



BOARD REPORT

June 9, 2016



Some of our hardest, tedious work is accomplished with VOLUNTEERS! One group is highlighted this month because they finished their year-long volunteer time with us. This month we celebrated the SBVC WORC group of students who come to our conference room weekly to learn workforce skills by helping fold and insert Membership Campaign letters and flyers into envelopes. They are a great bunch of SBVC students.



KVCR thanks you and we look forward to seeing you in the Fall!



- **LIVE TAPING** – The 3rd Annual **American Parlor Songbook** LIVE taping on Saturday, May 7 was a big hit. We seated about 50 KVCR listeners for music comedy and a really good time. The show had a “Presidential Election” theme in line with and later aired on May 22. You can hear APS every Sunday at 4:00pm or listen to past episodes at americanparlorsongbook.com.



In other KVCR Event News, Tom Bergeron will be a guest panelist at the KVCR “**Says You!**” LIVE taping on June 25. Tom is known for his comedic hosting duties on **Americas Funniest Home Videos** and **Dancing with the Stars**. We look forward to an outstanding day of public radio as we host up to 500 KVCR listeners in the historic San Bernardino Valley College Auditorium for this event.

- **SBVC WORC STUDENTS** – The end of the school year brings final touring opportunities for students. We hosted two notable tours in May. Now an annual event, KVCR’s Rick Dulock brought SBVC’s WORC students through the production and broadcast areas of the stations for an extended and detailed look at stations operations. The WORC students are a hard working group of young adults who spend many hours each semester developing workforce skills while helping KVCR Membership Department with mail campaigns and other related work. We also toured TOP or Transition Opportunity Program students from Colton Joint Unified School District.
- **RADIO PLEDGE** – The radio station will turn on the microphones in mid-June for the final pledge drive of fiscal year 2016. We hope to make up some of the shortfall from the Spring Membership drive and put some money in the bank to operate the station into the next fiscal year. We are grateful to the KVCR Foundation Board members who have already committed generously to this campaign. Your leadership gift is welcome as well. Please contact Alfredo Cruz if you would like to participate. To add your voice in a recorded message, contact Rick Dulock at rdulock@kvcr.org.

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)

- **INCARCERATION** – A new report from the Annie E. Casey Foundation says about 5 percent of children in California, or 503,000, have a parent who is or has been incarcerated.
- **OFFICERS HONORED** – Five California peace officers who died in the line of duty—including a San Bernardino police officer—were honored at a ceremony at the California Peace Officers Memorial in Sacramento.
- **LATINO ENTREPRENEURS** – Latinos are expected to make up a full one-third of the overall U.S. population by the year 2050. Findings from the U.S. Hispanic Chamber of Commerce indicate Latinos are starting new businesses at 15 times the national average. KVCR news reports the Inland Empire rated among middle of the nation’s best and worst places for Latinos to start a business.
- **OPTION HOUSE** – Profiled Option House, a local facility and transition program for women and children displaced by or fleeing from domestic violence.
- **COACHELLA VALLEY** – Goldenvoice, the promoters of the annual Coachella and Stagecoach music festivals, confirmed that six of the biggest acts in rock history will perform at a three-day series of concerts called, “The Desert Trip,” at the Empire Polo Grounds in Indio this coming October.
- **DIVERSITY** – UC Riverside is continuing to host a two-year series of quarterly conferences—one gathering every three months for two years—to examine issues of diversity and inclusivity in higher education. The Mellon Advancing Intercultural Studies Conference showcases programs to enhance educational and cultural experience in the area.
- **SAFE DRINKING WATER** – A new study finds as many as one million students in California have attended schools with water systems that didn’t meet safe drinking water standards.
- **POLITICS** – First-quarter fundraising by Inland Empire-area congressional candidates and the political action committees contributing to local congressional candidates.
- **MEDICAL MARIJUANA** – City officials in San Bernardino have long advocated a ban on medical marijuana dispensaries, but are now reconsidering.
- **FOOD STAMPS** – A proposed new rule from the USDA may force convenience stores across the nation to stop accepting SNAP benefits, also known as Food Stamps.





PROGRAMMING

TOP 10 PRIME TIME SHOWS IN APRIL

1. *Antiques Roadshow*
2. *Fake or Fortune*
3. *This Old House*
4. *Roosevelts*
5. *Knit and Crochet Now*
6. *Vera*
7. *Ask This Old House*
8. *Globe Trekker*
9. *Masterpiece*
10. *Knitting Daily*

April's viewership was 548,981 (monthly) and 268,000 (weekly)

Programs Coming in June/July

Global Health Frontiers – Each one hour episode reveals how new sources of funding, innovation and dedicated people working on the front lines are making progress in controlling or eradicating major health threats, including poverty that has afflicted millions for centuries. Filmed primarily in Africa, Asia and Latin America, without an on-camer host and minimal narration, the stories include: searches for deadly viruses that could cause global pandemics, mass vaccination campaigns, the development of new strains of food crops to fight malnutrition, anti-smoking successes in Asia, and childbirth improvement methods in some of the deadliest places to be born.



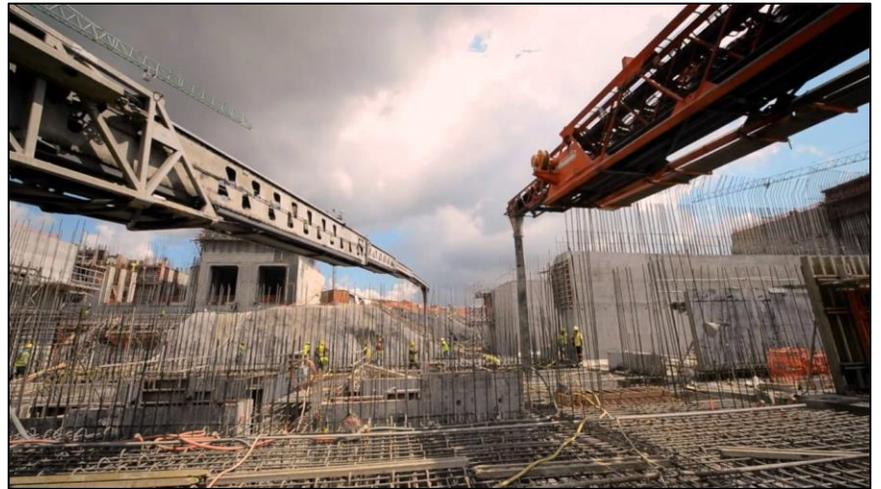
Wednesdays at 10:00pm in beginning June 15

Communities as Classrooms – A look at a profound education initiative at four schools in El Salvador in the Fall of 2015. While schools in El Salvador largely resemble those in the United States, with test driven classes, fragmented curriculum and traditional lecture style teaching techniques, largely divorced from real world problems, Bob Gliner has K—12 students build an interdisciplinary curriculum around solving problems in their surrounding communities—motivated by the students themselves deciding what those problems are.



Wednesday June 29 at 9:30pm

Panama Canal – The world-wide trend toward bigger ships moving larger volumes of cargo has exceeded the capacity of the Panama Canal. The completion of a third lane of locks will allow ships two or three times the size of current vessels to pass through the century-old waterway carrying up to 14,000 twenty foot containers. As one of the largest civil engineering projects in the world, the Panama Canal expansion program will impact global shipping and the future livelihood of the Republic of Panama.



Thursday, June 30 at 8:00pm

Get Ready to Rio – As the world's attention turns to Rio de Janeiro for the August 2016 Olympics, Chef Hubert Keller explores and celebrates Rio's exciting and vibrant culinary scene. In the show, Chef Keller talks with and learns from Rio's most celebrated chefs, popular street food vendors, a brewmaster, and Brazilian cookbook author. There, Chef



Keller developed a deep understanding of the country's diverse and wonderful food traditions, ingredients and local dishes.

Tuesdays at 9:00 pm beginning July 5

Genius by Stephen Hawking – Join Professor Stephen Hawking as he reveals our true potential in a series that challenges a selection of volunteers and viewers to think like the greatest geniuses of the past and answer some of humanity’s toughest and most enduring questions.



Thursdays at 8:00pm beginning July 7

PRODUCTION

Several members from the production team of KVCR and FNX recently attended an intense training on AVID, the editing equipment used for editing content for TV and the web. Some staff also attended NAB (National Association of Broadcasters) a huge showcase of technology in Las Vegas. Staff members remarked, “The training was really valuable tips and new work flows from others in the industry. It’s always great to be on par with our professional colleagues.”

DEVELOPMENT

NEW IDEAS SPARKED – KVCR’s Television Manager, Lillian Vasquez attended the 2016 PBS Annual Meeting in Chicago. Many new innovations were highlighted and plans to implement the ideas are in the works.

GRANTS – KVCR continues to actively pursue foundation and grant funding in May, 2016. For the month, a grant proposal was submitted to the Community Foundation of Riverside and San Bernardino County (\$60K value). Also, preliminary work continued for National Endowment for the Humanities (July submission date) and the National Endowment for the Arts (July submission date).



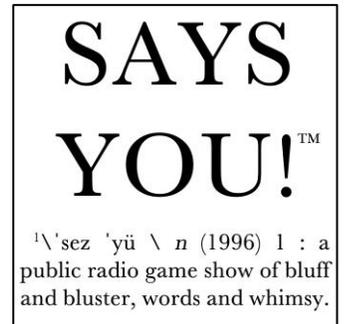
UNDERWRITING – First 5 of San Bernardino County has reached out to KVCR to help make a positive difference in the lives of children. Their commitment to serving our youngest children stems from the research in brain development showing that the experience of children in their earliest years significantly affects the way they grow and develop. Positive results in the early years impact dramatically on their physical, mental, emotional and social development. This in turn, reduces the social and financial costs of services the children might need in later years. First 5 is our newest underwriter on radio with the possibility of adding TV to their buy.

OUTREACH

May 7 – American Parlor Songbook: KVCR hosted a live studio event with fifty members attending the evening show. To entertain guests during the breaks, gift bags were raffled off and light refreshments were served. JP Houston and Julie Van Dusen were a pleasure to work with on this event. Their interaction with the audience was an amazing experience for all.



June 25 – “Says You!”: KVCR will host a live recording of the national public radio show, “Says You!” in the Valley College Auditorium. *Dancing with the Stars* host, Tom Bergeron, has agreed to be a guest panelist. The Meet and Greet is sold out, however tickets are still available at the \$45 level. Get your tickets today!



November 10, 2016 – Celtic Thunder: The “Celtic Thunder Legacy”



Tour kicks off 2016 and features an eclectic collection of the group’s best-loved and most popular songs from the past eight years.

Our social media continues to grow as we have reached 3,572 likes on Facebook and 1,682 followers on Twitter.



PROGRAMMING

FNX had a viewership of 64,000 households in the Los Angeles DMA for the month of April. Our audience continues to grow as more viewers discover our FNX channel. The addition of FNX to KLCS-PBS in Los Angeles also greatly expanded exposure and carriage of FNX throughout Southern California. FNX is now available on Time Warner Cable channel 1272.

Programs Coming in June

The Other Side (Series) – 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.



Saturdays at 4:00pm

Wapos Bay (Film) – In this feature film, **Long Goodbyes**, Talon and Raven learn their dad, Alphonse, has taken a job in the big city and their family will have to move away from Wapos Bay. This news takes Talon on a journey of self-discovery as he sets off to accomplish his bucket list of things he wanted to do with his friends before they left. With their whole world being turned upside down, Talon and Raven must join forces to keep their family together before it’s too late.

Friday, June 17 at 6:00pm



Osiyo – Voices of the Cherokee People is a monthly news magazine-style program featuring the people, places, history and culture of the Cherokee Nation. Show host Jennifer Loren has been connecting with Cherokees in all parts of Oklahoma and elsewhere, seeking out unique stories that will give people a better understanding of the authentic Cherokee experience.



Saturday, June 25 at 6:00pm

The Human Effect – In this documentary, Geronimo, takes viewers into depth with Mother Earth. He shares the beautiful landscapes and areas of Mother Earth and also shows the negativity that has been taking place as a result of the human effect. Also a number of tribal elders and leaders in the community voice their thoughts and give advice on the human species finding balance and living in peace in harmony with the environment and each other. Mother Earth is speaking, are you listening? **The Human Effect** was selected for the Red Nation Film Festival and the Las Cruces International Film Festival.



Monday, June 27 at 6:00pm

PRODUCTION



FNX production crew attended the 3rd Annual Making Hope Happen at the historic Arrowhead Springs Hotel and Resort on May 21. The event was in support of the San Bernardino Unified School District's plans for making hope happen for the local youth with a variety of programs and services. Footage from the event will be used for an FNX NOW segment in the near future.

FNX team member, Eddie Tahuka attended the Autry Museum to shoot and cover the Great Big Family Play Day. The event, created in partnership with the SoCal Moms organization, brings hands-on activities and arts to the families in southern California region. Performances included Native American hoop dancers by The Goedel Family and Storyteller, Jacque Nunez. Footage will be used to create an FNX NOW segment.

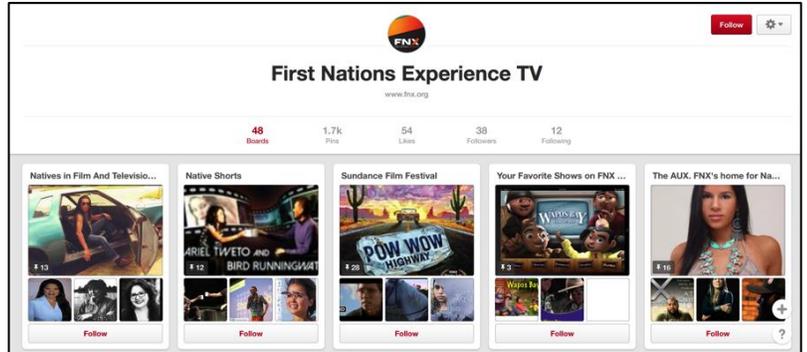


Eddie Tahuka also attended the annual artist showcase at the Segerstrom Center for the Art on May 24. This event featured San Juan Capistrano's cultural ambassador Juaneno native, Jacque Nunez. Her performance will be highlighted in a future FNX original series, **On the Scene**.

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FNX team members were on location to shoot the behind the scenes of the music video, **“Shaping the Clay”** by the Miracle Dolls (right). The team also attended and shot footage at the Riverside County San Manuel Graduate event (below).



OUTREACH

Our newest FNX team member, Sahar Khadjenoury, has created an online photo and video collection offering over 1,700 images and videos that pertain to the Native and World Indigenous people. New boards have been added to highlight Native Americans in STEM, Politics, Music, Photography, Law, Indigenous Arts, Athletics, and Native Operated stations. More images can be viewed at: <https://www.pinterest.com/FNXTVnetwork>



PBS President, Paul Kerger introduced General Manager, Alfredo Cruz as he delivered his remarks about FNX and a short synopsis at the opening reception of the National PBS Conference in Chicago. Chief Content Manager, Frank Blanquet also attended the conference as he worked the FNX table and engaged with many General Managers and Program Managers from throughout the PBS stations. Several stations expressed interest in adding the FNX channel to their airwaves.

Facebook – FNX just hit 8,485 likes!

