

BOARD REPORT

January 19, 2017

In December the KVCR TV production team completed several **KVCR NOW** reports. They included the Burrage Mansion **Holiday Extravaganza**. Every year since 2008 the



Burrage Mansion in Redlands has opened its doors to the Boys and Girls Club for a Holiday Extravaganza. Children from eleven different communities in the Inland Empire come together for a magical holiday experience.

A Night of Remembrance One year after the December 2nd mass shooting that took place at the Inland Regional Center in



San Bernardino, community members held A Night of Remembrance to honor the 14 lives that were lost and many more affected by this tragedy. KVCR highlights the event.

New San Bernardino Valley College President Diana Rodriguez is a graduate of California State University, San Bernardino and makes a profes-



sional full circle by returning to the city she calls home. We highlight her personal and academic journey which led to her position as President of SBVC.



New CHC President Dr. Zhou describes his academic journey and his thoughts about Crafton Hills College.

Beautiful Building Architecture at SBVC A featured story about the construction of the SBVC Kinesiology and Athletics Complex.

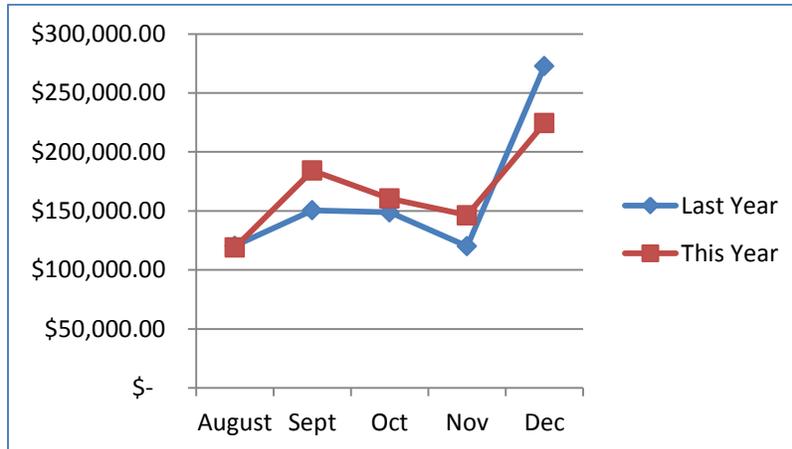


Creating Native Awareness A celebration for San Bernardino school children and their families. It's part of Title 7 grant for Native American Studies.



DEVELOPMENT

YEAR-TO-DATE AND MONTH-TO-MONTH COMPARISON CHARTS – KVCR is fiscally slightly higher this year compared to same time last year. With December pledges still being processed, preliminary numbers show \$224,000 in revenue for December, not including mail totals. Top PBS-TV programs include *Downton Abbey* at **\$32,278**, *Black America since MLK* at **\$5,844**, *Il Volo Buon Natale* at **\$4,869** and *Forever Painless* at **\$4,219**.



YEAR END RADIO PLEDGE – KVCR 91.9 staff David Fleming, Alfredo Cruz and Lillian Vasquez took to the air waves for 3 hours during *Morning Edition* and two hours during *All Things Considered*. They opened the mic and asked listeners to become members, renew their membership or give an additional gift as part of the “Last Minute-End of the Year” campaign. The station raised \$60,825 in revenue for the week.

EVENT REVENUE – On November 10 we had the Celtic Thunder concert with a meet and greet for two members of the group at The Fox Theatre in Riverside. This generated over **\$16,000** in revenue for KVCR and wow these were some serious fans of the Irish group. In December, Trans-Siberian Orchestra generated **\$3,040** in revenue; Joe Bonamassa produced **\$3,500** in revenue and Mannheim Steamroller generated **\$2,280** in revenue.

UNDERWRITING – The KVCR Underwriting Manager Andre Jones sold a major contract with National Public Media and their client Dorsey and Whitney. The campaign will run for 12 months on radio. The sponsorship is the largest of 2016 for **\$19,724**. It’s great to have them on our air. Additionally, the University of California Riverside has asked KVCR to promote their free public lecture series, “*Are We Alone*,” which will focus on the search for alien life and planets outside our solar system. The contract has a value of **\$5,000**. Their spots can be heard on radio and seen on KVCR TV.

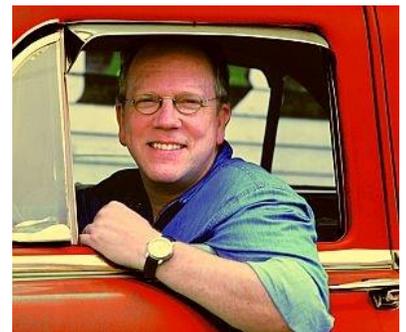
DOWNTON ABBEY MARATHON FUND RAISER

The *Downton Abbey* marathon was a big success viewership wise. People tuned in regularly, even in the overnights, and we had as many as 42,000 people watching. Usually it was around 10,000 to 20,000 during the day and 20,000 to 42,000 in the evenings. Even during the overnight broadcast viewership was between 5,000 and 10,000. The marathon raised **\$32,278**. It began on Thurs. December 29 at 6pm and concluded Sun. January 1 at 5pm.





Happy New Year – Beginning this month KVCR radio will be making some changes to the schedule by adding new shows to the line-up. The changes include **ON POINT** with host Tom Ashbrook moving to the Monday - Friday, 9:00am - 11:00am time slot now that Diane Rehm has retired. **On Point** was previously scheduled M-F at 8pm. **LATINO USA** - A news and cultural weekly program which is the longest running Latino-focused program on U.S. public media. The program is hosted by Maria Hinojosa and will air [Monday nights at 8:00pm](#). [Tuesdays at 8:00pm](#) is **E-TOWN**, a musical, social and environmental program to uplift and inspire listeners around the world. The program is recorded in front of a live audience with host Nick Forster. He walks the line between musician and radio journalist/host, playing guitar, mandolin or lap steel with world-class musical guests then switching gears to engage those artists in conversation live on stage. **E-Town's** co-host, Helen Forster lends her golden-toned voice to both the spoken word and the musical portions of the show. [Wednesday nights at 8:00pm](#) will now be **PIANO JAZZ**, a weekly show hosted by jazz pianist Marian McPartland (1918–2013) until 2011. The show features a single guest but small groups and duos are also featured. The show is a mixture of discussion and performance, often duets with McPartland. [Thursday at 8:00pm](#) it's **ALL SONGS CONSIDERED**, hosted by Bob Boilen and Robin Hilton who spin music from emerging bands and musical icons. The program is home to the best new music and a community of fans always ready to share their opinions on the current music scene. This is followed by **ALT. LATINO** at [8:30pm](#). This show is a voyage across the world in search of the best new Rock en Espanol and Latin alternative music releases, co-hosted by Felix Contreras and Jasmine Garsd. Now on [Fridays at 7:00pm](#) it's **FREAKONOMICS RADIO**, hosted by Stephen Dubner and Steve Levitt. The show is filled with surprising conversations that explore the riddles of everyday life and the weird wrinkles of human nature—from cheating and crime to parenting and sports. Dubner talks with Nobel Laureates and provocateurs, social scientists and entrepreneurs — and his *Freakonomics* co-author Steve Levitt. An unexpected partnership, Levitt and Dubner wrote *Freakonomics*, a book about cheating teachers, bizarre baby names, self-dealing realtors, and crack-selling mama's boys. They figured it would sell about 80 copies. Instead, it went on to sell more than 5 million copies in 40 languages. The show had a repeat airing on [Sundays at 2:00pm](#). **AMERICAN ROUTES** will air Friday at 8:00pm. It presents a broad range of American music — blues and jazz, gospel and soul, old-time country and rockabilly, Cajun and Zydeco, Tejano and Latin, roots rock and pop, avant-garde and classical. **American Routes** explores the shared musical and cultural threads in these American styles and genres of music — and how they are distinguished. Hosted by Nick Spitzer.



[Hope you enjoy the new schedule.](#)

In addition to our regular weekly segments with Inland Empire Economist John Husing, and Jeff Baker exploring IE and world food culture on *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*)

- **PROTESTS** – Hundreds of UC Riverside students and others marched through campus and city streets to protest the election of Donald Trump.
- **INLAND EMPIRE LEGISLATIVE RACE** – On going vote counts in Riverside and San Bernardino counties have settled a couple of close legislative races.
- **UNION STRIKES**– California’s biggest state employees union has authorized its leadership to call a strike if negotiations with the Brown administration break down.
- **TUITION HIKES** – Both the University of California and California State University are considering raising tuition to hire more teachers, as university enrollments rise across the state.
- **REHABILITATION** – A new report asserts that youth prisons are failing to rehabilitate kids, calls for their closure in every state, and suggest replacing juvenile prisons with rehabilitation programs.
- **KVC_aRts** – In this excerpt, David Fleming interviews singer Caesar Berry, with the doo-wop singing group, **The Tymes**, prior to a performance.
- **VETERANS** – Riverside County has become the first big county in the nation to achieve what the federal government defines as “functional zero” homelessness among veterans, meaning that the county now has the ability to ensure that any homeless veteran in the county can get into permanent housing.
- **HOUSING** – Rising home prices throughout California mean more homeowners are earning equity and fewer are underwater.
- **ONTARIO INTERNATIONAL AIRPORT** – The local airport passenger traffic was expected to be up from last year for its first Thanksgiving period since being officially returned to Inland Empire control earlier this month. The airport and some of its tenant airlines have announced improvements to the passenger experience.
- **WEATHER** – The Inland Empire and its spell of cool and wet weather.
- **UNEMPLOYMENT** – California’s jobless rate has remained unchanged for a straight four months now. And one local economist says that’s a good thing.
- **USPS** – The U.S. Postal Service is putting the word out that it needs to hire a number of temporary employees to work during the holiday period at its Moreno Valley Delivery and Distribution Center.
- **HOLIDAY TRAVEL** – Thanksgiving travel was projected to be the highest it’s been in nearly a decade, including at the Ontario International Airport.

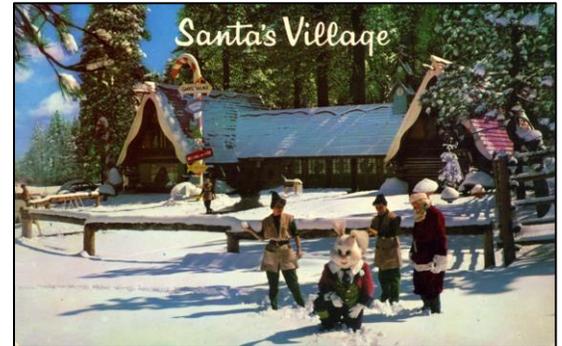


- **FESTIVAL OF LIGHTS** – The day after Thanksgiving local dignitaries flipped the switch that illuminated millions of Christmas lights that cover the Mission Inn Hotel and Spa, inaugurating the 2016 Riverside Festival of Lights.



- **MENTAL HEALTH** – The San Bernardino Sun newspaper reported that survivors of the December 2 terrorist attack in San Bernardino have been denied anti-depressants and other treatment for depression and anxiety.

- **SANTA'S VILLAGE** – After being closed for nearly two decades, Santa's Village has reopened following a big renovation.
- **MUSLIM COMMUNITY** – Law enforcement officials stood with Muslim leaders in Los Angeles to repudiate threatening letters sent to several mosques in southern and northern California.



- **AIR QUALITY** – Diesel Volkswagen owners across California will soon begin choosing whether to sell their cars or bring them in for repairs.
- **VOLUNTEERS** – The U.S. Forest Service is seeking volunteers to help with it's annual census of bald eagles living within the San Bernardino County and Riverside County lakes and mountains.
- **DROUGHT** – California state agencies have released a draft plan for long-term water conservation across the state.

- **DRUG OVERDOSE** – San Bernardino County authorities have confirmed that three people who died at a music festival in Fontana last summer succumbed to drug overdoses.

- **NIGHT OF REMEMBRANCE** – A community-wide Night of Remembrance was held on the campus of CSUSB to commemorate the first anniversary of the December 2 terror attack, and pay tribute.

- **LEGISLATURE** – The 2017-2018 California Legislature was sworn-in in Sacramento.

- **MAYOR FINED** – The former mayor of Menifee was one of two public officials issued fines for campaign violations by the California Fair Political Practices Commission.



- **ELECTRICITY** – Riverside County will move forward with the planning stage of possible county-wide electricity co-operative that would save county ratepayers millions of dollars per year on power costs.
- **IMMIGRATION** – California lawmakers will deliberate legislation that would restrict state and local law enforcement authorities from assisting federal immigration agents pursuing undocumented immigrants.
- **ECONOMIC SUMMIT** – The state's premier gathering of business and commerce, the California Economic Summit, wrapped up in Sacramento.
- **INSURANCE** – As thousands of Californians rush to meet deadlines to sign up for health insurance through Covered California, a new report shows that even a partial repeal of the Affordable Care-Act could leave nearly 5 million Californians without health insurance.



PROGRAMMING

TOP 10 Prime Time Shows in NOVEMBER

1. *Antiques Roadshow*
2. *Quilting Arts*
3. *Let's Dine Out*
4. *Trans-Siberian Orchestra*
5. *Nova*
6. *Vera*
7. *California's Gold*
8. *American Experience – The Pilgrims*
9. *Frank Lloyd Wright's Boynton House*
10. *Stolen Moments*

November's viewership was 547,683 (monthly) and 275,000 (weekly)

Programs Coming in January/February

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

Wednesdays, at 7:30 pm



Soundstage – Showcasing new performances with some of today's most brilliant and passionate artists including Blondie, Toby Keith and Kenny Loggins.

Saturdays at 7:00pm



American Masters: Eero Saarinen – Explore the life of Finnish-American modernist architectural giant Eero Saarinen, whose visionary buildings include National Historic Landmarks such as St. Louis' iconic Gateway Arch and the General Motors Technical Center in Michigan.

Thursday January 19 at 9:00pm



Victoria on Masterpiece – Follow Victoria's (Jenna Coleman) dramatic story, from the time she becomes queen in 1837 at age 18 through her relationship with Lord Melbourne (Rufus Sewell), her first prime minister, and her courtship and marriage to Prince Albert (Tom Hughes).

Mondays beginning January 30 at 8:00 pm

Mayor: The Age of Riley – This film is an inspiring story of a white, Irish Catholic man in the American south who provided guidance and compassion to his community for an incredible 40 year period as the mayor of Charleston, South Carolina. Entering office just as the Civil Rights movement was taking off in South Carolina, Joseph P. Riley Jr., a Democrat, became America's Mayor and proved that the only real social change comes from the ground up.



Thursday, February 2 at 9:00 pm



Liberty and Slavery: The Paradox of America's Founding Fathers – America's founding fathers were men yearning for a nation of individual liberty and unprecedented independence. Liberty and Slavery features stunning imagery and interviews with scholars that explore the paradox of America's Founding Fathers being champions of liberty - and yet simultaneously champions of slavery.

Friday, February 3 at 7:00 pm

PRODUCTION

KVCR NOW

New San Bernardino Valley College President is currently airing and on the KVCR TV and the website.

Holiday Extravaganza at the Burrage Mansion will air until the first of January.

A Night of Remembrance aired on KVCR until December 31.

Crafton Hills College President will begin airing in January.

UCR Science Lectures This promotional piece was produced for our long time underwriter on radio. With this lecture UCR Extension opted to promote on TV as well. It was produced to invite viewers to the University's lecture series "Are We Alone?" Lectures will take place once a month, January through April.

Cooking with Chase is a cooking show whose host has autism. Chase has a popular YouTube channel and KVCR will produce a show in the kitchen teaching and working with guest chefs. Recipes are pulled from his new cookbook, **Chase N Yur Face**. The show will be used for our upcoming March Pledge drive and will air again in April during Autism Awareness month. Shooting is schedule for the first week of January.



OUTREACH

Assistance League of SB Holiday Gathering as part of our Community Matters campaign. The graphics, projection, music and lighting were done by production team member Tim Style.



WE HAVE TICKETS TO UPCOMING EVENTS –February 10, 2017 – Odd Squad – will be LIVE at the Fox Performing Arts Center. Calling all Odd Squad fans to help decode and untangle the clues.

February 12, 2017 – Ethan Bortnick will perform at the San Bernardino Valley College Auditorium as a fundraiser for KVCR. Three levels of tickets are available. Please join us!

February 24, 2017 – Mary Poppins stage musical will be held at the Fox Performing Arts Center.

March 5, 2017 – Pasquale Esposito is an Italian Tenor who will perform at the Annenberg Theatre in Palm Springs. Tickets are still available.

April 7, 2017 – Graham Nash –Nash will headline at the Fox Performing Arts Center.

Calling all Antique Road Show fans! KVCR will host the screening on the ARS segment recorded in Palm Springs in August 2016 inviting members and viewers to participate to see the show before it airs to the public. Two screenings will be available in February--One screening will be held at KVCR on February 15 and one in Palm Springs February 16. All part of our Community Matters campaign.



Our social media continues to grow as KVCR has reached 4,306 likes on Facebook and 1,828 followers on Twitter!



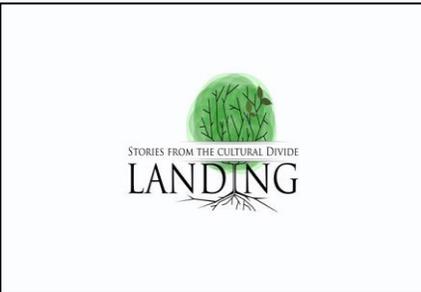
PROGRAMMING

Programs Coming in January

Mad Cow, Sacred Cow – This documentary depicts a farm crisis, a food crisis and the bizarre journey of a beef-eating Hindu terrified of his food. Filmmaker, Anand Ramayya (Cosmic Current) embarks on a journey from his in-laws family farm in Canada all the way back to India, land of the Sacred Cow. His journey reveals shocking connections between the Mad Cow crisis, Farm crisis and Global Food crisis.



Friday, January 6 at 4:30 pm



Landing – Each episode of this series is an intimate exploration of the lives of our subjects narrated by the subject themselves, as they share the current and historical events that have shaped their lives. We are there as they overcome challenges and search for a grounded identity in a complex and fast changing world where cultures, beliefs and ideas collide.

Saturday, January 7 at 1:30 pm

Orlando C. Joe – Master Sculptor, Orlando C. Joe shares his story from his yearning s as a child wanting to become an artist to his success as a Master Sculptor.



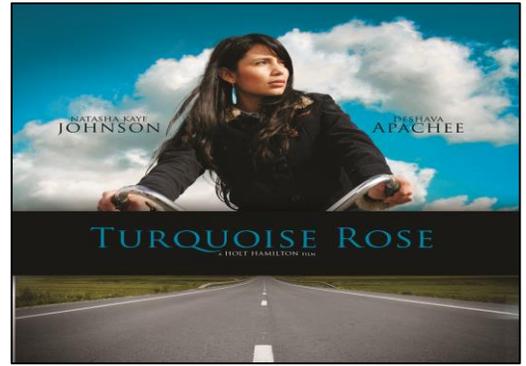
Friday, January 13 at 6:00 pm



Journey to Opportunity – What inspires a native high school student on one of Idaho's five reservations decided to graduate and go onto to college? Idaho Public Television spent time on the reservations and at area colleges to see what's helping these students succeed and where they might need some help and encouragement. These four extended interview segments give us a better view of the problems these tribes face and give us a new of what they are doing to help today's students get on the journey to opportunity.

Friday, January 13 at 6:30 pm

Turquoise Rose – This feature film is a coming-of-age story about a Navajo girl from Arizona. Raised in the suburbs of Phoenix, Turquoise attends college and is interning as a photojournalist at the local paper. She even has plans to vacation in the summer with her roommates. But all that changes in a heartbeat when her grandmother becomes ill. Suddenly Turquoise must make a decision between Rome and the Reservation.



Sunday, January 22 at 3:00pm

Working It Out Together Season 3 – This six-part documentary follows Olympian Waneek Horn-Miller on her journey to reclaim vitality through health, wellness, and fitness. On season three she will journey with six new aboriginals who together, will embark on a six-month journey of self-discover, determination and sacrifice to transform their lives for the better, proving anything is possible when we're **Working It Out Together**.



Monday, January 23 at 4:00 pm

Indigenous Focus – On Native Ground presents three short films. **Joseph's War Pony** is a comedy short film when a young man tires hard to learn to ride a bike and the values his father gives him as being a Native. **Three Tales of Choices** presents 3 short cartoon stories from three different Native Tales. **Survival:** a young man goes on an adventure quest to find Big Foot, but really finds his own identity in his Native culture.



Wednesday, January 25 at 8:30pm

Legends from the Sky – A Native American Veteran, burdened by survivor's guilt after a disastrous military tour, is forced to search for his missing grandfather after his ancestral land is mysteriously taken over by an unknown organization.



Friday, January 27 at 6:00pm

PRODUCTION

FNX SHOOTS – On December 15, FNX production team member Eddie Tahuka-Nunez was an invited guest to the welcoming ceremony for Standing Rock Sioux Chairman David Archambault. Tribal affiliates in attendance were Tongva, Tataviam, Chumash, and Acjachemen. The Chairman wanted to make sure he acknowledged the tribes on whose lands Los Angeles is built.

ABORIGINAL UNITY EXPERIENCE (AUX) – On December 16, FNX production team members attended a performance of **Bonnie Blue**. She performed her live set and the footage will be used in an upcoming production of an **On The Scene** segment that will be broadcast on FNX. Bonnie Blue may soon be an artist featured on our show **The AUX**.



ON THE SCENE – This segment will depict the strengths and challenges that this young musician has dealt with in her growing career.



FNX NOW – A new segment, **Making Hope Happen Foundation**, host their annual Gala and shares the impact the Foundation has with the San Bernardino Community.



Facebook – FNX just hit **10,567** likes and still climbing!!