Community Advisory Board Meeting

January 10, 2024 at 10 AM

**Members Present:**

Connie Leyva – KVCR Executive Director

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

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

Ali Sahabi – President Optimum Group

Sheheryar Kaoosji – Executive Director, Warehouse Workers Resource Center

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

Mariana Lapizco – San Bernardino Valley College Student and KVCR Intern

**Members Absent:**

Maria Alonzo – Founder/Director, Huerta Del Valle

Ricardo Cisneros – Executive Secretary, Treasurer Inland Empire Labor Council

Patricia Lock Dawson – Mayor of Riverside

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:**

Rick Dulock, KVCR Newsroom Program Manager
I. Call to Order and Introductions
The CAB meeting was called to order at 10:07 am.

II. Approval of December Meeting Minutes
Bud Weisbart motioned to approve the December minutes with small corrections. Patricia Nickols-Butler abstained as she was not present at the December meeting. Joerg Nowak seconded them, and the minutes were approved.

III. KVCR Update
Connie Leyva provided the KVCR update. The office is going through some changes including removing the front desk area, removing the frosting from the conference room windows for transparency, installing blinds on the windows, and removing the plexiglass barriers left on cubicles from the Covid-19 pandemic. The goal is to freshen things up and start the new year in a positive way.

Operation Elf was a huge success. A total of 240 people visited. This included 60 families. Toys, photos with Santa, cookies, and refreshments were provided. Overall, it was an amazing day!

KVCR is organizing a women’s conference which will focus on media and politics and held on campus in April. Connie Leyva and Sheheryar Kaoosji are meeting to discuss KVCR hosting the candidates for each city ward. The first town hall will be held on January 25th at 7 pm in the KVCR Studio. Mrs. Leyva informed that she will be the moderator. Mr. Kaoosji informed that outreach will be done in each ward and the events will be open to the public. A town hall will be held for each ward.

Mrs. Leyva shared that Yvonne Powers has been busy compiling membership details. Membership continues to steadily grow, and the dollar amount of checks received continue to get larger.

Joerg K.E. Nowak expressed that KVCR is heavily focused on San Bernardino. He resides in Riverside and would like to see KVCR covering other areas of the region just as much. Mrs. Leyva explained that most of their existing relationships happen to be in San Bernardino. However, the goal is to cover all areas of the Inland Empire.

Mr. Nowak suggested the MEEC, the Mojave Environmental Education Consortium, and Cassie MacDuff suggested the Garcia Center for the Arts in San Bernardino be featured on Inland Edition Season II.

III A. Development Update – Manny Saucedo provided a development update.
KVCR was awarded a $25,000 grant from the California Endowment. The funding will be used for local high school students to complete short documentaries. KVCR submitted its grant for the National Endowment for the Arts. It is a $75,000 grant that would be used for KVCR’s Lopez vs Seccombe documentary. This will assist with the development of the script. Now that KVCR submitted the first part of the grant, the second phase for $700,000 can be submitted. This funding would be used to produce the documentary. Fact sheets about Lopez vs Seccombe will be provided to all at the conclusion of today’s meeting.

KVCR has an agreement in place with the Ontario Reign. We will air four home games on the radio. This will be a pilot program. In addition, there will be a KVCR theme night held at the Toyota Arena on February 23, 2024. All will get an invitation to attend. A KVCR radio member may drop the puck that night.

Christy Holstege, City of Palm Springs City Councilmember, reached to KVCR about participating in a fundraising event. All CAB members will get more information about this soon.

The Civil Rights Institute in Riverside will have a kickoff featuring the farm workers in Coachella. KVCR would like to establish a strong relationship with the location. Sabrina Gonzalez, Executive Director of the location, was contacted as KVCR would like to run center’s digitized Black History Month exhibit.

III B. Newsroom Update – Members of the KVCR News and Radio Teams were available to share about their work and experience.

Madison Aument, Newsroom Reporter, introduced herself and shared her experience with CAB members. She also expressed her longtime support of public media.

Anthony Victoria, another KVCR Newsroom Reporter, was discussed. He is currently working on several big stories and attempting to find the truth on several topics.

Rick Dulock introduced Jessica Greenwell, morning radio host, who has been at KVCR since 2007. She shared her about her experience and work history and thanked the CAB members for their investment in KVCR.

David Fleming, Radio Host of All Things Considered and KVCR Arts, was also present. David Fleming shared his many years of experienced in public media and radio with CAB members.

Rick Dulock provided the newsroom update. He will be meeting with the host of Musically Speaking and Principal Clarinetist of the San Bernadino Symphony. KVCR has been doing Musically Speaking for several years now. However, the idea from the start was for this to be handed off to the FTVM students on campus and this transition may be happening soon. He explained that this is a good thing, as KVCR wants to collaborate with the college.

There is now a 2024 list of prospects for IE Latino Voices. Thanks to San Antonio Regional Hospital, IE Latino Voices will be expanding. Medical issues and development in the region will be discussed.

A planning meeting was held to determine how best to cover the 2024 elections.
Rick Dulock and Madison Aument will be meeting with Dr. Manfred Keil to discuss the new weekly economy segment.

Rick described the newsroom as small but mighty. They continue to cover several high-profile stories, including the arrest of eight activist who protested about the heavy-handed treatment of street vendors in the City of Fontana.

Cassie MacDuff was thanked for her years of hard work with KVCR. For many years, Cassie was one of the only voices of local news. Cassie MacDuff shared that she is very excited with the expanding KVCR newsroom coverage.

Rick Dulock concluded by thanking the CAB members for their time and dedication to KVCR.

**III C. Community Engagement Update** – Vanessa Wiarco was not available to provide a community engagement update as she was out in the community.

**IV. Open Discussion**

Bud Weisbart informed that the San Antonio Regional Hospital will be hosting the 2024 State of the Region on February 29, 2024.

Patricia Nickols-Butler shared that meeting preparation and attendance can be time consuming. She inquired if the meetings would continue to be held monthly or every two months. Mrs. Leyva stated that she initially suggested meetings be held every other month. However, all wished to have the meetings monthly. She shared that her other meetings are not held monthly, but she is fine with any decision the board feels is best. Mr. Nowak and Mr. Weisbart expressed that they support monthly meetings. Mrs. Leyva confirmed that the meetings would continue to be held monthly and all are welcome to attend when they can.

Mr. Nowak inquired if there is an update about Inland Edition also being on the radio. Mrs. Leyva informed that there were no updates at this time, as there are many other areas currently being addressed.

Josh Candelaria shared about River’s Ranch Edge, a faith-based rehabilitation organization. Mrs. Leyva and Mr. Saucedo will be touring the location, as it will be featured on Inland Edition.

4. **Adjourn**

The CAB meeting concluded at 11:16 am.