

December 11, 2020



KVCR & FNX

BOARD OF TRUSTEES REPORT

Cause Fundraising Serves our Community and Public Media



people in our community. This was definitely a win-win for KVCR and the I.E.!

The December TV Pledge Drive began Thanksgiving weekend and will continue until December 13.

For most of our lives, the holiday season means socializing with family and friends, and of course, eating ... a lot of eating! But COVID-19 changed all that this year and made it even more difficult for our neighbors in need. New data says one in six Americans will experience food insecurity in the next several months. This is why KVCR Radio has worked with the largest food providing entity in the Inland Empire since 2013 for our **Feed Your Radio, Feed A Family Campaign**. And for the first time ever, KVCR TV participated in the one-day campaign.

In 2013 we began a symbiotic relationship with *Second Harvest Food Bank* where we raised money for local public radio and offered meals for hungry residents instead of offering mugs and tote bags. *Second Harvest*, now known as *Feeding America Riverside-San Bernardino*, has helped KVCR listeners, and now the viewers as well, to feed tens of thousands of people when the need is greatest... around the holidays. With a bit of pre-promotion, a couple of emails, and one full day of Radio and TV Pledge, the 2020 campaign netted \$31,341.

This is a new record for the popular one-day campaign! The majority of the money remains with the stations for operating costs and, thanks to the generosity of our local donors, *Feeding America* will provide more than thirty one-thousand meals for needy

In other fundraising, KVCR TV and Radio will be airing friendly donation reminders for year-end giving, so that the generosity of the season might continue until the new year! And in early 2021, KVCR Radio is planning a short on-air campaign with a *Plant A Tree* version of the cause donation model. As in the "FEED Campaign," this version results in MOST of every donated dollar supporting the station with a few pennies earmarked to support reforestation for fire ravaged areas in and around the Inland Empire.



BEAT REPORTER HIGHLIGHTS

Riverside and San Bernardino Counties See Spike in Coronavirus Hospitalizations

This story was about the surge in hospitalizations in both Inland Empire counties. Both counties remain in the purple tier of coronavirus restrictions.

New Book Spotlights Amazon and 'The Cost of Free Shipping' in The Inland Empire

A new book examines "Amazon capitalism" and how workers and communities in the Inland Empire and around the world are resisting the e-commerce giant.

Three Major Inland Empire Fires Reach Full Containment

The Apple, El Dorado, and Snow fires have reached "natural features void of vegetation" which allowed firefighters to fully contain the fire.



Inland Empire Astronaut Arrives at the International Space Station

NASA held a press conference featuring four astronauts who travelled via a SpaceX Dragon spacecraft to the International Space Station. One of those astronauts is Victor Glover, who was raised in Pomona and went to Ontario High School.

Inland Empire Congressman Pete Aguilar Elected Vice Chair of House Democratic Caucus

KVCR's Benjamin Purper spoke with Aguilar about his priorities in the coming legislative session



and his thoughts on being the only Latino elected to Democratic leadership so far.

MIDDAY NEWS SEGMENTS HIGHLIGHTS

Patricia Lock Dawson Leads Riverside Mayoral Race

Several mayors were up for election in Riverside, County with Patricia Lock Dawson succeeding Rusty Bailey as Riverside mayor.



Childhood Lead Poisoning Prevention

San Bernardino County Department of Public Health kicked off a week of childhood lead poisoning prevention to educate the community and ensure lead testing for high-risk children.



ALERTWildfire Cameras - The 610th ALERTWildfire camera was installed in California to watch backcountry and spot the first outbreak of flames.

Klamath Dam Removal - A new agreement paves the way for the largest dam demolition in U.S. history to try to save salmon that have dwindled in recent years.

Theme Parks Must Ride Out Pandemic Longer Than Anticipated

California's amusement parks have been trying to reopen for months, but



are now bracing for an even longer shut-down leading into 2021.

THIS MONTH ON KVC-ARTS & LIFESTYLES

David Fleming speaks with writer and director **Steve Byrne** about his directorial debut.



A conversation with **Arlo Guthrie** who recently announced his retirement.

Actress Loretta Swit talks about the long-running series, M*A*S*H.

Singer **Rita Coolidge** talks about her newest CD and career.

A conversation with singer **Brian Hyland**, known for "Rose-mary," "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini," and "Sealed With a Kiss."



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

Parenting expert and psychologist **Reena Patel** talks about celebrating Halloween during the pandemic and **Carrie Madrid**, President and Founder of the CARE Project in Riverside.

Jaime Jarrin, the Spanish language voice of the LA Dodgers for over 60 years talks about his broadcast career.

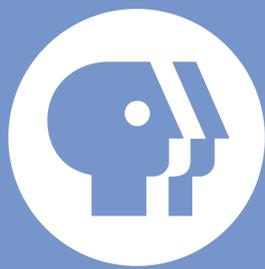


Host of Only A Game

Karen Given, shares about NPR's only sports program, now off the air after 27 years.

Ray Anderson, a veteran who served during the Vietnam era, shares his experience as a newspaper reporter, and his returning to Vietnam fifty years later.

Singer and Grammy award winner **BJ Thomas** on his long musical career.



PBS

TV 24

EMPIRE

K V C R

TV Production News

Programs In December

WATCH NOW! KVCR's LOCAL LIVESTREAM

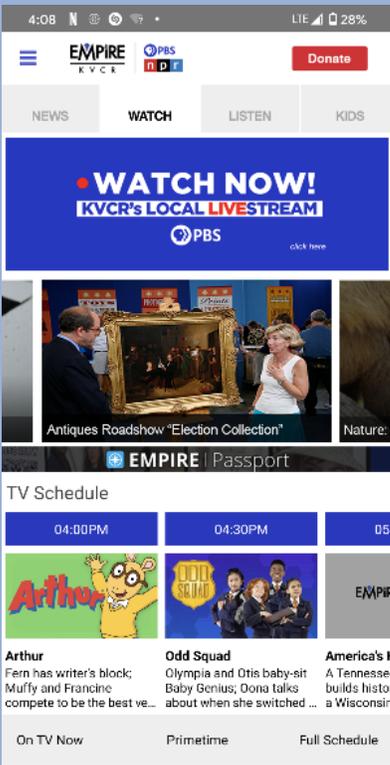


click here

KVCR TV Now Streaming

The KVCR-TV broadcast signal is now streaming LIVE to mobile apps, websites and the PBS Video Portal.

The entertainment industry has evolved into a streaming world as audiences shift to a multitude of viewing devices to consume content.

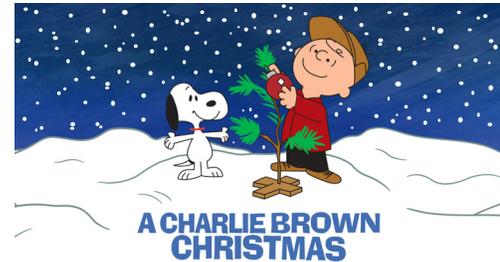


The engineering and operations team at KVCR worked for the last two years on establishing a video streaming option for the KVCR viewing audience. Now that local streaming is live, everyone has access to KVCR's local broadcast stream at any time on KVCR's website, mobile app, ROKU, Android mobile, Amazon Fire tablets, iOS, tvOS, Android TV, Amazon Fire TV, and Chromecast. Local live streaming will allow KVCR to grow in the areas of revenue, membership, and data

analytics. This ability to reach a new generation of KVCR-PBS viewers will greatly strengthen our visibility and public profile in our community. This will bring KVCR into the digital future.

A Charlie Brown Christmas

Feeling down about the commercialism of Christmas, Charlie Brown becomes the director of the gang's holiday play. Can he overcome his friends' preference for dancing over acting, find the "perfect" tree, and discover the true meaning of Christmas? Watch this holiday classic for the first time on PBS! December 13 at 7:30pm



Roadkill on Masterpiece

Ambition knows no bounds, nor does corruption, in a political thriller starring Hugh Laurie as a scheming U.K. government minister. Crime may not pay, but politics sure does. December 14 at 8:00pm

All is Calm: The Christmas Truce of 1914

This award-winning docu-musical theatre production recreates an astounding moment in history when Allied and German soldiers laid down their arms to celebrate Christmas together. This remarkable story is told through the words of the great WWI poets, official war documents, diary entries and letters written by more than thirty WWI soldiers. December 14 at 9:00pm

Power Trip: The Story of Energy

Take a journey through the past, present and future of energy, humanity's most important resource, and uncover the hidden energy that is embedded in six major facets of our modern way of life. Thursdays at 7:00pm beginning December 17

Independent Lens: Jonathan Scott's Power Trip

Follow home renovation expert Jonathan Scott on his mission to flip the switch on how Americans access power. December 17 at 8:00pm

Beyond Barriers

People from opposite sides of the Arizona-Sonora border come together despite economic, healthcare, and political barriers to create a center of wellness and hope. December 17 at 9:30pm

Finding Your Roots

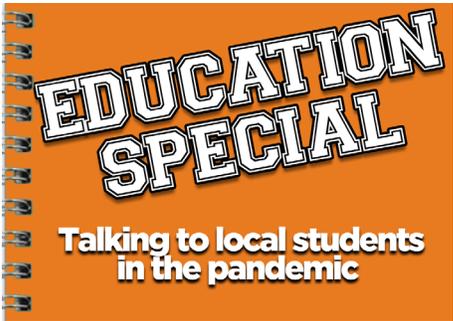
Henry Louis Gates, Jr. meets actors Scarlett Johansson, Lupita Nyong'o and chef Lidia Bastianich, whose families crisscrossed the globe to escape oppression and find opportunity, leaving them with questions about those who stayed behind. December 18 at 7:00pm



COMMUNITY MATTERS

Education During COVID An *Inland Edition* Special

On an upcoming one-hour special *Inland Edition*, we'll hear from students throughout the two counties of Riverside and San Bernardino who share their experiences during the pandemic.



KVCR's Lillian Vasquez speaks with students from kindergarten to medical school about the good, the bad, and the challenges of remote learning. Following the students' comments, we'll also hear from educational psychologist, Dr. Keith Drieberg, La Sierra University. All of this and more, coming to *Inland Edition*.



Keith Drieberg, La Sierra University. All of this and more, coming to *Inland Edition*.

Factory Tour with Oma's Own Following the October FM Pledge Drive

KVCR staff visited one of our sponsors who provided healthy snacks for our staff and as a giveaway prize to one of our members. Fifteen-year-old Oma, her father, and mother welcomed KVCR staff into their factory in Ontario. Oma and her dad are longtime listeners to KVCR and brought in hot, spicy soup and vacuum-dried fruit chips to snack on while sharing the story of how their business got started. On the way out, Oma supplied KVCR with a gift package for our pledge daily winner. We thanked them for partnering with us and for listening to 91.9 KVCR.



KVCR's Shareen Awad, Oma, and her parents Raj and May

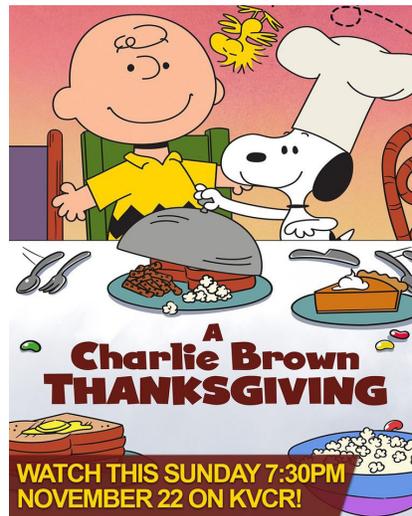
Posted on our Social Media Radio



KVC-Arts spoke to Brian Hyland about a half dozen or so new releases, including an in depth, track by track look at the 1970 self-titled album, touched on his "Triple Threat" releases, Christmas works, as well as another classic album with Allen Toussaint... and he gave a mention of a current project with Lala Brooks!

We had the privilege of having Brian perform one of his records LIVE and raw in our studios for all our listeners. You can catch this performance as well as his complete interview with David Fleming tomorrow night (Wednesday) on KVC-Arts at 7:00PM on 91.9FM or stream the show through the KVCR app!

Posted on our Social Media Television



BREAKING NEWS

Your local PBS Television station, KVCR, will be airing "A Charlie Brown Thanksgiving" THIS SUNDAY on television. Tune in to Channel 24 at 7:30pm to watch all your favorite Peanuts! And share this post like crazy!! (Broadcast will not be available to stream through our app)

FNX

PROGRAMS IN DECEMBER

IN PRODUCTION

We're Still Here – Through their music and work in communities and in schools, First Nation indigenous hip-hop artists in Canada lead an effort to right long-standing social injustices, heal personal traumas, and preserve their cultures. **December 6 at 5:00pm**

FNX Movie Marathon – The Marathon consists of the following films: *How People Got Fire*, *Wapos Bay: Long Goodbyes*, *Pete & Cleo*, *Blue Gap Boyz*, *More Than Frybread*, *Turquoise Rose*, *Shades of Life (Yugumalleq)*, *Places Not Our Own*, *Mannahatta*, *Akornatsinnit*



– *Nunaanni (Among Us – In the Land of Our Shadows)*, *Legends from the Sky*, *The Sun at Midnight*, *Rhymes for Young Ghouls*, *Maina* and *The Head Hunter*.

December 25 Movie Marathon starting at 10:00am

Puntos de Vida (Threads of Life) – A *maestra* of *artesanía* and her two 15-year-old students during their Mayan embroidery tour in Yucatan, Mexico. The trio traveled in early March, days before the pandemic shutdown, to various Mayan villages to meet artisans working in their homes and shops.

December 27 at 5:00pm



FNX Music Marathon – The marathon consists of music episodes from: *Indigenous Day Live 2018*, a music series featuring live concerts & solo performances from the 2018 celebration across Canada. *INJUNUITY: Live at the McSwain Theater*, a special concert featuring the all original music of Injunuity, a contemporary Native American flute-based group. *The AUX* is a rotating compilation of music videos featuring diverse talents of Native American & World Indigenous cultures. *STUDIO 49*, FNX's locally produced music performance series featuring in-studio showcases by Native and World Indigenous artists.



December 31 Music Marathon starting at 7:30pm

Live Election Coverage

This year the number of Native candidates increased with new faces and incumbents back on ballots. A large push to register to vote launched in 2019 throughout Indian Country, which like the rest of the nation, had its largest ever showing at the polls.



On November 3rd, FNX took part in the second ever Native American Live Election coverage through a partnership with *Indian Country Today*. Both entities produced the program with *ICT* leading the content development and production side, FNX the broadcast and technical on-air side, and a shared effort to set up a live remote studio location in Phoenix. The 2-hour program was broadcast through FNX and its affiliates, additional PBS stations, and APTN in Canada. Additionally, the live feed was available on the web and Facebook live.

FNX NOW

FNX NOW has continued to produce a weekly half hour news magazine. A series of four episodes specific to elections aired November 1, 2, and 3 with two back-to-back programs premiering just before the Indian Country Today Live Election show. Two additional shows, not related to elections, also aired on the subjects of healthcare during the pandemic and recent increased hate crimes across the nation. The *FNX NOW* series is hosted by long time FNX and KVCR producer Frank Blanquet and some shows are produced in partnership with Ethnic Media Services.

TOP SOCIAL MEDIA POST ON FNX

NOVEMBER IS OFFICIALLY NATIVE AMERICAN HERITAGE MONTH!



This is the Dignity Statue in South Dakota. DID YOU KNOW that not one, not two but THREE Native American women from Rapid City, SD served as the models for the sculpture. The artist, Dale Lamphere, a nationally recognized sculptor and also the current President of Arts South Dakota, began by first drawing the form and then sculpting a one-eighth-scale model. The statue boldly pro-claims that South Dakota's Native cultures are alive, standing with dignity.