



# Chancellor's Chat

July 23, 2015

## USEFUL LINKS

- [Accreditation Update](#)
- [Board Policies & Procedures](#)
- [Board Meeting Agenda & Minutes](#)
- [District Assembly Agenda & Minutes](#)
- [Master Calendar of Events](#)
- [Chancellor's Webpage, Photo Gallery and Presentations](#)
- [SBCCD WIKI](#)
- Business & Fiscal Services**
  - [Payroll](#)
  - [Environmental Health & Safety](#)
  - [Human Resources](#)
  - [Technology & Educational Support Services](#)
- [District Police Department Information](#)
- [Classification & Compensation Study](#)
- [San Bernardino Valley College](#)
- [Crafton Hills College](#)
- [Economic Development & Corporate Training](#)
- [KVCR](#)

## NEW PROCESS TO FILL POSITIONS

**Background:** As part of our plans to improve the Human Resources Department, we have implemented a new personnel request process that addresses the ACCJC recommendation to improve employee hiring and addresses human resource functions as it relates to position control.

**The Problem:** One of the primary concerns was that we lacked a systematic approach for filling vacant positions. This resulted in a loss of communication and understanding of how to move forward when requesting positions from the campuses to the district office as well as across departments.

**The Solution:** A new system is being tested to address this concern. Input has been received from the campus's executive teams, as well as division heads, to ensure major areas of concern have been addressed. Ongoing review and evaluation of the process will be conducted throughout the course of the year.

All position requests will now begin with an initiating manager that ascertains the need to create, fill, transfer, and fund positions. The process will flow through an internal approval process at the campuses, or divisions, with a new form called the "Personnel Requisition Form." Included in this process is the creation of job descriptions, with the assistance of Human Resources, prior to the completion and approval of the requisition process.

Once the appropriate signatures for approval have been provided, all forms will be forwarded to a "personnel requisition list" via email where the appropriate Human Resources and Fiscal Services staff will receive the form simultaneously. Human Resources will account for the arrival of the position and begin tracking the position while fiscal services will work toward developing the position control number, verify and clear the budget. Once approved by Fiscal Services, the form will be sent

back to Human Resources with all appropriate signatures and HR will prepare all positions that have completed the process for weekly Cabinet approval. After Cabinet approval, Human Resources will move forward with the appropriate subsequent process that may include recruitment, preparation for the board agenda, or negotiations. This process will improve accountability, communication and tracking, which will lead to improved practices in moving forward with employee hiring and human resource functions as related to position control.

## AB 1552: NEW SICK LEAVE LAW

July 1, 2015 was the first day of full implementation of California's new paid sick leave law. A number of questions have been asked on how to implement the new law. The Department of Industrial Relations, Division of Labor Standards Enforcement (DLSE) has provided guidance.

Q1: Is the 90 day waiting period calendar days or working days?

**A1: Calendar Days**

Q2: With the front-loading method, does the 90 day waiting period still apply, or is the employee eligible to use sick pay on the first day of employment?

**A2: The waiting period still applies. You grant the 24 hours of sick leave at the start of the 12 month period; however, the employee is not eligible to use it until they have completed the 90 day waiting period.**

Q3: How does the law interact with the law governing retired annuitants at public agencies? Some retired annuitants are allowed

to return to employment, but they are subject to legal restrictions on how much they can earn as well as on receiving any other benefit, incentive, and compensation in lieu of benefits, or other form of compensation.

**A3: Unless a retired annuitant falls into one of a few exempt categories as described under Labor Code §245.5 (contact HR for more information), then he or she is entitled to accrue and use paid sick leave under the new law. We also received versions of this question asking about students working for a college under Federal Work Study and salaried elected officials. We believe the safe course is that unless an employee is specifically exempted under Labor Code §245.5, you must provide them with paid sick leave benefits under the new law.**

If you have any questions about this new law, please call Amalia Perez, Director of Human Resources at (909) 382-4047.

## WHITNEY FIELDS REACHES MILESTONE IN EDUCATIONAL CAREER



Whitney Fields, Director of Safety & Risk Management, recently completed a 240 hour curriculum at UC San Diego Extension and was awarded a professional certificate in Occupational Safety and Health with a specialization in General Industry. The completion of this program represents his commitment to personal and professional growth and adds new depth to his existing knowledge and skills.

## NEW CENERGISTIC ENERGY SPECIALIST – MARK ENDTER



You may have seen this familiar face around campus. Markus Endter replaced Tom Welsh as our resident Cenergistic Energy Specialist. As you know, our agreement with Cenergistic was developed to implement tools that will reduce energy

consumption saving both money and the environment. So far, across the District, we have saved over \$1.8 million in energy costs through this partnership.

Markus was recently trained by Cenergistic to be an Energy Specialist.

He is a graduate of Humboldt State University with B.A. in Applied Mathematics and has completed additional post-Baccalaureate classes in Applied Mathematics at Cal State Fullerton. He has worked as a database developer/programmer/analyst and field technician for companies such as Earth Sciences Associates, Southern California Coastal Water Research Project, and The Natural Resource Company. He is a California native and currently lives in Upland, California.

## WHAT'S NEW AT KVCR/FNX?

On a regular rotating basis, we will share updates on different departments within the District.

In May, you received updates from Technology and Educational Support Services (TESS) and Fiscal Services. In June, you received the latest information from Human Resources, and this month we are sharing this comprehensive update from KVCR in these areas below. See attached for the report.

- KVCR TV
- KVCR 91.9 FM
- FNX/First Nations Experience
- KVCR Educational Foundation Board
- Development & Fundraising
- Membership
- Community Outreach
- Strategic Plan
- Spectrum Initiative Auction
- Administrative

## CONTRACTOR TRAINING ACADEMY GRADUATED ITS FIRST CLASS

In our ongoing effort to bring more local contractors into construction projects within the District, we held a very successful Contractor Training Academy with the help of bonding insurance providers, Merriwether & Williams and bond program managers. This free Contractor Training Academy included nine comprehensive courses covering key topics important to contractors including Bonding and Insurance, Prevailing Wage, OSHA

Certification, Bidding and Project Management, just to name a few.

More than 45 individuals took advantage of the Academy and graduated on June 30. We hope to bring additional programs to assist local contractors to the District.

## SBCCD IN THE NEWS

The SBCCD in the News for 07.23.2015 can be viewed at:

[http://www.sbccd.org/District\\_News\\_and\\_Events/Press\\_Room\\_and\\_Publications/SBCCD\\_in\\_the\\_News?folder=2015%2fJuly+2015%2fWeek+of+07.23.2015](http://www.sbccd.org/District_News_and_Events/Press_Room_and_Publications/SBCCD_in_the_News?folder=2015%2fJuly+2015%2fWeek+of+07.23.2015)

The following stories were included:

- CA College Says "No" to Trigger Warnings about Graphic Novels
- CHC alum artist is multi-faceted
- CHC Students complete Paramedic Program
- Crafton Hills College Opens Registration for Fall 2015
- Job Training Center in San Bernardino prepares Young People for Workplace & Academic Success
- Reader Says: Graphic novels not pornography

- RESA provides Teens with 17th Annual Emergency Services Academy Opportunity
- Robles sworn in as SBVC Student Trustee
- SBVC Awarded \$220K Department of Ed Grant for Student Support Services
- SBVC Sports Roundup
- Trustees Participate in SBVC Workshop Hosted by Rep Aguilar

**More news on the District can be viewed [here](#)**



## CREATIVE ARTWORK FROM THE DISTRICT STAFF

The District recognized the need for staff to have time to come together to share fun and creative ideas. For those who have not had a chance to visit the District offices, we have a special space in the main hallway that is used as a canvas to doodle, write inspirational messages, draw pictures, or create stories. Most recently, the wall has been used to recognize District employee birthdays. It starts with a theme and somewhere in the picture is the employee's name and birthday.



## MY VISION

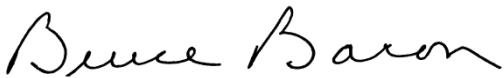
As I continue to reflect on my vision for the San Bernardino Community College District, I feel, stronger than ever, the importance of maintaining my commitment to these ideals. We have been successful in many areas of this vision. In other areas, the progress toward the vision will take time, but I remain faithful in the desire to achieve these ideals.

We Will:

- Be considered the "best" community college in the State.
- Build a culture of trust with open and respectful communication.
- Increase all partnerships with business and industry, other academic institutions, non-profit agencies so that we can be stronger through combining resources and working together.
- Improve student success as measured by the State Chancellor's Office and any additional indicators that we determine are appropriate.
- Increase our resource development and bring new grants and fundraising dollars to the colleges.
- Continue to develop and implement new academic programs that Meet the needs of our community.
- Use technology to work smarter and to improve opportunities for student success.
- Provide service to students that reflects quality and excellence.
- Enhance our safety programs and be responsive to staff concerns about environmental health and safety.
- Hold professional development, including wellness, to be an integral part of our commitment to faculty and staff.
- Be good stewards of the environment and continue to develop and implement the SBCCD Sustainability Plan and alternative energy programs.

Please let me know how I can help you in the performance of your important [BB1] work on behalf of our great District.

Sincerely,



Bruce Baron  
Chancellor



**Q&A – Do you have a question you would like answered?**

**The Chancellor invites questions about the information we have shared.**

## MISSION STATEMENT

The mission of the San Bernardino Community College District (SBCCD) is to promote the discovery and application of knowledge, the acquisition of skills, and the development of intellect and character in a manner that prepares students to contribute effectively and ethically as citizens of a rapidly changing and increasingly technological world.

This mission is achieved through the District's two colleges, San Bernardino Valley College (SBVC) and Crafton Hills College (CHC); the Economic Development and Corporate Training Center (EDCT); and public broadcast system (KVCR TV-FM) by providing to the students and communities we serve; high quality, effective and accountable instructional programs and services.

## BOARD OF TRUSTEES

The Board of Trustees of the San Bernardino Community College District is the governing body of the District. The Board is established by, and derives its power and duties from, the Constitution of the State of California and the Statutes of California as adopted by the Legislature and issued in the California Education Code, and the directives of the Board of Governors, California Community Colleges, listed in Title V, California Code of Regulations.

Seven trustees, elected from your communities, and two student representatives elected by their respective campuses govern the San Bernardino Community College District. Trustees serve a four-year term, while the non-voting student trustees serve a one-year term.

All regular and special meetings of the Board, except as otherwise required or permitted by law, are open to the public so that citizens may have the benefit of Board deliberations concerning items under consideration.

[John Longville, President](#)

[Dr. Kathleen \(Katy\) Henry, Vice President](#)

[Joseph Williams, Clerk](#)

[Donna Ferracone, Trustee](#)

[Dr. Donald L. Singer, Trustee](#)

[Esmeralda Vazquez, CHC Student Trustee](#)

[Gloria Macías Harrison, Trustee](#)

[Nickolas W. Zoumbos, Trustee](#)

[Thomas Robles, SBVC Student Trustee](#)

# KVCR – FM/TV and FNX

## Department and Program Reports

July 1, 2015



**KVCR / FNX Board Report**



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## KVCR Organizational Overview

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Departmental updates are reported in more detail below, but overall, KVCR-FM/TV and FNX have all made positive advancements. We're working on maintaining our collective momentum and building on the success we've achieved over the last two years. Guided by our strategic and operating priorities, KVCR's plan is to continue focusing on the increase of local content via the expansion of KVCR NOW pieces, more cross-platform promotion and content sharing, as well as optimizing our collective digital services and platforms. On the development side, we are launching an aggressive grants writing initiative into foundation, corporate ad Federal grant opportunities, and looking to improve major donor cultivation and stewardship, as well as the continued increase in community engagement.

KVCR is committed to accurately and proportionately reflecting the rich diversity that comprises our service region. We are continuously looking for programming that not only appeals to our diverse market, but also reflects the cultural variety that exists here. With over 4.3 million people in the Inland Empire, and the expanded Los Angeles, and Palm Spring Designated Market Area (DMAs) audiences, we estimate a potential regional market reach of close to 18 million people. Combined with the growing national audience that make up the almost 20 affiliate stations currently broadcasting FNX across America, KVCR now has the capacity to potentially touch another 15 to 20 million people across the United States. We continue to be innovative and look to the future without losing sight of our home-base community. The epicenter of that community is SBCCD and San Bernardino Valley College.

### **KVCR Educational Foundation Board**

Revised Bylaws and Master Agreement drafts have been presented to the board for review. A review committee of Board members was created and their recommendations will be forthcoming in subsequent meeting. Two board "working sessions" were held to discuss Foundation identity, future and mission, as well as what board members' role is and how they want to be engaged. Board members also participated in radio pledge drives by recording case statement spots encouraging listeners to support the station. For the June pledge drive, four board members contributed a total of \$3,400 to a board challenge that was used during the three-day drive.

Along with the updating of the Bylaws, a priority for the Foundation was the creation of the job description for Executive Director, Foundation and Development. The description was submitted and approved at the February Trustees meeting but has not gone out for recruitment due to unanticipated District hurdles.

### **Strategic Plan**

KVCR management team is working on drafting of a strategic plan. Members of the KVCR Educational Foundation Board have expressed an interest in being involved in this process and the draft will be shared with them for their input and review at a future meeting before being submitted to District later this summer.

### **Spectrum Incentive Auction**

The SBCCD Board of Trustees heard a presentation on the upcoming Federal Communications Commission (FCC) Spectrum Incentive Auction to learn more about it and explore some of the options available to KVCR. The spectrum auction, which is being conducted by the FCC, is designed to take back and amass television spectrum across the country to provide more capacity for the growing mobile communications industries and needs. The Los Angeles Designated Market Area (DMA) is one of the top two most valued markets in the country for this

incentive. And while the auction is an extremely dense and legally complicated endeavor, it may have significant monetary benefits to KVCR and the District while presenting options that could preserve the station's services, heritage and role in our community, all of which the Trustees made clear they value and intend to preserve. The law firm of Michael Bennet was engaged to make the initial presentation to the Trustees at their June 11, 2015 meeting. The auction is scheduled to move forward in early to mid-2016. KVCR options are being explored.

### **Administrative**

A system of checks-and-balances in how membership contributions are processed was implemented at KVCR. Previously, deposits were not verified by a second party. Now, a second party verifies the deposit slips against the batch entered in the database, along with adding all the checks up to confirm that they match with the deposit slip before taking to the bank.

An analysis of costs associated with the acquisition of membership "thank you gifts" resulted in the consolidation of ordering from different providers and helped with getting more competitive pricing and lower costs.

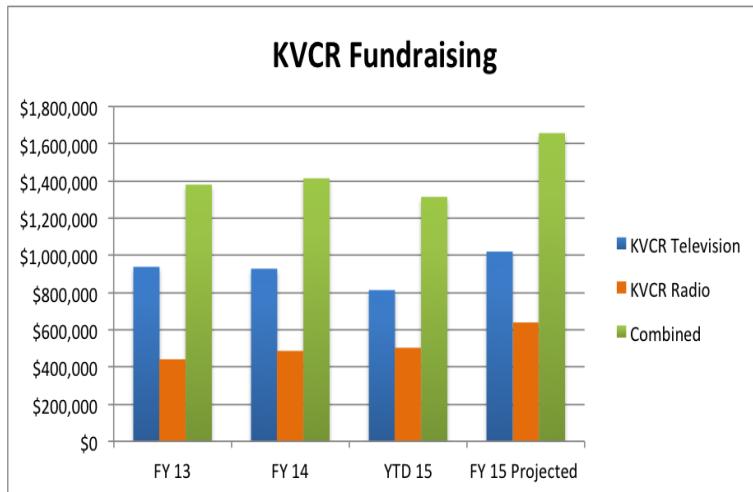
This year, KVCR also worked with closely with Fiscal Services to design and implement a new budget template and has established an standing series of quarterly meetings with Fiscal Services management to review budgets and projections.

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## KVCR Development

In FY14, KVCR total revenue was slightly over \$900K. Our goals for FY15 were set at \$1.7M. As of June 26, 2015 we are at 103.67% of goal. KVCR underwriting revenues for FY15 closed at approximately \$300K.

Slightly higher than the projected chart below, KVCR raised \$1,762,378! (See Appendix A for more details.)



### Community Consulting Services (CCS)

With the engagement of the development consulting group, CCS, KVCR made major strides in establishing a more sound and effective development department. Having floundered over the past several years because of lack of structure and expertise, KVCR's development efforts now have many of the necessary and essential elements in place to help ensure a more efficient and effective future operation. (A more detailed and list of deliverables and accomplishments are outlined in Appendix B.)

Some of the more significant and immediate elements that have been put in place include;

- Strategies for upgrading donors;
- A sustainer upgrade campaign;
- Launching of a Legacy Society initiative inviting prospective donors to secure the future of KVCR through planned giving;
- The synchronizing of these, and other, efforts through coordinated on-air, web and direct mail outreach.

Online and on-air development efforts have incorporated the increased use of social media. By using all platforms, KVCR has managed to leverage a more effective development agenda. A heightened overall presence and engagement on Facebook, Instagram and Twitter, has strengthened and supported fundraising efforts across the board. Other accomplishments include:

- The setting of a new one-day fundraising record of over \$25K during our recent Spring Radio Drive
- CCS consultant created an operating plan for FY16
- CCS consultant drafted a three-year development plan

- A prospect cultivation letter was sent out to close to 50 of KVCR's core members inviting them to share their insights and get further involved with the station
- A new donor-centric approach to TV underwriting was launched that bundles radio with TV exposure for long-standing clients and is being introduced as an incentive for new underwriting prospects.

Customer relations and stewardship, overall, have improved as KVCR has gotten better in tune with our audiences and donors. KVCR has become savvier in our approach to engaging and enhancing their experience through high-quality concerts and cultural events. Tickets for the many events that KVCR participates in and promotes have become coveted thank-you gifts as most recent KVCR offerings have been sold out.

## **GRANTS**

**READY TO LEARN** – KVCR applied for a U.S. Department of Education “Ready to Learn Grant” for Public Television. This grant is designed for pre-school age children and preparing them for school. The \$40M grant, over a 5-year period, was submitted in May and KVCR should be notified of the outcome in late August. KVCR met with San Bernardino County School staff to plan how best to use a public television station in keeping our children motived and engaged as they prepare for school.

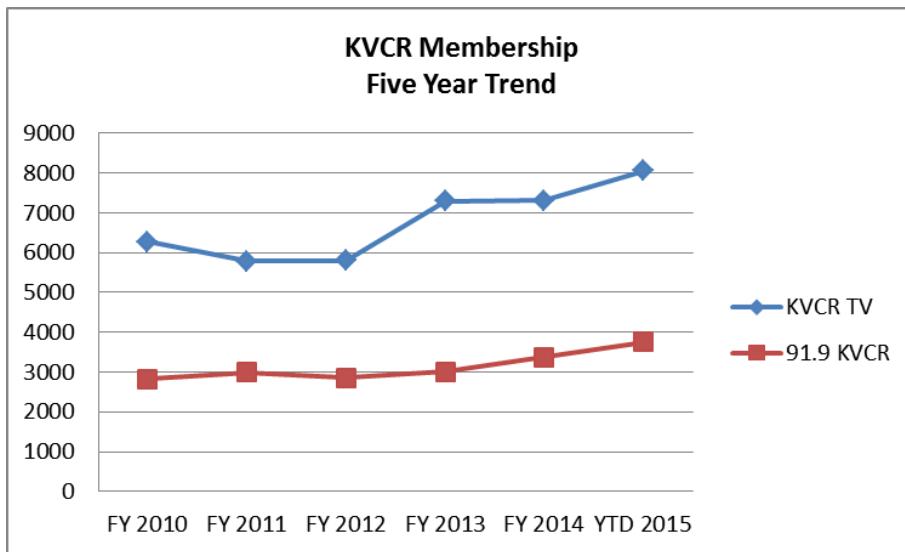
**JAMES IRVINE FOUNDATION** – KVCR is preparing a grant proposal to the Irvine Foundation. The focus of the grant is to increase KVCR - 91.9 FM's local news staff by adding reporters to explore more of the arts, education, humanities and health issues in our region.

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## KVCR Membership

Over the course of five years, KVCR membership has averaged an annual growth rate of 6%, with dips in membership in the years 2011 and 2012 and averaging 8,600 contributors per year at the lowest point, due to weaker economy and other internal factors.

Given these circumstances, a goal of increasing membership by 5% was set for both FY15 for a total of 11,089 contributors. Right now, KVCR boasts a membership roll of 11,888, which is 10% over the set goal. The goal of increasing membership by 5% is again in place for FY16. While there is still tremendous potential membership growth (based on service population), we believe that these 5% growth goals, while modest, are achievable and even surpassable, as proven this year.



More donors are joining with sustaining memberships, which is a long-term financial commitment to the station to keep their favorite programs on the air. This has in turn improved overall membership retention rates; KVCR retains at least 82% of our sustaining members per year.

Membership growth has been bolstered by the types of programming that KVCR has produced and is presenting, including an increase in relevant local news and the entertainment shows like KVC\_aRts, KVCR NOW and various outreach events. As stated earlier, KVCR has made a concerted effort to engage our audiences with high-quality concerts and cultural events that have also helped strengthen our ties to the community.

One of the driving factors in our membership growth is the station activities such as community outreach, donor events and increasing the programming relevant to our region and audience.

A sound proof is that we have successfully sold out events such as The Hit Men, Pasquale Esposito, John Denver Tribute and Paula Poundstone performances.

Promotion of the KVCR Sustaining Circle on-air and through direct mail has increased awareness of the value of a long-term partnership with donors to maintain KVCR's financial stability. To keep momentum a Sustainer Upgrade campaign was mailed this month, encouraging current donors to increase their monthly gifts or to maintain their annual commitment. A follow up campaign will be mailed at the end of the calendar year.

Also, an integrated approach to fundraising is in place where On-Air pledge drives on both TV and Radio are carefully planned utilizing audience and membership information to design targeted appeals. Mail, Web, Social Media and E-marketing, are used to support on-air fundraising in a cohesive manner.

KVCR has also added nearly 10,000 new prospects to its email lists for a total of 27,000 emails. Prospective donors, viewers or listeners can join our list on our Facebook page or on our website.



### Individual Giving

KVCR overall goal for Individual Giving for FY 2015 is \$1.3 million. Our current total revenue for individual giving is \$1.52 million, an 8% increase from last year's revenue (\$1.4 million). There have been some areas of great improvement. Sustaining memberships have become the cornerstone of fundraising campaigns. Cars and online donations have also shown a significant increase. This demonstrates the shift in ways of giving and we are succeeding in offering prospective donors alternative ways of support, including events.

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## KVCR Community Outreach

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### Audience Surveys

In an effort to better understand who our audience is, and to better serve them, KVCR has developed listener and view surveys. The surveys are currently in the final draft process and are expected to roll out this summer via multi-platform vehicles – mailings, on-air and online (social media and website).

### Speaking Engagements

KVCR has continued actively making presentations with information and updates about KVCR radio Television and FNX to numerous organizations including UCR Extension's "Osher Life Series," Kiwanis, Rotary, school districts, Chambers of Commerce, senior centers, churches, community clubs, universities, and non-profits.

### A Great Place to Tour

Station tours continue to be a very popular and effective promotional tool. KVCR provided many tours to the community, including SBVC Orientation class, Chamber of Commerce leaders, scouts, school districts, community organizations, and KVCR members. Kid's tours typically include the opportunity for them to experience going before the camera and hamming it up, which is always the best part of the tour as they really enjoy seeing themselves on camera.

- SPACE RACER DAY – KVCR invited preschoolers to learn about space. Our *Space Racers* event was a huge success with over 200 children from the SBVC Child Development Center visiting the KVCR Studio. Two sessions were provided to the CDC, followed by one session open to the public and members of KVCR. Each included an episode screening of the PBS Kids show *Space Racers*, a meet & greet with the lead character from the show, Eagle – the playful rocket, and ice cream for all.



### KVCR Veterans Initiative

- Documentary Screening
  - KVCR provided a screening of the documentary *Unsung Heroes: The Story of America's Female Patriots*, an inspirational saga of unrecognized courage and sacrifice that touches every community in the nation. The documentary aired on Veteran's Day.
- In Her Boots
  - A grant-funded community outreach project allowed KVCR to partner with the VA Hospital Woman's Health Program in Loma Linda, to create awareness of the issues female veterans face. To recognize them and thank them for their service, we created the KVCR "IN HER BOOTS" project. The focus was to collect military boots and invite female veterans for a day to decorate the boots and female comradery in the KVCR-TV studio. One boot was decorated to represent their military life and the other boot to represent their home life. A "Call for Boots Donations" yielded seven drop off locations throughout the Inland Empire region for collection of boots. We

exceeded our goal of collecting 25 pairs! The day's activities included breakfast, followed by hours of music playing in our TV studio with women decorating boots. Our veterans were also treated to massages, haircuts, make-up, and manicures. We had over 30 women from various military branches attended ranging in age from 25 to 75. The boots are now part of a traveling exhibit honoring women and their contributions to our country. Using our radio studio space we created a "remote set" to record television interviews. We interviewed 10 veterans and will produce a 30-minute program sharing their stories. Ranging from light and reflecting to revealing, painful and personal, this program will be screened at a community event in October 2015 and broadcast on KVCR in November 2015.

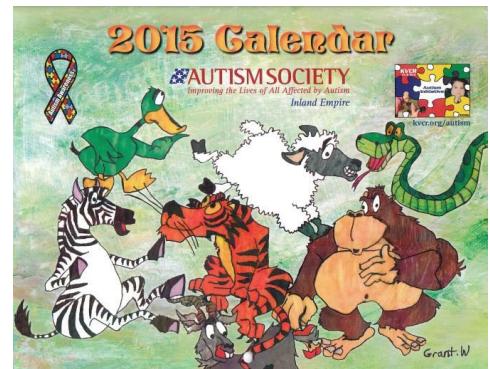


#### KVCR Honored by Veterans Organization

The Inland Empire Women Veterans Collaborative honored KVCR for the "In Her Boots" project. The award cited, "...making a world of difference, thank you for your unwavering support, making a difference in the lives of women veterans."

#### KVCR Autism Initiative

- LAW ENFORCEMENT TRAINNING – As the State of California has placed a mandatory training for all CHP Officers to receive training for this population, KVCR's Autism Initiative project manager provided training on the subject of autism and first responders to:
  - The SBVC Police Academy
  - San Bernardino County Sheriff's Department
  - Public Defenders
  - EMT medical response staff
- 2015 AUTISM CALENDAR – The KVCR Autism Initiative in partnership with the Inland Empire Autism Society designed a 2015 Calendar. The calendar features artwork of individuals with autism. Every piece of artwork submitted is featured in the calendar and provided so much emotional and social support to the participating families. For many, it's the first time a parent or grandparents have bragging rights and boasting opportunities to show off their child's talent and accomplishments. Available for purchase, the calendar raised funds to support community programs including art, cooking, pottery and other classes for autistic participants.



## **TEDx Riverside**

KVCR Radio partnered with TEDx Riverside to offer our audience tickets to the *TEDx Riverside Conference* at the Fox Performing Arts Center. The TEDx Program is designed to help communities, organizations and individuals spark conversation and connection through local TED-like experiences. Members who attended said it was fantastic and filled with great speakers.

## **KVCR-TV Programs Enhance SBCCD Classrooms**

On a monthly basis, during the fall and spring semesters, KVCR produces and emails a 4 page listing of television programs to complement and enhance SBVC and CHC classroom curriculum. Some faculty have replied with a “thank you”, others request DVD copies to present in their classrooms. KVCR is thrilled to provide content that keeps learning in the forefront and benefits our faculty and students.

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## KVCR TV

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### **PRODUCTION**

- **ABOUT THE INLAND EMPIRE** – KVCR has developed the ongoing TV interstitial series, ***KVCR NOW***, that features Inland Empire events and stories. This has become a weekly element for the KVCR production team. This is a small sample of ***KVCR NOW*** productions for FY15:
  - *Nanotechnology*;
  - *STEM Program at Crafton Hills College*;
  - *Men in Math SBVC*;
  - *Miss Sherman 2015-2016*;
  - *Air Hollywood*;
  - *Inland Empire Museum of Art*;
  - *EBANO - A Photographic Exhibit*;
  - *The Villas in Colton*;
  - *Temecula Vineyard Gives Hope to Adults with Special Needs*;
  - *Inland Empire United Way*;
  - *Entrepreneurship Institute of San Bernardino*;
  - *Saving for College*;
  - *Inland Empire African American Legacy*;
  - *San Bernardino County ROP*;
  - *San Manuel Gift to FNX*;
  - *Saving Inland Empire Homes*, plus many more.

To increase the amount of local content on KVCR, production of KVCR NOW is being stepped up in FY16. The goal is to produce more pieces that can be scheduled around the clock, throughout the broadcast day and seen by more viewers. Multi-platform digital distribution of these pieces will also concentrate on social media outlets and online outlets.

- **ENTREPRENEURIAL SHOW** – Developed and produced a “pilot” show focusing on Inland region businesses and entrepreneurs in partnership with the SBCCD’s Entrepreneurial Institute. Producer Jhoann Acosta worked with Bruce Underwood to develop the show, with Underwood hosting the program. The show was recorded before a live audience comprised of students from the entrepreneurial program. The production team created “package” inserts. Entrepreneurs from our community will be featured as guests on the show. ***Path to Entrepreneurial Success*** debuted in late Fall of 2014. Funding is currently being sought to continue the productions and add the program to the regular KVCR schedule.
- **NEW STATION IDs - PBS KIDS ON KVCR** – Children from the Ontario area are the newest kids to be presented on KVCR. This new station ID campaign features local children promoting their PBS Kids station. Seven spots have been produced for the new station ID campaign which airs around KVCR’s Kids Block of daily programming.
- **ARTS IN THE COMMUNITY** – In partnership with the Redlands Bowl funding was secured to shoot and produce three nights of the Redlands Bowl summer performances in 2014 and will do the same for the 2015 season. This project allows KVCR to produce local content that reflects our community and broadcast the performance for viewers in our region to enjoy.

- **AUTISM DOCUMENTARY** – The KVCR production team continues to shoot footage highlighting ideas, strategies and best practices on employment and autism. After shooting began it became clear KVCR has the making two separate documentaries on the topic of employment. We captured a group of young adults with autism harvesting grapes at a winery in Temecula. A program which combines the city of Temecula and Spero Vineyards, a non-profit organization teaching the winery industry, with the goal of students gaining employment in the Temecula Valley wine region. This is just one segment featured in one of the programs. The second with feature Inclusion Films that teaches skills for employment. The Inclusion Films story will be completed by September 2015 and the other project will be ready for air April 2016. Both projects will be submitted for national distribution.

- **LAW ENFORCEMENT TRAINNING VIDEO** – KVCR is working on two short videos to be used with the law enforcement community. A five minute video will be offered to police departments to help inform officers with information when dealing with individuals with autism. The video will be shown during their “briefing period” before their shifts begin. Artist rendering will be used for this production. We contracted with a local artist who was an intern with KVCR. The second video will be used when presenting to educators, politicians, community leaders about the need to inform and train first responders when answering a call with an autistic individual. This is a co-production of the KVCR Autism Initiative and the Autism Society Inland Empire.



- **BULLYING AWARENESS MONTH** – While October is Bully Awareness Month, bullying is a year-round problem and challenge. **Drew's Dancing Drum** is a colorful children's book written by a young female author who tells a simple story of how to turn around a bullying situation. Set to the beat of a drum, the story of Drew's Dancing Drum encourages truth and courage with other children and as well as the importance of individual uniqueness of everyone. The story touches on bullying, forgiveness, kindness, empowerment, the importance of family, and following your dreams.



**Drew Meets Boo** is the second story of Drew, which fosters lifelong friendships and relationships despite opposition of others. The story teaches the importance of acceptance and believing in oneself. It touches on issues as bullying, kindness, empowerment, and being comfortable in your own shoes. Those short children stories have been edited for television broadcast and are currently airing on KVCR during our children's block of programs between 6:30am – 4:00pm. KVCR distributed this project nationally and the segments are currently seen on several PBS stations nationwide.

## RENTALS

**TV STUDIO RENTAL** – Responding to the mandate for becoming self-sufficient, KVCR has aggressively pursued outside clients for rental of our studio and staff services to produce their programs, projects and content. KVCR is working with several outside companies to book our studio for the production of independent projects that can provide an important source of additional revenue for the station.



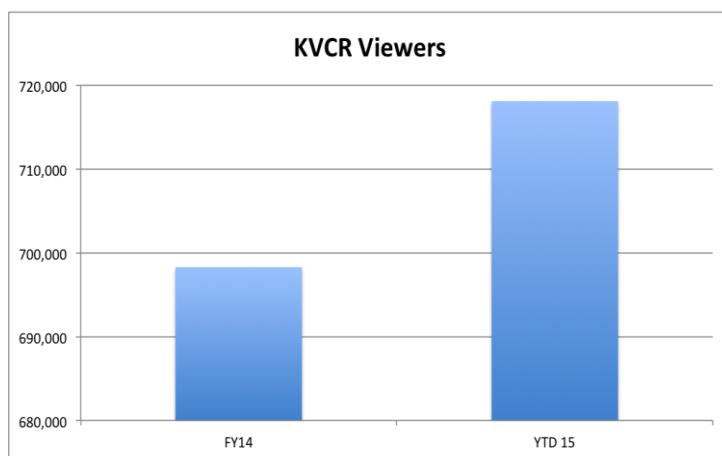
Clients include:

- Wyland Worldwide (PBS Wyland painting series)
- Druid Productions (Infomercials)
- Jesus 101 Biblical Institute (12-part series)
- PBS National Projects, George Perris Live in New York
- DrewsBooks.com (Bullying Children series)

### **TV AUDIENCE**

While the other LA-area public TV stations continue to struggle with declining audience numbers, KVCR's audience has been on a consistent climb. Some months are better than others, but overall, KVCR-TV is averaging about 700K viewers per month and growing.

The programming strategy for FY16 to include more local content via increased production of KVCR NOW segments is expected to significantly impact the station's appeal to our regional audience. The steady growth of audience and viewers is expected to continue.



-Submitted by: Lillian Vasquez – Interim Director of Television  
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## KVCR 91.9 FM

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In November, when NPR news programming schedules changed, KVCR rose to the challenge and filled out the many new opportunities with local stories and continues to do it with limited resources. Local newscasts increased by over 100%. Listeners have taken notice and responded with approval. Recently, 91.9 FM has hit its pledge goals, and exceeded them!

In an effort to capture new and younger audiences, and to more accurately reflect our community, in April, KVCR added a newscast from National Native News in the 3 pm hour. We are looking into scheduling a second airing of this newscast later in the day to give more listeners an opportunity to hear it. National Native News may also have underwriting potential and KVCR is exploring possible sponsors.

The new KVCRnews.org website was, developed in conjunction with NPR Digital Services and launched at the beginning of the year (Jan. 2015), continues to grow in popularity with more people going there for local and national news stories. KVCR reporter Matt Guilhem is now anchoring the daily afternoon broadcast of *All Things Considered* and continues providing local stories to supplement NPR's national newscasts with reports from the Inland Empire.

Intern Natalya Estrada, managed to produce many local-interest features and stories for KVCR including a tasty report on tamales before leaving for a 6-month internship with KQED in San Francisco. We expect her to return, a better prepared journalist and reporter, and to continue contributing to KVCR news in early- 2016.

Ken Vincent has strengthened his role as news director and daily anchor for *Morning Edition*. David Fleming has developed his regionally-focused arts and culture program *KVC\_aRts*, from a monthly one-hour show into a weekly one-hour show. With help from Rick Dulock and Alfredo Cruz, *American Parlor Songbook*, the locally produced show featuring the husband and wife team of JP Houston and Julie Van Dusen, launched their musically charged variety show on The Public Radio Exchange (PRX), thus allowing stations across the country to access the program.

-Submitted by:           Rick Dulock – Program Manager, Radio  
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## **FNX/First Nations Experience**

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Two of the most important goals for FNX were achieved in 2014: FNX was approved as a full-time channel on the Public Television Interconnect System (PBS satellite) and launched nationally in November, 2014, and: FNX secured a second \$6M Gift to continue operations from the San Manuel Band of Mission Indians in December 2014. FNX has demonstrated a very impressive rate of growth as the number of stations carrying FNX has grown exponentially over the past two years from 5 close to 20. (See Appendix C for a list of current affiliates.)

### **Newest Affiliate Stations:**

- WVUT in Indiana went live on June 30<sup>th</sup>
- Colorado Public Television (CPT-12) has their contract in place, launch date is pending
- WPBS in Watertown, NY is reviewing their paperwork, are expect to sign and launch soon
- WCNY in Syracuse, NY is reviewing their paperwork, are expect to sign and launch soon
- South Dakota Public Television is working FNX into their new fiscal year budget

### **Awards**

- FNX NOW has received two awards from the Native American Journalist Association (NAJA).
  1. First Place in the “Professional Division III” category for:  
**FNX NOW: Avelleka Sexual Assault Awareness Walk**
  2. Second Place in the “Professional Division III” category for:  
**FNX NOW: Yaamava'**
- The AUX has received a nomination for “Best Television Program/Promotion of Indigenous Music” at the 2015 Indigenous Music Awards that take place in September

### **Production**

- “FNX on the Scene” – Profiles showcasing Native community members and their contributions
- “FNX Sound Off” – Short video/sound bites featuring Native thoughts, views and personal expressions
- “Native Shorts” wrapped production on its 2<sup>nd</sup> season with a total of 15 episodes
- The “Indigenous Focus” series was launched in February and is a showcase of Native and World Indigenous short format projects ranging from 5 to 22 minutes in length
- FNX launched its first original short film “A Family’s Heritage” within the FNX original series “Indigenous Focus”

### **Programming**

- FNX has more than doubled its programming content since August of 2013 while significantly cutting its expenses through content trade agreements for promotions and captioning
- FNX has increased its feature film library to include the likes of “The Activist,” “Every Emotion Costs,” “The Lesser Blessed” and more.

### **FNX Operating Committee**

The FNX Operating Committee is an advisory group that helps guide FNX and is made up three representatives from the San Manuel Band of Mission Indians and two KVCR representatives. The Committee has been very active since the awarding of the new Gift and worked collectively to define the FNX Mission, Values, and Core statements. Drafts of these, below, will be finalized and approved at next meeting:

**FNX CORE VALUES:**

**Integrity** – To be ethical  
**Respect** – To be sensitive to all cultures and beliefs  
**Innovative** – To explore new ideas and technologies  
**Excellence** – To strive for highest quality

**FNX MISSION STATEMENT:**

To provide Native American and World Indigenous peoples content that entertains, inspires and informs.

**FNX VISION:**

To build a stronger society through greater engagement, awareness and understanding of Indigenous peoples.

-Submitted by: Frank Blanquet – FNX Director/Producer and Interim Chief Content Manager  
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## FNX Community Outreach

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- **Annual: Presentation at California State University at San Marcos (2013, 2014)** – FNX Tribal Liaison, *Terria Smith, makes a yearly presentation about FNX | First Nations Experience television network to Dr. Joely Proudfit's 'Imagining Indians: American Indians, Media, Film and Society' class.*
- **March 13, 2015: "California Indians, Canonization of Junípero Serra, and Consequences of Colonialism" Symposium at the University of California, Riverside** – FNX Tribal Liaison, *Terria Smith, served as a moderator for this event.*
- **Ongoing: FNX Internships** – FNX Tribal Liaison *served as a supervisor and mentor to four Native American college students who interned/are interning at the station. Interns have come from Cal Poly Pomona and VisionMaker Media.*
- **Ongoing: Partnership with "News From Native California" magazine** – *FNX is partnering with the Heyday Book's publication "News From Native California" magazine on ad/underwriting trades as well as production projects.*
- **March 13-16, 2015: National Indian Gaming Association San Diego 2015 Tradeshow & Convention** – *FNX had an information booth and shot interviews and footage during this year's tradeshow.*
- **National Native Media Conference (2013, 2014, 2015)** – *FNX staff are active members of the Native American Journalists Association (NAJA) and participate in annual conferences by hosting workshops, shooting footage and having informational booths. FNX has also received awards from the organization for two consecutive years and will collect two more First and Second Place awards at the upcoming annual conference being held in Washington, DC in July.*
- **FNX Online Programming Survey** – *FNX Tribal Liaison (with the assistance of interns and the station web designer) launched a viewer survey for marketing research for FNX.*
- **American Indian & Alaska Native Veterans Monument Committee** – *FNX & KVCR have been working and partnering with this committee whose efforts is to create a National Monument at Riverside National Cemetery.*
- **University of California Berkeley, Empowering Women of Color Conference presentation (2014, 2015)** – *The FNX Tribal Liaison makes an annual presentation about Native American media during this conference.*
- **NBA Legend Visits KVCR** - Former LA Lakers star and NBA Legend, AC Green stopped by KVCR/FNX to get better acquainted with FNX. Part of three Lakers NBA Championship teams, the "Ironman," Green, holds the record for playing in 1192 consecutive NBA games. Green, of Oklahoma Choctaw descent, sponsors sports camps and tournaments for Native athletes across the country and has dedicated his life to youth character-building, through enrichment, education and sports. AC is excited about FNX and interested in working with us to develop original FNX content focused on youth and sports.
- **FNX NOW & Other Community Coverage** - *Coverage of the Miss Sherman Pageant (2013, 2014, 2015), Coverage of the 2014 California Indian Day Conference, Indian Health Services events (new clinic and groundbreaking of the YRTC facility), Morongo Thanksgiving Turkey Distribution, 2014 Yaamava Spring Celebration, 2014 Honoring Natives in Entertainment Media event, 2014 Avelleka Sexual Assault Awareness Walk.*
- **National Museum of the American Indian (NMIA)** – *FNX has re-established a partnership with NMIA that has yielded four full-color ads in the quarterly publication, American Indian magazine.*

Organizational support for FNX from the Museum is expected to continue with potential future TV production collaborations.

- **PBS Annual Meeting 2015, Austin, TX** – FNX had major visibility at this year's national meeting with a booth that attracted hundreds of visitors. FNX also sponsored the conference lanyards, which were used to display registrants credentials and hung around the necks the more than 1100 participants at the Annual Meeting. FNX was also mentioned as an inspiring and innovative example of public television service and content by the Chair of the PBS Board of Directors in his speech to the meeting of General Managers.

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**Appendix A**  
**KVCR-FM/TV and FNX Actuals as of 6/25/2015**

**KVCR Television**

CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
AIR	\$672,390.94	\$565,000.00	119.01%
MAIL	\$247,868.15	\$250,000.00	99.15%
EMAIL	\$10,507.25	\$5,000.00	210.15%
SUSTAINER	\$23,793.20	\$12,000.00	198.28%
CARS	\$35,620.00	\$20,000.00	178.10%
TELEFUND	\$3,854.00	\$3,000.00	128.47%
GRANTS	\$0.00	\$0.00	0.00%
UNDERWRITING	\$41,320.00	\$125,000.00	33.06%
Other (Individual Giving)	\$0.00		
<b>TOTAL</b>	<b>\$1,035,353.54</b>	<b>\$980,000.00</b>	<b>105.65%</b>

**KVCR Radio**

CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
AIR	\$209,799.53	\$200,000.00	104.90%
MAIL	\$121,169.73	\$125,000.00	96.94%
EMAIL	\$48,536.84	\$35,000.00	138.68%
SUSTAINER	\$92,350.25	\$60,000.00	153.92%
CARS	\$66,623.50	\$20,000.00	333.12%
TELEFUND	\$6,495.52	\$5,000.00	129.91%
GRANTS	\$0.00	\$0.00	0.00%
UNDERWRITING	\$138,996.70	\$275,000.00	50.54%
Other (Individual Giving)	\$3,305.00		
<b>TOTAL</b>	<b>\$687,277.07</b>	<b>\$720,000.00</b>	<b>95.46%</b>

**KVCR General Fund**

CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
OTHER	\$2,137.81	\$0.00	0.00%
	\$0.00	\$0.00	0.00%
<b>TOTAL</b>	<b>\$2,137.81</b>	<b>\$0.00</b>	<b>0.00%</b>

**FNX**

CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
AIR	\$30.00	\$0.00	
MAIL	\$442.58	\$0.00	
CARS	\$300.00	\$0.00	
GRANTS	\$0.00	\$0.00	
UNDERWRITING	\$7,159.19	\$0.00	
<b>TOTAL</b>	<b>\$7,931.77</b>	<b>\$0.00</b>	<b>#DIV/0!</b>

Combined (TV/FM/General Fund/FNX)			
CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
Sub-Total	\$1,732,700.19	\$1,700,000.00	101.92%

Autism Initiative			
CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
GRANTS	\$0.00	\$0	
UNDERWRITING	\$5,027.00	\$0	
Other (Individual Giving)	\$10,315.37		
<b>TOTAL</b>	<b>\$15,342.37</b>	<b>\$0</b>	<b>#DIV/0!</b>

Sustainability Initiative			
CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
GRANTS	\$0.00	\$0	
UNDERWRITING	\$0.00	\$0	
Other (Individual Giving)	\$0.00		
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0</b>	<b>#DIV/0!</b>

Veterans Initiative			
CAMPAIGN	Actuals	Total Goal	Actual % of Total Goal
CARS	\$1,120.00	\$0	
TELEFUND	\$0.00	\$0	
GRANTS	\$4,000.00	\$0	
Other (Individual Giving)	\$9,214.98		
<b>TOTAL</b>	<b>\$14,334.98</b>	<b>\$0</b>	<b>0.00%</b>

Combined (Initiatives)			
	Actuals	Total Goal	Actual % of Total Goal
<b>SUB-TOTAL</b>	<b>\$29,677.35</b>	<b>\$0</b>	<b>0.00%</b>

ALL			
	Actuals	Total Goal	Actual % of Total Goal
<b>GRAND TOTAL</b>	<b>\$1,762,378</b>	<b>\$1,700,000</b>	<b>103.67%</b>

## Appendix B

### CCS Deliverables as of 6/6/15

	Deliverables	Actions	Status	%
1	<b>Develop a comprehensive multi-year development (fundraising) plan</b>	<ul style="list-style-type: none"> <li>• Research Peer-to-Peer Benchmarking</li> <li>• Historical Narrative and Data Section</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• FY15/16 – FY17/18 Budget &amp; Projections</li> </ul>	<b>Completed</b>	<b>100 %</b>
	<b>Create Development Policy &amp; Procedures including:</b>			
		<ul style="list-style-type: none"> <li>• Development and Gift Acceptance</li> <li>• Gift Acceptance and Gift Fee Policy</li> <li>• Major Gift Agreement Letter Template</li> <li>• Gift vs Grant Defined</li> <li>• Allocations and Reallocation of Funds</li> <li>• Planned Giving Crediting and Accounting Standards</li> <li>• Planned Giving Letter of Intent</li> <li>• Sponsorship/Media Policy &amp; Procedure</li> <li>• Sponsorship, Underwriting, and In-kind – What is the differences</li> <li>• Sponsorship Proposals</li> <li>• Third Party Fundraising Agreement</li> <li>• Current and Capital Endowment</li> <li>• Fiscal Agent Agreement and Policy</li> <li>• In-Kind Gift Policy and Deed of Gift Form</li> <li>• Investment Policy</li> <li>• Weekly Development Report</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Deliver to General Manager</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Advise on Operating Budget</li> </ul>	<b>Ongoing</b>	
2	<b>Prepare an annual case for support for key funding priorities</b>	<ul style="list-style-type: none"> <li>• Funding Priorities i.e. expansion of local news department, in-house community based productions</li> </ul>	<b>Completed/ Ongoing</b>	<b>100 %</b>

		<ul style="list-style-type: none"> <li>• List of Naming Opportunities           <ul style="list-style-type: none"> <li>◦ Facilities</li> <li>◦ Programs</li> <li>◦ Institutional Staffing Post i.e. General Manager</li> </ul> </li> </ul>	<b>Completed/ Ongoing</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Draft copy for new brochure</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Brochure delivered to Marketing for production</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Brochure Produced</li> </ul>	<b>In Process</b>	<b>75%</b>
<b>3</b>	<b>Guide and advise on major gift solicitations</b>	<ul style="list-style-type: none"> <li>• Create cultivation/solicitation plan for Palm Springs area for FY15/16</li> </ul>	<b>In Process</b>	<b>50%</b>
		<ul style="list-style-type: none"> <li>• Create cultivation/solicitation for Riverside and San Bernardino</li> </ul>	<b>In process</b>	<b>70%</b>
		<ul style="list-style-type: none"> <li>• Develop 90-Day Cultivation &amp; Action Plan</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Implement 90-Day Cultivation Plan</li> </ul>	<b>In process</b>	<b>30%</b>
		<ul style="list-style-type: none"> <li>• Research Top 250 prospects</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Top 100 prospects           <ul style="list-style-type: none"> <li>◦ Follow-up and scheduling of meeting in process</li> </ul> </li> </ul>	<b>In process</b>	<b>50%</b>
		<ul style="list-style-type: none"> <li>• Craft Planned Giving Brochure and Letter for first-ever Legacy mailing</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Planned Giving mailing to be dropped early June           <ul style="list-style-type: none"> <li>◦ 1,000+ potential donors</li> </ul> </li> </ul>	<b>In Process</b>	<b>75%</b>
		<ul style="list-style-type: none"> <li>• Research Foundations that align with mission</li> </ul>	<b>In Process/ Ongoing</b>	<b>75%</b>
		<ul style="list-style-type: none"> <li>• Apply for James Irvine Foundation grant, funding for FM (\$400,000 over 3-years)           <ul style="list-style-type: none"> <li>◦ Submit by June 30</li> </ul> </li> </ul>	<b>In process</b>	<b>80%</b>
		<ul style="list-style-type: none"> <li>• Developed budgets for the Dept. of Education's Ready to Learn grant           <ul style="list-style-type: none"> <li>◦ Local Outreach (\$2.027M)</li> <li>◦ Justification for 4% Gift Fee (\$2M)</li> </ul> </li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Draft and Submit grant to Stephen Philibosian Foundation</li> </ul>	<b>In process</b>	<b>5%</b>
		<ul style="list-style-type: none"> <li>• Research and make connection(s) with Manilow Music Project Foundation           <ul style="list-style-type: none"> <li>◦ potential event in Palm</li> </ul> </li> </ul>	<b>In process</b>	<b>15%</b>

		Springs in Winter		
		<ul style="list-style-type: none"> <li>• Recruit part-time, per project grant writer (started May 18)</li> </ul>	Completed	100 %
		<ul style="list-style-type: none"> <li>• Review and edit annual appeal and ongoing pledge appeals</li> </ul>	Ongoing	
		<ul style="list-style-type: none"> <li>• Participated in On-air FM pledge drive</li> </ul>	Completed/ Ongoing	100 %
4	<b>Evaluate current database</b>	<b>Evaluation</b> <b>Recommendations:</b> <ul style="list-style-type: none"> <li>• Provide access to all development and underwriting staff</li> <li>• Institute Moves Management System (major gifts &amp; underwriting)</li> <li>• Enter all fundraising efforts (gifts, grants, underwriting, sales, etc.)</li> <li>• Current system might not be the best option for use of an integrated development team, especially for the use of Moves Management</li> <li>• The system handles membership and renewals well</li> <li>• Vendors customer support is excellent</li> </ul>	Completed/ Ongoing	100 %
5	<b>Evaluate recognition and stewardship program</b>	<b>Evaluation</b> <b>Recommendations:</b> <ul style="list-style-type: none"> <li>• Creation of Loyalty Program</li> <li>• Institute monthly donor studio tours</li> <li>• Develop cultivation and stewardship events i.e. Meet our Radio Host, In-studio TV/FM live events/talks</li> <li>• Bi-Annual General Manager Newsletter/Update</li> <li>• Thank you calls by staff and volunteers</li> </ul> <ul style="list-style-type: none"> <li>• Create Loyalty Program</li> </ul>	Completed	100 %
		<ul style="list-style-type: none"> <li>• Implement Loyalty Program</li> </ul>	Completed	100 %
		<ul style="list-style-type: none"> <li>• Palm Springs stewardship event</li> </ul>	In Process	25%
6	<b>Create new board expectations and advise on expanding board</b>	<ul style="list-style-type: none"> <li>• Create new Board expectations</li> </ul>	Completed	100 %
		<ul style="list-style-type: none"> <li>• Board President edited and approved Board expectations</li> </ul>	Completed	100 %

		<ul style="list-style-type: none"> <li>• Board Approval for expectations– January Meeting</li> <li>• Advise on expanding Board</li> </ul> <p><b>Before recruitment of new members CCS recommends: Update By-Laws and Master Agreement</b></p> <ul style="list-style-type: none"> <li>○ Board is reviewing</li> <li>• Institute Board Expectations including giving and outreach components</li> <li>○ Board is discussing</li> </ul> <ul style="list-style-type: none"> <li>• Craft prospect list from current donors and Board contacts</li> </ul>	<b>tabled by Board</b>	<b>0%</b>
		<ul style="list-style-type: none"> <li>• Advise on expanding Board</li> </ul> <p><b>Before recruitment of new members CCS recommends: Update By-Laws and Master Agreement</b></p> <ul style="list-style-type: none"> <li>○ Board is reviewing</li> <li>• Institute Board Expectations including giving and outreach components</li> <li>○ Board is discussing</li> </ul> <ul style="list-style-type: none"> <li>• Craft prospect list from current donors and Board contacts</li> </ul>	<b>In process</b>	<b>25%</b>
		<ul style="list-style-type: none"> <li>• Institute Board Expectations including giving and outreach components</li> <li>○ Board is discussing</li> </ul>	<b>In process</b>	<b>90%</b>
		<ul style="list-style-type: none"> <li>• Craft prospect list from current donors and Board contacts</li> </ul>	<b>In process</b>	<b>25%</b>
7	<b>Guide and advise on creation of a development committee</b>	<ul style="list-style-type: none"> <li>• Update By-Laws and Master Agreement to include Development Committee</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Drafted Development Committee Guidelines</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Board Approval of Development Committee Guidelines</li> </ul>	<b>In process</b>	<b>0%</b>
		<ul style="list-style-type: none"> <li>• Recruit Board members to participate</li> </ul>	<b>In process</b>	<b>0%</b>
8	<b>Advise on the Foundation's website, social media, newsletters, and other communications</b>	<ul style="list-style-type: none"> <li>• General Support page updated to be more donor-centric</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• Recommend more user-friendly giving payment page (web team currently working on updating)</li> </ul>	<b>In process</b>	<b>75%</b>
		<ul style="list-style-type: none"> <li>• Legacy Society has been update for user-friendly viewing and use</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<ul style="list-style-type: none"> <li>• New Loyalty Circle page – draft and implementation</li> </ul>	<b>In process</b>	<b>75%</b>
		<ul style="list-style-type: none"> <li>• Creation of new Bi-Annual General Manager Update/Newsletter</li> </ul>	<b>In process</b>	<b>50%</b>
9	<b>Advise on recruitment and training of new Foundation staff</b>	<b>Create KVCR Station Staffing and Organizational Structure</b>	<b>Completed</b>	<b>100 %</b>
		<b>Job descriptions have been drafted</b> <ul style="list-style-type: none"> <li>• KVCR Foundation &amp; Development Director</li> <li>• On-air Fundraising Producer &amp; Special Events Supervisor</li> <li>• Development Coordinator</li> <li>• Closed Caption Lead Editor</li> <li>• Closed Caption Editor I &amp; II</li> </ul>	<b>Completed</b>	<b>100 %</b>
		<b>Job descriptions, above, reviewed &amp; approved by General Manager</b>	<b>Completed</b>	<b>100 %</b>

		<b>Job description for KVCR Foundation &amp; Development Director approved by Trustees</b>	Completed	100 %
		<b>KVCR Foundation &amp; Development Director Job description with HR for Recruitment</b>	Completed	100 %
		<b>Recruitment of positions</b>	In process	0%
		<b>Training of new staff</b>		0%
<b>10</b>	<b>Provide a final report of activities with recommendations for sustainable fundraising</b>	<ul style="list-style-type: none"> <li>• Three-Year Development (FY15/16 – FY17/18)</li> <li>• Development Operating Plan for FY15/16</li> <li>• Future Recommendation and Final Report</li> </ul>	<b>Completed</b> <b>In process</b> <b>In process</b>	<b>100 %</b> <b>80%</b> <b>25%</b>

<b>FNX I First Nations Experience</b>				
	<b>Deliverables</b>	<b>Actions</b>	<b>Status</b>	<b>%</b>
<b>a</b>	<b>San Manuel Gift &amp; Stewardship</b>	<b>Advise on gift closure and stewardship of San Manuel gift to FNX</b>	<b>Completed</b>	<b>100%</b>
		<b>Advise FNX Operating Committee</b>	<b>Ongoing</b>	
<b>B</b>	<b>Major Gifts/Grants</b>	<b>Create list of naming opportunities</b>	<b>Completed/Ongoing</b>	<b>100%</b>
		<b>Research Foundations that align with FNX mission for potential grants</b>	<b>In process</b>	<b>10%</b>
<b>c</b>	<b>Underwriting</b>	<b>Research and Develop FNX Underwriting Kit and Rates</b>	<b>Completed</b>	<b>100%</b>
		Research and secure Underwriting for FNX <ul style="list-style-type: none"> <li>• AIAN Veterans Monument Committee (web spot)</li> <li>• Idyllwild Arts (two web spots)</li> </ul>	<b>Ongoing</b>	<b>25%</b>
		Research and offer recommendations regarding third-party Underwriting firm	<b>In process</b>	<b>75%</b>
<b>d</b>	<b>Partners</b>	Offer council on Sundance Institute agreement	<b>In process</b>	<b>75%</b>
		<b>Establish a deeper connection with The Autry Museum and FNX</b> <ul style="list-style-type: none"> <li>• Scheduling meeting for end of June or early August</li> </ul>	<b>In process</b>	<b>25%</b>

## Appendix C

### Current FNX Affiliates:

- KVCR (Parent Station) Los Angeles, Inland Empire, Palm Springs
- KEET, Eureka California – Reaches parts of Southern Oregon
- LPTV, Lakeland Public Television, Bemidji Minnesota
- KUAC, Fairbank Alaska
- WYCC, Chicago Illinois – Reaches parts of NW Indiana
- KCWC, Wyoming PBS – Shoshoni
- RSU Public Television – Rogers State University, Eastern Oklahoma
- CATV-47(Cheyenne-Arapaho TV -47), Concho, OK \*
- UEN (Utah Education Network), Salt Lake City, UT covers the entire state with some border state spill over into western Colorado
- NNTV5 (Navajo Nation TV 5), Navajo Nation Reservation covering 4 corners region of New Mexico, Arizona, Utah and Colorado \*
- Gila River Broadcast Stations KGRF, KGRQ and KGRY – Serving the Gila River Indian Community in Arizona \*
- Mississippi Band of Choctaw Media - Channel 5, Philadelphia Mississippi \*
- WVUT, Vincennes, Indiana (Central IN)

\* = **Tribal Stations**

### Upcoming Affiliates

- CPT12, Colorado Public Television, Denver, CO (translators in Boulder ad Colorado Springs)
- WPBS, Watertown, New York
- WCNY, PBS Syracuse, New York
- SDPD, South Dakota Public Television
- KENW Public Television (Eastern New Mexico University), New Mexico

### Interested Stations

- KLVX, Las Vegas, Nevada
- New Mexico PBS, Albuquerque, NM
- WBTC, Tacoma, WA