



# KVCR & FNX

## BOARD OF TRUSTEES REPORT

July 11, 2019

### FNX Connects with PBS Stations Nationwide at National Conference

#### annual pbs conference

Each year PBS hosts a national conference that is the premier gathering of public television colleagues and decision-makers representing PBS' 158 member licensees. This national event brings together general managers, programmers, producers, development leaders, and promotion, communication, education, and digital professionals to spotlight PBS content while sharing new and innovative ideas to meet the changing funding and media environment. This year the PBS Annual Meeting was held in Nashville, Tennessee. Four FNX representatives attended the conference to promote our channel, introduce who we are, what we provide and share how we can serve PBS audiences moving forward. Representatives included Ashley Gaines, Executive Director; Tony Papa, Director of Operations, Frank Blanquet, FNX Producer/Director and Lillian Vasquez, Marketing.

#### fnx outreach booth

We made use of our double wide space, and provided a place for all guests to take their photo for sharing on social media. A big screen monitor showcased our channel and all that we have to offer. Media Kits were available for every guest that stopped by.



And the eye-catching hook to bring them to our booth and spend some time with us was our caricature artist.

We netted a lot of interest as it pertains to full or partial carriage of the FNX feed. Eleven stations are in conversations about an FNX presence on their digital over the air sub-channels. In total about 20 stations expressed an interest regarding the FNX feed with 17 of those stations having a strong interest. Stations were also interested in building or submitting content for FNX carriage. Many stations are producing programs, documentaries and specials, and are looking for other avenues to get their productions aired nationally. FNX can fill the need. Overall, this conference was a great effort to get in front of and share dialogue with many General Managers, Programmers and decision makers.

#### on social media



Director of Operations, Tony Papa and Executive Director Ashley Gaines share artist renderings.

#### new station on board

We're are pleased to welcome Chicago, WRJK back to our FNX line-up. And the newest station to sign on is North Dakota, KRDK.



# K V C R



## LOCAL RADIO REPORTS

### FM News Issues and Programs from May 20 June 21, 2019

In addition to our regular weekly segments with journalist Cassie MacDuff the following are some of the local segments produced and aired over the past month on KVCR

**EDUCATION • BOAT RACES** – The final round of the 17th annual Solar Cup Competition, students from more than 40 Southern California high schools competed • **ALTERNATIVES TO INCARCERATION** – More than two dozen military veterans who completed a program that provides alternatives to incarceration were recognized at a ceremony. **SCHOOL START TIME** – The California Senate has voted to require that middle and high schools start classes no earlier than 8:30am.

**COMMUNITY • NATIONAL DIVERSITY AWARD** – The American Association for Access, Equity and Diversity recognized Cal State University San Bernardino President, Tomas Morales. • **VOLUNTEERS** – Hundreds of volunteers at Riverside National Cemetery posted miniature American flags alongside graves of service men and women as part of the Memorial Day tribute. • **ARTS** – The California Arts Council announced the largest investment in arts and culture in nearly two decades. • **SPELLING BEE** – An eighth-grader from Corona will begin competing in the finals of the Scripps National Spelling Bee for the fourth consecutive year. • **RIVERSIDE PARKS** – The City of Riverside dropped in rankings of public parks throughout the United States.

**LEGAL MATTERS • GUN PERMIT POLICY** – A policy that allows the Riverside County Sheriff's Department to decline a concealed firearms permit based on a resident's immigration status is unenforceable, according to a federal judge's ruling. • **HOME COOKS** – Riverside County will be the first in California to allow cooks to sell meals prepped in home kitchens. • **DISABILITY** – Time Warner Cable, Inc. and Charter Communications Inc. agreed to pay \$99,500 to settle a disability discrimination lawsuit filed in Riverside by the U.S. Equal Employment Opportunity Commission. • **POLITICS** – California Democrats wrapped up their state party convention in San Francisco, where they heard from 14 of the 23 declared presidential candidates. • **CENSUS** – A group of Native American media representatives met with state officials to discuss how to reverse the undercount in 2020. • **BUDGET** – Riverside County supervisors refrained from approving a list of recommended appropriations.

**MARIJUANA BANKS** – A bill to establish specialized cannabis-only banks in California. • **BARS** – Backers of legislation to allow bars and nightclubs in some of California's biggest cities to close at 4am instead of 2am. • **PENALTY PHASE** – Jurors are scheduled to hear testimony in the penalty phase of the trial for the killing of two Palm Springs police officers. • **JET CRASH** – An investigation was started into the crash of an F-16 Fighting Falcon west of March Air Reserve Base in Moreno Valley that injured the pilot and 12 people.

## This Month in Radio

### What's In A Name?

KVCR-FM has been called many things over the years including Inland Public Radio as recently as the early 2000s. With the rebrand and introduction of Empire KVCR News. In July, our radio news branding statements have changed to match the branding of local segments on Empire KVCR Television. Newscasts prior to the change opened with the preamble, "With Ninety-one-nine KVCR News, I'm David Fleming."

Newscasts since the change begin, "With Empire KVCR News, I'm David Fleming."

While this change might take some getting used to for listeners and announcers alike, we are confident that this effort to align our Radio and Television efforts will be accepted and successful. These changes will also indicate for whom we provide our important programs and services, the residents in and around the Inland Empire.

## EMPIRE NEWS

91.9 KVCR

### Spring of Blooms Radio Campaign Winners

Our Radio Give-a-Ways to our Wonderful Radio Donors:

**Early Bird** – iPad mini – Donna Cooley, Grand Terrace. She has been a member since 2004.

**Overall** – Southwest Airline Voucher - Douglas Momberger, from Redlands and has been member since 2001.

**Day 1** – Idyllwild Arts Two Day Cooking Class – Ladd Seekins, Grand Terrace. He and his wife have been members since 1990.

**Day 2** – Lake Arrowhead Resort – Get-A Way - Emmanuel Mojica, Nuevo. He is a first time donor. He has been a listener for

about two years! **Day 3** – SB County Museum Package - Madelyn Berson, Temecula. She has been a member since 2016. **Day 4**

**& 5** – 3 Gift Certificates for one family to attend the IE Accelerator Kids Camp - Joel Rothschild, Highland/member since 2000.

**Day 6** - \$500 Gas Card - Jayne Davis, Idyllwild. She has been a member since 2013. **Day 7** – Escape Room Event - Daniela Rocha, Riverside. She's a new member.

**Day 8** – Agua Caliente Hotel, Plus Dinner and Concert Tickets - Randall Olson, from Yucaipa and a member since 2003.

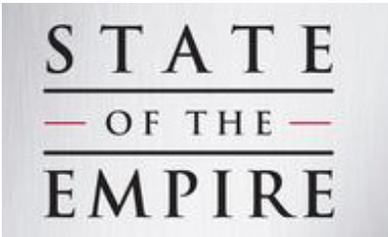




## TV Production

## Programs In July

### STATE OF THE EMPIRE NEWEST STORIES



This month, TV Production worked on four segments for *State of the Empire*.

#### Residential Construction Trades Training Program

The San Bernardino Community College District and BIA

Baldy View Chapter announced the Entry Level Residential Construction Trades Training Program. The program strives to build the next generation of construction workers and guarantees jobs for graduates in one of California's fastest growing regions.

#### California's Surgeon General visits SBVC Child Development Center

California's first Surgeon General, Dr. Nadine Duke Harris stopped by the San Bernardino Valley College Child Development Center. Dr. Harris addressed the needs and challenges of the community, while visiting with children who receive services at the Center.

#### SBVC International Student Film Fest 2019

San Bernardino Valley College held the only international student film festival in the area. The festival showcased over 110 student films from 12 countries and

connected students with professionals in the industry.

#### Library Book Fair at the San Bernardino Public Library

The San Bernardino Public Library invited over 40 local authors to come out and meet the public as part of their annual Library Book Fair. Local authors were in attendance.



LUCAS CUNY

PROFESSOR, RTVE, SAN BERNARDINO VALLEY COLLEGE

DIRECTOR, INLAND EMPIRE MEDIA ACADEMY

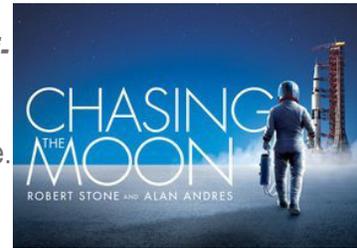
### GRAPHIC DESIGNS

To showcase an upcoming pledge event, we created a number



of graphic assets to promote the event on TV, print, email, social media and our website.

**Chasing the Moon** – This highly anticipated *American Experience* special shows what it took for the United States to beat the Soviet Union to the moon in the space race. **July 18 at 6:00pm**



#### Jamestown Season 3



From the makers of *Downton Abbey*, this series follows the lives of three women as they wrestle with the challenges of creating a new life in a beautiful yet forbidding land. **July 8 at 7:00pm**

**Tribal Police Files** – Takes viewers on a front seat ride-along with First Nations police services. From the daily challenges of life on-duty to the ongoing involvement in rebuilding their communities' off-the-clock, officers share the most dangerous moments they have faced in the line of duty.



**Tuesdays beginning July 16 at 9:30pm**

**Going Home** – Imagine living somewhere you did not choose. Being told you cannot love or leave. For decades, that was reality for people with intellectual disabilities living in state institutions. Today, most people with intellectual disabilities are living in the community. But, does living in the community mean you're truly a part of it? **July 25 at 8:00pm**

**From Ragtime to Reeltime** – Richard Glazier shares stories and plays glorious arrangements of songs by Golden Era composers. **July 27 at 9:00pm**



**Grantchester Season 4** – Sidney is swept up in the civil rights movement when a murder causes racial tensions to spike. **Mondays beginning July 22 at 8:00pm**



## COMMUNITY MATTERS

### New TV Pledge Mystery Gifts Campaign Raises the Most Donors During June Pledge Drive



Raising funds is just part of what public television and radio stations need to do to stay on the air. We depend on our viewers and listeners. During our recent television pledge drive we wanted to try something different, so we asked our Lawrence Welk viewers to help us raise enough money to continue the series for another year. So we offered a LAWRENCE WELK MYSTERY GIFT for a donation of just \$40. We promised if we raised the \$6,000 to cover the cost of the series, it would stay on KVCR. We are over halfway to hitting our goal. We know the series means a lot to so many viewers for so many reasons, so thank you Lawrence Welk fans!



Inspired by our weekend "How To" viewers who asked us not to interrupt the cooking, crafting, and quilting shows with PLEDGE, we took heed. But we still have to raise funds during our pledge drive. So we offered the weekend morning viewer a MYSTERY GIFT option too. For a donation of just \$40 we would send them a cooking, crafting, quilting MYSTERY GIFT of their choice.

During our recent pledge drive these two offers were our most popular program offers. It pays to listen to our viewers.

### In the Community

On May 25 Rick Dulock was honored to serve as Emcee and Host of the historic 60th Anniversary Dinner for the Tachikawa-San Bernardino Sister Cities Program. Dinner was served to 160 guests including dozens from Japan and the co-founder of the program, Dr. Thelma Press. Providing assistance whenever he is able since 2006, Dulock enjoys the chance to represent the stations and the District in our community.



Join KVCR and our partners, STEMS for a Charcuterie & Floral workshop. During this event STEMS' friendly staff will show KVCR members how to create the perfect cheese board just in time for holiday entertaining. They'll provide tips on portioning, talk cheese varieties, as well as provide recommendations for pairing complementary textures and flavors, along with a wine pairing of three Artisan Wines lead by a sommelier.

Every guest will leave with a Mini Flower Arrangement and a Charcuterie/Cheese Board that will serve 2-4 people. The perfect event for holiday entertaining. Normally \$149 per person, STEMS is supporting KVCR and we're able to offer it to you for a donation of just \$95. Come alone and meet new friends or bring a bunch of your friends to this KVCR event. Call 800-533-5827 or visit us at KVCR.org/events to reserve your seat at our table.



## ON FNX IN JULY

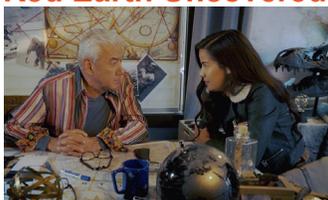
### Fit First (Series)

The series tackles mind, body and spirit issues behind obesity and bad nutrition in Canada's Aboriginal communities.



**Sundays at 11:30am**

**Red Earth Uncovered (Series)** – Reveals the secret and often sacred connection between Indigenous Peoples and world-renowned mysteries that have remained elusive throughout the ages.



**Mondays at 8:00pm**

**Cashing In (Series)** – A drama about the high stakes world of First Nations gaming at North Beach Casino in Southern Manitoba.

**Tuesdays at 8:00pm**



**Chaos & Courage (Series)** – Profiles the fearless and inspirational Indigenous women who serve, protect and rescue. From the front lines to their home fires, these women build connections that elevate their culture and make their communities stronger.



**Wednesdays at 8:00pm**

**Tribal Police (Series)** – Tribal Police Files takes viewers on a front seat ride-along with First Nations police services.

**July 10 at 8:30pm**



**Coyote's Crazy Smart Science Show (Kids Series)**

A fun, educational science series designed for kids 8-11. Young scientists are encouraged to unravel the How and Why of the world around them. **Saturdays at 10:00am**



**Underexposed (Series)** – Travel the world following a group of action-sport photojournalists as they face adrenaline-packed challenges to find their stories, and sell the next big thing in extreme sports.

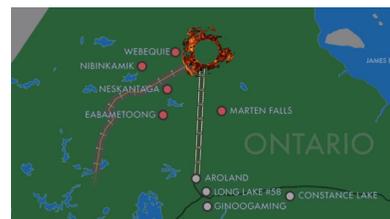
**Mondays at 1:30pm**

## ON FNX IN JULY

### First Nations Firestarter

Examines the controversies, risks and possible rewards that would come from exploiting the Ring of Fire, a massive chromium deposit cated on tribal land in the wilderness of northern Ontario.

**July 19 at 5:00 pm**



**The Headhunter** – In a remote Indian forest dwells an old man



from a forgotten tribe once dreaded for its practice of head hunting. When the government decides to build a road through the wilderness, the old man becomes a severe nuisance for the authorities. A

city-bred young official, belonging to the same tribe and speaking the same language, tricks him into spending a few days in the city. When he comes back, the old man is horrified to discover that a highway now runs through his beloved forest. **July 28 at 3:00 pm**

### FNX NOW LOCAL SERIES



FNX premiered several FNX NOW segments throughout late May and June. Stories included the Sacramento Ethnic Media panel 2020 Census, the San Manuel Yucca Harvest Celebration, the Glendale Indigenous Panel on Media Representation, the 2019 Yawa' Awards and the San Manuel Flag Raising Ceremony. Additionally, an FNX NOW segment was shot in Nashville during the PBS Annual Meeting. The Nashville segment revolves around the design and building of the Circle of Life Indian Center, a project spearheaded by the Native American Association of Tennessee.