



KVCR & FNX

BOARD OF TRUSTEES REPORT

September 9, 2021

Projected New Local TV & Radio Shows

This summer the KVCR team went into Research and Development mode and created four new shows, three for TV and one for radio. The full intent is to provide the community with new and fresh content for and about the Inland Empire. All production are with students in mind, providing an opportunity to get “in-studio” hands on experience.

Musically Speaking will be a one-hour radio program created in cooperation with the SBVC Media Department with SBVC student participation in mind. Host by SBVC’s professor Margaret Worsley. The show will consist of three segments. “The Education” segment will focus on music education and educators, also innovative techniques at every level of music education here in the Inland Empire. The “Performance” segments will highlight Classical and/or Instrumental music groups and ensembles which reside in and serve the Inland Empire region of Southern California.

KVCR-TV plans to produce a News & Public Affairs show with topics representing the Inland Empire. The show is titled *Community Matters*. Hosted by two community members Dianne Callahan, author and community leader, and Charee Gillins with the Inland Empire Community Foundation. Guests will include community leaders, non-profits, guests representing the arts community, government, education, business and health.

Director’s Spotlight will be a thirty-minute show that will feature student produced/directed short films. Each show will consist of 2 short films that have been directed by students and alum directors from the many colleges, universities, and/or high schools in our region. The host will interview one director and discuss their film. Following discussion, show the film, come back into the studio and introduce the second film, show second film and back to the studio for final comments and close the show. It’s really an opportunity to showcase student’s film and work in conjunction with our Media Students.

Beyond the Classroom is intended to highlight our region’s higher education atmosphere. We are inviting colleges and universities in the Inland Empire region, including those in the far areas of San Bernardino and Riverside counties to share their campus stories. It is also an opportunity for media students to use their skills to tell college stories. It is our intention to develop a pool of talent by working with our SBVC students and the IMA program. We want to create work experience opportunities for our students.

91.9 Broadcasts LIVE from the SBVC Campus

On August 11, San Bernardino Valley College hosted New Student Welcome Day on campus. It was a day for students to meet staff, faculty, and fellow students, while learning about the resources and programs available on campus. KVCR staff was there to meet students in-person and share how they could get involved with the station.

Several students visited KVCR’s booth to learn about both KVCR radio and TV. We shared the value and the opportunity to learn film and media production and join a student crew. Many students showed interest in gaining hands-on experience creating content for a PBS and NPR affiliate, and signed up to receive more information. A few of them were surprised and excited to learn both about the existence of KVCR on campus and the association with PBS and NPR.

91.9 KVCR was broadcasting live from their booth. Lillian Vasquez interviewed Dean Leticia Hector and History Professor Ed Gomez with Rick Dulock back in the studio doing the handoff from LIVE back to national air.

The KVCR TV production crew was on hand to interview faculty and students about PBS, with Jessica Greenwell asking questions like, “which PBS shows did you watch as a kid?” and “what they enjoy about the station?”



SBVC Dean Wally Johnson and Jessica Greenwell

Many shared stories about *Sesame Street*, Mister Rogers, and more. It was quite an eye-opener for students to know they could actually be part of future programming on a PBS station by training on-site with KVCR and SBVC’s Department of Film, TV, and Media.

New Student Welcome Day was a great opportunity for KVCR staff and incoming students to exchange creative ideas and explore career prospects. We hope to see these familiar faces in our studio this fall!

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ABOUT RADIO

KVCR Invites Members to Celebrate CA Public Radio Day at the San Bernardino County Museum



On August 26, KVCR invites listeners and members to join us at the San Bernardino County Museum in Redlands for California Public Radio Day! To celebrate, KVCR's Shareen Awad, Lillian Vasquez, Rick Dulock, and David Fleming will be broadcasting live from the museum in the morning from 7am-9am and in the afternoon from 3pm-6pm. We'll meet members, take photos and of course will gladly take pledges. While at the event, members can pledge for the **91.9 Special** - that's \$91.90 for two KVCR Reuseable Tote Bags for one day only. We'll also have the chance for listeners to spin the roulette wheel and win fun giveaways.

Come out and support public radio and 91.9 KVCR!

MIDDAY NEWS SEGMENTS HIGHLIGHTS

Mandatory Vaccine or Weekly Testing for School Staff - California teachers and school staff are now required to get a COVID shot or undergo weekly coronavirus testing.



Project Homekey Set for a massive expansion in California, Project Homekey aims to create tens of thousands of housing units for residents without a place to live.

Drought Impact on Colorado River - The Inland Empire's water reservoirs are in decent shape, but the drought is having a major impact on the Colorado River, one of Southern California's sources for imported water.

San Bernardino Art Walk - San Bernar-



no kicked off its first Downtown Art Walk July 29 after a two-year hiatus.

UCs Ask for Tuition Increase - University of California regents are asking for tuition increases they are needed to provide a quality education.

PG&E Bury Lines for Wildfire Prevention



PG&E says it will bury 10,000 miles of its lines in rural California to reduce the likelihood of its equipment sparking a wildfire.

THIS MONTH ON KVCR-ARTS & LIFESTYLES

Hemet author **Raymond Strait**, who's written biographies on Bob Hope, Jayne Mansfield, and more.



Emmanuel Rogers speaks with **Brian Christian**, author of *Algorithms to Live By*. | David Fleming speaks with **Leon Hughes** of The Coasters, known for Yakety Yak.

Regional multi-instrumentalist **Joe Di Fiore** shares his music from video games.

Singer **Kathy Young**, barely 15 when "A Thousand Stars" rapidly climbed the charts | Mindi McNeil in conversation with comedian **Brad Williams**.

Riverside musician **Rocky Peter** shares his music and his story, from abandonment in Nigeria to American Idol.



Lifestyles takes a fresh look at arts, culture and issues across our unique region.
with **Lillian Vasquez**

Ibba Armanacas, creator, producer, and the talent on Pandemic Playhouse. | **Dr. Ivan Rosenberg**, Founder and President of Uniquely Abled Project.



Mayor Kevin Bash of Norco about his five favorite movies | KVCR intern **Jamaal Willis** interviews California State Superintendent of Public Instruction **Tony Thurmond** about the importance of teen vaccinations.



Therapist, widow, wife, and author **Jill Johnson-Young**, shares her story dealing with grief after losing two spouses.

Mayor Richard Balocco of Indian Wells talks about his five favorite movies and shares something interesting about his city | **John Tribelhorn**, President of the Arts Council Menifee, talks about Menifee's Got Talent and shining a light on the arts in Menifee.



PBS

TV 24

KVCR

Local TV Production

TV Programs Airing in September

KVCR interviews Emmy Award-winning The Texas Tenors

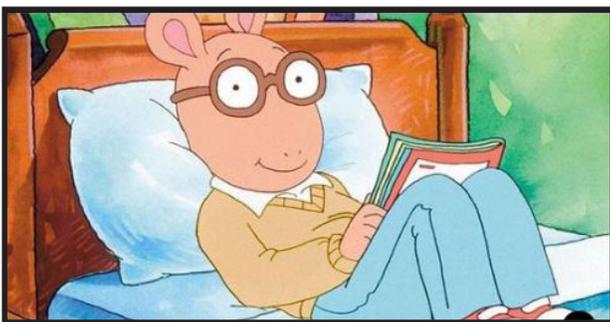


This month KVCR television production team recorded an interview with the three members of the classical crossover vocal group The Texas Tenors. We shot the interview on location at the Gable House in Redlands, in partnership with the Redlands Bowl. The interview took place prior to their penultimate performance of the 98th season of the Redlands Bowl Summer Music Festival. The interview is designed to become a pledge show and fundraiser for the station. KVCR will offer Texas Tenor CDs and DVDs as a pledge gift. The pledge show will air later this year.



Top Post Social Media KVCR Television

PBS: During a recent episode of Finding DW, longtime Arthur writer Kathy Waugh revealed the series hasn't been in production for two years. The podcast is hosted by Jason Szwimer, one of the original voices of DW, and the host was clearly taken aback by the news..



When Cancer Calls – Dialogue is drawn verbatim from the first natural history of recorded and transcribed interactions - 61 phone calls over 13 months - between an actual patient and her family members. A powerful and enlightening story is told of the critical importance of communication and social relationships as family members journey through cancer together.

September 9 at 9:00pm

American Grown: My Job Depends on Ag

Produced by KVPT in Fresno, this series looks at the struggles farmers face in California's Heartland. Tuesdays at 5:00pm

Guilt on Masterpiece With trouble brewing in Grantchester, it's going to take all of the Vicar's skill and empathy to navigate these choppy waters and help the ones he loves.



September 13 & 20 at 8:00pm

American Stories: Race Amity and the Other Traditions – A historical look at cross-racial and cross-cultural relationships in American history that impacted America's development. The film presents a series of short stories from the arrival of the first slaves on America's shores to relationships that impacted advances in social justice. Sundays at 9:30pm

Legacy of Love

Taking stylistic cues from narrative filmmaking, this documentary reveals the romantic relationship between Coretta Scott and Martin Luther King, Jr. when they met as college students.



September 22 at 11:00pm

Tulsa Race Massacre: 100 Years Later – Home to the successful and historic Black Wall Street, the Greenwood District lost over 300 citizens to the Tulsa Race Massacre of 1921. The tragedy was kept a secret for 75 years. Greenwood continues to suffer from redlining policies and the construction of a highway which perpetuated the destruction of the community. September 23 at 10:00pm

In Search of Walt Whitman – The story of Walt Whitman's life, the turbulent era he lived in and the timeless poetry that he created. September 25 at 6:00pm



KVCR



91.9 KVCR Pledge Daily Giveaway Winners Visit KVCR



Rick Dulock, Suzanne, Leona, Janis, & Lillian Vasquez

The daily giveaway winners from our Spring 2021 Pledge Drive came out to KVCR to pick up their gifts! It was a fun day for KVCR radio staff and radio members to meet and take photos. In addition to picking up their gifts, our guests were given a tour by KVCR's Rick Dulock and Lillian Vasquez who shared the history of the station. Guests were taken into the LIVE production studio to see how the "on-air" talent runs the board and speaks in the mic to share traffic, weather and news. We also had the wonderful experience to ask our members questions and get their valuable feedback.

Our guests included grand prize winner Tina Fraynd, winner of \$500 in gas cards.



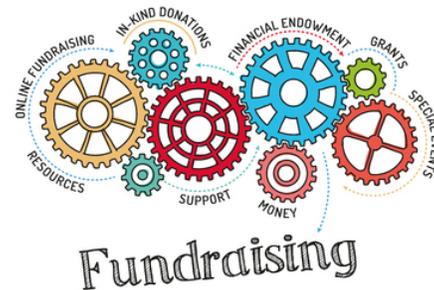
Charlie Harfouch was our Early Bird winner of a \$250 gas card.

Janis Bengston won a \$500 Mission Inn Spa Gift Package. Suzanne Hammersmith took home a \$500 gift card to The Original Shrimp House in Arcadia. Leona Pollack won two Go Trax Rival Commuting Electric Scooters.

We're thankful to all of our members for their generous support. We hope our Daily Give-a-ways creates fun incentives to support KVCR year round. We now know 5 more dedicated listeners and members. What a great feeling.

Fund Raising Efforts in August \$140,187

This month KVCR raised funds within our CARS program and in our Underwriting department for FNX. We have several funding projects that are still pending. We are waiting to hear if KVCR will receive a federal grant put forth by the office of Congressman Pete Aguilar.



August 26 is our one-day pledge drive celebrating California Public Radio Day. Also in August we held a TV pledge drive but at the time of print the drive had not concluded. We will know the outcome of both pledge drives by next month's report.

CARS Donation Program - \$24,887

Our on-going fundraiser is the CARS Donation Program.

Underwriting on FNX: \$115,300

- Voting Campaign \$20,475
- Get Vaccinated Campaign \$50,000
- AIAN Campaign \$44,825

Underwriting: Pending

- Hispanic Heritage Month - \$1,000
- Redlands Investment Company

Pledge Drive Pending

Public Radio One Day Pledge

Pending Grant Proposal

\$1,000,000 (Federal)

Posted on our Social Media - Radio

Weightlifter Hidilyn Diaz made history Monday, winning the Philippines' first gold medal at the Summer Olympics in Tokyo. The country had been trying to reach the podium's top spot for nearly 100 years: It sent its first Olympic delegation to Paris for the 1924 Games.



FNX

First Nations Experience

Visit www.FNX.org/schedule for full listings

PROGRAMS IN SEPTEMBER

Nunavik: Land of Ice – Jean-Michel Jorda is an accomplished documentary filmmaker who, with camera in hand, goes to meet various people in their environments, for over 8 years now. We follow him today in his new movie project entitled 'Nunavik, Land of Ice', which 90 years after 'Nanook of the North' leads us to discover the 21 century's Inuit's way of life: a people between traditions and modernity who had to confront and adapt to the many rapid changes which have occurred for nearly a century. Issues of respect and preservation of traditions and natural environment appears as central themes in this documentary, and beyond general clichés offers the viewer the possibility to interact within the reality of the Inuit people and their everyday lives. **September 1 at 5:00PM**



Hoop Valley: One Tribe's Battle Against COVID19

Hoop Valley tribal community members, including a First Responder, a Doctor and Radio Personalities, discuss the tribe's battle against the Covid-19 Pandemic.

September 20 at 5:00PM

Lost Bones: In Search of Sitting Bull's Grave

Lost Bones details the life and death of Lakota leader Sitting Bull and the stories that surround his burial and final resting place. Some say he is still buried at an old US army fort in North Dakota, the site of his first official burial. Others are adamant his Earthly remains were moved by Ghouls to Mobridge, South Dakota in April of 1953... and now another theory has surfaced. Sitting Bull's body was spirited away - shortly after his death - and taken to the Turtle Mountains of Manitoba. Through interviews with Elders, Experts, Historians, and dramatic reenactments Lost Bones attempts to solve the mystery of where Sitting Bulls bones lie today. **September 23 at 5:00PM**



Social Media - FNX TOP FNX TV Tweet:

Carissa Moore wore a white and yellow plumeria pinned next to her ear for her victory-lap interviews after making history as the first Olympic gold medalist at surfing's historic debut.



IN PRODUCTION

FNX NOW is produced in partnership with Ethnic Media Services.

“Global Warming” – Wildfires are bigger, heat waves more frequent, seas are warmer; climate change is speeding up, according to the EPA, making life harder for Americans. This episode features speakers Dr. Kristie L. Ebi (Ph.D., MPH), Professor in the Center for Health and the Global Environment and Aradhna E. Tripathi, Associate Professor at UCLA in the Institute of the Environment and Sustainability.

“Newly Elected Ethnic Republicans” – Newly elected Republicans share views about the future of the GOP speakers include Suzette Martinez Valladares who represents the 38th district in the California State Assembly. Also Congresswoman Young Kim (California's 39th District), in the U.S. House of Representatives. An immigrant, small business owner, community leader, and mother, Young is proud to be one of the first Korean-American women ever to serve in Congress.

“Redistricting Battle in Harris County” – Texas is ground zero in the national struggle to secure voting rights, but how the district lines are drawn in Harris County will determine whether voters can elect leaders who represent their interests. This explores the impact of redistricting on communities traditionally excluded from having a political voice. Guests are Nina Perales, Vice President of Litigation at the Mexican American Legal Defense & Education Fund (MALDEF), and Debbie Chen, an attorney who works at OCA-Greater Houston and is also a Diversity Consultant for the MZR Group.

“To Mask or Not to Mask” – Dr. Eric Feigl Ding is an epidemiologist, health economist, Senior Fellow at the Federation of American Scientists in Washington DC, and Chief Health Economist for Microclinic International. Dr. Eric Feigl Ding is joined by Dr. Jose Perez, Chief Medical Officer at South Central Family Health Center in Los Angeles. And by Dr. Ben Neuman, Chief Virologist at the Global Health Research Complex at Texas A&M University. Guests discuss the topic of Vaccines, masks and precautions that are being taken or ignored by schools, state and federal government officials, the general public, employers and businesses.



“CDC Update on Covid19” – CDC staff members Lauri Hicks, DO., a medical epidemiologist at the National Center for National Center for Emerging and Zoonotic Infectious Diseases, Centers for Disease Control and Prevention, is joined by José T. Montero, MD, MHCDS, the director of the Center for State, Tribal, Local, and Territorial Support, where he oversees support to the US health departments and those serving tribal nations and insular areas. In this segment the CDC aims to expand its communications about COVID-19 vaccination with the diverse audiences of FNX and EMS.