



KVCR & FNX

BOARD OF TRUSTEES REPORT

JUNE 21, 2018

KVCR Supports National Orange Show Citrus Fair

The National Orange Show celebrated its 103rd annual Citrus Fair May 2-6. This five-day event was a true grassroots effort to bring recognition back to the annual citrus fair. KVCR radio and television were a major media sponsor participating and providing coverage prior to the event and afterwards.

On opening day, Wednesday, May 2 the Empire Network TV crew were on hand to document art related aspects of the fair including the student art and juried art exhibits. This will be a part of the TV and radio series, *Expressions of Art*.

On Thursday, May 3, in support of our Veterans Initiative, our Social Media and TV production team attended the 4th Annual Veteran's Dinner. This dinner is provided to veterans and their families as one way of thanking them for their service. Over 200 guests were in attendance. A special recognition was presented to the Rubio family for their family's dedication and exemplary service to our country. Out of 14 children (12 boys, 2 girls), 9 of the 12 Rubio brothers served in the U.S. Military (Eduardo Jr., Panfilo, Felipe, Joe, Tomas, Max, Frank, John, Mario). Their story was edited as a *State of the Empire* segment



broadcast on TV and shared on our social media platforms. Lillian Vasquez was the MC for the dinner event. Radio Station Program Manager, Rick Dulock also attended the dinner.

We were part of the first NOS Parade on Saturday, May 5. David Fleming and Lillian Vasquez from KVCR 91.9 were guests in the parade riding new and classic corvettes. We shared tangerines with the crowd. Rick Dulock and Isel Cuapio were the voices announcing the parade. The Empire Network TV covered the event on multiple levels. The Korcok family, who host our locally produced "How To" show, *From Scratch* were there to shoot a portion of their one hour special that premiered May 22. Also in attendance was Timothy Jones, co-host of the locally produced hiking show with children, *Hidden Hikes*. In addition, our production team captured footage and interviews for future promotional spots and a *State of the Empire* segment that aired during the month of May.



city's iconic event.

KVCR staff and volunteers hosted four booths at the fair to promote the Empire Network, FNX TV station, 91.9 KVCR Radio and the KVCR Autism Initiative. We were set up in Valleyland in conjunction with San Bernardino Valley College.

KVCR Radio and TV produced and aired promotional spots encouraging the community to attend and checkout the 103rd Citrus Fair. Our staff, team and station gave it our full effort to really help promote and participate in our

K V C R



91.9

SELECTED REPORTS

FM News Issues and Programs from Apr 23 - May 18, 2018

Segments with IE Economist John Husing & IE Journalist Cassie MacDuff are part of our weekly news.

- **STUDENTS WALK OUT** – Students in Moreno Valley and across the country walk out on the anniversary of the Columbine shooting.
- **IMMIGRATION AND THE CENSUS** – California officials are trying to prevent a possible undercount of the state’s population in the next Census.
- **TRUCKING** – A Southern California trucking company and three men are facing federal charges for allegedly using some 40 unsafe gasoline tanker trucks and shady business practices.
- **DUE IN COURT** – The brother and convicted accomplice of San Bernardino terrorist attacker, Syed Rizwan Farook, is due back in court.
- **LABOR ISSUES** – The California Supreme Court has limited businesses from classifying workers as independent contractors. This could have major implications for the tech industry.
- **HATE CRIME** – The attorney representing the family of a 26-year-old black man who was shot and killed by police officers in a Barstow, says the officer who fired those shots was once convicted of a hate crime.
- **SENIOR ISSUES** – According to a new report from the California State Auditor, thousands of California elderly and disabled patients are not getting proper care at skilled nursing facilities.
- **LOCAL AUCTION** – The city of San Bernardino auctioned off items from the now-closed Carousel Mall, including the carousel itself.
- **AARP** – Fontana is using AARP to give away tens of thousands of dollars nationwide to local non-profits and government agencies.
- **JUSTICE** – The Riverside County District Attorney’s office filed eight counts of perjury against the father of the thirteen siblings found tortured and shackled to beds in their home in Perris, California.
- **LABOR ISSUES** – UC Riverside officials reported cleaning services at some student housing facilities and some dining venues were affected by the 3 day strike by University of California union workers.
- **SALTON SEA** – The State Assembly Committee on Water, Parks, and Wildlife held a public hearing on May 8th to plan the rehabilitation of the shrinking Salton Sea in Imperial County.
- **FBI RAIDS** – The mayor of Adelanto was led from his home in handcuffs following FBI raids at several locations.
- **VETS** – As California’s homeless population continues to surge, policymakers struggle to respond. Riverside offers one model of success in housing homeless veterans.
- **HIGHLAND** – Another Inland Empire city has formally voted to oppose California’s “sanctuary state” law.
- **HEALTH INSURANCE** – Governor Jerry Brown did not include major investments in Medi-Cal or Covered California in his budget revision.



This Month in Radio

Radio Staff In the Community

The first Saturday in May found most of the KVCR radio staff at the National Orange Show Citrus Fair. Part of SBVC’s participation with the creation of Valley Land, KVCR had a citrus display, tables with staff, station logo giveaways, prizes and more. Rick Dulock and Isel Cuapio took on announcing duties for the Orange Show Parade through the fairgrounds while Lillian Vasquez and David Fleming promoted their radio programs, Lifestyles and KVC-Arts respectively, as parade entries.



David Fleming, **KVC-ARTS**

Later in the month, Lillian Vasquez was honored to serve as interviewer for one in a series of Dome Talks at San Bernardino County Museum. Vasquez sat with comedian Cheech Marin, star of stage and screen, and author of a new book, **Cheech is Not**



(L to R) Lillian Vasquez, Cheech Marin, TV Crew: Cecilia Becerra and Santana Gonzalez

My Real Name, But Don’t Call Me Chong! It was a full house and everyone in the audience vocally and with applause, greatly appreciated her thoughtful questions touching on nearly every facet of Cheech Marin’s life and career.

May also marked the start of a grant-funded art reporting project with radio and television components, **Expressions of Art**. This compelling series of features highlights artistic endeavors in and around the Inland Empire. Each produced segment profiles a venue, gallery or event which celebrates and creates art in our unique region of Southern California. The project is grant funded through the City of San Bernardino Fine Arts Commission and the California Arts Council. **Expressions of Art** radio segments air Saturday and Sunday mornings during NPR’s **Weekend Edition**.



National Orange Show Citrus Fair Display



This Month's *State of the Empire*

State of the Empire is our local-interest series highlighting the people, events, programs and stories that make our region unique. The segments celebrate our communities and share them on the air at KVCR Channel 24, and online at empirenetwork.ore. Below are three stories we recorded, edited and shared.

CHEECH MARIN DOME TALK

KVCR radio created a partnership with the San Bernardino County Museum to highlight the museum's Dome Talk series. This month the speaker was Cheech Marin, actor, comedian, art collector and author of *Cheech Is Not My Real Name, But Don't Call Me Chong*. Prior to the event, KVCR's Lillian Vasquez interviewed Marin about his name sake and his decades long relationship with Tommy Chong. Another topic was his love of Chicano Art and efforts to have it recognized as an American art genre. This also related to the future development of the Cheech Center for Chicano Art, Culture and Industry. Fund are currently being raised for the new museum that will be located in Riverside.



WOMEN'S SHOWCASE

The manufacturing business is a male-dominated industry and for women to rise to the top is a feat in and of itself. KVCR TV was there to celebrate the inaugural Inland Empire Women In Manufacturing (IEWIM) luncheon led by Fontana Mayor Acquanetta Warren, showcasing and highlighting women in the manufacturing industry. There were networking opportunities for KVCR with multi-million dollar companies and corporate sponsors. Sharing this event on-air helps to inspire and shatter stereotypes in the manufacturing industry.

SLING SHOT PROJECT

The San Bernardino Community College District created a "Sling Shot" project which is a joint initiative to "sling shot" students into the work force. The purpose of this project is to help SBVC students who are learning the trade of working with machinery to make connections and build a network with employers prior to graduating. KVCR interviewed employers and students involved to learn about the benefits of the project.



Programs Coming in May

Expressions of Art – Three Part Local Series

Art is a form of expression. It provides an image to express joy, sorrow, triumph, love and comes in many forms including, dance, music, singing, acting, and painting. The arts play a critical role in our lives. Art is all around us to embrace and enjoy.



Character Make-up Artist at ArtFest a segment of *Expressions of Art*

Expressions of Arts will introduce you to several local organizations that are working to keep the arts alive in our community.

Mondays: June 11, 18 & 25 at 7:00pm

Little Women on Masterpiece – Based on the classic novel by Louisa May Alcott and loved by generations of women worldwide, *Little Women* is a universal coming-of-age story. Set against the backdrop of the Civil War, the story follows sisters Jo, Meg, Beth and Amy on their journey from childhood to adulthood.

Thursdays: June 11 and 18 at 9:00 pm

Poetry in America – This 12-part series draws students of all ages into conversations about poetry. Each half-hour episode highlights the work of one distinguished poet with a reading by an individual well-known for accomplishments outside the humanities.

Tuesdays, beginning June 19 at 7:00 pm



Foreigner Live at the Symphony

Foreigner performed three spectacular nights in Lucerne, Switzerland in 2017 as part of a year-long collaboration between Foreigner founding member and lead guitarist Mick

Jones, Dave Eggar and Chuck Palmer, with their classic and iconic songs. **Wednesday, June 20 at 8:00 pm**

International Jazz Day From Cuba – Survey the history of art, from antiquity to the present, on a global scale. Programs reveal the role art and creative imagination have played in forging humanity, and introduce viewers to works of beauty, ingenuity and illumination across cultures.

Wednesday, June 27 at 8:00 pm

K V C R

TV 24 91.9



Seeking Funds and Making Friends in New Places

KVCR is in development of a new original program entitled **GOLDY KNOWS**. This new show focuses on empowering women to do-it-themselves. Ralph Cooper, KVCR Foundation Director and series Executive Producer along with the host of the series, Goldy Locks recently attended the National Hardware Show in Las Vegas to build a network and pursue funders, for the TV series. Held at the Las Vegas Convention Center, over a thousand companies and corporations specializing in the home and hardware were in attendance. Companies included paint and tools to farm equipment, fasteners, and lawn care, and everything in between. Cooper and Goldy met with a variety of potential sponsors including ACE HARDWARE, ENERGIZER, and GORILLA GLUE. They also met with a slew of smaller industry specific companies including DUMOND, RESCUE, DREAMBABY, and APOLLO TOOLS all to discuss the partnership possibilities ranging from financial sponsorship, product donation, and expert consulting & counseling. The trip was successful in introducing KVCR to hundreds at the convention, guiding the show structure and episode development, making strategic partnerships with potential sponsors. Pending funding, this series is scheduled to begin production sometime this Fall.



Social Media Strategizes for Success

Empire Network PBS is striving to be a leader in the digital space. By increasing our video postings, as well as spending more time on story feeds and live feeds. By doing so, we are seeing increased engagement. While posts without app additives like gifs, location stickers and hashtag stickers can be effective, the use of these free tools dramatically increases external visibility and discovery of our social media platforms.

Direct story views refers to the number of our followers who are viewing and engaging with the post. **External story** views refers to viewers who are seeing our stories from a hashtag, location sticker, or mention sticker.

Replicate Stations: Our efforts are paying off and other stations are following our lead. Empire Network PBS is proud to be an inspiration to fellow affiliate stations. We are one of the few stations that utilizes Instagram Stories, Facebook Live and Facebook Cover Videos. Our innovative use of these products as well as the use of in app enhancements has caused heavy replication from stations like Montana PBS, PBS 39, and Louisiana PBS. Other stations like Valley PBS, KUED, Arizona Public Media and the Nine Network have also started to use Empire Network techniques.

Campaigns: Life at Empire Network PBS - Social media is attempting to court high school, college, and non-traditional students, by showcasing different job positions here at the station. We have been able to draw the attention of several schools and educational organizations in the area including, Arroyo Valley High School, the Boys and Girls Club of Southwest Valley, Center for Employment Training Colton, Cajon High School, Riverside City College Honors Program, and Wise Readers to Leaders. This attention grants us the opportunity to engage with a younger demographic which could lead to potential funders.

Business Relationships: Social media has established business relationships with the City of Eastvale, Chino Hills State Park, and StuffedGourmet. The City of Eastvale and StuffedGourmet have partnered with our original production **From Scratch**. The City of Eastvale have secured a movie theatre for the show to have a special

screening on June 18 StuffedGourmet is a follower of **From Scratch**, and provided food an Empire Network production and for the staff and volunteers at the National Orange Show Citrus Fair event. Chino Hills State Park contacted us through social media to engage with our locally produced hiking show, **Hidden Hikes**. Inviting the host and crew on a private tour and seeking participation in Earth Day programming. Other companies looking for involvement with our station include The Camp TC and Redlands, Moreno Valley Mall, John Elway Crown Toyota and Riverside Subaru. Social media retains this information and works in conjunction with our Development department to secure funding and other sponsorships.

Give Mom a Makeover Surprise!

Share her Best Advice on
EmpireNetworkPBS
Facebook, Instagram, or Email



Mother's Day Contest: In May social media pushed a Mother's Day contest that ran in conjunction with our special Mother's Day spots. We asked viewers to share the best advice their mother ever gave them, for a chance to win a complimentary makeover from Cre Hair Salon in Highland.

We received submissions via email, Facebook and Instagram.

Advertisements: Our most recent advertisement was for the Autism Awareness Campaign in April. Our social media team donated \$20 to pay for the ad to run for 17 days. The ad boost saw 2,249 unique accounts engaging with the campaign; almost doubling our original viewership of 1,747 unique accounts. The cost per impressions (CPM) was one cent making it a very successful campaign.

The strategy and trajectory of Empire Network PBS is one that is reaching the local area, connecting with viable new audience members, retaining older members, and setting us as the standard for new and innovative public media.

COMING IN JUNE ON FNX

The Keetoowahs Come Home – This is the saga of the United Keetoowah Band, the first American Indian tribe to try and relocate across state lines, from Oklahoma to Arkansas, to reclaim their native land lost to them in 1828. The program is narrated by Jim Henson, a full blooded UKB, who tells the story from the Keetoowah perspective in both English and the Keetoowah language.

Sunday, June 3 at 5:00 pm



Nickel, the Treasure of Kanak – For 25 years Kanak have fought to obtain their share of the wealth arising from mining in New Caledonia. This film relates their struggle. **Friday, June 15 at 5:00 pm**

Wild Kitchen – A documentary TV series about wild food, the people who harvest it, and their unique stories that compel them to live off the land. Host Tiffany Ayalik, draws on her deeply rooted wilderness upbringing to explore a new location, be it wilderness, rural or urban, where land based living is part of everyday life. **Wild Kitchen** is one part Anthony Bourdain, one part **Hunger Games**.

Sunday, June 17 at 11:00 am



Native Planet – Host Simon Baker travels to the remote south pacific island of Rapa Nui (Easter Island) to see how the recent growth in tourism is threatening the sanctity of its ancient Polynesian treasures, the indigenous Rapa Nui people and the environment.

Sunday June 17 at 12:00 pm



Comments From Our Viewers

*Been watching this show for a while now. I love it. I'm of Nipissing heritage but not raised in the culture. I'm learning a lot from watching Don Kelly's adventures. **Valerie***

*Highly recommended, I love the Native network, I love the stories and music. Thank you. **Tachiinii***

*I was watching this station in Long Beach and I was enjoying the dancing, music, and stories of our native people. I am Chumash, Cherokee. My Chumash grandmother was a medicine woman. I was taught native ways by my mother. I hope this station continues to show its wonderful programming in our area. Thanks to all who have participated in this channel's programming. **Bernice***

On Going Productions

WASSAJA – The new FNX news magazine series **Wassaja** made its broadcast debut on May 27 2018 at 6:30am. The show is produced by well-known Native American journalist Mark Trahant (Trahan Reports) with FNX Television Producer/Director Frank



Blanquet serving as the series producer. **Wassaja** covers subjects from politics and climate change, to traditional tattoos, cultural preservation and indigenous movements.

KVC-ARTS ON FNX – This co-production of FNX and 91.9 KVCR with its local arts and entertainment show, **KVC-ARTS** continues with an interview that featured the musical group Fox and the Red Hares. The band's front man is an enrolled member of the Muscogee Creek Nation of Oklahoma. The band talked about their new album, a song about the Dakota Access Pipeline and the importance of including cultural advisors when performing traditional Irish Music. **KVC-ARTS** premiered all new episodes this month, but new episodes hosted by former FNX Tribal Liaison Sahar Khadjenoury from the Navajo Nation will launch in early June featuring musical guest Lakota John and Kin.

KVC-ARTS is a radio series from KVCR and recorded for television by FNX | First Nations Experience.



Visit fnx.org/watch to see more episodes of **KVC-ARTS** or listen to the radio series at kvcrnews.org/arts.

FNX STATION OUTREACH

Native Graduation Ceremony

On Tuesday, May 1, the Native American Resource Center hosted its 7th annual Native Graduation Ceremony at the National Orange Show Events Center. Over 150 Native students were recognized at the cultural event. Each student's name was called, before being wrapped in a tribal blanket, symbolizing their collective journey along the path of education. The ceremony was held to commemorate the community coming together to support the learning and success of local Native American students, from kindergarten to high school and college graduation. The event was made possible



through a partnership established by San Bernardino County Indian Health Inc. (SBCIHI) with San Manuel Band of Mission Indians and area schools including University of Redlands, California State University San Bernardino, Sherman Indian High School and San Bernardino City Unified Schools.

Officials from the schools worked to set Native American youth on a path to higher education and technical training. Encouraging high school students through education is their goal. San Manuel Band of Mission Indians Vice Chairman Vince Duro was a keynote speaker. Office of Public Affairs, Executive Director Jacob Coin emceed the ceremony.

Duro spoke with pride about the accomplishments of his daughter, Sierra, who recently earned a Bachelor of Arts Degree in American Indian Studies from

Arizona State University in Tempe, Arizona. She is the first of her siblings to have earned a college degree.

By doing so, she also set an achievable goal for others in her family to follow. She successfully completed internships with the San Manuel Tribal Archives Project, and with the San Manuel Cultural Resources Management Department focusing on compliance issues. Also at the



ceremony, San Manuel Tribal Member Destiny Manzano, spoke to the graduates and stressed the importance to pursue your goals in life, whether it's attending a prestigious university or a trade or technical school, her advice was to do what makes you happy.

Manzano is a sophomore at Cal Baptist University, in Riverside. She's focused on Early Child Development and would like to become a teacher and work with children after she graduates. She hopes her career path will benefit San Manuel and the children around the community, and other tribes.

Walter Holmes from Morongo Band of Mission Indians opened the ceremony with a traditional blessing and the White Rose Singers of Sherman Indian High School gave a show-stopping performance of traditional and contemporary social hand drum songs.

The 500 plus attendees were treated to a full course meal and an abundance of desserts during the festivities.

