlo: Her Photos*, a visit at the Museum of Latin American Art to view Frida Kahlo and Diego Rivera's personal photos; *San Bernardino County ROP*, a story featuring the Yucaipa-Colton Regional Occupational Program which has expanded its career training courses and facility. KVCR's *Community Matters* initiative continues to be an effective umbrella for content and outreach activities.

ABOUT THE INLAND EMPIRE –*KVCR NOW* was nominated for a national 2014 *Imagen Award* for positive portrayals of Latinos in the media. The red carpet gala event was held at the Beverly Hilton Hotel. It was recorded nationally for PBS distribution. KVCR was honored to be nominated.

NEW SHOW ON THE HORIZON – We developed a pilot show focusing on Inland region businesses and entrepreneurs in partnership with the San Bernardino Community College District's Entrepreneurial Institute, **Path to Entrepreneurial Success**. The program was recorded before a live studio audience that included students from the Institute. The show debuted in November, 2014. The Institute is now trying to secure funding for a series.

PBS KIDS ON KVCR – Children from the Ontario area are the newest kids to be presented on KVCR. This new station ID campaign features local children promoting their PBS Kids station. Seven spots were produced as the station ID for the KVCR's Children's Block. An additional ID was created using interviews from our guests who attend the Community Matters Luncheon. The ID captures leaders in our region acknowledging KVCR-TV and **Community Matters**.

SUMMERTIME ARTS – KVCR secured the production to shoot three nights of one of our community outdoor summer venues, the Redlands Bowl. This has been an ongoing local concert series for nearly 20 years. This season included: The Kalama Brothers; Adonis Puentes and the Voice of Cuba Orchestra, and ; The Marcus Roberts Trio (jazz).

A CONVERSATION WITH – We recorded 4 new episodes for the ongoing series, *A Conversation With…* This series captures the stories and talents of musicians, artists, and community leaders. This season we had a conversation with Ethan Bortnick, George Perris, Pasquale Esposito and Damien Mc Ginty all artists who have been featured on public

television concert specials. The audio of the shows were repurposed for our sister radio station's weekly arts & entertainment program, *KVC_aRts*.

AUTISM & EMPLOYMENT – We started shooting interviews and footage for a new special on autism with a focus on employment. Our team traveled statewide to capture some organizations that have programs for young adults with autism to learning skills to enter the work force. The program complements our live autism call-in special, *Autism: Looking Forward* which aired in April 2014. The topic was well received and there was a clear demonstration of the need for more information on the topic. This will be KVCR's fourth documentary on the subject of autism and the sixth production for the producer. The team will continue to shoot segments highlighting ideas, strategies and best practices on employment, and autism training and awareness and education initiatives. The new program is scheduled for broadcast in April 2016.

POLICE BRIEFINGS – KVCR is working on a short training video to be used within the law enforcement field. The 5minute video is being offered to police departments to during their "briefings" to help inform officers on quick and relevant information when dealing with individuals with autism prior to their shifts. There is a need to inform and train first responders when answering a call with an autistic individual.

IT'S TIME TO UNDERSTAND – The second video was produced for a local community organization who was trying to secure funding for a diagnostic center in our community. The 5-minute video was presented to educators, politicians, community leaders and potential funding companies or organizations that might help support the center so families won't have to wait months to get a diagnosis before treatment can begin. The video was completed and shown throughout the state, was well-received and proved effective as funds were secured and the center is now open for service.



KVCR is always working to build new relationships and stay connected with old partners. There are many ways for our organizations to work together and complement one another. We created a strong partnership with a performing arts center that includes fundraising, outreach efforts and A&E content. While KVCR can't support every organization, we work diligently to create partnerships and to serve as many non-profits in our community as possible. We try to sponsor a variety of organizations throughout our geographic region that encompass the Arts, Culture, Education, and Economic arenas. Below are some of the organizations we were able to assist this year with on air announcements, donated items or hours of KVCR staff participation, and more.

THE ARTS: The **Redlands Theatre Festival** celebrating theatre under the stars located in Prospect Park, in the heart of Redlands, CA; *Cinema Culturas* Film Fest **Inland Empire**, featuring the first Latino film festival in the Inland Empire held in downtown Riverside at the historic Fox Performing Arts Center; The Orange Empire Railway Museum with a ride with *Thomas the Tank Engine* as he chugged into the museum. A family day of storytelling, live music, arts and crafts, *Thomas and Friends* activities. The **Big Bear Alpine Zoo**, which rose from the ashes of the 1959 forest fires that devastated the natural ecosystem of the San Bernardino Mountains.



EDUCATION: The Assistance League of San Bernardino helping children in the San

Bernardino School District with dental and clothing needs; Crafton Hills College in support of students in need for funding of books, special projects and scholarships; San Bernardino Valley College benefiting the athletes and student body with tuition, books and special projects.

ECONOMICS: The 5th Annual Inland Empire Economic Forecast Conference featuring noted economists providing national, state and local forecasts, and including a panel of leaders from the government and business world; Inland Empire Economic Partnership Educational Academy for regional and statewide leaders.

FNX OUTREACH – ENGAGEMENT – CONTENT

First Nations Experience (FNX), America's first nationally distributed channel dedicated to Native American and World Indigenous content is a KVCR-TV initiative. FNX went on the Public TV Interconnect System as a full time channel on November 1, 2014.

FNX IN THE COMMUNITY: FNX staff hosted information booths at over 20 events at colleges, universities and community Pow Wows throughout Southern California, and beyond. They included: Indigenous Peoples Day; Native American Heritage Month Celebration, and; Sherman Indian High School's Career Day, among others.

FILM SCREENINGS: FNX hosted film screenings in honor of Native American Heritage Month at San Bernardino Valley College and Riverside Metropolitan Museum.

TEACHING OUR YOUTH: The FNX team shared many presentations with student filmmakers about the FNX network. Students and other attendees were eager to learn how to get their film or video project featured on FNX, and other opportunities for young and new producers to get their work seen. Presentations were made at universities and in the community, they include: Students from the Cal Poly Pomona Native American Summer Youth Pipeline to College Program; students enrolled in "Imagining Indians: American Indians, Media, Film and Society" class at California State University, San Marcos. The FNX team also worked with Native American producers demonstrating how to shoot and capture local stories, and package them



for broadcast using the *FNX NOW* interstitial format. The first community segment was submitted



by the Salt River Pima-Maricopa Indian Community of Arizona and aired nationally on FNX in August 2014.

TRIBAL EDUCATION: Students from the San Manuel Band of Mission Indians Education Program toured KVCR/FNX. The young guests were guided by staff members from FNX and KVCR. The students were treated to a tour of the station, invited to learn more about production in television, practiced operating a TV camera, and learned what the

process is for making a TV show, animation, graphics and more. It was wonderful to see the children's enthusiasm!

NATIVE VETERANS MONUMENT: FNX produced a segment on the American Indian & Alaska Native Veterans Monument Committee, who is raising funds to establish a national monument at the Riverside National Cemetery dedicated to the American Indian and Alaska Native citizens who served in the United States military.

INTERNS SKILLS ARE IMPLEMENTED: Two FNX interns co-produced their first *FNX NOW* segment *"Honoring Traditions."* Our interns are from the Muscogee (Creek) Nation and Acjachemen, Seminole, Tohono O'odham. They have since joined our staff as part time paid employees.





WOMEN'S HISTORY MONTH: To commemorate Women's History Month, **The Aboriginal Unity Experience (AUX)** music video jukebox series dedicated March to female performers. March marked the premiere of videos from Canadian pop sensations Inez Jasper and Candace Curr as well as new songs from "The Miracle Dolls" out of Cabazon, California.

SIX MILLION DOLLARS: FNX | First Nations Experience, the first and only public television network in the United States dedicated to Native American and World Indigenous content, received

a second \$6 Million gift of support from its Founding Partner, the San Manuel Band of Mission Indians. FNX General Manager, Alfredo Cruz, noted, "Gifts of this magnitude are extremely rare in public media and the fact that San Manuel is renewing their



commitment with this second gift, is a massive vote of confidence in the exciting and innovative work FNX is doing in public television." Cruz added, "This gift helps ensure that FNX evolves to the next level, allowing the network to continue growing in both content and reach, and make a positive impact on more communities throughout our country." "Since the idea for FNX was first broached in our early discussions, San Manuel has viewed the Native television channel as a key media platform for disseminating factual information about and for tribal nations and Indigenous peoples around the world," said San Manuel Chairwoman Lynn Valbuena. "We are pleased with the progress that FNX has made during the initial development period and are excited about the opportunities the channel presents for Native storytellers, fillmmakers, actors, musicians, and artisans as well as other professions in television." Arising from a need for Native Americans to tell their own stories; to help preserve our culture, to promote awareness and appreciation for Native culture and history among the general public, FNX is the most exciting new development in Public Media today.

CONTENT ON FNX

FLAGSHIP SERIES *FNX NOW* continues to be our flagship series. The following are just a few of the many stories produced for the local short format series: *FNX NOW: Miss Sherman Pageant* - For a third year, FNX attended the 30th Annual Miss Sherman Pageant at the Sherman Indian High School – an all Native American boarding school. The pageant included seven young women from tribes across the country; The *FNX NOW: Special Report from Torres Martinez, and FNX NOW: Anahucalmecac* received First Place and Third Place Awards for Best Feature Story in Television from the Native American Journalists Association.



LEADING UP TO THE SATELLITE LAUNCH - The FNX team created a 4 month multi-platform campaign to create a buzz around FNX's launch on the Public Television Interconnect System – or public TV satellite – in November 2014. The multi-stage campaign included on-air graphics for KVCR and FNX, a webpage on the FNX.org site, and print ads in a variety of publications. The first stage involved an image of the Earth from space with the text: *Big Things Are Coming* and the web address <u>www.fnx.org/bigthings</u>. The webpage at its early stage had a paralleling Planet Earth against a star field that viewers could scroll down to the words *Big Things Are Coming*. Information was limited in hopes of creating questions and social buzz. As the station approached the official launch date of November 1, the teaser trailers were updated getting closer and closer to Earth and sharing more details of what "*Big Things Are Coming*." The final stage of the campaign revealed FNX's release on the satellite and asked viewers to contact their local public media, satellite or cable provider to bring FNX into their community. This was an exciting campaign to develop and watch with anticipation of boundless results.

FNX LIVE – FNX reached a historic milestone on November 1st when it officially launched as a full-time channel on the Public Television Satellite System. FNX is now available to hundreds of public TV and community stations across America. We celebrated this event with a LIVE broadcast on Monday, November 3. This was our first live broadcast from the KVCR studios to air nationally and was carried by our seven current affiliates from Alaska to Chicago and seen by thousands of viewers across America. The show aired at 6:30PM (PST) and featured the story of FNX, along with



program highlights and interviews with leadership from the San Manuel Band of Mission Indians. The evening included a beautiful performance by Native American guitarist/singer and songwriter, Noah Hunt. This also marked the first "live-streamed" program for the FNX channel, which has a worldwide stream available at www.fnx.org/live.



THE ABORIGINAL UNITY EXPERIENCE – *The Aboriginal Unity Experience (AUX)* premiered on September 19 at 8 p.m. The *AUX* is a half-hour rotating compilation of music videos showcasing singers, artists, musical groups, DJs and musicians from diverse Native American & World Indigenous cultures. *The AUX* is modeled after the early years of Music Television (MTV) that featured back-to-back music videos without a host or VJ (Video Jockey). Featured artists include various award winners including the popular electronic band "A Tribe Called Red" whose music was featured in a Gatorade commercial; Hip Hop duo "LightningCloud;" MTV artist of the week "Supaman;" Native Peoples Magazine cover artist "Frank Waln," and others. The idea for *The AUX* came from a need for fresh programming that connects with a younger demographic. In line with the mission to serve our Native communities, *The AUX* is designed to offer thought-provoking and inspirational role models for an extremely underrepresented Native youth population, as well as broaden

perspectives in the general public. FNX has an open call for video from Native or Indigenous artist interested in being featured on *The AUX* and is receiving hundreds of submissions for consideration.

NATIVE SHORTS – SEASON 2 – *Native Shorts* is an educational/entertainment series built in partnership with the *Sundance Film Institute*. The series showcases Native American and Indigenous films that premiered or appeared in the *Sundance Film Festival*. The second season of *Native Shorts* was produced with the Sundance Institute's Native American and Indigenous Film department director Bird Runningwater and TV personality Ariel Tweto, who both returned as hosts. *Native Shorts* was the first non-documentary series produced under the FNX brand. It is one of the top rated series amongst all affiliate viewers. It is comprised of an impressive list of films from all over the world including a couple of films from renowned Cheyenne & Arapaho director, Chris Eyre, a WWII period piece from New Zealand, an Inuit animation from Greenland, a family drama from the Sami culture of Sweden, a futuristic sci-fi thriller from Cree filmmaker Danis Goule, and an adaptation of the Alexi short story *This Is What It Means to Say Phoenix, Arizona* published in his book *Lone Ranger and Tonto Fistfight in Heaven*. The season premiered in the fall of 2015.

LIVESTREAM – The month of November featured several livestreamed events including *The 15th Annual Native American Music Awards* (NAMAs), livestreams of *The AUX* and hip hop artist RedCloud's attempt at breaking the Guinness World Record for longest freestyle rap. RedCloud is one half of the musical group LightningCloud featured on *The AUX* music block and website. The NAMAs were broadcast to a national audience on Thanksgiving Day marking the first time this prestigious Native American awards show was televised.



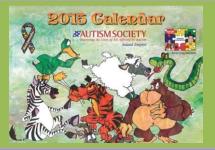
KVCR, AUTISM INITIATIVE --- IN THE COMMUNITY

KVCR continued with its Autism Initiative in 2014-2015, was able to accomplish several tasks and serve a community very much in need. Autism's current diagnostic rates are 1 in 88 for girls, and 1 in 54 for boys. Autism is diagnosed more than any other disease and disorder combined. When KVCR first started the Autism Initiative the number of diagnosis was 1 in 2,500 and quickly jumped to 1 in 500. This initiative will continue in 2016 with new projects, additional partners and fundraising efforts already in progress. In 2014-2015 year we partnered with Western University Health Sciences, Autism Society local chapter, Molina Healthcare, Autism Scholarship Fund, Law Enforcement Crisis Intervention Team, Public Defenders Office, SBVC Police Academy, 91.9 KVCR Public Radio and more. Together we were able to accomplish the following:

AUTISM LECTURE – Provided a variety of presentations to various organizations, including college classrooms, civic organizations, public defender's office and more. Shared an overview of what autism is, how to recognize suggestions of available therapies and services. **AUTISM FIRST RESPONDERS TRAINING** – Presented three 2-hour training classes on autism for the San Bernardino Valley College Police Academy. This program provides a better understanding of what autism is, how to recognize it and techniques on how best to combat and defuse a situation.

"Thank you for the dedicated work in this community. From the Autism Trend Conference to the Harvest Festival, I see your hard work and footprint at these events. You gave me both information and inspiration." – J. Yang

NATIONAL AUTISM AWARENESS MONTH –Coloring for the Future of Autism This community wide project places puzzle pieces at business that sell for \$1 during the month of April. The proceeds from this activity benefit the KVCR Autism Initiative, SBVC/CHC Scholarship Fund and Autism Society Inland Empire. World Autism Day - presented resource materials to the travelers at the Ontario International Airport. Guest Speaker – KVCR staff was a guest speaker at Chambers and Civic Clubs. Master of Ceremonies – KVCR had a booth at the Autism FACE Trends Conference, was the Master of Ceremonies at the conference and was invited to sit on the panel as guest speaker. Autism Walk – KVCR was a resource vendor at the Autism Society Walk during National Autism Awareness Month. We were a media sponsor



of the event helping to spread the word and spark attendance.

AUTISM CALENDAR – KVCR produced the 2015 Autism Community Calendar which featured artwork of individuals with autism from throughout the Inland Empire. The calendar is a fund-raiser for the KVCR Autism Initiative that helps to fund television productions related to autism.

KVCR, VETERANS INITIATIVE --- IN THE COMMUNITY

KVCR started sharing the stories and voices of those who have served our country when Ken Burns first presented **The War**, which started our "Reflections of War" project. That project grew into what we now call the **KVCR Veteran's Initiative**. As part of the Initiative we strive to serve our veterans through storytelling.

IN HER BOOTS – Highlighting Women Veterans – In Octobers 2014 we hosted the first In Her Boots event. KVCR collaborated with the VA Hospital and other VA organizations to encourage female vets to come together to decorate military boots and to enjoy a day of female comradery. We solicited the community on-air asking for donations of boots with a goal of collecting 50 pairs. The day was filled with fun activities for our female Veterans. As part of the grant, KVCR provided massage therapists, manicures, hair and make-up services. Additional services were donated by women in the community. KVCR provided breakfast snacks, lunch, and the activity of decorating boots to represent their time in the military. This turned out to be much more than the decorating. It was a time for comradery. This was one of the most rewarding events for KVCR staff. This project's goal was to spread awareness of our female Veterans and to shed light on their story. We had 32 Veterans throughout the day, and they each left a pair of boots — with their own painted story. Many of the Veterans told KVCR Staff, "...*this event exceeded my expectations and it was nothing like I thought it would be. I thought it would be a therapy session, but it truly was just a fun day with other women vets.*" The boots appeared as part of a traveling exhibit honoring women and their



contributions to our country. We recorded interviews of 10 female Veterans. This is part of the grant funded project but KVCR was able to leverage additional funds to support our Veteran's efforts.

IN THEIR OWN WORDS – We interviewed 10 of the Veterans. Their comments and stories were the subject of a local KVCR production *In Her Boots*. We produced the program for a Veteran's Day broadcast in November 2015.

FEMALE VETRANS INCARCERATED – We have a women's prison facility in our region, the word of our In Her Boots event reached female Veterans who are incarcerated. A priest who ministers the prisoners contacted our station and asked how the Veterans he serves could be a part of the boot decorating experience. We sent a box of items materials they could use to decorate their boots. The women watch from prison the **Unsung Heroes** broadcast.

OUTREACH UNSUNG HEREOS – In November KVCR held a screening of the documentary **Unsung Heroes: The Story of America's Female Patriots** which is an inspirational saga of unrecognized courage and sacrifice that touches every community in the nation. The documentary aired on KVCR on Veteran's Day with a higher than usual viewing audience according to our Nielsen ratings.



HONORED – The Inland Empire Women Veterans Collaborative honored KVCR on March 21 at their one-day seminar for the KVCR "In Her Boots" project. The award cited, making a world of difference, thank you for your unwavering support, making a difference in the lives of women veterans.

IN SUPPORT OF VETERANS EVENTS – As part of the KVCR Veterans Initiative, we provided announcements of the **10th Annual Salute to Veterans Parade** honoring Veterans of all ages and eras. The parade occurred in downtown Riverside; KVCR also participated in a summertime **VA Career Fair** held in the City of Loma Linda.





STORIES OF IMPACT



I watch antenna TV no cable, I watch FNX on my TV and love it. It is my first choice of TV to watch. I only wish that you were available to everyone, everywhere. I tell people about your show. You should be universal, I find that what you have to offer is interesting, educational, and enjoyable to watch. How can I tell others who are out of the Los Angeles area of California, how can they access your shows. - Kathy

I was wondering if there would be any other programs or events coming up that our school may have a chance to participate in? We are 6-12 grade all native American school. We are Noli Indian School, in southern California, about 40 miles from Sherman High School on the Soboba Reservation. Would appreciate any information. **FNX – FIRST NATION EXPERIENCE,** as the only national full-time public television network will focus on Native American and World Indigenous cultures and illustrates the healthy, positive, and real lives of Native American and Indigenous peoples. Programs include drama, comedy, lifestyle, sports, music, art, dance, politics, news, public affairs, cooking, health, animation, fitness, talk shows, nature, gardening and children's programming. Rounding out this non-commercial channel are TV series, feature films, documentaries, short films and public service announcements. Each program reflects a true voice of Native American and Indigenous people from around the globe.

FNX WINS AWARDS – The Native American Journalists Association recognized more than 200 members for their coverage of Indian Country National Native Media Awards. The annual competition recognizes excellence in reporting by Native and non-Native journalists across the U.S., and Canada. FNX was announced the winner in two categories. **BEST FEATURE STORY TV – FNX** took **First Place** for our production of *FNX NOW: Special Report from Torres Martinez*. In the same category FNX also received **Third Place** for our production of *FNX NOW: Anahucalmecac* Through the affiliation with FNX, in the category of

GENERAL EXCELLENCE TV First Place was awarded to On Native Ground.

GOOD NEWS – By end of fiscal year 2015 FNX more than tripled our station affiliations. This encompass eleven stations including KVCR in Southern California; KEET in Northern California and Southern Oregon; Fairbanks, Alaska on KUAC; Lakeland, Minnesota on LPTV; Wyoming KCWC; CATV 47 in Oklahoma; and WYCC In Chicago and Northern Indiana; GRBC on the Gila River Reservation in Arizona; RSU-TV in Northeastern Oklahoma; NNTV-5 which covers the Four Corners region of New Mexico, Arizona, Utah and Colorado.

AUTISM – KVCR TV presented a night of programming on autism on April 2 on World Autism Awareness Day. The evening kicked off with our local production of **Autism: Looking Forward**. The program's focus was employment and traveling issues that families with autism face. Our local program was followed by two national programs on autism. Parents, grandparents, relatives I saw an FNX program about a photographer who was sent to cover a pow wow in Canada and was surprised to find First Nations family members among the attendees. His connections to his tribe had been hidden, denied, and obfuscated in the past. This program touched me more than I can convey as my own Mi'kmag and Mohawk roots had only been revealed late in my life. Please let me know if you are able to give me the name of this documentary and if it might be rerun at some point or available for purchase from FNX. I apologize for only being able to provide such scanty information. I believe his first name was David but I'm not even sure about that. Thank you for your time and attention. - Judy



"...this event exceeded my expectations and it was nothing like I thought it would be. I thought it would be a therapy session, but it truly was just a fun day with other women vets."