

Written Report Update

KVCR-FM/TV & FNX

August 15, 2016



# KVCR Revenue and Membership: Producing More with Less

## Overview

As District subsidies have continued to shrink, KVCR has had to do more with less. Revenues in FY16 exceeded those of FY15 by more than \$100K. In FY16, KVCR raised a total of \$1.78M in combined revenue from individual giving, corporate support, vehicle donations, Legacy Gifts and other initiatives. Revenue goal for FY17 is \$1.9M.

recruitment continues to be a priority.

Vehicle donations are also an impressive source of revenue with a total of \$109,000 raised in FY16. This represents 242% of our goal!

Cost cutting measures included postponement of two prospect mailings that resulted in more

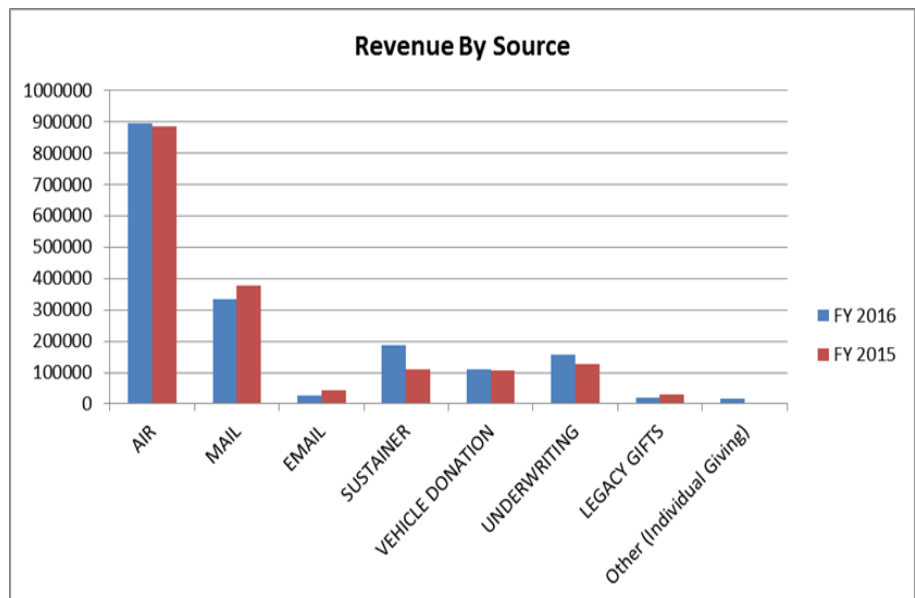
reliance on on-air fundraising appeals to acquire new donors.

Plans are in place for fall membership campaigns which are scheduled for late August on TV (goal \$130K), and October for radio (goal \$100K). Look for a District-wide appeal to be sent asking all employees to support KVCR through payroll deductions.

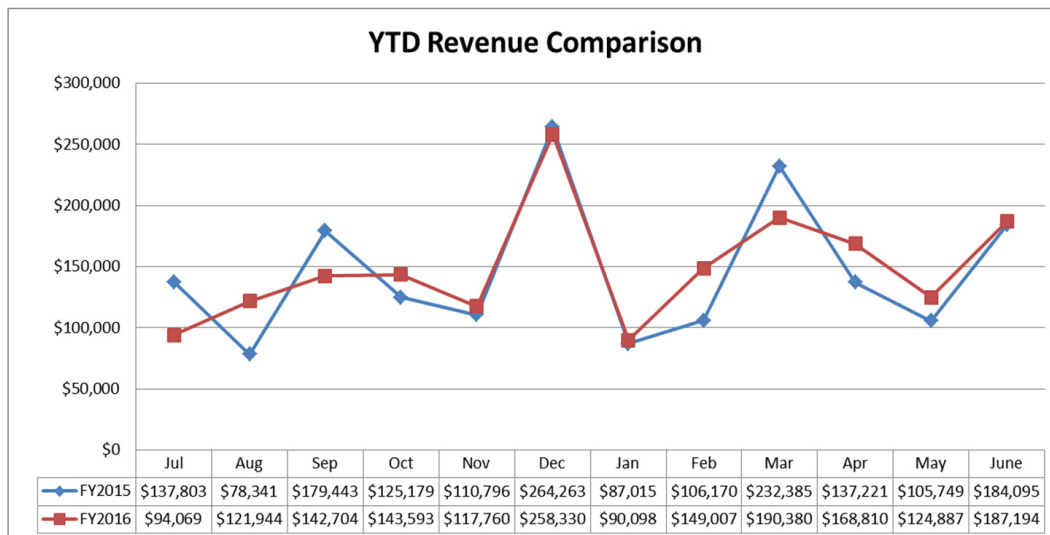
## Member Donations

As of July 25, 2016 total membership for KVCR stood at 10,931, almost 90% of our goal for FY16. Our membership goal for FY17 is 11,500.

An encouraging trend is that more donors are joining as “sustaining members,” a 68% growth from FY15 to FY16. “Sustainers” make long-term financial commitments that helps secure ongoing and reliable funding for KVCR. Sustainer retention is at 82% and their



## KVCR Monthly Revenue – FY15/FY16



## KVCR Steps Up District and Academic Support

Together with the Valley College RTVF Department, KVCR-TV is supporting the academic mission with a partnership designed to give students real, hands-on production experience and opportunities to work in a professional environment.

Beginning this semester (Fall '16), TV Production classes are being scheduled to coincide with KVCR studio productions.

The "Production" class will be taught on Wednesday from 12:00 - 3pm under the supervision of Dr. Dusick. KVCR will try to schedule

studio productions like pledge breaks, interviews, etc., during those times to give students a chance to work on the set of a broadcast project. We have also proposed, when possible, that Dr. Dusick's "Lighting" class be involved in the lighting process the day before the production, giving both classes an opportunity to learn more about the elements of a studio shoot.

KVCR is also inviting students to participate remote shoots for our award-winning local segment, KVCR NOW.

Students will sign up for extra credit should they choose to participate in remote shoots.

Classes in the KVCR studio start Wednesday, August 24.

KVCR is providing Dr. Dusick with one staff member to assist with the control room, lighting and studio needs for the first 4 weeks of class.

KVCR-FM also continues to work with local area college interns to develop their broadcast and reporting skills.

### Plan to Webcast Trustees Meetings and Produce Planetarium Segments

Plans are underway for RTVF students to record and webcast the monthly meetings of the SBCCD Board of Trustees. While the live webcasts of the meetings will be complete and uninterrupted, students will also have an opportunity to edit the meetings in post-production for later broadcast on KVCR. Editing will consist only of tightening up long periods of inactivity or "down time," and will not affect or alter official proceedings of the meetings.

RTVF students will also be working on what they hope will be a monthly segment about the SBVC Planetarium with Chris Clark, which pending production quality will air on KVCR. The RTVF students plan to continue working on their long-standing broadcast productions of *IE Scene*, and *Inland Unsolved*.

## Local Update: KVCR On-Line and TV Content

**My Town IE** is a call for videos from community members. This digital initiative asks viewers for one to two-minute videos that highlight a location within their city that is special to them.

Viewers can upload their videos at [kvcr.org/MyTownIE](http://kvcr.org/MyTownIE). These interstitial pieces are designed to engage the community with KVCR and share positive stories about our region with our TV and online viewers.

**The Redlands Bowl Summer Music Festival** returns to KVCR with our production team recording three performances.

KVCR has its multi-camera production unit there to direct and record the live concerts.

These completed and fully produced hour-long performance programs are scheduled to air on KVCR-TV in October.

### Local Interest Program

Local television legend, Mary Parks, is producing a new show for KVCR. **Exploring the American Spirit with Mary Parks** returns for its second season. The weekly television series focuses on organizations and people who are making a difference in our communities. The series airs Wednesdays at 7:30pm and Sundays at 4:00pm.

**Development News**

**KVCR Hires Director of Development and Foundation**



Kate Salvesen is KVCR's Director of Development

After more than a year of a reorganization effort that saw the revision of Bylaws and the completion of a Master Agreement with the District, KVCR has hired its first Director of Development and Foundation.

Kate Salvesen is now leading the development team for KVCR and working with the KVCR Educational Foundation, Inc. to increase fundraising. Kate will also be interfacing with other District foundations and their directors to optimize revenue-generating opportunities.

A long-time resident of the Inland Empire, Salvesen is the former owner of the *La-Z-Boy* franchises in the IE and comes to KVCR with all the necessary experience, training and reputation needed to take KVCR to the next level of sustainability. Kate is a well-known and respected member of our business community and is intimately familiar our region, as well.

Salvesen earned an MBA from The University of Redlands, is a member of AFP (Assoc. of Fundraising Professionals) and will soon be credentialed with the CFRE (Certification for Fund Raising Executives).

KVCR is excited to have Kate on board. Please help us welcome Kate Salvesen to the KVCR team and to the SBCCD community.

**Online Giving Launched for KVCR Educational Foundation**

Support the KVCR Educational Foundation Inc. by shopping at AmazonSmile

When you shop at AmazonSmile, Amazon will donate to KVCR Educational Foundation Inc. [SMILE.AMAZON.COM](http://SMILE.AMAZON.COM)

Do you shop on Amazon? If so, you now have the opportunity to support KVCR with every purchase you make. Search for "KVCR" on [smile.amazon.com](http://smile.amazon.com). KVCR is now participating in a new online giving initiative, *AmazonSmile*. Every time you make a purchase through Amazon.com, you'll have the opportunity to contribute to KVCR, *your* public radio and TV station. Shop on!!!



**Benefactors Donate Entry Sign**

New KVCR benefactors Mary Fran McCluskey and Tom Dolan recently visited KVCR to install a new sign that Tom made for our entry doors. Mary Fran, a tax-professional, and Tom, are long time public media supporters who are moving to the IE soon from the Bay Area. They have already named KVCR in their trust!

**PMDMC** – Three KVCR staff members attended the Public Media Development and Marketing Conference in Boston, August 10-12. PMDMC brings public media professionals from across the country together to share fundraising successes and ideas along with specific fundraising and marketing practices. This is great opportunity for networking and brainstorming, especially for our new Director of Development, Kate Salvesen, who attended the conference along with Marketing Director, Lillian Vasquez. KVCR radio program manager, Rick Dulock applied for and was awarded a scholarship to attend this conference. Both Kate and Lillian covered their own expenses.



**GOOD LUCK** – We are both saddened and excited by a couple of recent developments at KVCR-91.9FM. Reporter and *All Things Considered* host, Matt Guilhem is taking over the *Morning Edition* anchor/host position at KBSX in Boise, Idaho, licensed to Boise State University. Matt came to KVCR as a volunteer intern before coming on staff for the last two years covering news for us and filing national stories with NPR. We are grateful for Matt’s many contributions to our sound and for the many

long hours he spent contributing to NPR’s coverage of the December 2, 2015 attacks on our city. And KVCR reporter, Natalia Estrada, also started interning as a volunteer when she returned home to the IE after graduating from Humboldt State University. Estrada left briefly for a 6-month internship with KQED in San Francisco and before returning to work for KVCR as a reporter. Natalia also contributed many interesting and valuable local radio reports. Estrada is off to Eureka, California to work with ABC affiliate KAEF-TV and with the Times-Standard newspaper. Thank you Natalia and Matt for all the contributions you made to KVCR. We wish you both the best!

**KVCR Named IEEP “Non-Profit of the Year”**



On Wednesday, Feb. 17, 2016, the Inland Empire Economic Partnership (IEEP) presented its 2015 Award winners. Pictured is IEEP President and CEO Paul Granillo, KVCR General Manager Alfredo Cruz, San Bernardino Community College District Board of Trustees President John Longville, President of the IE Region Wells Fargo Community

Bank, Evelin Martinez, and IEEP Board Chair, Brett Guge. In presenting the award, Granillo noted that KVCR stood out from the hundreds of eligible non-profits in the region for the important and valuable contributions that KVCR makes to our region through its radio and television programming. In particular, Granillo highlighted the leading role that KVCR played in covering the tragic shootings of December 2<sup>nd</sup> by providing vital information, first to our community and then to the entire country. The IEEP is an influential group of economic and business leaders who advocate for the advancement of the IE at regional, state and federal levels.

**FNX Funding and Development**

FNX is now into the second half of our 3-year Gift Agreement with the San Manuel Band of Mission Indians and has submitted a disbursement request for the third installment of the \$6M Gift. FNX is in the process of completing a Business Plan that will be used to sustain FNX and to solicit additional national corporate and tribal support.

**PBS Conference Presentation**

FNX was part of the 2016 PBS Annual Meeting held in Chicago in May. General Manager, Alfredo Cruz, Chief Content Manager, Frank Blanquet, and KVCR Director of Television and Marketing, Lillian Vasquez, attended the meeting which attracted over 1,100 PBS network and station representatives from across the country. Alfredo presented alongside PBS President Paula Kerger and *Democracy Now* host Amy Goodman and showcased FNX. Our channel had a major presence throughout the entire conference.



FNX General Manager Alfredo Cruz addressing the 2016 PBS Annual Meeting, sharing the stage with PBS President Paula Kerger.



FNX’s sponsorship of PBS included a tote bag “insert” that consisted of an FNX information card with technical and content information. Attached to the card was a smoked buffalo Tanka Stick (left). The Buffalo Sticks were donated by Native American Natural Foods, a Lakota-owned and operated natural food provider based on the Pine Ridge Reservation in Kyle, South Dakota. FNX is grateful for this new Native American business partnership and looks forward to building on it.

The FNX booth, seen at right, was prominently positioned at the PBS Annual Meeting to showcase FNX content and also featured the local broadcast over our Chicago affiliate station, WYCC. This valuable opportunity to get FNX out in front of PBS gate keepers helped elevate national awareness of FNX among stations of all sizes from across the country.



Bird Runningwater and Ariel Tweto host the original FNX series *Native Shorts* presented in partnership with the Sundance Film Festival’s Native and Indigenous Films Program.

**FNX Distribution Update:**

FNX continues to garner interest from stations across the U.S. In September, KENW in eastern New Mexico will go live. PBS stations WCNY in Syracuse, NY and KNME, Albuquerque, New Mexico, will flip the switch in January of 2017. A new contract was just signed with tribal station Akwesasne TV on the St. Regis Mohawk Reservation in upstate New York. This raises the number of tribally-owned FNX affiliates to five. KIXE in Redding, CA is scheduled to go live this fall and along with KRCB in Santa Rosa, CA and KSMQ in Minnesota was among stations that we visited with at the PBS Annual Meeting in Chicago that begun a dialogue to become FNX affiliates. Current affiliates, from Alaska to New York, are listed below.

