This month, KVCR television production team members worked with our radio colleagues to bring *Lifestyles with Lillian Vasquez & Inland Edition*, two of our local radio shows, to television. Cameras were set up in our radio production studio to allow for simultaneous recording for TV and for radio.

While unable to meet in person, radio guests were able to connect via Zoom and still conduct a face-to-face interview. The opportunity to engage our television viewers and share what’s going on over on the radio side is an exciting endeavor.

The first television episode of *Lifestyles with Lillian Vasquez* featured an in-depth interview with prolific PBS music show producer, TJ Lubinsky, which we reported on last month in this report. Since then we have recorded three more shows and have now expanded the process with *Inland Edition*. *Inland Edition*’s first television episode featured a look at the COVID-19 vaccine education campaign, “It’s Up To You.” Lillian Vasquez speaks with Heidi Arthur, Chief Campaign Development Officer with the Ad Council. She shared the strategies the Ad Council used to create their campaign and their push to inform the public about vaccines.

Also on the first episode was San Bernardino Community College District Trustee Joseph Williams in conversation with recently-elected County Supervisor, Joe Baca Jr. The first *Inland Edition* aired on March 22 at 6:00pm.

Future episodes of both programs have been record and are in “post-production,” with more on the way, including an interview with the Corona-Norco School District about school re-openings. We recorded a special look back at the past year living with and through this pandemic and shared how KVCR was able to serve our community. Televising our radio programs is a great way to reach a broader audience and showcase more of what’s going on in our region and beyond.

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**What’s In this Report**

~ Local Stories Heard on 91.9
~ National TV Shows Airing in April
~ Fundraising Efforts
~ FNX National Show & FNX Local Weekly Productions
Advocacy Groups Alleged Neglect at Adelanto Detention Center - Immigrant advocacy groups are calling for Adelanto to be shut down, while ICE denies any neglect and maintains that it's following all proper guidelines.

Some Inland Empire Entrepreneurs See “Glass Half Full” - A year into the pandemic, some entrepreneurs in the Inland Empire see a bright future for their businesses as those lockdowns begin to lift.

Authorities Identify Two Missing Persons After Massive Ontario Explosion - A cache of fireworks exploded, causing a deadly explosion at a home in Ontario. The two missing persons, who authorities said haven't yet been confirmed to be the two known dead from the blast, are cousins Caesar Paez and Alex Paez.

House Passes American Rescue Plan - The bill includes another set of direct aid payments to Americans in the form of relief checks for people who meet certain income requirements, extended unemployment benefits and an expanded child tax credit.

Air and Justice are the Themes for the Environmental Education Collaborative’s 2021 Art Contest - Applicants must address one or both themes in one of three areas: visual art, writing, or video, which can include spoken word, performance and music.

Majority of IE Voters Support Mask Wearing - A new poll shows that anti-mask protesters in the Inland Empire do not represent the majority, with greater than 4 in 5 voters supporting a public mask mandate.

Civil Rights Institute of Inland Southern CA - The $43 million Civil Rights Institute of Inland Southern California, a place of action and conversation around civil rights, is now under construction in Downtown Riverside.

SB County High School Academic Decathlon Teams Advance to State Championship - Five San Bernardino County High School Academic Decathlon teams including Chaffey, Chino, Rancho Cucamonga, Redlands, and Etiwanda will compete against 78 other teams for the State Championship.

COVID-19 Health Guidelines Decrease Flu Outbreaks - Following public health guidelines for COVID-19 has made California’s flu season less severe, with no outbreaks since September.

Ontario International Airport Expands Service to Chicago - Ontario International Airport is expanding service to Chicago’s O’Hare International Airport this summer, a sign of the airport's steady recovery from the pandemic.

Authentic Groups Alleging Neglect at Adelanto Detention Center - Immigrant advocacy groups are calling for Adelanto to be shut down, while ICE denies any neglect and maintains that it’s following all proper guidelines.

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Local TV Production

TV Programs Airing in April

This Month - New episodes of American Experience; Antiques Roadshow; Finding Your Roots

My Grandparent’s War – Follow leading Hollywood actors as they re-trace the footsteps of their grandparents and learn how World War II changed the lives of their families and the world.
Mondays at 7:00pm starting April 12

Independent Lens: Women in Blue – Under the leadership of the Minneapolis Police Department’s first female chief, women officers seek gender equity, redefining what it means to protect and serve. But a fatal shooting and a new male chief imperil their progress.
April 15 at 8:00pm

Warrior Lawyers: Defenders of Sacred Justice – This program looks at contemporary Native American Nation rebuilding through the personal stories of Native Attorneys, Tribal Judges and their colleagues. It provides an overview of the major historical, legal, judicial and intertwining social issues shaping many Federally Recognized Native Nations.
April 15 at 9:30pm

Inside California Education – A look at the challenges and opportunities facing the Golden State’s public schools. Topics include the growth of charter schools; new career tech opportunities; implementing the new Common Core standards; statewide teacher shortage; new dual-language immersion programs; the re-emergence of art and music classes; and how students are gaining real-life opportunities to become involved in local and state government.
Wednesdays at 5:00pm starting April 21

The West is Burning – This special examines the history of forest management and litigation that has contributed to the current conditions and the catastrophic fires plaguing the region.
April 22 at 8:00pm

American Experience: American Oz – Explore the life of L. Frank Baum, the man behind one of the most beloved, enduring and quintessential American classics. The Wonderful Wizard of Oz, published in 1900, has been reinterpreted through the generations in films, books and musicals.
April 29 at 7:00pm

Posted on our Social Media - Television

PBS: TONIGHT on Channel 24 or streaming on the KVCR APP:

Director Jared Leto sends more than 90 film crews to all 50 states to capture life in America over a 24-hour period.
KVCR Celebrates Women in History Month

“Civil” Women - Three individuals who fought tirelessly for the rights of others.

American Experience - Voice of Freedom - The life of singer Marian Anderson and her triumphant 1939 concert at the Lincoln Memorial.

Votes for Women: The History of Women’s Suffrage - One hundred years after the passage of the 19th Amendment, this tells the story of the hard-fought campaign waged by American women for the right to vote — a transformative cultural and political movement that resulted in the largest expansion of voting rights in U.S. history.

Dolly Parton - I Will Always Love You - Celebrate the singer-songwriter’s career from her early days to her success as a crossover superstar.

Stevie Nicks: 24 Karat Gold Tour - Singer Stevie Nicks performs smash hits from her Fleetwood Mac and solo careers and shares stories.


Seeing is Believing Women Direct - Four diverse women share the story of how they became directors and reveal what motivates them.

Breaking Through the Clouds: The First Women’s National Air Derby - The story of the women who took part in the first women’s national air derby in 1929.

Life in Synchro - Journey alongside incredible women around the country as they compete in synchronized ice skating.

Featured on Radio for Women’s History Month

Every week on Lifestyles, KVCR’s Shareen Awad highlighted a female entertainer who has impacted our culture over the years. Singer and actress Cher, whose music topped the charts in each of the past six decades.

Singer Rita Coolidge, recording music across several genres, with hits such as “(Your Love Keeps Lifting Me) Higher and Higher”. Singer and actress Helen Reddy, known for her song “I Am Woman”, a feminist anthem.

Singer, actress, and filmmaker Barbra Streisand, who had over 70 albums and a successful career in film and on Broadway.

Fund Raising Efforts in March $178,772

Below are some of the projects and fund raising efforts we delivered in March. This does not include our letter campaign.

TV Pledge - $95,000

Our goal for our TV March Pledge Drive was $95,000. At this time we are just over our goal, but we expect to hit $100,000 before the month is over.

CARS Donation Program - $20,772

One of our on-going fundraiser is our Car Donation Program. This month we raised $20,772.

Underwriting - $34,000

University of Redlands

Measure CC

Production Clients - $29,000

In the past few months we have worked with clients on production projects.

“Career Construction Campaign”

“Learn With Me” SBCSS Children’s show

“Drew & Boo Go to Theatre Camp” (For national distribution)

Pending Funding Proposals:

KVCR Underwriting - $14,000

KVCR Production Client - $12,000

FNX Underwriting - $5,000

FNX Grant - $50,000

Federal Support - $500,000

Posted on our Social Media - Radio

INSTAGRAM

PBS/NPR - TOP POST

Today is #NationalPuppyDay! It's an opportunity to promote awareness to puppy mills in the US. @dosomething says about 2.11 million puppies are sold that originated from puppy mills, while 3 million are killed in shelters because they are too full.
Breaking Loneliness – A documentary about people finding ways to escape loneliness and social isolation. The documentary was filmed in Edmonton, Calgary and on the Blood Reserve in Southern Alberta, Canada. Loneliness is a social epidemic that is impacting all age groups around the world. Although most of us are connected on social media, we have never felt more alone. Many of us find ourselves isolated from our communities and feeling lonely. This documentary follows three people: Indigenous Peer Support Worker John Chief Moon, volunteer Tom Greyson, and ESL teacher Julie Kraychy - who have worked to overcome their own loneliness and social isolation, and are now helping others to battle theirs. April 4 at 5:00pm

Seeing Canada – Brandy Yanchyk’s travel documentary, connects viewers to the “Signature Experiences” Canada has to offer. Viewers experience Canada’s iconic nature, thrilling adventures and unique, varied culture through Brandy’s eyes. These signature experiences have been fully vetted by the Canadian government’s tourism department (known as Destination Canada). They are adventurous in nature, and focus on the vibrant cities, culinary delights, world-class attractions, unique characters and natural wonders of Canada. April 5 at 8:30pm

Buying Up Eden – Millionaire Doug Tompkins wanted to save a rainforest, so he went out and bought one in Southern Chile. Many Chileans, though, are not so keen on his philanthropy and regard him with suspicion. April 15 at 5:00pm