



**KVCR**  
TV 24 91.9



**FNX**  
FIRST NATIONS EXPERIENCE

# BOARD REPORT

**March 10, 2016**

KVCR was named and recognized as **Non Profit of the Year** by the Inland Empire Economic Partnership at their Awards Dinner on February 17. Comments from Inland Empire Economic Partnership (IEEP) members were positive and encouraging with regard to our radio programming and journalistic integrity. Following an excellent acceptance speech by KVCR General Manager, Alfredo Cruz, at least one business is now negotiating an underwriting agreement in order to provide corporate support for this radio station.



Left to Right: Rick Dulock, Lillian Vasquez, Natalia Estrada, Ken Vincent, Alfredo Cruz, Andre Jones, Yvonne Rose Powers, and David Fleming.



- As reported in February, NPR's **TED Radio Hour** replaced the longtime run of **Car Talk** on Saturday morning. We're happy to report that listener comments have been in favor of this change and listeners appreciate the timely and relevant content **TED** provides. Please listen in each Saturday evening at 8:00 for a new program, **REVEAL**. The program is currently a free offer and will continue to be in the foreseeable future. This in depth, issue-based program produced at The Center for Investigative Reporting, is hosted by radio veteran, Al Letson and is an excellent example of great public radio!

**In addition to our regular weekly segments with Inland Empire Economist John Husing, Press Enterprise Columnist Cassie MacDuff, and Jeff Baker exploring IE food culture with Savory Road, following are some of the local segments produced and aired over the past month by KVCR FM News:** (most of the following segments can be heard on demand at [kvcr.org/news](http://kvcr.org/news))

- **DROUGHT AND WATER ISSUES** – Many California cities and water agencies are not happy with a proposal to extend mandatory water conservation rules. The State Water Resources Control Board will soon vote on changes to somewhat relax the overall 25 percent statewide conservation mandate. However, San Bernardino County Water District represents the views of many urban water suppliers who say the new regulations don't provide enough relief.
- **HEALTH CARE** – A rebroadcast of a segment from *The California Report* profiled a program at Kaiser Permanente in Riverside testing the value of allowing certain elderly and other patients to opt out of a hospital stay and, instead, get taken care of at home.
- **SPECIAL NEEDS COMMUNITY** – **KVC\_aRts** interviewed Kit Satre, Vice President at Vision Quest in Yucaipa, about the growth and expansion of the annual community art festival focusing on art made by those with special needs.
- **NATURAL GAS LEAK** – An environmental group warns the United States has more than 400 natural gas storage facilities similar to the one leaking massive amounts of methane in the community of Porter Ranch, near Los Angeles. KVCR reported leaking wells actually release huge quantities of gas each year.
- **EL NIÑO** – Meteorologist and other climate experts anticipate *El Niño* storms will drench Northern California for months but have so far largely avoided Southern California.
- **PROPOSITION 13** – California voters could be asked this fall to change what's been an untouchable law: the property tax initiative known as Proposition 13. The November ballot proposal would raise taxes on the state's highest valued properties and spend the money on anti-poverty programs.
- **STATE OF THE STATE** – Preview of Governor Jerry Brown's annual State of the State Address, and Capital Public Radio's live coverage of the address.

- **FAMILY FINANCIAL PLANNING** – A recently released report from the Annie E. Casey Foundation recommends the government implement policies to make it easier for families to save money. KVCR reported on the non-profit's recommendations to encourage financial planning.
- **COMMUNITY GARDEN** – Visited the *Huerta del Valle* community garden in an empty field near Ontario International Airport, where local residents help grow fresh, organic produce for lower-income families who might not have access to, or cannot afford fresh vegetables.
- **ART** – Interview with actors and producers of the Redlands Footlighters Theater's production of the stage musical, "Radio Gals."
- **CRIMINAL JUSTICE** – California voters will likely be asked this fall to overhaul the state's criminal justice sentencing system.
- **LABOR ISSUES** – A bill is working its way through the California Legislature making big retail stores pay double-time wages to employees required to work on the Thanksgiving holiday.
- **HIGHER EDUCATION** – The next phase in contract negotiations is underway between the California Faculty Association and the California State University system.
- **DOCTOR, DOCTOR** – An Inland Empire state senator is pushing legislation that would bring together regional health care players to expand the number of physicians needed around the state, especially in the Inland Empire.
- **WASTE MANAGEMENT** – The City of San Bernardino took another step forward in implementing its bankruptcy exit strategy. The City Council voted unanimously to contract out trash collection and other waste management services.
- **VETERAN'S FUNDRAISER** – Nationally-noted comedian Elayne Boosler shared about her upcoming benefit performance in the IE for the The Unforgettables Foundation, a locally-based organization that provides financial assistance to financially-strapped families, including military families, who have lost a child to illness, crime or an accident.
- **ALTERNATIVE ENERGY** – The California Public Utilities Commission rejected a proposal by California's investor-owned electricity suppliers, adopted by utilities regulators in Nevada and Arizona, to make solar power less competitive by tacking on a number of rate surcharges, grid access fees, and extra taxes to homeowners and business who want to install solar power.
- **IMMIGRATION** – Washing dishes at a restaurant is difficult work that usually offers low pay and undependable hours. It's estimated that 28 to 40 percent of dishwashers are living in the U.S. illegally, why some employers turn a blind eye and how people without papers get these jobs.
- **CULTINARY CULTURE** – To mark the Super Bowl's association with eating *guacamole* and chips, KVCR profiled the UCR's avocado breeding program and laboratory.
- **PUBLIC HEALTH** – The American Lung Association released its annual report card on how local governments in California are doing in the effort to discourage tobacco use. Some Riverside County cities made substantial progress against smoking, while others continue to lag.
- **FRACKING** – Scientists have linked wastewater disposal from oil and gas to activity to earthquakes in California for the first time.
- **HOUSING** – About 7,500 people who lost their homes to foreclosure in California between 2008 and 2013 could be eligible for payments under the new joint multi-state and federal settlement.
- **MODERNISM WEEK** – Previewed the 11<sup>th</sup> Annual Palm Springs Modernism Week, a regional festival of mid-century modern architecture, design, fashion and culture, and how it's evolved into an internationally-noted event with a growing contribution to the regional economy.



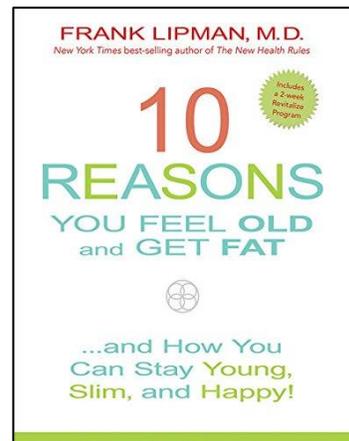
## TOP 10 PRIME TIME SHOWS IN JANUARY

- |                                   |  |
|-----------------------------------|--|
| 1. <i>California's Gold</i>       | 6. <i>Ask This Old House</i>             |
| 2. <i>Antiques Roadshow</i>       | 7. <i>Ultimate Restorations</i>          |
| 3. <i>This Old House</i>          | 8. <i>Vera</i>                           |
| 4. <i>Dust Bowl</i>               | 9. <i>Doolittle's Raid – Final Toast</i> |
| 5. <i>Manners of Downton Abby</i> | 10. <i>Nova</i>                          |

January's viewership was 713,675 (monthly) and 354,000 (weekly)

## Programs Coming in March

***10 Reasons You Feel Old and Get Fat*** – Physician and educator Dr. Frank Lipman takes on our most pervasive and troublesome myth: that aging means inevitable decline, weight gain and fatigue. By educating us about this astounding paradigm shift in aging, he gives viewers practical tools to feel better, almost immediately, and to address their own specific problems effectively with easy scientifically-based, though often unexpected, changes that support healing and optimizing the body and mind as we age.



Thursday, March 10 at 9:00pm



***Rick Steve's European Easter*** – Takes you on a spring journey through Spain, Slovenia, Italy, and Greece, ***Rick Steve's European Easter*** celebrates this 2,000-year-old story in a variety of cultures. You'll feel the emotion of this special time as the Passion of Christ unfolds during Holy Week. Explore a rich and fascinating mix of traditions—from its pagan roots to its glorious finale—***Rick Steve's European Easter*** sheds new light on this timeless holiday.

Monday, March 21 at 9:00pm



***American Experience – Space Men*** – Meet the pioneering Air Force scientists and pilots whose Project Manhigh, which collected data about the biological and technical factors required to support human activity in space, laid the ground work for the U.S. space program.

Thursday, March 24 at 8:00pm

***A Year in Space*** – Follow astronaut Scott Kelly's record-breaking 12-month mission on the International Space Station, from launch to landing, as NASA charts the effects of long-duration spaceflight by comparing him to his identical twin on Earth.

Thursday, March 24 at 9:00pm



***Nova – Rise of the Robots*** – Machines with human-like capabilities have long been the stuff of science fiction...until now. Meet the world's most advanced humanoid robots as they leave the lab, battle real-world challenges and endeavor to become part of our everyday lives.

Thursday, March 31 at 7:00pm.



## PRODUCTION

- **IN FEBRUARY** – The TV production team worked on a few projects:
  - ✚ A small crew was sent on a remote shoot to a nearby coffee roasting facility, Klatch Coffee. We recorded interviews and pledge breaks for a new pledge show to be featured during our March pledge drive. The pledge special will offer viewers a coffee workshop experience with a pledge of \$90.
  - ✚ We recorded new pledge breaks for an upcoming weekend marathon for the cooking show, **American Test Kitchen**.
  - ✚ The team recorded pledge breaks for a new Celtic Thunder concert with a special, legacy concert ticket offer. Celtic Thunder’s tour is coming to the Inland Empire in November.

## DEVELOPMENT

- **SPRING MEMBERSHIP CAMPAIGNS:**

	Dates	Fundraising goal
KVCR TV	Feb 26 - Mar 20	\$180,000
91.9 KVCR	Apr 6-15	\$80,000

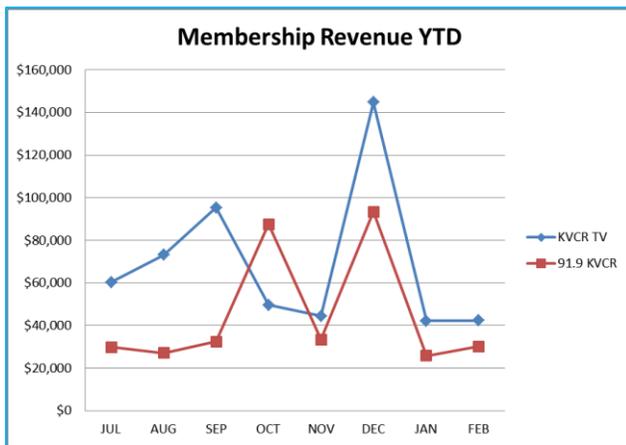
We have an exciting schedule lined up for our on-air fundraising. In order to draw from a diverse audience, we are starting the weekend with **America’s Test Kitchen** marathon; three half hour episodes with tested fool-proof home cooking. We are also featuring other health, lifestyle and travel programs like **Coffee: The Drink That Changed America**, **Easy Yoga for Diabetes with Peggy Cappy**, **Patient’s Playbook with Leslie Michelson**, and **Rick Steves’ Europe Travel Skills**. Some entertainment also in the works: **Art Of The Love Song With The Annie Moses Band**, **Yanni Live At The Pyramids: The Dream Concert** and **Il Volo: Live From Pompeii**. The first segment of the “new member” acquisition campaign was mailed on February 22. This campaign targets KVCR TV broadcast areas and asks viewers to support the station by becoming members. The entire campaign is comprised of approximately 50,000 pieces of mail with the goal of reaching to both TV and FM supporters in our broadcast areas. These campaigns reinforce the on-air pledge drive appeals during this time.

Additional gift appeal letters were mailed out to current television donors on February 29. The appeal highlights KVCR as the recipient of the **IEEP Non-profit of the Year Award** thanking supporters. The TV additional gift appeal also emphasizes KVCRs’ funding needs for fiscal year 2016 and urges donors to increase their financial support.

Email, web and social media will be used to drive donations in support of the mail and on-air campaigns. The theme for mail, web and social media is:

**TRUSTED, VALUED, ESSENTIAL. SUPPORT PUBLIC TELEVISION WORTH WATCHING!**

- **REVENUE UPDATE:** We have currently raised \$1,049,970 from all membership revenue sources. Total revenue including membership and other initiatives \$1,069,714.

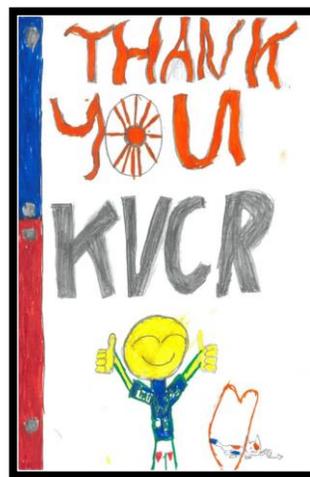


FY 2015-2016 REVENUE REPORT	
DESCRIPTION	YTD
TV	\$599,058
FM	\$448,962
GENERAL FUND	\$1,950
<b>SUBTOTAL</b>	<b>\$1,049,970</b>
AUTISM	\$10,052
VETERANS	\$9,692
SUSTAINABILITY	\$0
<b>SUBTOTAL</b>	<b>\$19,745</b>
<b>TOTAL</b>	<b>\$1,069,714</b>

- **GRANTS** – KVCR continues to actively pursue foundation and grant funding for February, 2016. In February, 2016 a grant proposal was submitted to Aidan’s Red Envelope Foundation for Autism Awareness – Law Enforcement and First Responder outreach (\$5K). The grant submission for the James Irvine Foundation was completed and submitted the week of February 22, 2016 for Radio and TV programming and technical upgrades for sustainability (\$445K). Continue to work with Steve Reyes (MHM and Associates) to complete the National Endowment for the Arts proposal due March 5, 2016 for “Purple Project” (\$75K). Also, submitted proposal to Southwest Airlines for four (4) roundtrip ticket vouchers to utilize as promotional tools during April radio pledge drive.
- **UNDERWRITING** – Cal State University San Bernardino has reached out to KVCR to promote its degree program in the Department of Management. The University and KVCR will also announce enrollment information for their Master’s Program in Public Administration. Great to have CSUSB on our air. Additionally, WRC Realty Company has joined forces with KVCR to brand the company’s name, image and to educate the public in trending real estate markets and transactions.

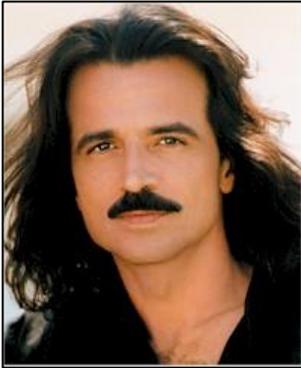
## OUTREACH

- **THANK YOU CARDS & LETTERS** – KVCR received some very special thank you letters and cards from many of the students from the Palm Springs Unified School District, thanking KVCR for providing the transportation to our January concert with Ethan Bortnick.



- February has been filled with preparation for our longest television pledge drive of the year. The pledge drive runs from February 26 through March 20. No events were planned for the month of February; however we do have two upcoming concerts:

**MARCH 18 – Yanni:** His concerts are legendary—Yanni returns with a worldwide tour performing over 60 concerts throughout the United States, and he is stopping in Riverside—don't miss your chance to see him LIVE!



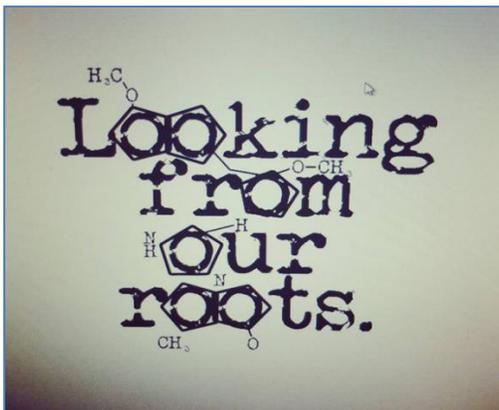
**APRIL 1 & 2 – IL VOLO:** After winning the hearts of viewers all across America, The Italian trio, IL VOLO returns to Pechanga Resort and Casino, and Fantasy Springs Resort Casino in Southern California. Both venues are SOLD OUT.





## PROGRAMMING

FNX had a viewership of 85,000 households in the Los Angeles DMA for the month of January. Our audience continues to grow as more viewers discover our FNX channel. The addition of FNX to KLCS-PBS in Los Angeles also greatly expanded exposure and carriage of FNX throughout Southern California. FNX is now available on Time Warner Cable channel 1272.



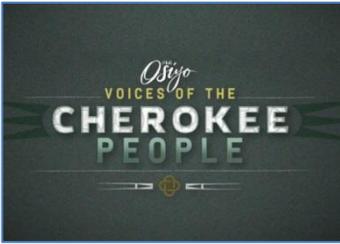
**Looking From Our Roots** – This is an original FNX series bringing traditional storytelling and culture views from an Indigenous perspective. Many of these Indigenous cultures reside in the Mountains of Nayarit Jalisco and San Luis Potosi, Mexico. Their stories, language, history and people are featured.

Thursdays, beginning March 3 at 6:00pm.

**Indigenous Focus – We Are All Related** is a cartoon animated Native story told by a father to his son. With a career spanning over 30 years, Benjamin Harjo Jr. is one of the Nation's leading American Indian Artists. **Native Tracks** is a planned series of documentary shorts that reveal the people and stories behind Native American music of all genres.

Wednesdays beginning March 9 at 8:30pm.





**Osíyo: Voices of the Cherokee People** – This popular series is a monthly news magazine-style program featuring the people, places, history and culture of the Cherokee Nation. Show host, Jennifer Loren, has been connecting with Cherokees in all parts of Oklahoma and elsewhere, seeking unique stories that give a better understanding of the authentic Cherokee experience.

Saturday, March 19 at 6:00pm

**Across the Creek** – This program is a conversation among members of the Lakota, who are seeking ways to restore their culture after a legacy of colonialism. Offering a fresh perspective into the lives of the Sioux on the Rosebud and Pine Ridge Reservations, the film looks at how these Sioux communities struggle to maintain tradition, while confronting the challenges of broken families, abuse and poverty. By sharing their stories across generations, they hope to build a vision for the future.



Tuesday, March 22 at 6:00pm



**Spirit in Glass** – This one-hour documentary celebrates the spectacular beadwork of the Northwest Plateau People. The film provides a rare opportunity to experience Plateau culture through the eyes and hearts of artists, who share their history, motivation, and the beadwork that plays an important role in biding their culture together. Native Plateau beadwork is part of the rich tapestry of American culture. Plateau culture is unique and its story of survival a quintessentially American story.

Tuesday, March 22 at 6:30pm.

## PRODUCTION

- **NEW UNDERWRITER** – Completed two underwriter spots for our client, Agua Caliente Cultural Museum promoting the Bird Song Festival in February and the Native American Film Festival to be held in Palm Springs in March.
- **FEATURE STORY ON LINE** – With the Oscars just around the corner, the FNX crew interviewed Costumer Designer and Oscar Nominee Jacqueline West. She is nominated for the movie the **Relevant**. Our story will feature her work and include her scholarship program for Native American students who are interested in costume design at SIDM.
- **ON THE SCENE** – This interview was recorded and is being edited for air in March. The report will feature a Native American HipHop artist.



# OUTREACH

**RINCÓN** - On February 10, FNX attended the California Nations Indian Gaming Association 21st Annual Western Indian Gaming Conference at the Harrah's Resort in Southern California. The FNX team spent the day manning a booth, speaking with numerous people from around the California region, both Native and Non-Native, informing them of our mission and current programming.



Many were unaware of our network and were eagerly asking for more information on how they could access the station for personal and public use, for example, broadcasting in their establishments, businesses and casinos. A few highlighted encounters included some attendees having 50+ hours of completed indigenous programs with no outlets to air them, asking FNX if they would be interested in showing their work. Overall, it was a great day filled with awareness for our FNX station.



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**FACEBOOK** – FNX just hit 7,329 likes!