Community Advisory Board Meeting

August 9, 2023 at 10 AM

Members Present:

Connie Leyva, KVCR Executive Director

Cassie MacDuff – Former Press-Enterprise columnist and longtime KVCR News Contributor

Joerg K.E. Nowak – KVCR member/supporter and longtime listener

Ali Sahabi – President Optimum Group

Helen Tran, Mayor of San Bernardino

Staff and Guests Present:

Valerie Arce, KVCR Executive Office Administrative Coordinator

Sean Houlihan, Senior Web Developer

Members Absent:

Maria Alonzo – Founder/Director, Huerta Del Valle

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

Ricardo Cisneros – Executive Secretary, Treasurer Inland Empire Labor Council

Patricia Lock Dawson – Mayor, City of Riverside

Michelle Decker – CEO, Inland Empire Community Foundation

Christy Holstege – Council Member, City of Palm Springs

Sheheryar Kaoosji – Executive Director, Warehouse Workers Resource Center

Mariana Pineda Lapizco – San Bernardino Valley College Student and KVCR Intern

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

Patricia Nickols-Butler – President/CEO, Community Action Partnership of San Bernardino County

Bud Weisbart – KVCR member/supporter, longtime listener, and small business owner
1. **Call to Order and Introductions**

The CAB meeting was called to order at 10:04 am.

2. **Approval of Meeting Minutes**

A quorum was not in place. As a result, the meeting minutes will be approved at a future meeting.

3. **KVCR Update**

Dr. Keil Manfred, an Economist at Claremont McKenna College, has interviewed with KVCR three times. It was suggested that KVCR should have a radio segment about the economy of the Inland Empire. All discussed that Dr. Manfred may be a good candidate to conduct the segment.

Mayor Helen Tran suggested Christopher Thornberg, Director of the UC Riverside School of Business Center for Economic Forecasting and Development at the University of California, Riverside, may be a good candidate for the position. He recently presented to the local cities in the area. His content focused on the Inland Empire and his content was phenomenal.

A membership drive is underway. KVCR Executive Director Connie Leyva shared statistics about the pledge and donations. All SBCCD employees, approximately one thousand individuals, are being asked to join. Growing the membership is the best way for KVCR Public Media to succeed. Roughly half of the trustees are current members. However, the other trustees will be asked again to join.

KVCR is steadily filling positions. Briana Navarro was recently hired as the Production Assistant was hired. A Community Engagement Manager position was created. There is a strong need for KVCR to be out in the community. All need to know who KVCR is and the work it is doing. The Community Engagement Manager will be out in the community and will help to raise money. They will also manage all interns. This individual will also establish a good relationship with Lucas Cuny who heads the Institute of Media Arts (IMA). KVCR utilizes student interns from this school.

Although the KVCR Radio Department is one of the most fine-tuned areas at KVCR, there is not a Radio Manager. Antonia Lopez-Vega, Student Intern, will be hired as a Professional Assistant for KVCR Radio. The on-air hosts are Rick Dulock, Jessica Greenwell, and David Flemming. Professional Assistant Shareen Awad will be trained to provide radio coverage. KVCR Management met with Adriene Hill, of KCET and California Regional Newsroom, who has been helping to organize KVCR’s radio and news. Madison Aument is the current KVCR News Reporter. Anthony Victoria will be coming aboard as another reporter. Nick Van Luven has joined the team as a FTVM Lab Tech. He will assist Tim Style, KVCR Producer/Director.

The KVCR Staff Retreat was held on July 20, 2023. It was a planning event and staff provided valuable input. Staff had previously worked in silos. There was little discussion and interaction between departments. The retreat was an opportunity for all departments to interact and work together.

Connie Leyva spoke at the Go Cal meeting on July 27, 2023 at the Ontario Convention Center. She shared about KVCR and the work being performed. This was a successful networking opportunity, and many contacts were made from it.
The first episode of Inland Edition aired August 11 at 6pm. Various elected officials have been guests. After the first 20 episodes, only half the grant will be spent. In January 2024, KVCR will decide whether to do new episodes with Black Bunny Media or take on the production in house. The show is being cross promoted on other KVCR platforms such as radio.

4. Membership

Connie Leyva provided membership data. A total of 32% of television watchers had a premium attached. This means they wanted their gift. Only 6% of radio listeners wanted a gift. The most popular gift was Suzie Orman’s Ultimate Retirement Combo. This tells us that listeners are in the older demographics.

4. First Nations Experience – FNX

FNX staff consists of Frank Blanquet, Producer/Director, and Andrew Moreno, Professional Expert. Native Shorts is filmed at KVCR. Approximately 99% of the content is purchased from all areas of the country. More staff are needed for FNX. An FNX CAB Advisory Committee will be established in the future. Frank Blanquet is traveling for work. However, he will be invited to provide an update at a future CAB meeting.

4. Learn with Me Premier

All are invited to attend the Learn with Me premier which will be held at the Lewis Family Playhouse in Rancho Cucamonga, CA. All are also allowed to invite guests. Registration must be completed via the link on the flyer.

4. Adjourn

The CAB meeting concluded at 11 am.