Community Advisory Board Meeting

December 13, 2023, at 10 AM

Members Present:

Connie Leyva – KVCR Executive Director
Joerg K.E. Nowak – KVCR member/supporter and longtime listener
Mariana Lapizco – San Bernardino Valley College Student and KVCR Intern
Cassie MacDuff – Former Press-Enterprise columnist and longtime KVCR News Contributor
Bud Weisbart – KVCR member/supporter, longtime listener, and small business owner
Josh Candelaria – Former Director of Government & Legislative Affairs, San Bernardino County, Vice President Community & Consulting Company Owner
Maria Alonzo – Founder/Director, Huerta Del Valle
Sheheryar Kaoosji – Executive Director, Warehouse Workers Resource Center

Members Absent:

Ricardo Cisneros – Executive Secretary, Treasurer Inland Empire Labor Council
Ali Sahabi – President Optimum Group
Patricia Lock Dawson – Mayor of Riverside
Patricia Nickols-Butler – President/CEO, Community Action Partnership
Christy Holstege – Palm Springs City Council
Helen Tran, Mayor of San Bernardino
Michelle Decker – CEO, Inland Empire Community Foundation
Penny Newman – Former Executive Director, Center for Community Action and Environmental Justice

Staff and Guests Present:

Valerie Arce, KVCR Administrative Coordinator
Manny Saucedo, Director of Development and Strategic Relations
I. Call to Order and Introductions

The CAB meeting was called to order at 10:03 am. Connie Leyva, KVCR Executive Director, shared that it is her one-year anniversary at KVCR Public Media.

II. Approval of August & September Meeting Minutes

Cassie MacDuff motioned to approve the November minutes. Bud Weisbart seconded them, and the minutes were approved.

III. KVCR Update

Connie Leyva provided the KVCR update. The FNX event, A Celebration and Showcase of Native Film and Television, was held on November 14, 2023. Some funding was received for the event, and it was very successful. KVCR was pleased with the presence from that Native community who attended. A report was submitted to San Manuel and PBS.

Connie Leyva met with Jacob Coin of San Manuel two weeks ago. San Manuel will always be a founding partner of FNX. FNX is a 24/7 channel in which content must be purchased. San Manuel is now more receptive about providing funding and we will be putting together a proposal. We would also want to hire a producer. This will require more funding as well. Another goal is to establish an FNX board.

The last episode of Inland Edition will air this Friday and will feature Mrs. Leyva. She will be discussing her experience with the Senate and her hopes for KVCR. Season 2 of Inland Edition will begin filming in January. Season 2 will be a different look from Season 1. All interviews will be done in black and white. The B-roll footage will be in color. The show will have the same host, Joe Richardson. Season 2 will feature local non-profit agencies. She encouraged all to provide suggestions of local non-profits to feature. Josh Candelaria suggest the Inland Empire Health Foundation. He mentioned that he is on their board, and they have a plan to leverage some of the resources locally. There will be twenty shows and filming will begin on the first Friday in February.

KVCR’s children show, Learn with Me, is back on track. Elizabeth Kelly has been an excellent coordinator. Another animator was hired, and the animations will now be more detailed.

Lopez vs Seccombe is about civic rights and racism in the local, Inland Empire area and is another important project. Mr. Weisbart shared that Susan Straight’s, “In the County of Women,” is a book that by a local author that touches on similar topics and is an excellent read.

III A. Development Update – Manny Saucedo provided a development update. The membership campaign is on the fourth month with the new vendor and KVCR is starting to see an increase in membership. However, other non-local PBS stations are after our audience. It is important we send letters to our members so that they sign up for us, rather than other PBS stations such as PBS SoCal. KVCR is a smaller station with less staff than other stations. It is important all know we are their local station. We must compete with other stations with bigger stations and bigger staff.
An estate planning campaign will be held on both radio and television via interstitials and an event on campus in March.

The proposal with the California Endowment was submitted for local high school students to be mentored and learn filmmaking. Mr. Weisbart spoke about the CTE Program and the amazing work that is being done. He shared that Hillary Wolfe is the Executive Director of the program and would be a good contact in which to reach out. Manny Saucedo confirmed that he would like to speak with her about the existing school programs. Mr. Saucedo also suggested they visit and tour KVCR Public Media.

The agreement with San Antonio Hospital has been finalized. KVCR will interview local doctors about health topics. The proposal with IEHP has also been completed to do episodes about various topics. KVCR will track doctors and do five health-related episodes to begin in March 2024. We currently air “Life on the Line” through Loma Linda Hospital. The overall goal is to talk to local doctors and discuss health-related issues.

We will also be submitting a proposal with the California National Endowment of Humanities for funding for KVCR’s Lopez vs Seccombe project. This has a January 10th deadline.

III B. Newsroom Update – Rick Dulock provided a newsroom update.

Jessica Greenwell has been researching the Santa Ana River and trail. She is also conducting interviews related to the topic. There will be a story featuring the Seven Oaks Dam down to the ocean. Both Jessica Greenwell and Frank Blanquet will be attending a meeting regarding wildfire prevention funding. Congressman Pete Aguilar will be in attendance.

Madison Aument was in the California Report again. The report about the civil rights case against the Temecula Valley School Board is currently available on the KVCR website.

There were CSEA strikes held over three days on college campuses. Toni Lopez covered the strike at Cal Poly Pomona. UCR student Alison Wang volunteered to come back to KVCR after finishing her internship here. She has been working to get more stories out. The California Newsroom may be going on strike and, if so, this will be covered.

Anthony Victoria is working on a story about Blue Triton, formerly Arrowhead Water, which received a cease and desist from drawing water out of the local mountains. Anthony hiked to the area with conservationists. The feature will be available soon. He is also covering a story about a recycling plant in Colton. He is also covering several stories in the City of Fontana. The City of Fontana created a moratorium in the area which prevented a proposed Planned Parenthood Clinic from coming to the location. Another story is that about the measures that the City of Fontana has taken to prohibit street vendors.

Bud Weisbart inquired if CAB members could meet the KVCR reporters, as they have not had an opportunity yet. Both Mrs. Leyva and Rick Dulock confirmed that he will bring some of the newsroom staff to a future CAB meeting to introduce them to the board.
Rick Dulock reached out to Dr. Manfred Keil. He will be coming into KVCR. It is important to have every side of a story. We would like to record him on several other topics.

Cassie MacDuff emphasized the importance of getting news out on the same day that it happened. All confirmed that both correct information and same day news is the goal.

**III C. Community Engagement Update** – Vanessa Wiarco provided a community engagement update. Operation Gobble was a huge success. The event was planned in only 12 workdays. A total of 500 local families received meal bags. A total of 4,899 pounds of poultry was distributed, and this did not include the hams and other goodies. It was an incredible event with lots of smiling faces. A local baseball team assisted with carrying all items to families’ cars. Maria Alonzo donated fresh herbs as well. Penske donated the large truck used by KVCR staff to pick up the items.

The Operation Elf Donation Event is on and donations continue to come into KVCR. The Operation Elf Santa Photo Event will be held on Saturday, December 16, 2023. A professional Santa has been hired. Connie was able to secure toys from Santa Claus, Inc. A donation of water was received from the Coca Cola Company. About 30 local families have registered and are signing up for 3-6 children on average. Each family will take a photo with Santa. Cookies and refreshments will be provided. All volunteers will be wearing Operation Elf t-shirts. CAB members emphasized that every t-shirt, photo holders, waters, etc. should maintain the KVCR branding. An announcement was sent to all members via the KVCR newsletter.

**IV. Open Discussion**

Bud Weisbart reminded all that Mayor Helen Tran will be welcoming a new child soon. He suggested the CAB express their sentiments/congratulations. Mrs. Leyva confirmed that all are very excited for her.

Sheheryar Kaoosji informed that they are working on a voter forum for the City of San Bernardino City Council. He asked if KVCR would be interested in collaborating on this. Mrs. Leyva confirmed that she would love to partner on this and B100 on campus would be best for this. Mr. Kaoosji confirmed that his department could do most of the planning and find a host. He requested a planning meeting be scheduled.

The mayoral race in Riverside is being held. Several candidates are running.

Cassie MacDuff suggested the San Bernardino Museum Foundation for Season 2 of Inland Edition. The museum is operated by the County of San Bernardino. However, the Foundation assists in those areas that the County of San Bernardino does not cover.

4. **Adjourn**

The CAB meeting concluded at 11:00 am.