Community Advisory Board Meeting

November 8, 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
Ricardo Cisneros – Executive Secretary, Treasurer Inland Empire Labor Council
Ali Sahabi – President Optimum Group

Members Absent:

Patricia Lock Dawson – Mayor of Riverside
Patricia Nickols-Butler – President/CEO, Community Action Partnership
Josh Candelaria – Former Director of Government & Legislative Affairs, San Bernardino County, Vice President Community & Consulting Company Owner
Christy Holstege – Palm Springs City Council
Helen Tran, Mayor of San Bernardino
Maria Alonzo – Founder/Director, Huerta Del Valle
Michelle Decker – CEO, Inland Empire Community Foundation
Sheheryar Kaoosji – Executive Director, Warehouse Workers Resource Center
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
Vanessa Wiarco, Community Engagement Manager

I. Call to Order and Introductions

The CAB meeting was called to order at 10:04 am. Connie Leyva introduced Vanessa Wiarco, KVCR’s new Community Engagement Manager.

II. Approval of August & September Meeting Minutes

A quorum was not established. As a result, the meeting minutes could not be approved. Bud Weisbart and Cassie MacDuff requested two minor changes to the meeting minutes from August 9, 2023.

III. KVCR Update

Connie Leyva provided the KVCR update. She had a recent speaking engagement at the California Retired Teachers Association meeting at the Elks Club in Redlands, CA.

The first season of Inland Edition has wrapped. The last episode will air in December. After two weeks, the second season will begin. It will feature non-profit organizations.

The Inland Empire Community Foundation’s Cultivating Inland Empire Latino Opportunity (CIELO) fund will be providing another $20,000 to continue IE Latino Voices. Work is still underway to turn this into a television show.

Four local health organizations want to collaborate with KVCR to do a health-related show. One idea proposed is for all four organizations to contribute to one fund and interstitials on health could be done.

The FNX event, Native American Month – A Celebration and Showcase of Native Film and Television, 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.

III A. Community Engagement Update –

Vanessa Wiarco, Community Engagement Manager, shared that Operation Gobble will be held on Saturday, November 18, 2023. This will be a meal bag distribution event which aims to make a critical difference in the lives of many families. This event will also be a way to build partnerships with local non-profits. The goal is to engage the community. KVCR is partnering with SBCCD, seniors, non-profits, faith-based organization, and the local community. All participants will receive a food voucher. A local baseball team will assist with the heavy lifting. A total of 500 meal bags, with turkey, chicken, and ham options, will be provided. A “turkey trot trail,” marked by turkey feet stickers on the floor, will lead visitors through KVCR. Eddie, from Learn with Me, will be present to greet children.

The next event, Operation Elf, will be held in December. KVCR will turn its studio into a winter wonderland where families can take photos with Santa.

III B. Development Update – Manny Saucedo reported that KVCR met with IEHP, Arrowhead Regional Center, and San Antonio Hospital and submitted a proposal. Another option is for radio segments featuring local doctors.
CERF, state funding, will be coming to this region. KVCR will be submitting a proposal with other partners to teach youth about the work that is done at KVCR. KVCR also met with Lucas Cuny to discuss a Workforce Development Program. The plan is to create a paid summer internship program where students will start their path at San Bernardino Valley College (SBVC).

Bud Weisbart shared that many schools have a Career Technical Education Program (CTE). The students in this program are reaching higher test scores than others not in the program. Hilary Wolfe runs a local program. Manny Saucedo informed that we would connect with her.

III C. Newsroom Update – Rick Dulock provided a newsroom update. Incarceration deaths have increased in Riverside County. KVCR Reporter Madison Aument will be reporting on this. The California Newsroom, led by Adrienne Hill, provides editing, training, and webinars. This assistance has been very helpful to KVCR. KVCR Reporter Anthony Victoria will be reporting on the City of Fontana’s stance on street vendors, as they may be breaking some laws. He shared that Connie Leyva started attending the weekly Newsroom Meetings and always provides very good contacts.

Work is being done on the economic segment. The goal is to provide good, accurate information that people can trust.

Ricardo Cisneros shared that there are additional strikes with machinists in the local area. The push is to have parody in pay between the Inland Empire and other regions.

Rick Dulock will be meeting with those from Growing Inland Achievement (GIA) for an educational segment.

The Spirit of Entrepreneurship will be held on November 15th. This large event will be filled with many who are doing exciting things in the Inland Empire.

IV. Open Discussion

Cassie MacDuff will begin to attend the Weekly Newsroom Meetings virtually. She has been listening to our interviews and cautioned that the interviewer should always remain impartial. They should not praise those that are being interviewed. Credibility can be undermined when this is done. Connie Leyva shared that goal is for Inland Edition to be positive and uplifting. We want the audient to learn about the good work being done by local officials. However, she confirmed that the approach could be reviewed/changed.

4. Adjourn

The CAB meeting concluded at 11:11 pm.