Community Advisory Board Meeting

October 11, 2023, at 10 AM

Members Present:

Connie Leyva – KVCR Executive Director

Patricia Lock Dawson – Mayor of Riverside

Josh Candelaria – Former Director of Government & Legislative Affairs, San Bernardino County, Vice President Community & Consulting Company Owner

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

Patricia Nickols-Butler – President/CEO, Community Action Partnership

Members Absent:

Christy Holstege – Palm Springs City Council

Helen Tran, Mayor of San Bernardino

Ricardo Cisneros – Executive Secretary, Treasurer Inland Empire Labor Council

Maria Alonzo – Founder/Director, Huerta Del Valle

Michelle Decker – CEO, Inland Empire Community Foundation

Ali Sahabi – President Optimum Group

Sheheryar Kaoosji – Executive Director, Warehouse Workers Resource Center

Penny Newman – Former Executive Director, Center for Community Action and Environmental Justice

Staff and Guests Present:

Manny Saucedo, Director of Development and Strategic Relations
I. Call to Order and Introductions

The CAB meeting was called to order at 10:05 am.

II. Approval of August & September Meeting Minutes

Bud Weisbart motioned to approve the meeting minutes from August 9, 2023. Cassie MacDuff seconded, and the minutes were approved by members.

Bud Weisbart motioned to approve the meeting minutes from September 13, 2023. Cassie MacDuff seconded, and the minutes were approved by members.

III. KVCR Update

Connie Leyva provided the KVCR update. The Learn with Me Premiere went extremely well. The show started airing on October 6, 2023. It airs every Friday at 6:30 am and 11:30 am.

Joerg K.E. Nowak suggested KVCR have an economist show on the radio. Mrs. Leyva and Rick Dulock discussed this. She reached out to Dr. Manfred Keil, an Economist at Claremont McKenna College, who is very excited to be part of this segment. The five-minute segment will air on Mondays, twice in the mornings and once in the evening. Mrs. Leyva expressed thanks to Mr. Nowak who will be funding the show for the first six months.

Bud Weisbart shared that Christopher Thornberg, Director of the UC Riverside School of Business Center for Economic Forecasting and Development at the University of California, Riverside, has very dramatic presentations regarding false narratives, presents a unique point of view, and differs from Dr. Manfred Keil’s approach. Although they differ, Mr. Weisbart shared that they both communicate with each other regularly. He suggested that having juxtaposed dialogue could be exciting. This would be content that could grab listeners’ attention. Mrs. Leyva confirmed that spoke with Manfred Keil about having Christopher Thornberg on the show and he was receptive to this.

Mr. Nowak inquired about the format/structure for the show.

Rick Dulock informed that economist comes up with topic for discussion, and the host would open the conversation for discussion. However, he is open for discussion on this. He will be speaking with Dr. Manfred Keil about his ideas for the show.

Mr. Nowak inquired, and Mrs. Leyva confirmed that Dr. Manfred Keil would be the lead economist for the show.

Bud Weisbart suggested reaching out to those at California State University, San Bernardino for their Purchasing Managing Index (PMI) report which analyses the flow of how we are dependent on offshore products and how purchases are generated in the county.

Cassie MacDuff suggested reaching out to Paul Granillo, IEHP, and local universities as well.
Josh Candelaria informed that, while most are discussing progression, Western Riverside Council of Governments (WRCOG) has a contradictory approach and is talking about the regression of the region. It may be interesting to review their information.

Connie Leyva continued her update by informing that KVCR received a grant from California Creative Corps – Creative Arts Council. The grant has an artistic stipulation. Sophia Figueroa was hired to create a documentary on the warehouses in the Inland Empire.

David Fleming will be celebrating his 500th KVC Arts show on Sunday, October 22 at 5:30pm. The show will be aired at 6 pm. Mingling will be from 6:30-7:30 pm.

**III A. Development Update** – Manny Saucedo provided the development update. The Plant the Seed Campaign is a new campaign and is about estate planning. Many individuals provide funding to KVCR via their trusts/wills. They are being aired on tv and it will soon also be aired on the radio.

He thanked all for the support during KVCR’s radio pledge. Radio pledge is conducted twice a year in the spring and fall. The Challenge Grant and the Business of the Day are some ways to support KVCR. He will be reaching out to local businesses for the upcoming spring pledge.

Bud Weisbart commended the effort and added there needs to be a new approach for the pledge drive. Manny Saucedo confirmed that we are listening to other stations and thinking about new approaches. On February 14th, one station does a “love pledge” for loved ones. The goal is to increase the audience which later correlates into more donations at pledge time. New concepts are being considered.

Connie Leyva informed that, upon her start with KVCR, the direction was to not reinvent the wheel and focus on other pressing areas that needed attention. However, she agrees that real growth is needed in membership. Only 10% of KVCR’s funding comes from membership. The goal is to raise this by one thousand 1,000 members. Changing the model is on the radar.

**III B. Newsroom Update** – Rick Dulock reported that, historically, KVCR has had two classified, full-time hosts. The station has had various part-time reports that eventually find full-time employment elsewhere. KVCR is now collaborating with the California Newsroom. This is a collaboration of small newsrooms across the state. NPR is urging for stations to work together and be more efficient. The University of California, Berkely’s School of Journalism is paying for Anthony Victoria to work for KVCR as a local reporter for two years. Anthony Victoria and Madison Aument are KVCR’s two full-time reporters. Shareen Awad’s role has moved more into radio. Antonia Lopez, Cal Poly Pomona Journalism Senior, is now working with KVCR. There is now more output on local news. Jessica Greenwell is in training for editors. Both Anthony and Madison will be in additional training. The economic segment will be another new, exciting addition. Newsroom meetings are now being held at 10 am on Mondays.

**III C. FNX Update** – Frank Blanquet provided an overview of the origins of FNX. He has been with KVCR since 2006. In 2009, as digital capability was being discussed, a native channel called “The Voice” was created with the help of San Manuel. In September 2011 it was branded as FNX. In 2012, he presented to PBS leadership in Austin, Texas and discussed FNX. In November, FNX went live on two PBS stations. Now there are 29 affiliates stations in 32 states. Five of these are tribal.
stations. He provided an overview of digital capability, including that a proprietary FNX app will be available soon.

The Native American Month – A Celebration and Showcase of Native Film and Television” event will be held from 6:00 - 8:30 pm November 14, 2023. This will be a watch party for the PBS Native America show and a sneak peak of Native Shorts. There will be native wine and appetizers. All are invited to attend.

Frank Blanquet will be at the Alaskan Federation Nations Conference to shoot three segments in collaboration with National Native News. In addition, a film informing about what the rodeo is doing to raise awareness about missing or murdered indigenous woman will be premiering at the film festival in Beverly Hills.

IV. Open Discussion

Cassie MacDuff inquired about the funding model for FNX. Frank Blanquet informed that stations are not charged to carry FNX. We compete for space within the PBS system. Digital capability is now allowing us to gain new opportunities.

Connie Leyva informed that discussions are being had with companies such as ATT and T-Mobile about providing streaming services and this would generate revenue. San Manuel is our founding partner. However, they made a conscious effort to not ask San Manuel for money for this first year that she is here. Previous leadership strained the relationship with San Manuel. She was asked to rebuild that relationship. They have had many meetings with San Manuel who are happier with the new leadership. The plan is to ask for more funding toward the end of the year. We are also working with other tribes in the area.

Rick Dulock added that both PBS and KVCR are really building on digital infrastructure. Technology is moving in the direction that will allow more stations to begin to carry KVCR.

4. Adjourn

The CAB meeting concluded at 11:03 pm.