



San Bernardino Community College District
 Board Mid-Year Retreat
 March 15, 2021
 9:00 am-4:00 pm Pacific Time

Governor Newsom issued Executive Order N-25-20 on March 12, 2020, and Executive Order N-29-20 on March 17, 2020. Portions of these orders relax parts of the Brown Act. In part, the orders allow elected officials to “attend” a meeting via teleconference WITHOUT having to admit members of the public into the location from which they are participating (N-25-20) and orders that “such a body need not make available any physical location from which members of the public may observe the meeting and offer public comment” (N-29-20).

Anyone wishing to participate may do so via the location posted on the agenda. The meetings are also recorded. In accordance with Board Policy 2350, persons may address the Board of Trustees either on an agenda item or on other matters of interest to the public that are within the subject matter jurisdiction of the Board. Public comments will take place at the time designated on the agenda for public comment. Comments must be limited to five (5) minutes per speaker and twenty (20) minutes per topic if there is more than one speaker. As a matter of law, members of the Board may not discuss or take action on matters raised during public comment unless the matters are properly noticed for discussion or action in Open Session.

Public comments must be submitted electronically by emailing snikac@sbccd.edu Submissions must be received 24 hours in advance of the meeting. From the comments received, staff will call each speaker to make their public comment. Submissions will be considered a public record under the Public Records Act, and are therefore subject to public disclosure.

Anyone who requires a disability-related modification or accommodation in order to participate in the public meeting should contact the Chancellor’s Office at (909) 388-6902 as far in advance of the Board meeting as possible.

AGENDA
Board Mid-Year Retreat
March 15, 2021
9:00am - 4:00pm

LOCATION: Garcia Center for the Arts
536 W. 11th St., San Bernardino, CA 92410

I. CALL TO ORDER – PLEDGE OF ALLEGIANCE

II. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

*Public comments must be submitted electronically by emailing
snikac@sbccd.edu Submissions must be received 24 hours in
advance of the meeting.*

III. PRESENTATIONS

A. KVCR Transition

B. KVCR Survey

IV. ADJOURN

The next meeting of the Board: Strategy Session
March 25, 2021 at 12pm



Transition of KVCR

Community Servant to
Educational Cornerstone

Coming Full Circle



Transition of KVCR: Community Servant to Educational Cornerstone



In 1958 the Board of Trustees of the San Bernardino Valley Union Junior College District began considering the **educational possibilities** of the new television media, and of the desirability of acquiring one of the designated educational UHF channels for college use. With much of the cost covered by special grants, the Board authorized application for a channel assignment.



IMA | San Bernardino Valley College
INSTITUTE OF MEDIA ARTS

K V C R



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EXECUTIVE SUMMARY

On October 8, 2020, the Board of Trustees took action to approve the transition of the KVCR facility and equipment to SBVC to be used for a dramatically expanded Film, TV, & Media Program, as well as other programs, by the end of June 2023, in order to align the facility and equipment with the student-centered SBCCD and SBVC Missions. This action did not precipitate disaffiliations from NPR, PBS, other affiliates, or FNX. The action further specified that the transition is contingent on the Board approving a detailed plan by April 30, 2021, with a framework for development of the plan, methodology, and vision in December.

While the intended presentation of the plan's framework, methodology, and vision was precluded by the postponement of the Board's January retreat due to the State mandated stay-at-home order, the following detailed plan will be presented at the April 8, 2021, Board of Trustees meeting for consideration to approve.

Recommendation

It is recommended that the Board of Trustees approve the KVCR Transition Plan to create alignment between KVCR and SBVC by June 2023, incorporating the facility and equipment into the Institute of Media Arts (IMA) on the SBVC campus, and continuing expansion of curriculum to provide students with high-quality certificates and degrees.

Financial Considerations

Over the past six years, KVCR has experienced a total operating loss of \$10 million. This has been paid for using various sources including \$1.9 million from the General Fund, \$5.3 million from FCC Contributions (comprised of one-time allotment and endowment gains), and the remainder from its fund balance and/or temporary loans. Over the next five years, KVCR is forecast to continue experiencing operating losses in the amount of \$8.7 million.

This trend will bring the total losses in eleven years to \$18.7 million, which is an average of \$1.7 million per year. The existing endowment can cover the operating loss for the next seven years, before becoming depleted, after which, SBCCD will need to utilize its General Fund to continue supporting KVCR.

Approval of this transition plan will allow these operating losses to be eliminated. At the same time, it will achieve alignment between KVCR and SBVC by incorporating the station into the Institute of Media Arts (IMA) on the SBVC campus and supporting the expansion of curriculum to provide our students with high-quality certificates and degrees.



Community Input/Diversity & Equity Considerations

The typical SBCCD/SBVC student is a 25 year old Latinx female from San Bernardino. She is a high school graduate with no college degree that receives financial aid. She is a part-time, continuing student, taking classes during the day with a dream to obtain her BA after completing her AA.

Our recent survey posed the following question:

Considering the current and future needs of the Inland Empire, in your opinion, how should SBCCD spend its limited dollars to cover the \$1.2 million deficit?

Responses were split between Community Members/KVCR Donors and SBCCD Employees/Students. While there were more responses from the first group than the second, the percentages were very similar:

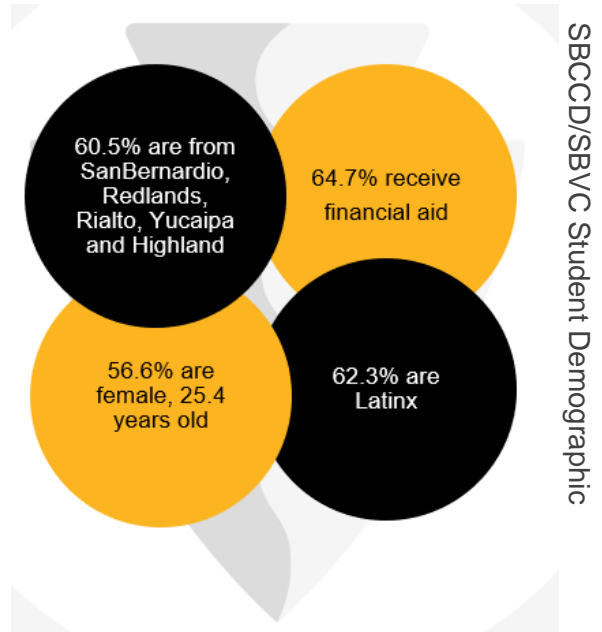
- 57% of Community Members and 65% of KVCR Donors prefer programming including NPR and PBS.
- 65% of SBCCD Employees and 69% of Students prefer KVCR to be offered as Access to Education and Career Training.

It is important to note the demographics of the responders:

Responders	White/Caucasian	50 Years Old or Older
Community Members	60%	63%
KVCR Donors	69%	82%
SBCCD Employees	41%	52%
Students	22%	16%

This summary clearly proves that KVCR is serving a different population demographic from that of a typical SBCCD/SBVC student.

Approval of this transition plan will allow for the alignment between KVCR and typical SBCCD/SBVC students by incorporating KVCR into the Institute of Media Arts (IMA) on the SBVC campus with continuing expansion of curriculum to provide our students with high-quality certificates and degrees.





Alignment Between KVCR and SBVC Institute of Media Arts Considerations

The alignment between KVCR and SBVC will be achieved by incorporating KVCR into the Institute of Media Arts (IMA) on the SBVC campus with continued expansion of curriculum to provide our students with high-quality certificates and degrees.

As KVCR transitions to SBVC, the existing courses will be reviewed and expanded through the curriculum and program review process. Programming will be student-produced, linked to curriculum, and supervised by faculty and classified professionals.

Initially, the 17 sections of FTVM will be offered, generating 47 FTES. These 47 FTES would generate approximately \$188,432 in revenue (\$4,009 x 47). Each year thereafter, FTES should increase 5% - 8% per year. It is important to note that many disciplines will be utilizing KVCR which may increase overall FTES. An analysis of job openings and the SBCCD environmental scan show an existing need to have the KVCR lab as an education and training asset for the region.

As an educational community access television and radio facility, the stations will have more freedom to air community-produced programming. This offers accomplished alumni, community members, and other community organizations to produce and air programming. Additionally, the facility and programs will allow opportunities for work experience and internships which will serve our students, as well as businesses in the region.

FNX Considerations

Of the respondents to our recent survey, 39% are familiar with FNX and 25% of them either often or sometimes tune into the channel. Only 6% did not agree on transferring full ownership and rights of FNX to its founding partner.

To promote the continued broadcast of Native American and World Indigenous content throughout the United States, it is being recommended that SBCCD negotiate the transfer of the FNX broadcast license and trademark to its founding partner, with any such final agreement being subject to Board approval.

Continued Access to NPR and PBS Considerations

Approval of this transition plan will not result in a loss of access to NPR and PBS in our community. Inland Empire listeners will continue to have access to NPR and the 16 shows currently aired via KVCR radio through the KPCC public radio station. Furthermore, our community can continue accessing PBS and its great variety of shows including arts & culture, news & community, food & discovery, education, and kids programming through PBS SoCal and KCET. Best of all, as this plan is implemented, the region will gain access to content newly created by our SBCCD students and community.



KPCC advertises their content is available via web streaming, TuneIn Radio, iHeart Radio, smart speakers (Amazon and Google), FM radio stations, and HD radio. In addition, they offer live streaming, on-demand audio, and news headlines.

According to the Federal Communication Commission, there are 19 TV stations with a strong signal in zip code 92408 (San Bernardino); 3 of those 19 are PBS stations.

PBS SoCal promotes that all its programs are accessible for free through four broadcast channels, as well as available for streaming at pbsocal.org and on the PBS apps for mobile, and via connected TV platforms such as Android TV, Roku, Apple TV, Samsung, and Amazon Fire TV. In addition, viewers can access programs through paid streaming services such as Netflix, iTunes, Amazon Prime Video, and as a PBS Passport member.

Transition Timeline Considerations

It is anticipated that an April 8, 2021 approval of this transition plan will allow for the alignment between KVCR and SBVC to occur by June 2023, incorporating the facility and equipment into the Institute of Media Arts (IMA) on the SBVC campus, and continuing expansion of curriculum to provide students with high-quality certificates and degrees.



FINANCIALS

Over the past six years, KVCR has experienced a total operating loss of \$10 million. This has been paid for using various sources including \$1.9 million from the General Fund, \$5.3 million from FCC Contributions (comprised of one-time allotment and endowment gains), and the remainder from its fund balance and/or temporary loans. Over the next five years, KVCR is forecast to continue experiencing operating losses in the amount of \$8.7 million.

This trend will bring the total losses in eleven years to \$18.7 million, which is an average of \$1.7 million per year. The existing endowment can cover the operating loss for the next seven years, before becoming depleted, after which, SBCCD will need to utilize its General Fund to continue supporting KVCR.

Approval of this transition plan will allow these operating losses to be eliminated. At the same time, it will achieve alignment between KVCR and SBVC by incorporating the station into the Institute of Media Arts (IMA) on the SBVC campus and supporting the expansion of curriculum to provide our students with high-quality certificates and degrees.



Fiscal Year 2020-2021

Year-to-date (YTD), KVCR shows an operating loss of \$580,387; with a modest increase of \$19,613 to its fund balance once the FCC contribution from endowment gains is applied. However, it is expected that revenue generation will slow in the upcoming months while expenses escalate, resulting in a year end operating loss of \$1,081,798 and a net decrease to fund balance of \$481,798.

It is important to note that KVCR began the fiscal year with a negative fund balance of \$884,358 which was included a temporary loan from the General Fund in the amount of \$944,085. This loan remains outstanding as KVCR has not generated enough revenue to repay it. By year end, it is expected that KVCR will have a negative fund balance of \$1,366,156.

FISCAL YEAR 2020-21	FULL YEAR WORKING BUDGET	YEAR TO DATE ACTUALS AS OF 1/31/2021	VARIANCE
Revenues			
CPB and Other Grants	\$ 1,415,372	\$ 825,634	\$ (589,738)
Pledges (net of expenses)	525,000	348,426	(176,574)
Underwriting	225,000	126,866	(98,134)
Contributions, Gifts	57,000	56,839	(161)
Rentals and Leases	442,843	258,325	(184,518)
Other Local Revenues	51,714	21,714	(30,000)
Total Revenues	2,716,929	1,637,805	(1,079,124)
Expenditures			
Classified Salaries	1,267,436	766,936	(500,500)
Benefits	566,913	320,678	(246,235)
Supplies & Materials	26,800	1,199	(25,602)
Other Expenses & Services	1,936,078	1,129,379	(806,699)
Capital Outlay	1,500	-	(1,500)
Total Expenditures	3,798,727	2,218,191	(1,580,536)
Operating Gain/(Loss)	(1,081,798)	(580,387)	501,411
FCC Contributions	600,000	600,000	-
Net Increase/(Decrease) in Fund Balance	(481,798)	19,613	501,411
Estimated Beginning Fund Balance at July 1, 2020*	(884,358)	(884,358)	-
Estimated Beginning Fund Balance at June 30, 2021	\$ (1,366,156)	\$ (864,745)	\$ 501,411

* KVCR owes the General Fund \$944,085 which was approved as temporary loan to KVCR on December 2020 to pay for PBS/NPR invoices



Based on this cashflow estimate, KVCR will not have enough cash on hand at the end of June to pay back the temporary loan in the amount of \$944,085.

FISCAL YEAR 2020-21 CASH FLOW PROJECTION	MAR	APR	MAY	JUN
Beginning Cash Balance	266,982	655,683	441,780	364,212
Receipts				
Corporation for Public Broadcasting Grant	477,158	-	-	-
Other Grants	25,000	-	-	-
Pledges (net of expenses)	250,000	-	-	-
Underwriting	-	27,000	13,500	13,500
Rentals and Leases	7,460	7,460	7,460	7,460
Other Local Revenues	-	-	27,300	-
Total Receipts	759,618	34,460	48,260	20,960
Disbursements				
Classified Salaries	107,747	107,747	101,747	101,747
Benefits	45,737	45,737	45,737	45,737
Other Expenses & Services	234,429	117,199	127,193	114,567
Leases	10,869	5,401	10,869	5,401
Utilities	9,141	9,141	9,141	9,141
Total Disbursements	407,923	285,225	294,687	276,593
Increase/(Decrease) in Cash Balance	351,695	(250,765)	(246,427)	(255,633)
Estimated Ending Cash Balance	618,677	404,918	195,353	108,579

California Ed Code requires temporary loans be paid back by the end of the fiscal year in which the loan was made, unless funds were borrowed during the last 120 days of that year. In the past, the County has allowed paying off a temporary loan by creating a new temporary loan the next fiscal year.

Although this may solve a problem in the short term, it violates the spirit of the law and can ultimately cause the auditors to force SBCCD to make the funding permanent since it represents a risk to the General Fund. This occurred in fiscal year 2013 when, upon the advice of external auditors, the Board approved repayment of almost \$2.3 million in funds lent to KVCR which had been carried forward over a period of several years.

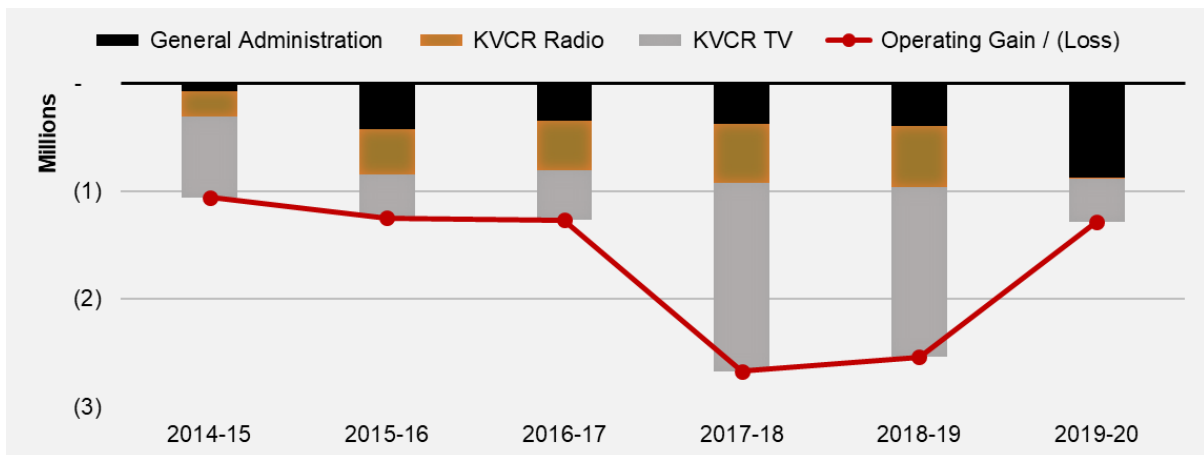


Prior Six-Year Analysis

Prior to this fiscal year, KVCR experienced a total operating loss in the amount of \$10,060,456 over a six-year period. This has been paid for using various sources including \$1.9 million from the General Fund, \$5.3 million from FCC contributions (comprised of one-time allotment and endowment gains), and the remainder from its fund balance and/or temporary loans.

It is important to note that the one-time allotment of FCC contributions was expected to last five years at a rate of \$1 million per year; however, because of large operating losses, this was spent in 3 years.

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	Total
General Administration	(67,107)	(424,044)	(347,479)	(372,226)	(395,064)	(867,066)	(2,472,986)
KVCR Radio	(233,395)	(414,190)	(459,961)	(549,495)	(560,408)	(9,749)	(2,227,198)
KVCR TV	(752,824)	(408,823)	(460,125)	(1,751,278)	(1,584,895)	(402,327)	(5,360,272)
Operating Gain / (Loss)	(1,053,326)	(1,247,057)	(1,267,565)	(2,672,999)	(2,540,367)	(1,279,142)	(10,060,456)
General Fund Contributions	1,036,000	300,000	266,667	340,000			1,942,667
FCC Contributions				2,890,000	1,550,000	820,000	5,260,000
Total Contributions	1,036,000	300,000	266,667	3,230,000	1,550,000	820,000	7,202,667
Net Increase (Decrease) in Fund Balance	(17,326)	(947,057)	(1,000,898)	557,001	(990,367)	(459,142)	(2,857,789)



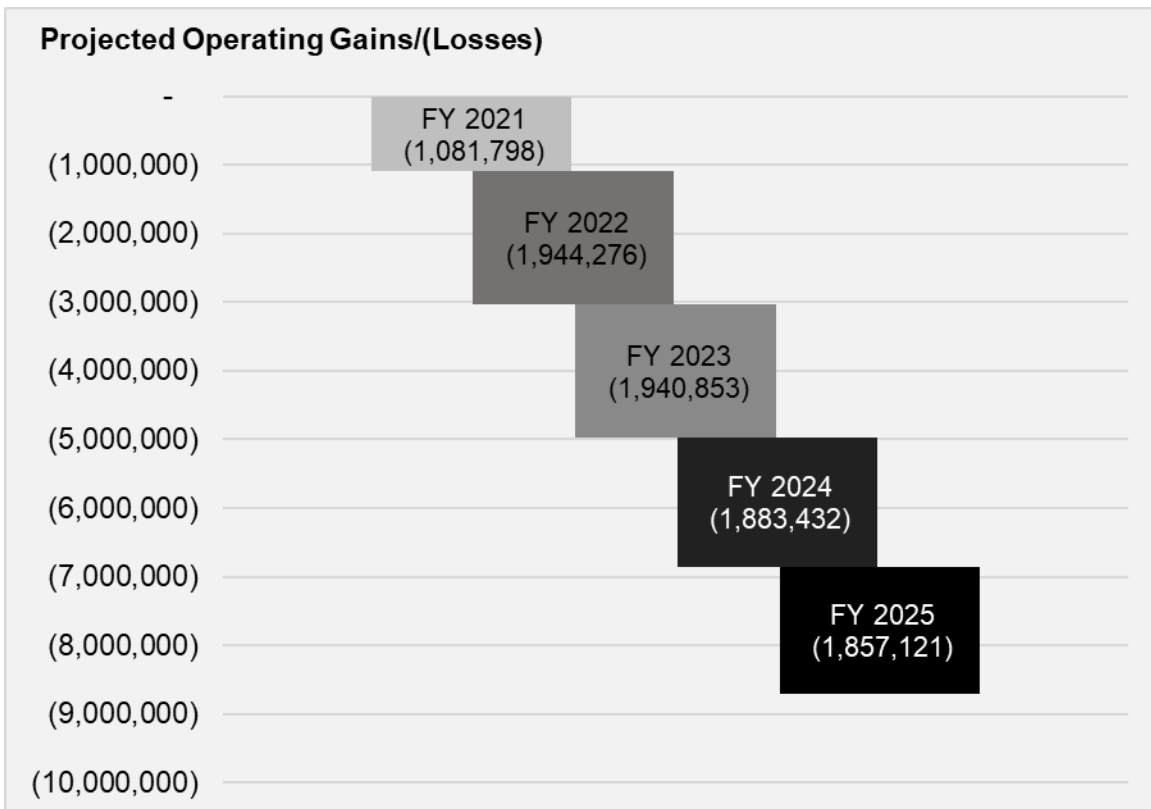


Five-Year Forecast

Staff has created a five-year forecast based on projected revenues and expenditures. Revenues are expected to decrease in 2021-22 by 20% due mostly to the end of several grants including:

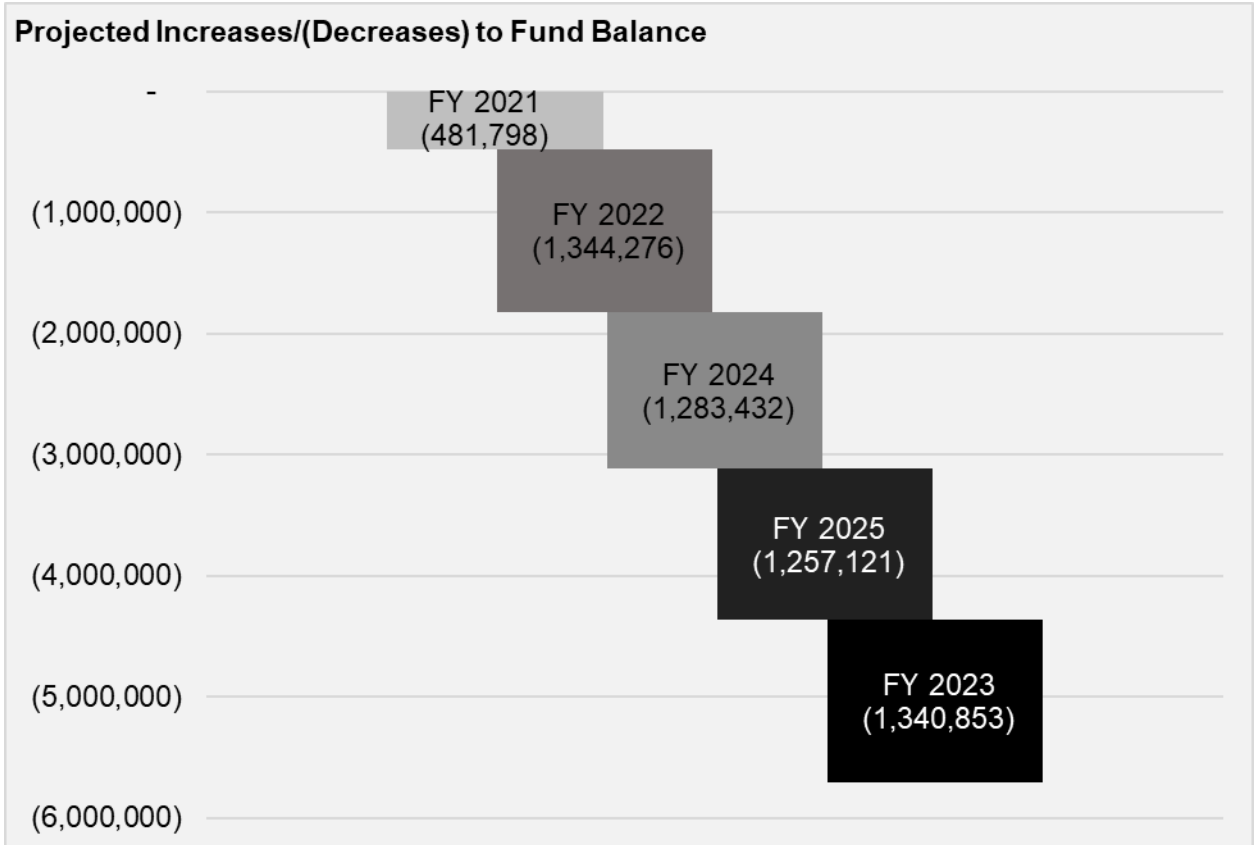
- Legacy TV for \$282,000,
- Legacy Radio for \$219,000,
- Healthy Network for \$150,000,
- Autism for \$37,000, and
- CPB for \$13,000.

While revenues are expected to increase by 5.7%, 6.5%, and 3.5%, during 2022-23, 2023-24, and 2024-25, respectively, expenses are expected to grow, as well, based largely on negotiated salary steps and benefits. Projections show that KVCR will continue to experience operating losses over the next five years for a grand total of \$8.7 million.



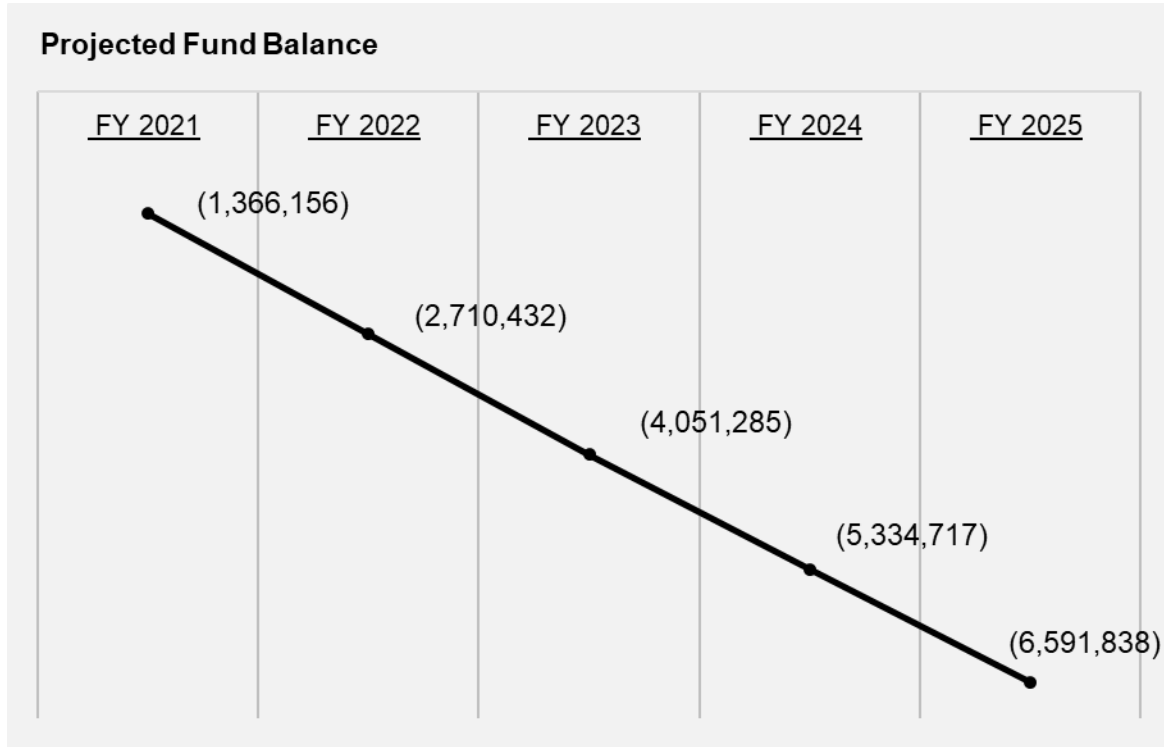


After applying annual FCC contributions, the estimated net decreases to KVCR's fund balance will total \$5.7 million.





By the end of fiscal year 2024-25, KVCR will have a negative fund balance in the amount of \$6,591,838. Although this deficit could potentially be funded using the principal of the FCC \$12 million endowment, this funding mechanism is strongly discouraged. If the principal of the endowment is used on an annual basis, the annual FCC contributions from endowment gains will need to decrease as well, driving the annual fund balance decreases even higher.





FIVE-YEAR FORECAST DETAIL FY 2020-21		TV (PBS)	RADIO (NPR)	TOTAL
Revenues:				
1	Corporation for Public Broadcasting Grant	451,514	-	451,514
2	Other Grants	918,858	45,000	963,858
3	Pledges (net of expenses)	260,000	265,000	525,000
4	Underwriting	30,000	195,000	225,000
5	Contributions, Gifts	28,750	28,250	57,000
6	Rentals and Leases	442,843	-	442,843
7	Other Local Revenues	51,714	-	51,714
8	Tribal Sponsorships	-	-	-
9	Total Revenues	2,183,679	533,250	2,716,929
10 Expenditures				
11	Classified Salaries	760,440	506,996	1,267,436
12	Benefits	336,679	230,234	566,913
13	Supplies & Materials	23,800	3,000	26,800
14	Other Expenses & Services	1,635,947	300,131	1,936,078
15	Capital Outlay	1,000	500	1,500
16	Total Expenditures	2,757,866	1,040,861	3,798,727
17	Operating Gain / (Loss)	(574,187)	(507,611)	(1,081,798)
18	FCC Contributions (KVCR \$12M Endowment)	300,000	300,000	600,000
19	Net Increase (Decrease) in Fund Balance	(274,187)	(207,611)	(481,798)
20	Estimated Beginning Fund Balance July 1, 20XX			(884,358)
21	Estimated Ending Fund Balance June 30, 20XX			(1,366,156)



FIVE-YEAR FORECAST DETAIL FY 2021-22		TV (PBS)	RADIO (NPR)	TOTAL
Revenues:				
1	Corporation for Public Broadcasting Grant	400,000	-	400,000
2	Other Grants	200,000	20,000	220,000
3	Pledges (net of expenses)	262,500	262,500	525,000
4	Underwriting	75,000	300,000	375,000
5	Contributions, Gifts	5,000	3,000	8,000
6	Rentals and Leases	540,000	-	540,000
7	Other Local Revenues	100,000	-	100,000
8	Tribal Sponsorships	-	-	-
9	Total Revenues	1,582,500	585,500	2,168,000
10 Expenditures				
11	Classified Salaries	795,094	567,392	1,362,486
12	Benefits	376,177	279,819	655,996
13	Supplies & Materials	24,276	3,060	27,336
14	Other Expenses & Services	1,544,795	520,134	2,064,929
15	Capital Outlay	1,020	510	1,530
16	Total Expenditures	2,741,362	1,370,915	4,112,276
17	Operating Gain / (Loss)	(1,158,862)	(785,415)	(1,944,276)
18	FCC Contributions (KVCR \$12M Endowment)	300,000	300,000	600,000
19	Net Increase (Decrease) in Fund Balance	(858,862)	(485,415)	(1,344,276)
20	Estimated Beginning Fund Balance July 1, 20XX			(1,366,156)
21	Estimated Ending Fund Balance June 30, 20XX			(2,710,432)



FIVE-YEAR FORECAST DETAIL FY 2022-23		TV (PBS)	RADIO (NPR)	TOTAL
Revenues:				
1	Corporation for Public Broadcasting Grant	420,000	-	420,000
2	Other Grants	204,000	30,000	234,000
3	Pledges (net of expenses)	275,000	275,000	550,000
4	Underwriting	90,000	310,000	400,000
5	Contributions, Gifts	6,000	4,000	10,000
6	Rentals and Leases	550,000	-	550,000
7	Other Local Revenues	125,000	1,500	126,500
8	Tribal Sponsorships	-	-	-
9	Total Revenues	1,670,000	620,500	2,290,500
10 Expenditures				
11	Classified Salaries	807,680	579,136	1,386,816
12	Benefits	407,183	301,682	708,866
13	Supplies & Materials	24,762	3,121	27,883
14	Other Expenses & Services	1,575,691	530,536	2,106,227
15	Capital Outlay	1,040	520	1,561
16	Total Expenditures	2,816,356	1,414,996	4,231,353
17	Operating Gain / (Loss)	(1,146,356)	(794,496)	(1,940,853)
18	FCC Contributions (KVCR \$12M Endowment)	300,000	300,000	600,000
19	Net Increase (Decrease) in Fund Balance	(846,356)	(494,496)	(1,340,853)
20	Estimated Beginning Fund Balance July 1, 20XX			(2,710,432)
21	Estimated Ending Fund Balance June 30, 20XX			(4,051,285)



FIVE-YEAR FORECAST DETAIL FY 2023-24		TV (PBS)	RADIO (NPR)	TOTAL
Revenues:				
1	Corporation for Public Broadcasting Grant	504,000	-	504,000
2	Other Grants	208,080	45,000	253,080
3	Pledges (net of expenses)	278,500	278,500	557,000
4	Underwriting	100,000	320,000	420,000
5	Contributions, Gifts	8,000	5,000	13,000
6	Rentals and Leases	550,000	-	550,000
7	Other Local Revenues	140,000	2,000	142,000
8	Tribal Sponsorships	-	-	-
9	Total Revenues	1,788,580	650,500	2,439,080
10 Expenditures				
11	Classified Salaries	827,156	586,936	1,414,092
12	Benefits	419,793	310,243	730,036
13	Supplies & Materials	25,257	3,184	28,440
14	Other Expenses & Services	1,607,205	541,147	2,148,352
15	Capital Outlay	1,061	531	1,592
16	Total Expenditures	2,880,472	1,442,041	4,322,512
17	Operating Gain / (Loss)	(1,091,892)	(791,541)	(1,883,432)
18	FCC Contributions (KVCR \$12M Endowment)	300,000	300,000	600,000
19	Net Increase (Decrease) in Fund Balance	(791,892)	(491,541)	(1,283,432)
20	Estimated Beginning Fund Balance July 1, 20XX			(4,051,285)
21	Estimated Ending Fund Balance June 30, 20XX			(5,334,717)



FIVE-YEAR FORECAST DETAIL FY 2024-25		TV (PBS)	RADIO (NPR)	TOTAL
Revenues:				
1	Corporation for Public Broadcasting Grant	550,000	-	550,000
2	Other Grants	212,242	50,000	262,242
3	Pledges (net of expenses)	280,000	280,000	560,000
4	Underwriting	110,000	325,000	435,000
5	Contributions, Gifts	10,000	6,000	16,000
6	Rentals and Leases	550,000	-	550,000
7	Other Local Revenues	150,000	2,000	152,000
8	Tribal Sponsorships	-	-	-
9	Total Revenues	1,862,242	663,000	2,525,242
10 Expenditures				
11	Classified Salaries	834,287	589,842	1,424,129
12	Benefits	423,878	312,404	736,282
13	Supplies & Materials	25,762	3,247	29,009
14	Other Expenses & Services	1,639,349	551,970	2,191,319
15	Capital Outlay	1,082	541	1,624
16	Total Expenditures	2,924,358	1,458,005	4,382,363
17	Operating Gain / (Loss)	(1,062,116)	(795,005)	(1,857,121)
18	FCC Contributions (KVCR \$12M Endowment)	300,000	300,000	600,000
19	Net Increase (Decrease) in Fund Balance	(762,116)	(495,005)	(1,257,121)
20	Estimated Beginning Fund Balance July 1, 20XX			(5,334,717)
21	Estimated Ending Fund Balance June 30, 20XX			(6,591,838)



COMMUNITY INPUT/DIVERSITY & EQUITY

The typical SBCCD/SBVC student is a 25-year-old Latinx female from San Bernardino. She is a high school graduate with no college degree that receives financial aid. She is a part-time, continuing student, taking classes during the day with a dream to obtain her BA after completing her AA.

Our recent survey posed the following question:

Considering the current and future needs of the Inland Empire, in your opinion, how should SBCCD spend its limited dollars to cover the \$1.2 million deficit?

Responses were split between Community Members/KVCR Donors and SBCCD Employees/Students. While there were more responses from the first group than the second, the percentages were very similar:

- 57% of Community Members and 65% of KVCR Donors prefer programming including NPR and PBS.
- 65% of SBCCD Employees and 69% of Students prefer KVCR to be offered as Access to Education and Career Training.

It is important to note the demographics of the responders:

Responders	White/Caucasian	50 Years Old or Older
Community Members	60%	63%
KVCR Donors	69%	82%
SBCCD Employees	41%	52%
Students	22%	16%

This summary clearly proves that KVCR is serving a different population demographic from that of a typical SBCCD/SBVC student.

Approval of this transition plan will allow for the alignment between KVCR and typical SBCCD/SBVC students by incorporating KVCR into the Institute of Media Arts (IMA) on the SBVC campus with continuing expansion of curriculum to provide our students with high-quality certificates and degrees.

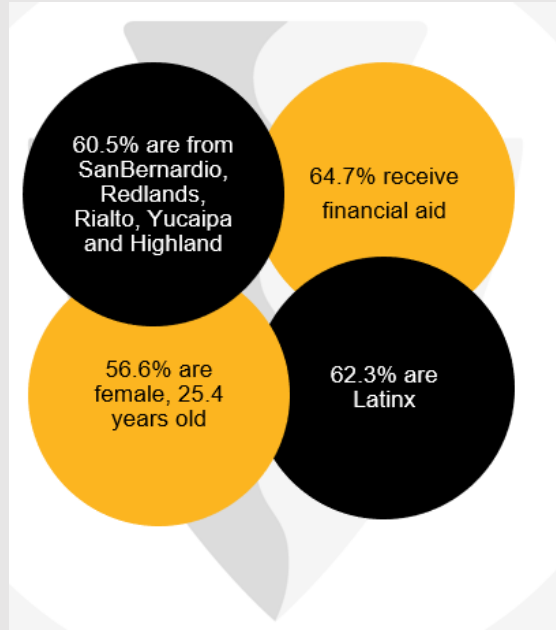




Table 16: What to do with deficit by CONSTITUENCY GROUP

	Provide Access to Education and Career Training at SBCCD		Provide Access to KVCR Programming Including NPR and PBS	
	Count	Percent	Count	Percent
Community Member	92	28%	185	57%
Government Official	3	50%	3	50%
Education Leader	19	40%	28	58%
Donor	89	27%	216	65%
Employee	107	65%	44	27%
Student	101	69%	34	23%
Prefer not to Say	27	8%	31	9%

It is important to note that 60% of Community Member responders are White/Caucasian and 69% of KVCR Donors responders are White/Caucasian. On the other hand, 41% of SBCCD Employees responders are White/Caucasian and 22% of SBCCD Students responders are White/Caucasian.

COMMUNITY MEMBER (N = 323)		
Asian	10	3%
Black/African American	11	3%
Hispanic/Latinx	56	17%
More than one race/ethnicity	23	7%
Native American/Alaskan Native	9	3%
Prefer not to say	21	7%
White/Caucasian	193	60%
KVCR DONOR (N = 334)		
Asian	12	4%
Black/African American	9	3%
Hispanic/Latinx	30	9%
More than one race/ethnicity	23	7%
Native American/Alaskan Native	1	< 1%
Pacific Islander	1	< 1%
Prefer not to say	26	8%
White/Caucasian	232	69%
SBCCD EMPLOYEE (N = 165)		
Asian	9	5%
Black/African American	11	7%
Hispanic/Latinx	47	28%
More than one race/ethnicity	5	3%
Native American/Alaskan Native	2	1%
Prefer not to say	23	14%



	COUNT	PERCENT
White/Caucasian	68	41%
SBCCD STUDENT (N = 147)		
Asian	4	3%
Black/African American	12	8%
Hispanic/Latinx	63	43%
More than one race/ethnicity	20	14%
Native American/Alaskan Native	3	2%
Prefer not to say	13	9%
White/Caucasian	32	22%

Furthermore, it is also important to note that 63% of Community Member responders are 50 years old or over and 82% of KVCR Donors are 50 years old or over. On the other hand, 52% of SBCCD Employees responders are 50 years old or over and 16% of SBCCD Students responders are 50 years old or over.

	COUNT	PERCENT
COMMUNITY MEMBER (N = 323)		
19 or Younger	2	1%
20-29 Years Old	13	4%
30-39 Years Old	40	12%
40-49 Years Old	52	16%
50 or Older	205	63%
Prefer not to say	11	3%
KVCR DONOR (N = 334)		
20-29 Years Old	4	1%
30-39 Years Old	21	6%
40-49 Years Old	28	8%
50 or Older	274	82%
Prefer not to say	7	2%
SBCCD EMPLOYEE (N = 165)		
20-29 Years Old	4	2%
30-39 Years Old	22	13%
40-49 Years Old	44	27%
50 or Older	86	52%
Prefer not to say	9	5%
SBCCD STUDENT (N = 147)		
19 or Younger	22	15%
20-29 Years Old	35	24%
30-39 Years Old	32	22%
40-49 Years Old	28	19%
50 or Older	24	16%
Prefer not to say	6	4%



This summary clearly proves that KVCR is serving a different population demographic from that of a typical SBCCD/SBVC student.

Approval of this transition plan will allow for the alignment between KVCR and typical SBCCD/SBVC students by incorporating KVCR into the Institute of Media Arts (IMA) on the SBVC campus with continuing expansion of curriculum to provide our students with high-quality certificates and degrees.

Survey Overview

SBCCD's Research, Planning and Institutional Effectiveness Department developed this survey in consultation with EMPIRE | KVCR and the SBCCD Marketing, Public Affairs and Government Relations Department.

The survey opened on February 15, 2021 and closed on February 21, 2021. Any responses that came in after the advertised close date were not included in the analysis.

The survey was distributed electronically to 49,343 constituents of the San Bernardino Community College District, including EMPIRE | KVCR 91.9 FM and TV Channel 24 donors and audience members. We received 1,383 completed surveys and an additional 422 partially completed surveys. The analyses below only include data from the completed surveys.

Survey Results

The following are results of the survey. The full report can be found on the SBCCD Research, Planning & Institutional Effectiveness webpage (<http://www.sbccd.org/research>), under KVCR Community Survey, or by clicking here www.sbccd.edu/bfs/survey.



Transition of KVCR: Community Servant to Educational Cornerstone

Figure 2A: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (By Constituency Group)?

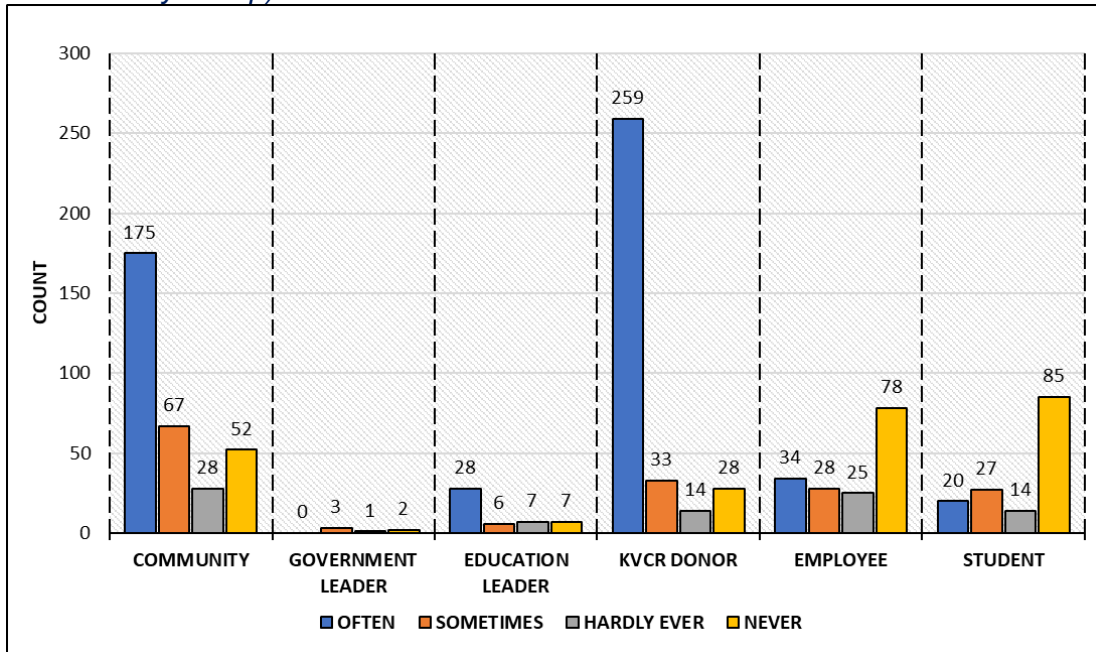


Figure 2B: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (By Race)?

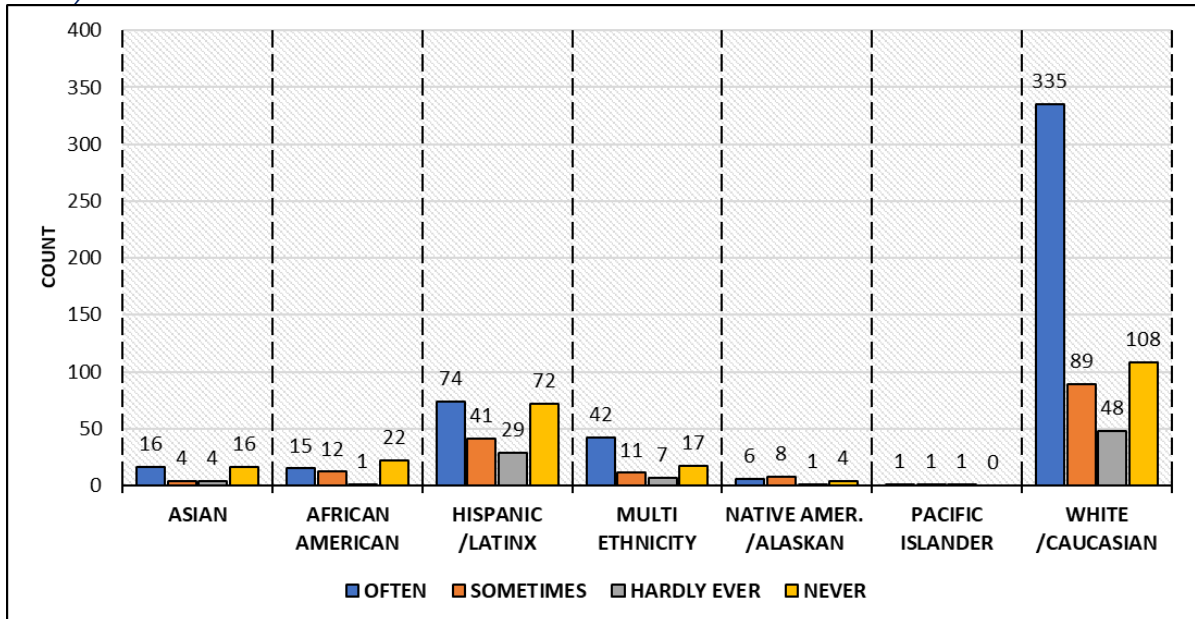




Figure 2C: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (By Age)?

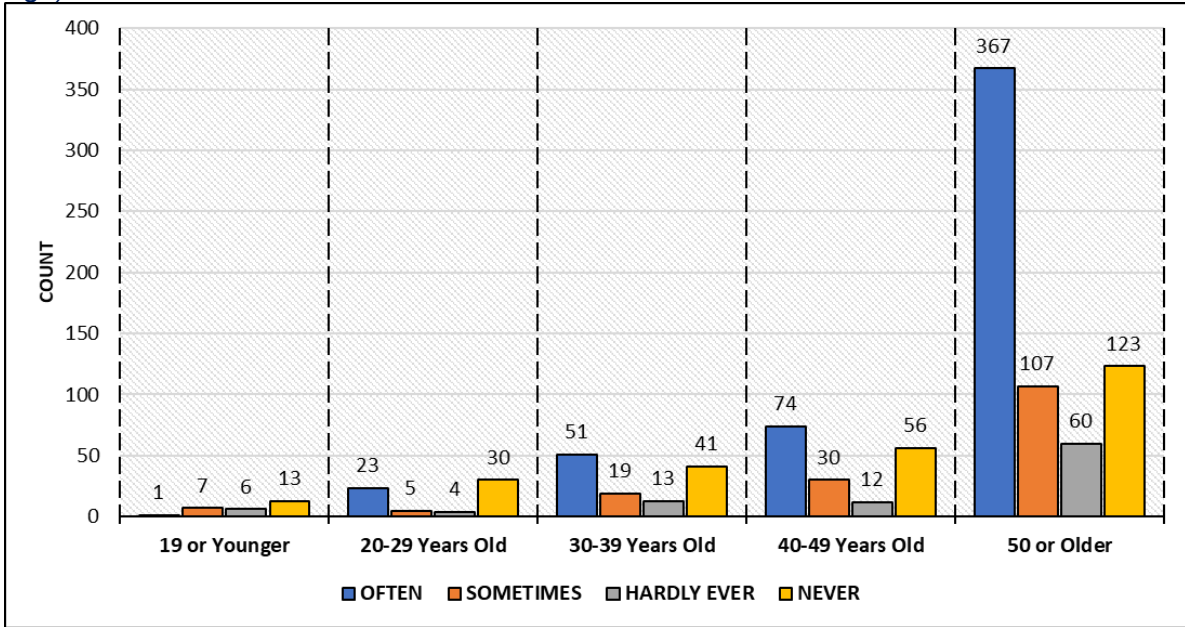


Figure 3A: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (By Constituency Group)?

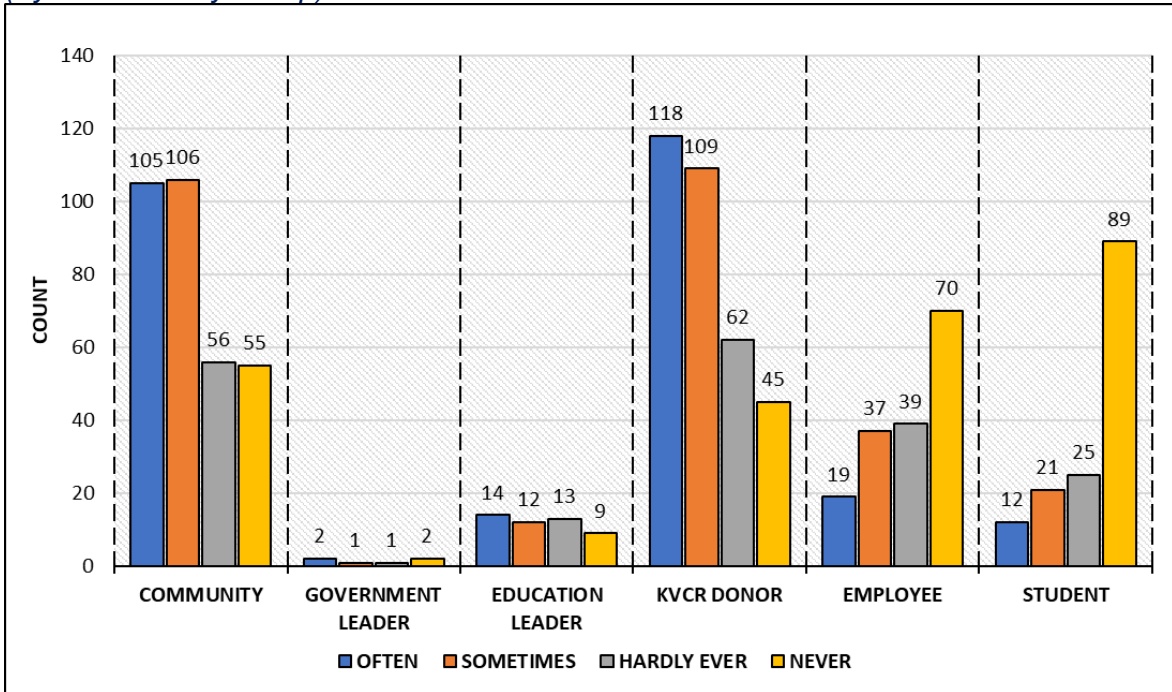




Figure 3B: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (By Race)?

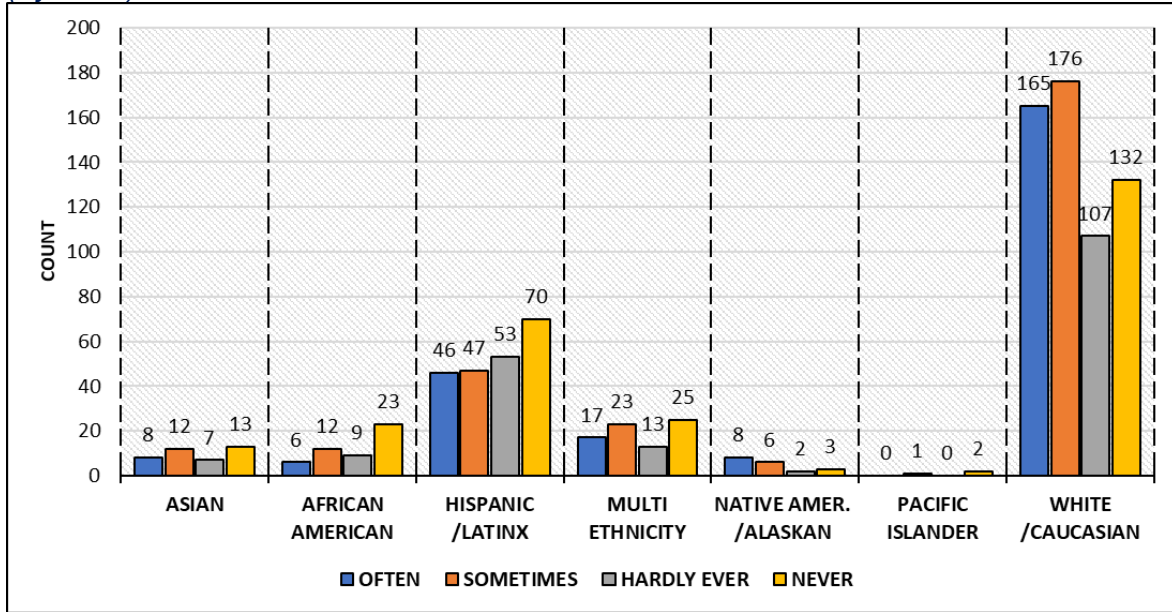


Figure 3C: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (By Age)?

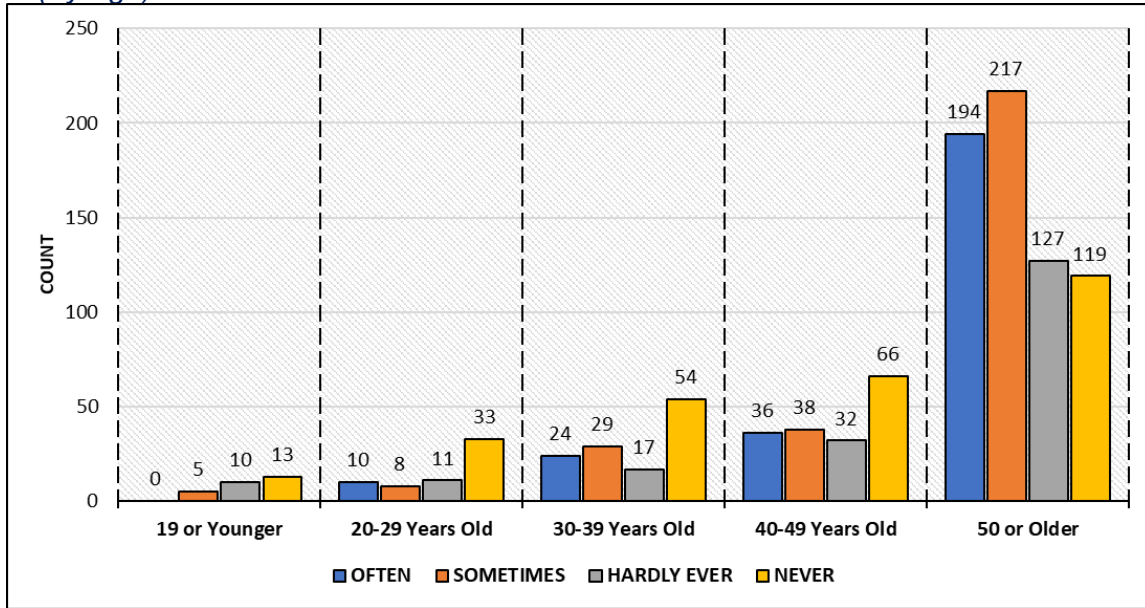




Figure 5B: EMPIRE | KVCR TV/FM is (By Race)?

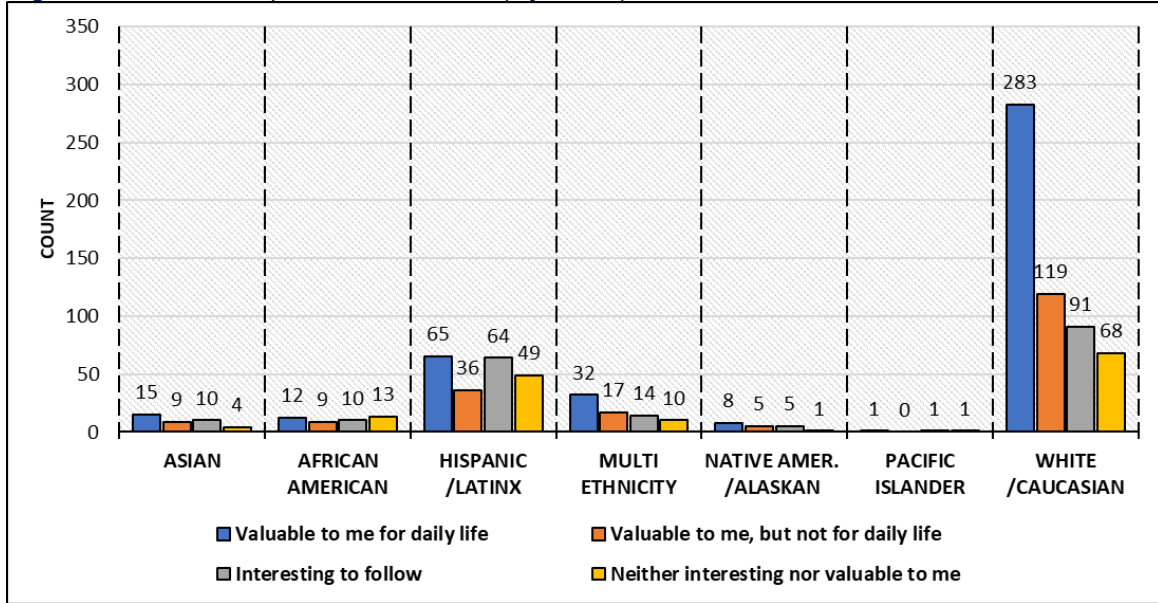


Figure 5C: EMPIRE | KVCR TV/FM is (By Age)?

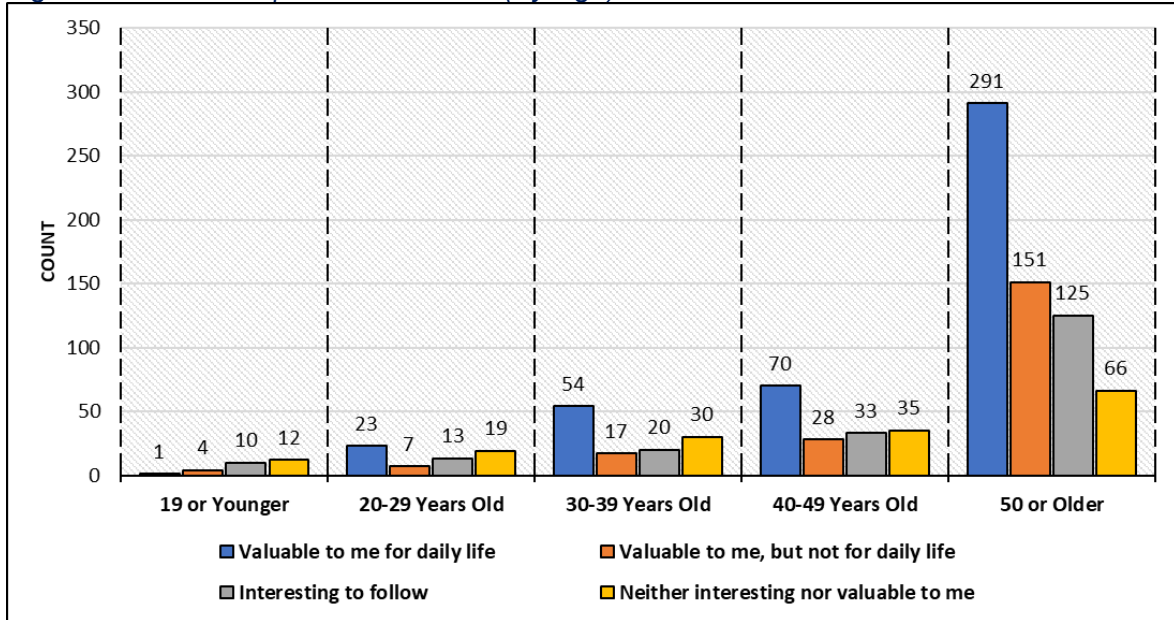




Figure 13: What to do with deficit by constituency group

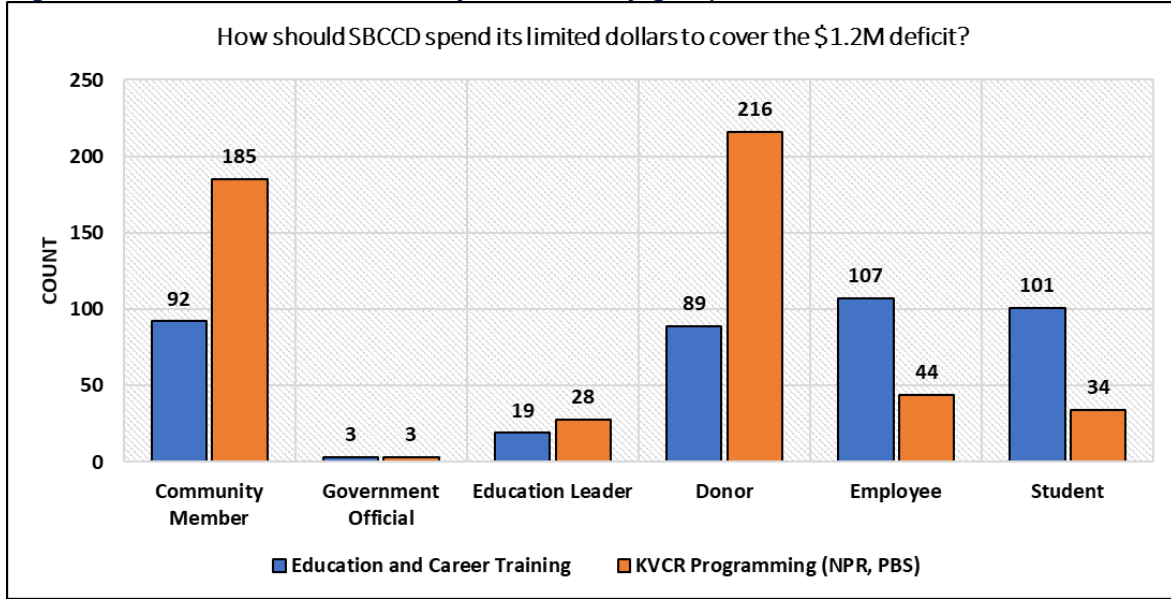


Figure 14: What to do with deficit by age

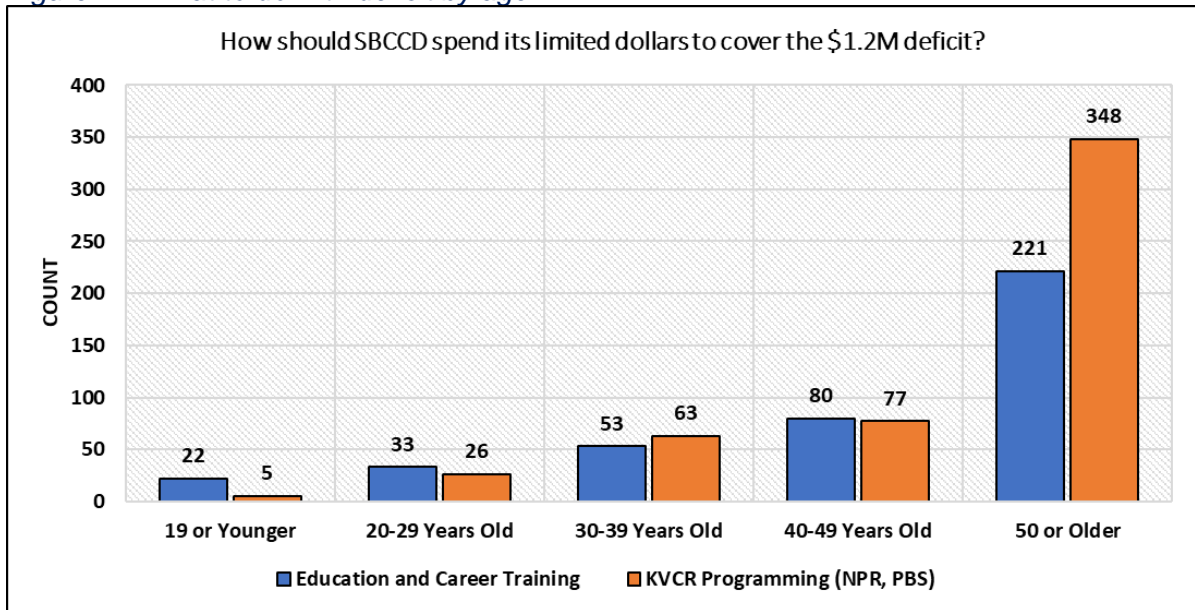




Figure 15: What to do with deficit by race/ethnicity

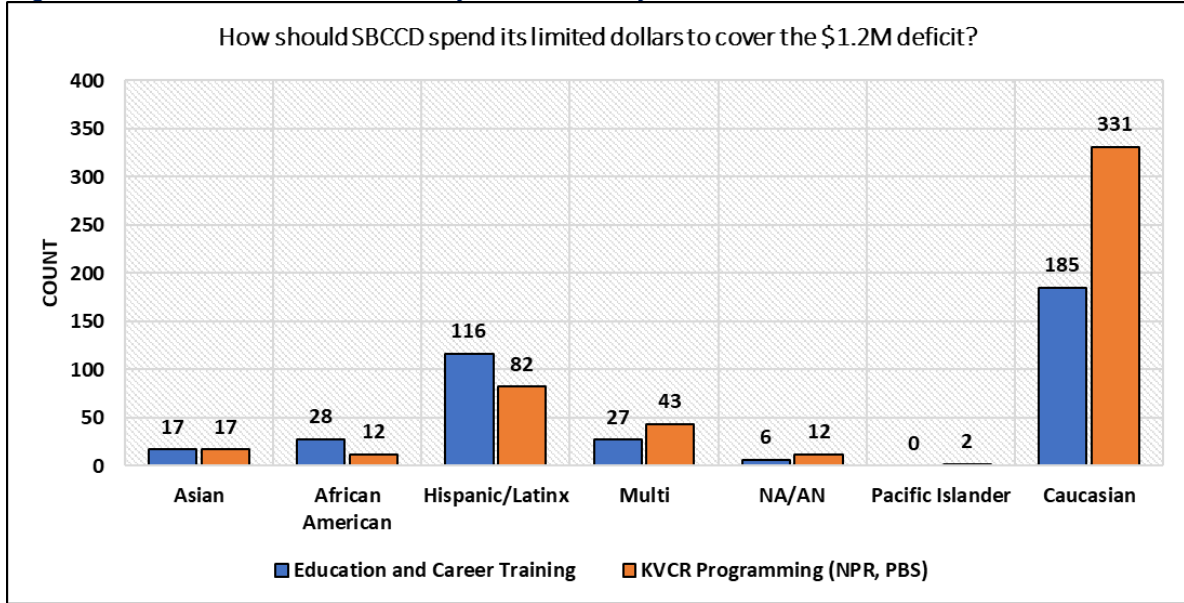


Figure 17: Support for student career training by constituency group

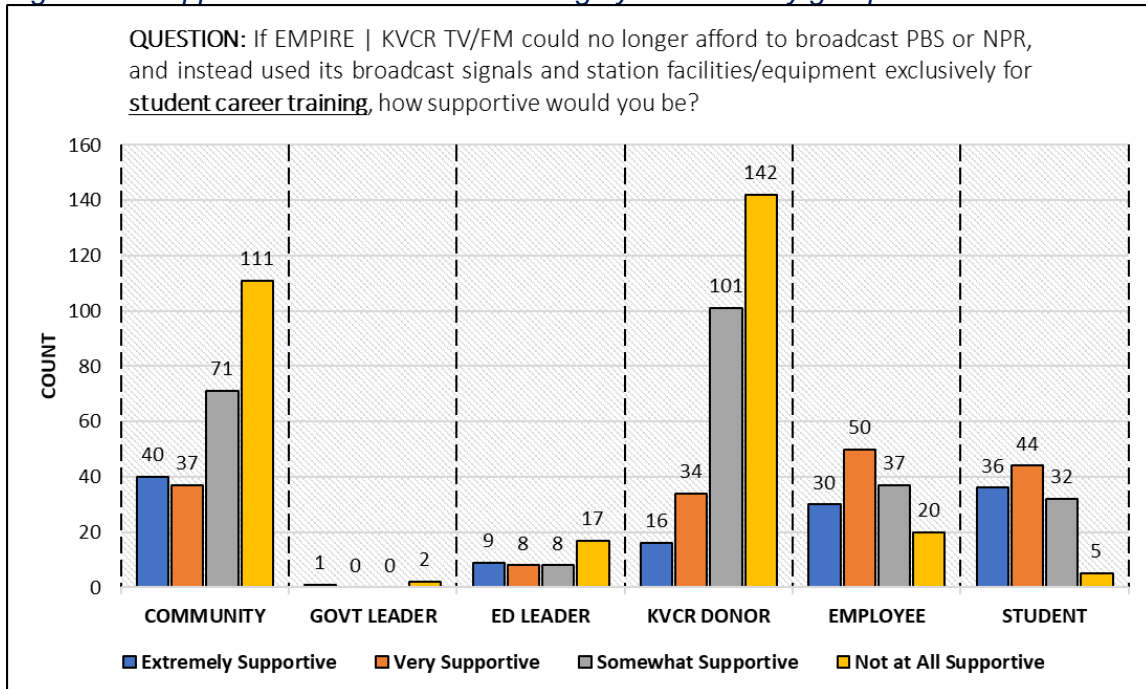




Figure 18: Support for student career training by age

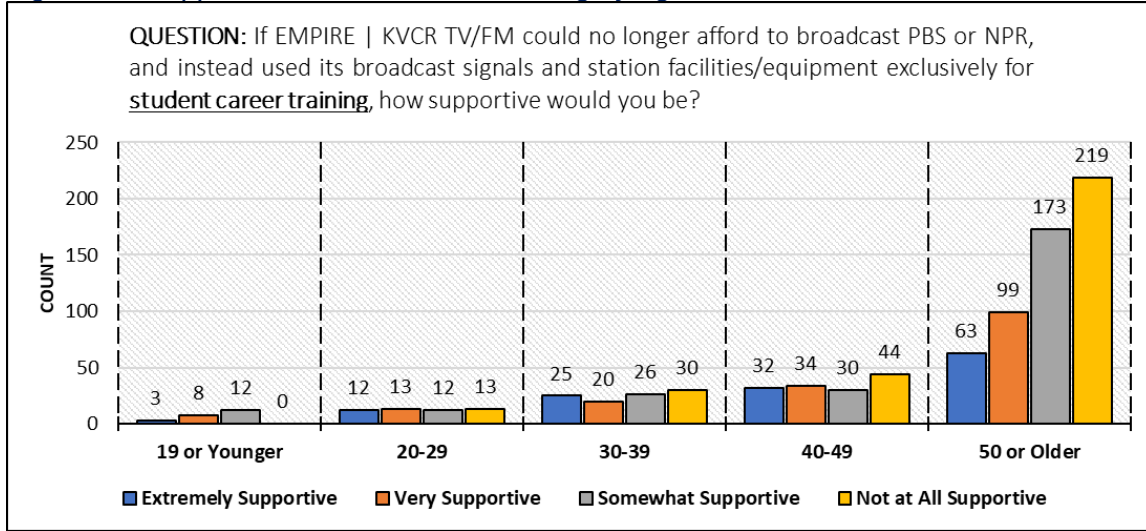
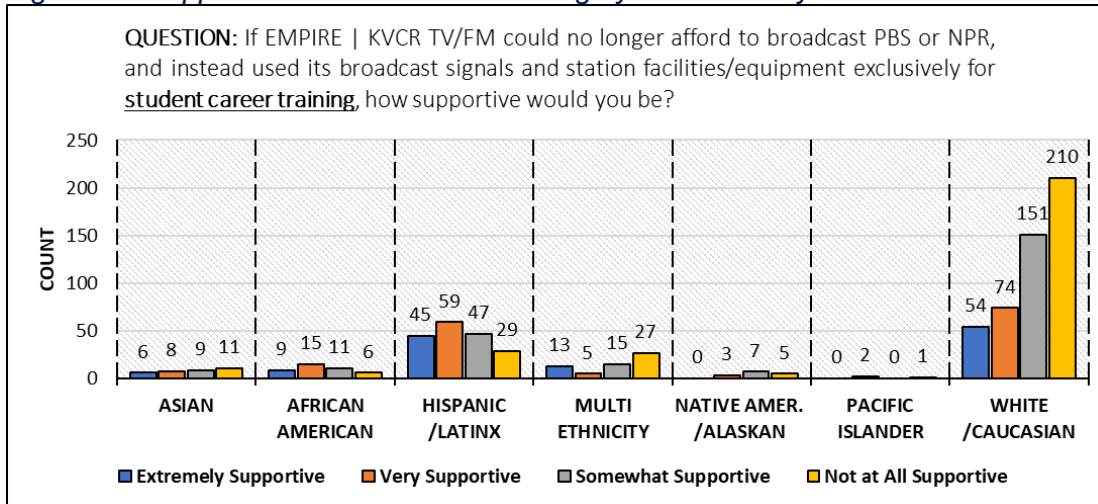


Figure 19: Support for student career training by race/ethnicity





ALIGNMENT BETWEEN KVCR AND SBVC INSTITUTE OF MEDIA ARTS

The alignment between KVCR and SBVC will be achieved by incorporating KVCR into the Institute of Media Arts (IMA) on the SBVC campus with continued expansion of curriculum to provide our students with high-quality certificates and degrees.



As KVCR transitions to SBVC, the existing courses will be reviewed and expanded through the curriculum and program review process. Programming will be student-produced, linked to curriculum, and supervised by faculty and classified professionals.

Initially, the 17 sections of FTVM will be offered, generating 47 FTES. These 47 FTES would generate approximately \$188,432 in revenue (\$4,009 x 47). Each year thereafter, FTES should increase 5% - 8% per year. It is important to note that many disciplines will be utilizing KVCR which may increase overall FTES. An analysis of job openings and the SBCCD environmental scan show an existing need to have the KVCR lab as an education and training asset for the region.

As an educational community access television and radio facility, the stations will have more freedom to air community-produced programming. This offers accomplished alumni, community members, and other community organizations to produce and air programming. Additionally, the facility and programs will allow opportunities for work experience and internships which will serve our students, as well as businesses in the region.



The Transition Plan highlights the alignment of KVCR with the Mission and Vision of San Bernardino Valley College. The results of the alignment will consist of the elimination of the annual \$2 million deficit while becoming an asset for the SBCCD students and community. Aligned with SBVC, KVCR will be a hub for learning, career/job preparation, and community engagement.

		
Mission	<p>San Bernardino Valley College maintains a culture of continuous improvement and a commitment to provide high-quality education, innovative instruction, and services to a diverse community of learners. Its mission is to prepare students for transfer to four-year universities, to enter the workforce by earning applied degrees and certificates, to foster economic growth and global competitiveness through workforce development, and to improve the quality of life in the Inland Empire and beyond.</p>	<p>The Mission of the Institute is to provide students majoring in media arts with pathways to further educational opportunities, increase practical experiences, and provide the communities of the Inland Empire with support for further economic development.</p>
Vision	<p>San Bernardino Valley College will become the college of choice for students in the Inland Empire and will be regarded as the alma mater of successful, lifelong learners. We will build our reputation on the quality of our programs and services and on the safety, comfort, and beauty of our campus. We will hold both our students and us to high standards of achievement and will expect all members of the college community to function as informed, responsible, and active members of society.</p>	<p>The Institute of Media Arts will provide students of the SBCCD with opportunities for integrated practical experience and serve as an exemplary platform for students' media arts.</p>



Programs, Certificates, Degrees and Curriculum

IMA currently offers the following programs, certificates, and degrees:

Program	Certificate/Degree
Film	AA Degree
Film, Television, and Electronic Media	AS-Transfer
Media Development	Certificate
Media Production	AA Degree
Post-Production	Certificate
Production	Certificate
Social Media Field Production	Certificate
Social Media narrative Production	Certificate
Social Media Studio Production	Certificate
Television	AA Degree

As KVCR transitions to SBVC, the existing courses will be reviewed and expanded through the curriculum and program review process. The below table shows curriculum currently in place that provides students with “hands-on” experience.

Course	Title	Course	Title
FTVM 098	Media Arts Work Experience	FTVM 122	Acting & Directing for Television & Film
FTVM 101	Intro to Electronic Media	FTVM 130	Survey of TV Studio & Film Production
FTVM 102	Intro to Media Aesthetics & Cinematic Arts	FTVM 131	Cinematography
FTVM 110	Audio Performance	FTVM 132	Commercial Video Production
FTVM 111	Studio Audio Production	FTVM 213	Audio Studio Operations
FTVM 112	Field Audio Production	FTVM 215	Audio Studio Operations
FTVM 114	Editing I	FTVM 222	Independent Study in Film, Television, & Media
FTVM 120	Intro to Screen & Broadcast Writing	FTVM 234	Short Film Production
FTVM 121	Intermediate Screen & Broadcast Writing	FTVM 235	Cinema Production



In addition, SBVC will continue to enhance to course offerings. For example, the campus is prepared to add the following courses to maximize productivity in the KVCR facility.

Course	Title	Course	Title
FTVM 133	Broadcast Journalism	FTVM 214	Radio Station Production
FTVM 134	Sports Broadcasting	FTVM 232	Motion Effects and Color Correction for Production
FTVM 198	Media Practicum		

Programming will be student-produced, linked to curriculum, and supervised by faculty and classified professionals. The following is an example of programming that could be connected to various productions.

Production	Athletic Events	Comedy Show	Anthology Series	Weekly News	Films/Series	Podcast Video
Classes	FTVM 134	FTVM 233	FTVM 234	FTVM 133	FTVM 235	FTVM 214
	FTVM 130	FTVM 120	FTVM 233	FTVM 132	FTVM 122	FTVM 213
	FTVM 131	FTVM 122	FTVM 131	FTVM 131	FTVM 131	FTVM 112
	FTVM 198	FTVM 130	FTVM 121	FTVM 112	FTVM 130	FTVM 111
	FTVM 112	FTVM 131	FTVM 122	FTVM 110	FTVM 121	FTVM 110
	FTVM 114	FTVM 111	FTVM 111	FTVM 114	FTVM 112	FTVM 130
	FTVM 215	FTVM 114	FTVM 114	FTVM 215	FTVM 114	FTVM 114
	FTVM 232	FTVM 215	FTVM 215	FTVM 232	FTVM 215	FTVM 215
	MUS 222	FTVM 232	FTVM 232	Mus 222	FTVM 232	FTVM 232
	Art 180	THART 166	THART 160x4	Art 180	THART 160x4	Mus 222
	Art 148	THART 167	THART 120/121	Art 148	THART 120/121	Art 180
	Art 149	THART 160x4	Mus 222	Art 149	Mus 222	Art 148
	Art 161	THART 120/121	Art 180	Art 161	Art 180	Art 149
		Mus 222	Art 148		Art 148	Art 161
		Art 180	Art 149		Art 149	
		Art 148	Art 161		Art 161	
		Art 149				
		Art 161				

Implications for Students and Job Market Analysis

The careers/jobs most requested by IMA students are filmmaker, producer, and director. However, a changing media job industry is leading to varied and exciting opportunities in businesses not directly categorized as a media entity. For example, to be successful in the ever-changing media industry, it is critical for graduates to be educated in overlapping disciplines (business, social media, marketing, etc.). Much of the recent change in traditional media has been a result of the impact of the digital revolution. News sources are often social, free, or low-cost, while major digital-based social media entities have become central



to the way in which businesses operate, affecting disciplines such as advertising and public relations.

An analysis of existing job openings and the SBCCD environmental scan show an existing need to have a KVCR lab as an educational and training asset for the region.

Sample Current Job Openings in the San Bernardino County Region

Job Available	Employer
Communications Specialist	San Manuel
Supervisor, Audio/Visual	Department of Defense
Social Media Engagement Specialist	Cardenas Market
Videographer	Crestline
Multi-media Content Producer	Highland
Videographer/Animator	San Bernardino
Special Effects and Animation	Garner Holt Productions
Social Media Team Lead	ERSI
Marketing and Communications	San Manuel

The following table shows the gaps for the extended SBCCD Service Region, which includes Riverside, San Bernardino, Orange, Los Angeles, and San Diego Counties.

Program Title	Annual Job Openings	Annual Completions	Gap	Median Hourly Wage
Computer Graphics	171	76	95	\$34.25
Radio & Television	1,095	324	772	\$31.82
Graphic Design	414	182	232	\$31.30
Cinematography & Film/Video Production	357	283	74	\$38.87
Visual & Performing Arts, General	157	95	62	\$24.44
Drama & Dramatics/Theater Arts, General	68	38	30	\$24.97
Music, General	1,028	431	596	\$30.26

Reference: EMSI – San Bernardino Community College District – Program Demand Gap Analysis: Environmental Scan and Review of Academic Programs

As part of the Guided Pathways work at SBVC, students will have a production and managerial arts pathway which include those occupations that combine technical skills and organizational and managerial knowledge to bring arts, media, and entertainment to the public.

Production and Managerial Arts Middle-Skill Occupations

Middle-skill Occupations	College Area 2019 Jobs	College Area Annual Job Openings	Regional Annual Job Openings	Regional Median Wage
Audio and Visual Equipment Technicians	91	11	87	\$18.65
Producers and Directors	48	5	58	\$30.34



Production and Managerial Arts Higher-Skill Occupations

Higher-skill Occupations	College Area 2019 Jobs	College Area Annual Job Openings	Regional Annual Job Openings	Regional Median Wage
Writers and Authors	173	21	184	\$25.20
Art Directors	78	10	100	\$24.62
Editors	52	7	87	\$25.96
Music Directors and Composers	115	14	85	\$22.59

Reference: Centers of Excellence/San Bernardino Valley College – Local Workforce Needs Assessment, November 2020

FTES

Initially, the 17 sections of FTVM will be offered, generating 47 FTES. These 47 FTES would generate approximately \$188,432 in revenue (\$4,009 x 47). Each year thereafter FTES should increase 5% - 8% per year.

It is important to note that many disciplines will be utilizing KVCR which may increase overall FTES. An analysis of job openings and the SBCCD environmental scan show an existing need to have the KVCR lab as an education and training asset for the region.

Community Partnerships

As an educational community access facility, the radio and television stations will have more freedom to air community-produced programming. This offers accomplished alumni, community members, and other community organizations to produce and air programming. Additionally, the facility and programs will allow opportunities for work experience and internships that will serve our students, as well as community businesses in the region.

The Institute of Media Arts will offer memberships to alumni and community members. This membership will allow access to the institute and off-set programming and production costs as needed.



Organization Management and Operating Budget

Facilities and Studios

San Bernardino Valley College will assume responsibility for the operation of the KVCR facility. Studios will be used collaboratively by the academic programs of the Institute of Media Arts, Music and Theater, among others. Current and future curriculum will utilize the studio areas for instruction and student productions.

Staffing

The program will be overseen by the Dean of Arts and Humanities and the Vice President of Instruction. Studio areas will be managed by the multi-media specialists, sound engineer, faculty, and clerical staff as appropriate. The new organizational structure will include:

- 2 full time multimedia specialists: radio and TV
- 1 full time sound engineer
- 2 full time clerical staff
- 1 full time career development specialist
- 1 professional expert - fund developer/ad sales
- 2 interns each year (our students that are more advanced or partnership with CSUSB media program - graduate students)

Computer Labs and Office Space

Computers currently in place can be easily converted to student lab areas for performing post-production edits, recording, and programming. Office areas will remain for spaces to accommodate the seven employees and faculty who are teaching in the building.

Additionally, some office space can be converted to studio instructional space, as well as a specialized area for all SBVC faculty to record lectures or online materials in an automated, sound-proofed booth. This booth will be equipped with state-of-the-art computers, recording and video equipment.



One-time Implementation Budget

The building, while recently renovated, cannot fulfill all the needs as is. A conversion of spaces will need to happen to accommodate all the planned curricular offerings. The source for the one-time implementation budget will be the Capital Outlay fund.

Budget Line	Amount
Onboarding and training of new personnel	\$ 80,000
Renovations of Space	200,000
Website Build for new KVCR Page	5,000
Marketing/Advertising	10,000
Total one-time implementation budget	\$295,000

Annual Operating Budget

The following budget is needed to create a successful asset for students learning, job preparation, and community engagement.

Annual Operating Budget	Amount
Revenues	
Media Academy Endowment Interest	\$400,000
Apportionment	190,000
Special Programs	105,000
Annual Memberships	10,000
Sponsorships	25,000
Studio Rentals	20,000
Total Revenues	\$750,000
Expenses	
Salaries and Benefits	\$645,000
Supplies and Materials	36,000
Other Expenses & Services	29,000
Capital Outlay	40,000
Total Expenditures	\$750,000
Net Surplus/(Deficit)	\$ 0



FNX

Of the respondents to our recent survey, 39% are familiar with FNX and 25% of them either often or sometimes tune into the channel. Only 6% did not agree on transferring full ownership and rights of FNX to its founding partner.

To promote the continued broadcast of Native American and World Indigenous content throughout the United States, it is being recommended that SBCCD negotiate the transfer of the FNX broadcast license and trademark to its founding partner, with any such final agreement being subject to Board approval.



Transfer of FNX Broadcast License and Trademark

Step 1

Negotiate the terms of the transfer of the license and trademark including any intellectual property and related real property lease to allow new licensee to broadcast from current facilities (if appropriate) and execute agreement (with Board approval).

Step 2

After executing the agreement, file the Application for Consent to Assignment of Broadcast Construction Permit or License within 30 days along with the application filing fee. It is important to note that new licensee may not take over operation until the FCC approves the application to transfer the broadcast license.

Survey Responses

The following tables show responses from the community regarding FNX. Did you know that EMPIRE | KVCR has a TV channel that is 100% dedicated to Native American and World Indigenous content called First Nations Experience (FNX)?

Table 12: Do you know about FNX?

	Count (N = 1,383)	Percent
Yes	545	39%
No	554	40%
Prefer Not to Say	284	21%

Table 13: How often to you watch FNX?

	Count (N = 1,383)	Percent
Often	134	10%
Sometimes	214	15%
Hardly Ever	169	12%
Never	575	42%
Prefer Not to Say	291	21%

Table 14: If the San Bernardino Community College District transfers full ownership and rights of FNX to its founding partner (a federally recognized American Indian tribe), how supportive would you be?

	Count (N = 1,383)	Percent
Extremely supportive	194	14%
Very supportive	259	19%
Somewhat supportive	246	18%
Not at all supportive	83	6%
Not sure	275	20%
Prefer Not to Say	326	24%



CONTINUED ACCESS TO NPR AND PBS

Approval of this transition plan will not result in a loss of access to NPR and PBS in our community. Inland Empire listeners will continue to have access to NPR and the 16 shows currently aired via KVCR radio through the KPCC public radio station. Furthermore, our community can continue accessing PBS and its great variety of shows including arts & culture, news & community, food & discovery, education, and kids programming through PBS SoCal and KCET. Best of all, as this plan is implemented, the region will gain access to content newly created by our SBCCD students and community.

KPCC advertises their content is available via web streaming, TuneIn Radio, iHeart Radio, smart speakers (Amazon and Google), FM radio stations, and HD radio. In addition, they offer live streaming, on-demand audio, and news headlines.

According to the Federal Communication Commission, there are 19 TV stations with a strong signal in zip code 92408 (San Bernardino); 3 of those 19 are PBS stations.

PBS SoCal promotes that all its programs are accessible for free through four broadcast channels, as well as available for streaming at pbsocal.org and on the PBS apps for mobile, and via connected TV platforms such as Android TV, Roku, Apple TV, Samsung, and Amazon Fire TV. In addition, viewers can access programs through paid streaming services such as Netflix, iTunes, Amazon Prime Video, and as a PBS Passport member.





Public Radio

According to the Nielsen Report (<https://ratings.radio-online.com/content/arb379>), the Riverside-San Bernardino region has a population of 2,145,300. The top three radio stations are Spanish stations with approximately 350,000 persons (calculated based on the formula provided). The region currently has access to two public radio stations (KUOR by KPCC and KVCR by San Bernardino Community College District). Between the two stations, there are approximately 32,000 people listening to public radio, with 15,017 listening to KVCR.

Based on an analysis of websites from KPCC and KVCR, there are sixteen shows that are broadcast on both radio stations. According to KPCC, access to content can be achieved via web streaming, TuneIn Radio, iHeart Radio, smart speakers (Amazon and Google), FM radio stations, and HD radio. In addition, they offer live streaming, on-demand audio, and news headlines.

There is no current data available for TV ratings for the Inland Empire; however, according to the Federal Communication Commission, there are nineteen stations with strong signals within zip code 92408 (San Bernardino). Three of those nineteen are PBS stations – KVCR, PBS SoCal, and KCET. A full list of various shows can be found at their respective websites.

According to PBS SoCal, all its programs are accessible for free through four broadcast channels, and available for streaming at pbssocal.org and on the PBS apps for mobile, and via connected TV platforms such as Android TV, Roku, Apple TV, Samsung, and Amazon Fire TV. In addition, viewers can access programs through paid streaming services such as Netflix, iTunes, Amazon Prime Video, and as a PBS Passport member.

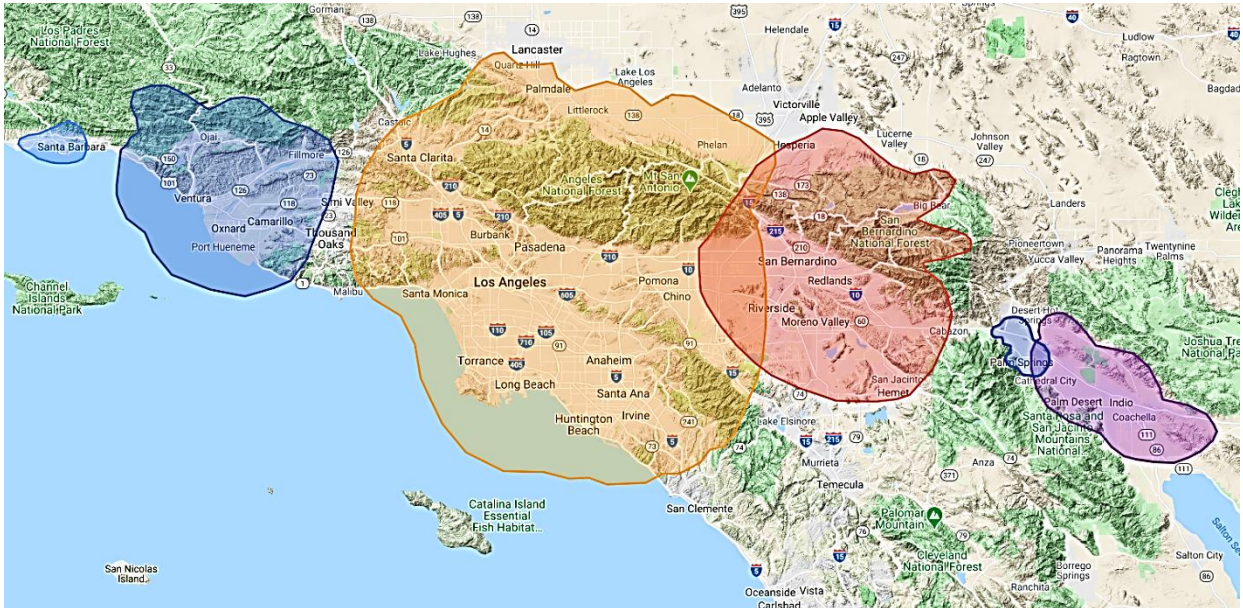
16 Shows Broadcast on Public Radio In the Inland Empire

1. All Things Considered
2. Ask Me Another
3. BBC World Service
4. Fresh Air
5. Marketplace
6. Morning Edition
7. On Point
8. On the Media
9. Our Body Politic
10. Radiolab
11. Reveal
12. Science Friday
13. Snap Judgment
14. TED Radio Hour
15. The New Yorker
16. Wait Wait...Don't Tell Me!



Public Radio Stations offered by KPCC (Source: <https://scpr.org/about/stations/>)

- 89.3 KPCC - Los Angeles & Orange County
Los Angeles, Pasadena, San Fernando Valley, Fullerton, Huntington Beach
- 89.1 KUOR - Inland Empire
San Bernardino, Riverside, Redlands, Crestline, Big Bear Lake
- 90.3 KVLA - Coachella Valley
Indio, Palm Springs, Palm Desert, Indian Wells, Rancho Mirage
- 89.5 KJAI - Ventura County
Ventura, Oxnard, Santa Paula, Camarillo, Ojai
- 89.9 K210AD - Santa Barbara
Santa Barbara, Goleta
- 93.3 K227BX - Palm Springs



(Source: <https://scpr.org/listen>)



Programs & Schedule at KPCC (Source: <https://scpr.org/programs>)

KPCC Programs

- AirTalk
- California City
- California Love
- FilmWeek
- FilmWeek Marquee
- Hollywood, The Sequel
- Norco 80
- Repeat
- Servant of Pod
- Take Two
- The Big One
- The Frame
- The LA Report
- Unheard LA: A Deeper Listen
- Yeah No, I'm Not OK

Other Programs

- 1A
- All Things Considered*
- America Are We Ready?
- Ask Me Another*
- BBC Newshour
- BBC World Service*
- Consider This
- Fresh Air*
- It's Been a Minute
- Latino USA
- Marketplace*
- Marketplace Morning Report
- Marketplace Tech
- Marketplace Weekend
- Morning Edition*
- On Point*
- On the Media*
- Our Body Politic*
- Q
- Radiolab*
- Reveal*
- Science Friday*
- Snap Judgment*
- SoCal Update
- TED Radio Hour*
- The California Report
- The Daily
- The Loh Down on Science
- The Moth Radio Hour
- The New Yorker*
- Radio Hour
- The Splendid Table
- The Takeaway
- This American Life
- Truth Be Told
- Wait Wait... Don't Tell Me!*
- Weekend Edition Saturday
- Weekend Edition Sunday

* These programs are offered at KVCR.

**Typical Daily Schedule for KPCC** (Source: <https://scpr.org/schedule/2021/03/01>)

12:00 AM - BBC World Service
02:00 AM - Morning Edition
09:00 AM - The Takeaway
10:00 AM - AirTalk
12:00 PM - Fresh Air
01:00 PM - All Things Considered
02:00 PM - Take Two
03:00 PM - Marketplace
03:30 PM - The Daily
04:00 PM - All Things Considered
06:30 PM - Marketplace
07:00 PM - 1A
08:00 PM - Fresh Air
09:00 PM - On Point
10:00 PM - Q
11:00 PM - BBC World Service



Public Television

There is no current data available for TV ratings for the Inland Empire; however, according to the Federal Communication Commission, there are nineteen digital TV stations with strong signals within zip code 92408 San Bernardino. Three of those nineteen are PBS stations.

TV Coverage for Zip Code 92408 (Source: <https://www.fcc.gov/media/engineering/dtvmaps>)

DTV Coverage

Signal Legends

Strong	Moderate	Weak	No Signal

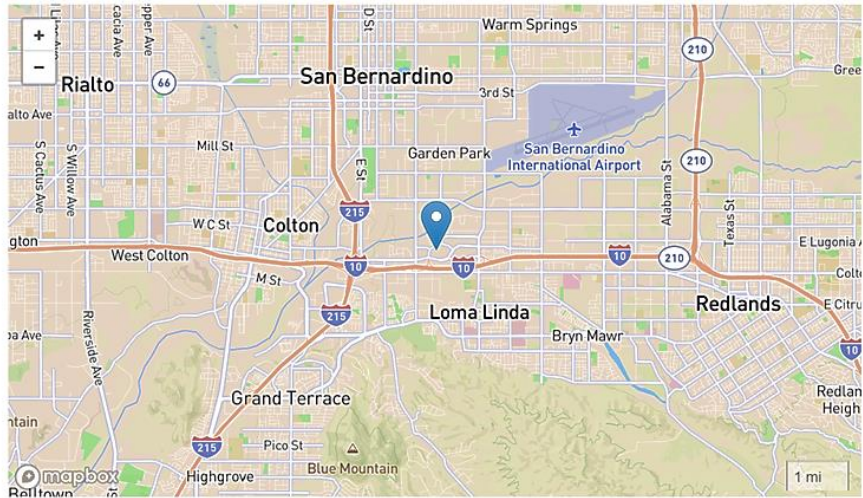
Incentive Auction (IA) Information

Mouse over the letter for more details about that callsign.

Callsign	Network	Ch#	Band	IA
----------	---------	-----	------	----

Click on callsign for detail

	KVCR-DT	PBS	24	Lo-V	RS
	KTBN-TV	TRIN	40	UHF	
	KTLA	CW	5	UHF	R
	KWHY-TV	Mund	22	Lo-V	RS
	KSCI	IND	18	UHF	
	KNBC	NBC	4	UHF	
	KCBS-TV	CBS	2	UHF	R
	KMEX-DT	UNIV	34	UHF	
	KVEA	TELE	52	UHF	R
	KFTR-DT	UNIM	46	UHF	
	KXLA	IND	44	UHF	R
	KCOP-TV	MY N	13	Hi-V	
	KTTV	FOX	11	Hi-V	
	KDOC-TV	NONE	56	Hi-V	RS
	KABC-TV	ABC	7	Hi-V	
	KCAL-TV	NONE	9	Hi-V	
	KCET		28	UHF	
	KPOM-CD		14	UHF	R
	KNLA-CD		50	UHF	R
	KPXN-TV	ION	30	UHF	R

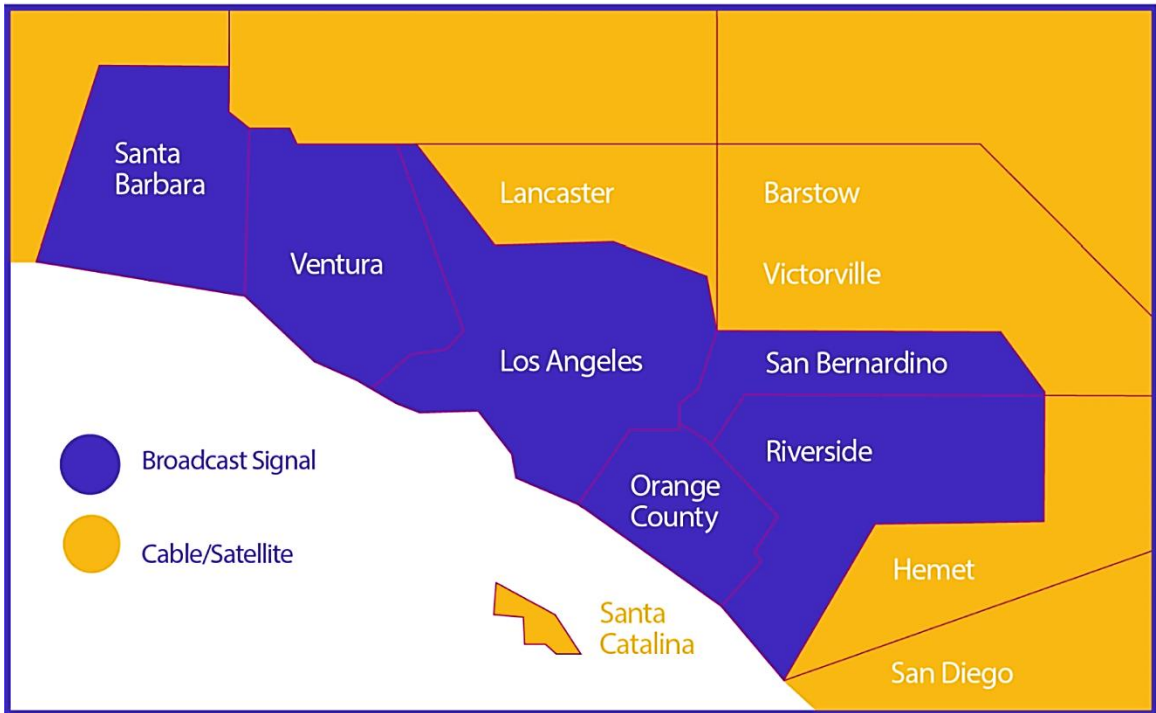


Please note:

These predictions are based on a terrain-sensitive propagation model resembling but not identical to the propagation model used when calculating service and interference contours for licensed broadcast television stations. Actual signal strength may vary based on a variety of factors, including, but not limited to, building construction, neighboring buildings and trees, weather, and specific reception hardware. Your signal strength may be significantly lower in extremely hilly areas. Click on a callsign for details about that station's Incentive Auction repacking plans.



PBS SoCal Service Area (Source: <https://www.pbssocal.org/about/broadcast-channels>)



KCET Service Areas (Source: <https://www.kcet.org/about/broadcast-area-and-channels>)





Viewing PBS (Source: <https://www.pbssocal.org/about>)

“PBS SoCal and KCET are the primary PBS stations for more than 19 million people across six diverse Southern California counties, and content channels of the Public Media Group of Southern California, formed by the 2018 merger of PBS SoCal and KCETLink Media Group.”

According to PBS SoCal, all programs are accessible for free through four broadcast channels, and available for streaming at [pbssocal.org](https://www.pbssocal.org) and on the PBS apps for mobile and via connected TV platforms Android TV, Roku, Apple TV, Samsung, and Amazon Fire TV. In addition, viewers can access the programs through paid streaming services such as Netflix, iTunes, Amazon Prime Video, and as a PBS Passport member.

Programs & Schedule

PBS SoCal and KCET offer a variety of shows including arts & culture, news & community, food & discovery, education, and kids programming.

A full list of various shows can be found at their respective websites.

- TV shows offered at KVCR (<https://video.kvcr.org/shows/?search=&genre=all-genres&source=all-sources&sortBy=a-z&stationId=d5fc9451-1456-4ea1-9476-4db346756a96>)
- TV shows offered at PBS SoCal (<https://www.pbssocal.org/shows>)
- TV shows offered at KCET (<https://www.kcet.org/schedule>)



TRANSITION TIMELINE

2021-2022	2022-2023
<ul style="list-style-type: none"> • Begin productions to air on KVCR fall 2023, spotlight on local artists and musicians, Faculty Ted Talk series, simulcast of podcasts and video • Relaunch program production board • Expanded studio space time negotiated and set • Launch podcast channel • Confirm contracts for new licensed content • Program on channel dictated by FTVM classes. • Continue to write original scripts to be produced in KVCR studio • Film pilots of weekly news, sports highlight show, hour drama show, and e-sports show • Write and develop scripts for sketch comedy show • Research various documentary concepts in collaboration with Crafton and SBVC history and sociology departments • Promote IMA memberships for alumni and community member producers that complete at least one FTVM certificate • As content is developed, reduce NPR and PBS content 	<ul style="list-style-type: none"> • Increase expanded student access to KVCR studio and offices • Begin production of weekly news show through broadcast journalism class • Begin production of reality TV focused on local artists, musicians, and theater professionals • Begin broadcast productions of radio, podcasts, and loco valley live sketch comedy shows • Begin rebranding of KVCR and promote new programs in conjunction with district and campus marketing • Begin production sports broadcasting with approved classes • Create inter disciplinary certificates for Art, FTVM, Theatre Arts, and Music • Begin shuttle service from Crafton to the Arrow train line at the University of Redlands providing transportation link between Crafton and SBVC • Write phase two of curriculum, script supervisor and unit production management • Budget to make studio space an eventual motion capture studio option • Sign MOUs with university/K-12 partners to use and produce content in KVCR • Finalize partnerships with local filmmakers to complete a database of local films for an IE based filmmaker showcase • Work with all faculty to develop content ideas that speak to the cultural needs of the community • As content is developed, reduce NPR and PBS content
2023-2024	2024-2025
<ul style="list-style-type: none"> • Complete transition of KVCR studio space to SBVC • Launch rental agreement program and studio services for production companies and local creative professionals • Research new curriculum ideas • Update curriculum as needed • Launch new station content produced by SBVC and Crafton Hills students • Produce and air SBVC athletics • Produce weekly hour drama shows written and produced by SBCCD students and other academic partners • As content is developed, reduce NPR and PBS content 	<ul style="list-style-type: none"> • Launch new curriculum as based on phase two • Reassess contracts of licensed content • Continue productions started • Produce new content or show ideas • Begin writing new transfer degree options that mixes all media forms • Cultivate ideas that speak to the cultural needs of the community • As content is developed, reduce NPR and PBS content



Recommendation

It is recommended that the Board of Trustees approve the KVCR Transition Plan to create alignment between KVCR and SBVC by June 2023, incorporating the facility and equipment into the Institute of Media Arts (IMA) on the SBVC campus, and continuing expansion of curriculum to provide students with high-quality certificates and degrees.





SBCCD KVCR COMMUNITY FEEDBACK SURVEY

PREPARED BY:

Christopher M. Crew, Ph.D.

Interim District Director of Research, Planning, and Institutional Effectiveness

SURVEY OVERVIEW:

SBCCD's Research, Planning and Institutional Effectiveness Department developed this survey in consultation with EMPIRE | KVCR and the SBCCD Marketing, Public Affairs and Government Relations Department.

The survey opened on February 15, 2021, and closed on February 21, 2021. Any responses that came in after the advertised close date were not included in the analysis.

The survey was distributed electronically to 49,343 constituents of the San Bernardino Community College District, including EMPIRE | KVCR 91.9 FM and TV Channel 24 donors and audience members. We received 1,383 completed surveys and an additional 422 partially completed surveys. The analyses below only include data from the completed surveys.

The response rate was 3% (1,383 of 49,343); however, Posthoc analysis shows that the survey only required a sample size of 1,045 respondents to achieve a margin of error of 3% with a confidence level of 95% (standard practice).

Document Notes: Please note that we made a few modifications to the raw data in the comments section only in this public document. We list them below so that you understand our decision process.

1. With a red box [REDACTED], we redacted the name and/or title of any individual mentioned negatively. We also redacted comments that were derogatory in nature.
2. We corrected clear spelling errors in the comments section via the Microsoft Word spell check feature. We did not edit for grammar or content.

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SURVEY RESPONSE STATISTICS AND RESPONDENT DEMOGRAPHICS

Table 1: Please select the option that you most closely identify with.

	Count (N = 1,383)	Percent
Community Member	323	23%
Government Leader	6	0%
Education Leader	48	3%
KVCR Donor	334	24%
SBCCD Employee	165	12%
SBCCD Student	147	11%
Prefer not to say	360	26%

Table 2: How old are you?

	Count (N = 1,383)	Percent
19 or Younger	28	2%
20-29 Years Old	62	4%
30-39 Years Old	124	9%
40-49 Years Old	172	12%
50 or Older	658	48%
Prefer not to say	339	25%

Table 3: What is your race/ethnicity?

	Count (N = 1,383)	Percent
Asian	40	3%
Black/African American	50	4%
Hispanic/Latinx	216	16%
More than one race/ethnicity	78	6%
Native American/Alaskan Native	19	1%
Pacific Islander	3	0%
White/Caucasian	581	42%
Prefer not to say	396	29%

Table 4: Please tell us your household income level.

	Count (N = 1,383)	Percent
Less than \$30,000	93	7%
\$30,000 - \$50,000	144	10%
\$50,000 - \$70,000	122	9%
\$70,000 - \$100,000	191	14%
Over \$100,000	336	24%
Prefer not to say	497	36%

SUMMARY:

1. Survey respondents are primarily KVCR donors (334) and community members (323).
2. Survey respondents are primarily 50 or older, White, with incomes over \$70K.

Table 5: Disaggregation of Constituency Group by Age

	COUNT	PERCENT		COUNT	PERCENT
COMMUNITY MEMBER (N = 323)			KVCR DONOR (N = 334)		
19 or Younger	2	1%	19 or Younger	0	0%
20-29 Years Old	13	4%	20-29 Years Old	4	1%
30-39 Years Old	40	12%	30-39 Years Old	21	6%
40-49 Years Old	52	16%	40-49 Years Old	28	8%
50 or Older	205	63%	50 or Older	274	82%
Prefer not to say	11	3%	Prefer not to say	7	2%
GOVERNMENT LEADER (N = 6)			SBCCD EMPLOYEE (N = 165)		
19 or Younger	0	0%	19 or Younger	0	0%
20-29 Years Old	1	17%	20-29 Years Old	4	2%
30-39 Years Old	0	0%	30-39 Years Old	22	13%
40-49 Years Old	1	17%	40-49 Years Old	44	27%
50 or Older	4	67%	50 or Older	86	52%
Prefer not to say	0	0%	Prefer not to say	9	5%
EDUCATION LEADER (N = 48)			SBCCD STUDENT (N = 147)		
19 or Younger	1	2%	19 or Younger	22	15%
20-29 Years Old	0	0%	20-29 Years Old	35	24%
30-39 Years Old	5	10%	30-39 Years Old	32	22%
40-49 Years Old	10	21%	40-49 Years Old	28	19%
50 or Older	31	65%	50 or Older	24	16%
Prefer not to say	1	2%	Prefer not to say	6	4%

* Participants that chose not to identify their affiliation are not included in this table (N = 360)

Table 6: Disaggregation of Constituency Group by Race/Ethnicity

	COUNT	PERCENT		COUNT	PERCENT
COMMUNITY MEMBER (N = 323)			KVCR DONOR (N = 334)		
Asian	11	3%	Asian	12	4%
Black/African American	56	17%	Black/African American	9	3%
Hispanic/Latinx	23	7%	Hispanic/Latinx	30	9%
More than one race/ethnicity	9	3%	More than one race/ethnicity	23	7%
Native American/Alaskan Native	21	7%	Native American/Alaskan Native	1	< 1%
Prefer not to say	193	60%	Prefer not to say	1	< 1%
White/Caucasian	11	3%	White/Caucasian	26	8%
GOVERNMENT LEADER (N = 6)			SBCCD EMPLOYEE (N = 165)		
Asian	1	17%	Asian	9	5%
Black/African American	1	17%	Black/African American	11	7%
Hispanic/Latinx	0	0%	Hispanic/Latinx	47	28%
More than one race/ethnicity	0	0%	More than one race/ethnicity	5	3%
Native American/Alaskan Native	2	33%	Native American/Alaskan Native	2	1%
Pacific Islander	0	0%	Pacific Islander	23	14%
Prefer not to say	0	0%	Prefer not to say	68	41%
White/Caucasian	2	33%	White/Caucasian	9	5%
EDUCATION LEADER (N = 48)			SBCCD STUDENT (N = 147)		
Asian	1	2%	Asian	4	3%
Black/African American	2	4%	Black/African American	12	8%
Hispanic/Latinx	8	17%	Hispanic/Latinx	63	43%
More than one race/ethnicity	4	8%	More than one race/ethnicity	20	14%
Native American/Alaskan Native	1	2%	Native American/Alaskan Native	3	2%
Pacific Islander	1	2%	Pacific Islander	0	0%
Prefer not to say	3	6%	Prefer not to say	13	9%
White/Caucasian	28	58%	White/Caucasian	32	22%

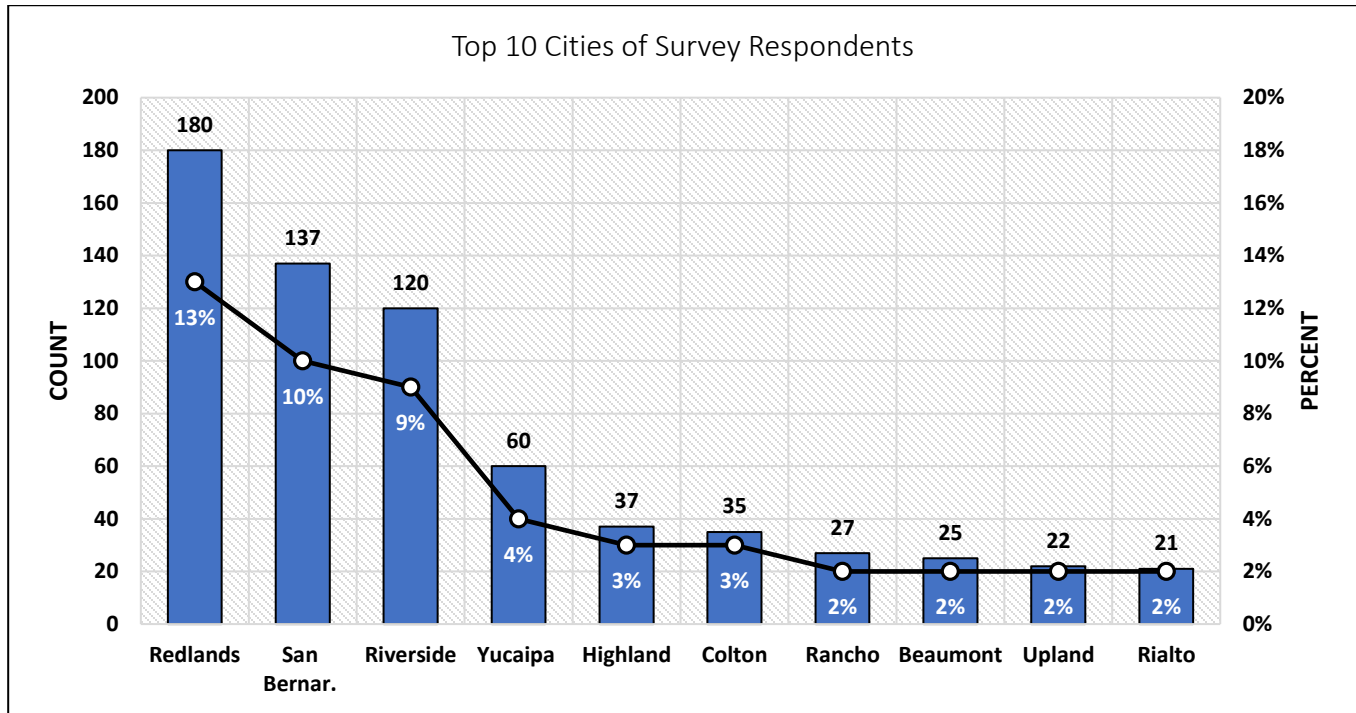
* Participants that chose not to identify their affiliation are not included in this table (N = 360)

Table 7: Disaggregation of Constituency Group by Income

	COUNT	PERCENT		COUNT	PERCENT
COMMUNITY MEMBER (N = 323)			KVCR DONOR (N = 334)		
Less than \$30,000	20	6%	Less than \$30,000	8	2%
\$30,000 - \$50,000	52	16%	\$30,000 - \$50,000	35	10%
\$50,000 - \$70,000	45	14%	\$50,000 - \$70,000	36	11%
\$70,000 - \$100,000	66	20%	\$70,000 - \$100,000	59	18%
Over \$100,000	93	29%	Over \$100,000	146	44%
Prefer not to say	47	15%	Prefer not to say	50	15%
GOVERNMENT LEADER (N = 6)			SBCCD EMPLOYEE (N = 165)		
Less than \$30,000	1	17%	Less than \$30,000	6	4%
\$30,000 - \$50,000	1	17%	\$30,000 - \$50,000	15	9%
\$50,000 - \$70,000	0	0%	\$50,000 - \$70,000	20	12%
\$70,000 - \$100,000	1	17%	\$70,000 - \$100,000	33	20%
Over \$100,000	1	17%	Over \$100,000	58	35%
Prefer not to say	2	33%	Prefer not to say	33	20%
EDUCATION LEADER (N = 48)			SBCCD STUDENT (N = 147)		
Less than \$30,000	2	4%	Less than \$30,000	49	33%
\$30,000 - \$50,000	1	2%	\$30,000 - \$50,000	29	20%
\$50,000 - \$70,000	7	15%	\$50,000 - \$70,000	11	7%
\$70,000 - \$100,000	9	19%	\$70,000 - \$100,000	14	10%
Over \$100,000	21	44%	Over \$100,000	10	7%
Prefer not to say	8	17%	Prefer not to say	34	23%

* Participants that chose not to identify their affiliation are not included in this table (N = 360)

Figure 1: What city do you live in?

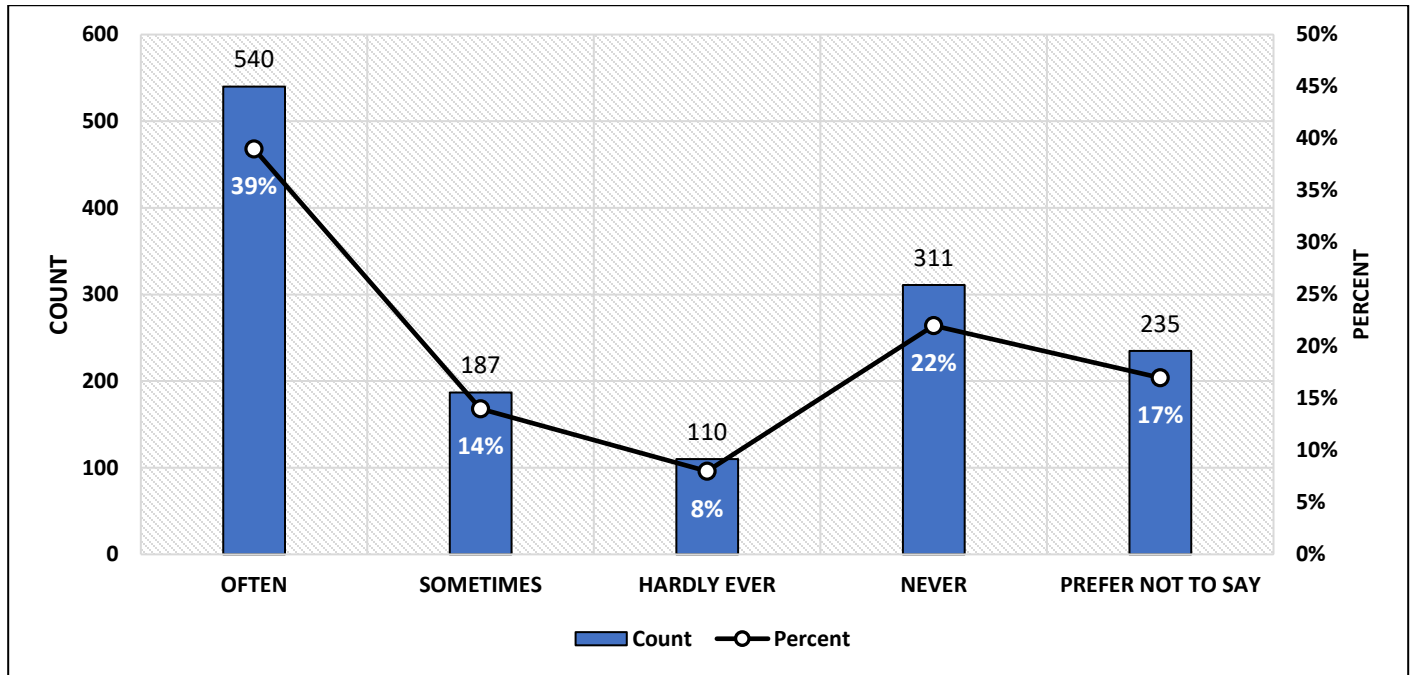


Summary:

1. Respondents represented 130 cities, 5 states, two countries.
2. 4 respondents were from out-of-state (Michigan, Nebraska, Pennsylvania, Texas) and one respondent was a non-citizen (Liverpool England).

**KVCR PROGRAMMING QUESTIONS:
KNOWLEDGE OF, EXPERIENCE WITH, AND
FREQUENCY OF USE BY CONSTITUENCY
GROUP AND DEMOGRAPHICS**

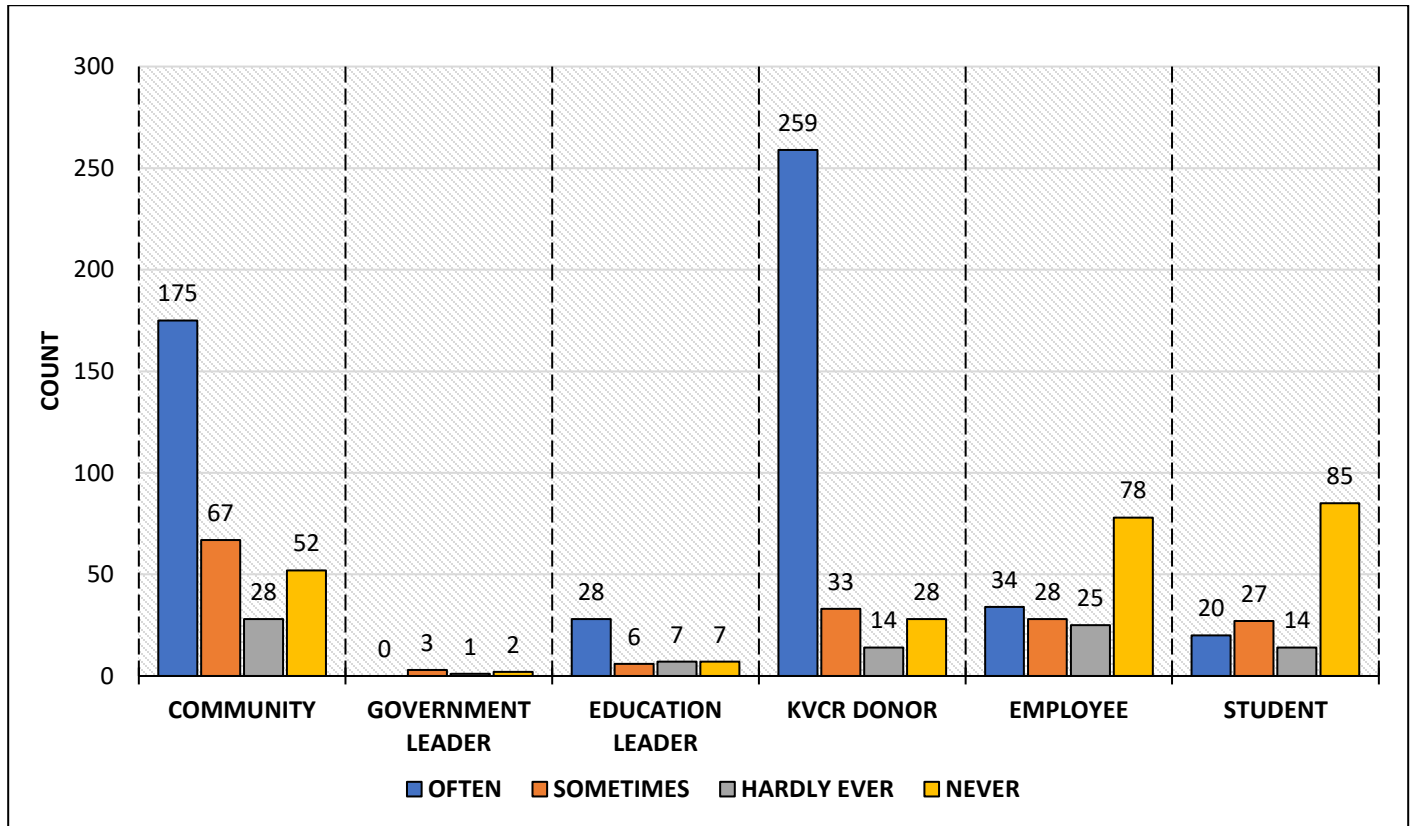
Figure 2: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (All Respondents)?



Notes:

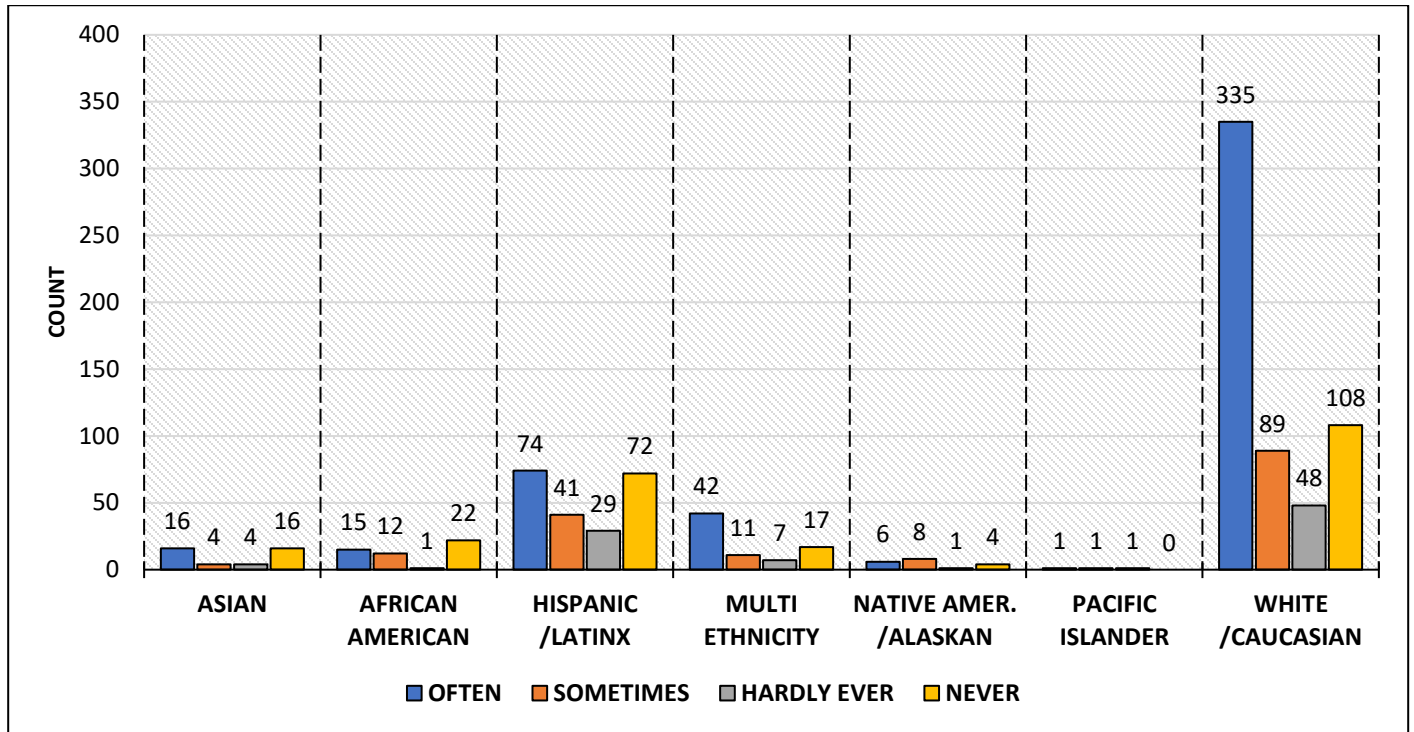
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 2A: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (By Constituency Group)?



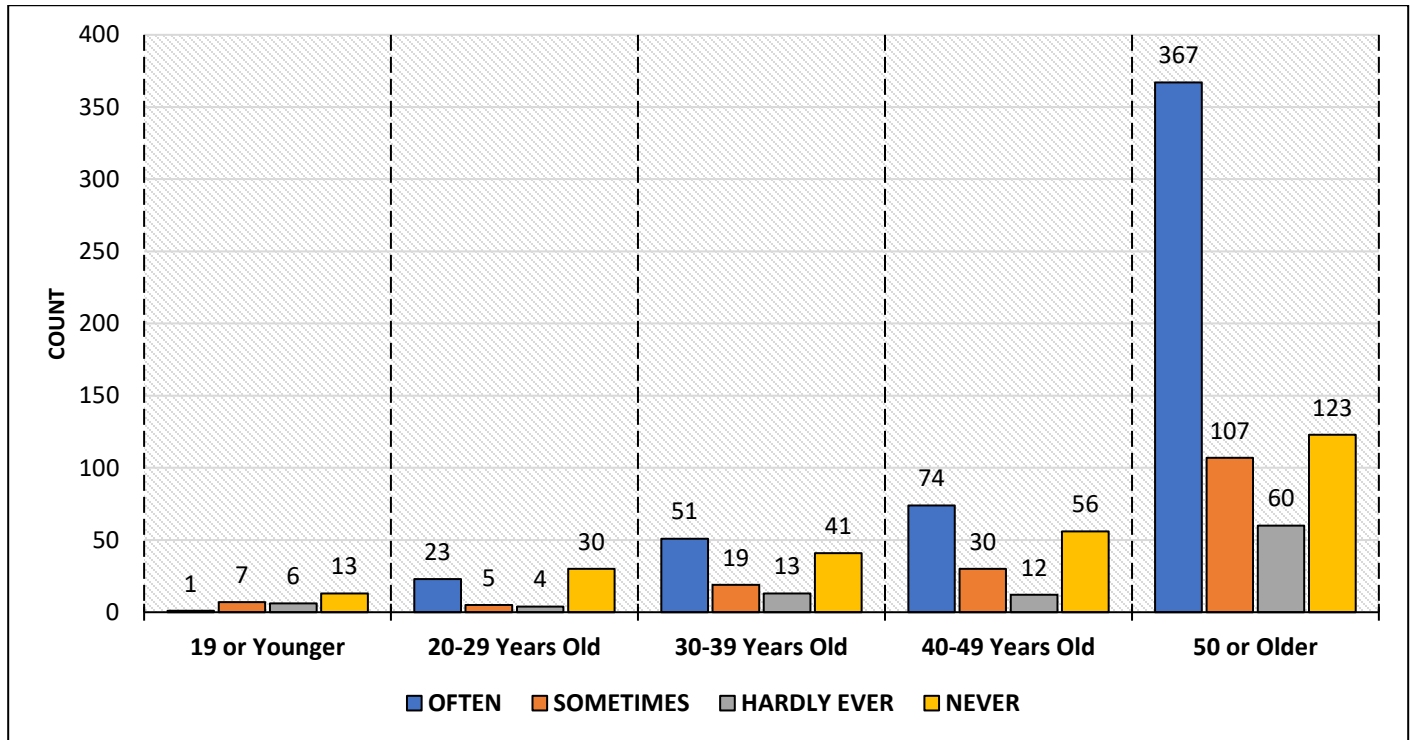
	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	175	54%	67	21%	28	9%	52	16%	1	0%
Government Leader	0	0%	3	50%	1	17%	2	33%	0	0%
Education Leader	28	58%	6	13%	7	15%	7	15%	0	0%
KCVR Donor	259	78%	33	10%	14	4%	28	8%	0	0%
SBCCD Employee	34	21%	28	17%	25	15%	78	47%	0	0%
SBCCD Student	20	14%	27	18%	14	10%	85	58%	1	1%
Prefer Not to Say	24	7%	23	6%	21	6%	59	16%	233	65%

Figure 2B: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (By Race)?



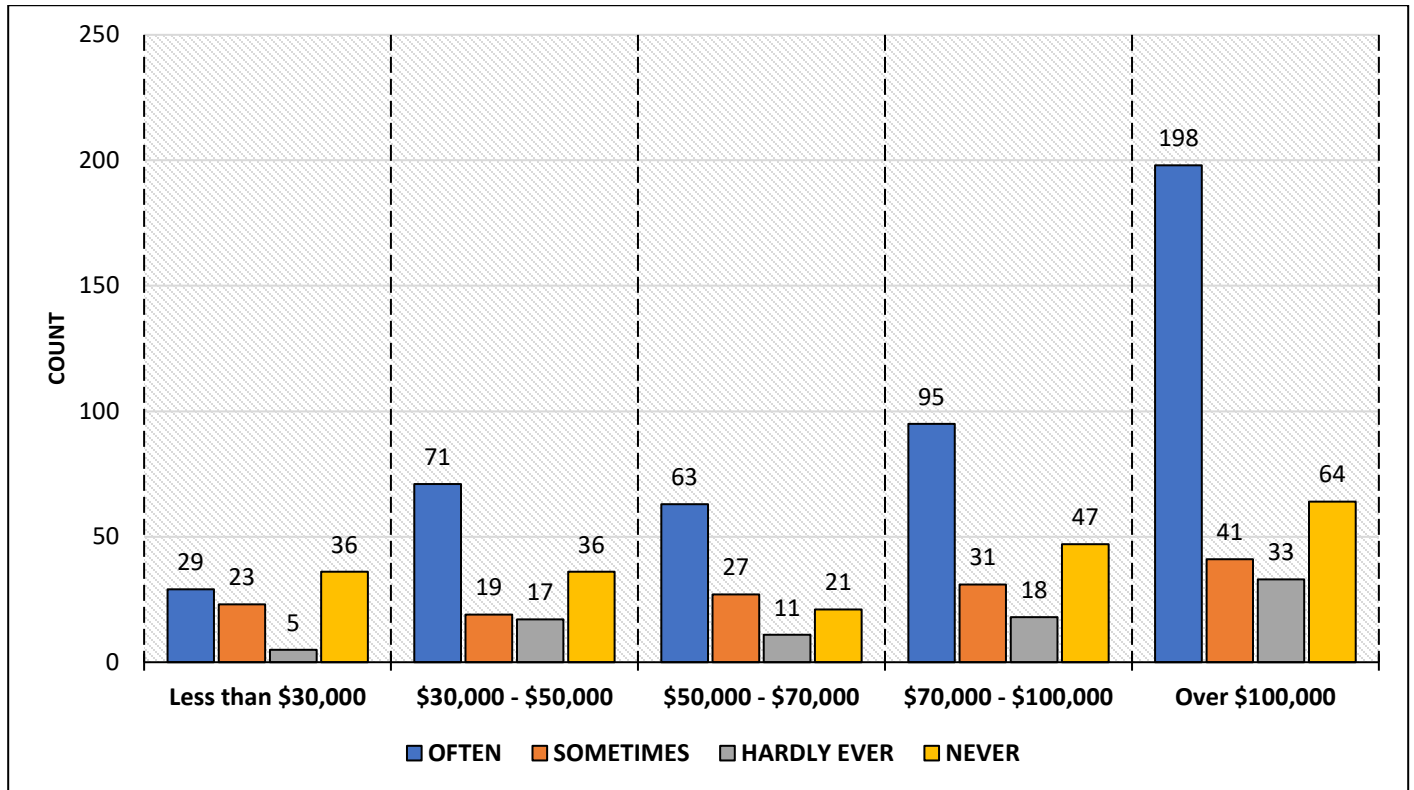
	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	16	40%	4	10%	4	10%	16	40%	0	0%
African American	15	30%	12	24%	1	2%	22	44%	0	0%
Hispanic/Latinx	74	34%	41	19%	29	13%	72	33%	0	0%
Multi-Race	42	54%	11	14%	7	9%	17	22%	1	1%
Native Am./Alaskan	6	32%	8	42%	1	5%	4	21%	0	0%
Pacific Islander	1	33%	1	33%	1	33%	0	0%	0	0%
White/Caucasian	335	58%	89	15%	48	8%	108	19%	1	0%
Prefer not to Say	51	13%	21	5%	19	5%	72	18%	233	59%

Figure 2C: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (By Age)?



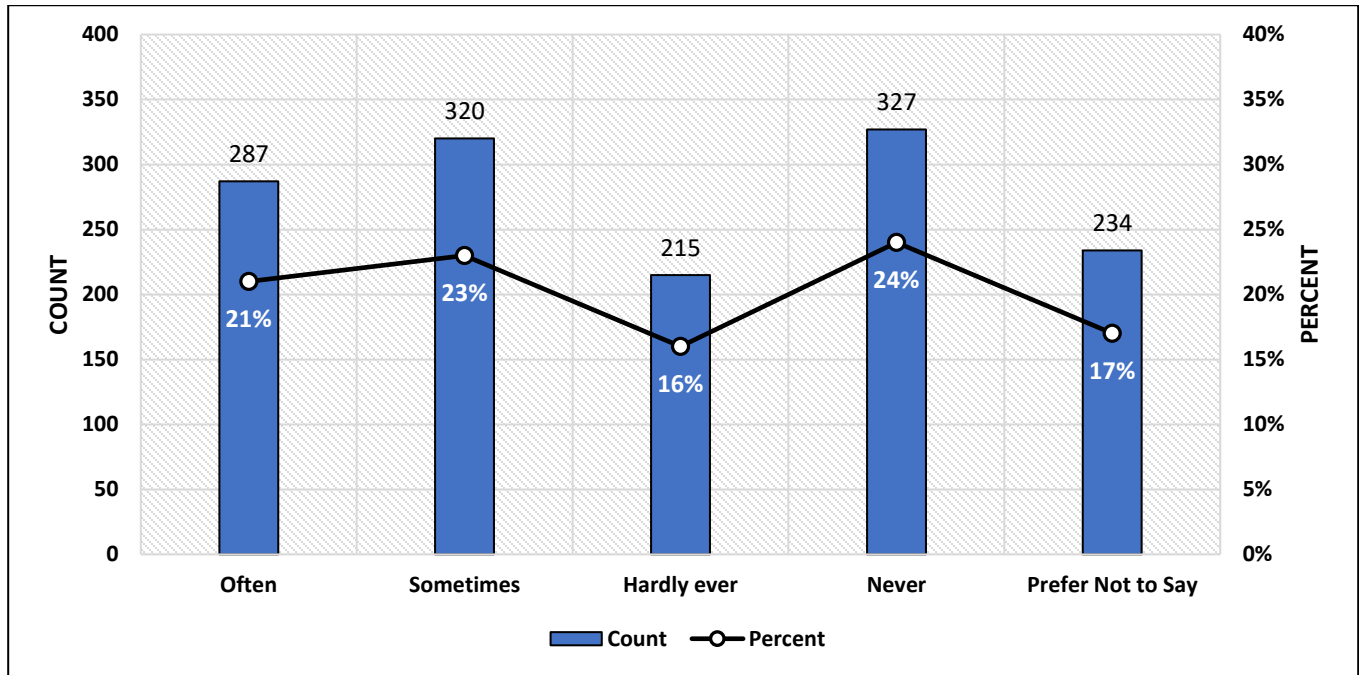
	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	1	4%	7	25%	6	21%	13	46%	1	4%
20-29 Years Old	23	37%	5	8%	4	6%	30	48%	0	0%
30-39 Years Old	51	41%	19	15%	13	10%	41	33%	0	0%
40-49 Years Old	74	43%	30	17%	12	7%	56	33%	0	0%
50 or Older	367	56%	107	16%	60	9%	123	19%	1	0%
Prefer not to Say	24	7%	19	6%	15	4%	48	14%	233	69%

Figure 2D: When it comes to EMPIRE | KVCR 91.9 FM, how frequently do you tune in (By Income)?



	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	29	31%	23	25%	5	5%	36	39%	0	0%
\$30k - \$50k	71	49%	19	13%	17	12%	36	25%	1	1%
\$50k - \$70k	63	52%	27	22%	11	9%	21	17%	0	0%
\$70k - \$100k	95	50%	31	16%	18	9%	47	25%	0	0%
Over \$100k	198	59%	41	12%	33	10%	64	19%	0	0%
Prefer not to Say	84	17%	46	9%	26	5%	107	22%	234	47%

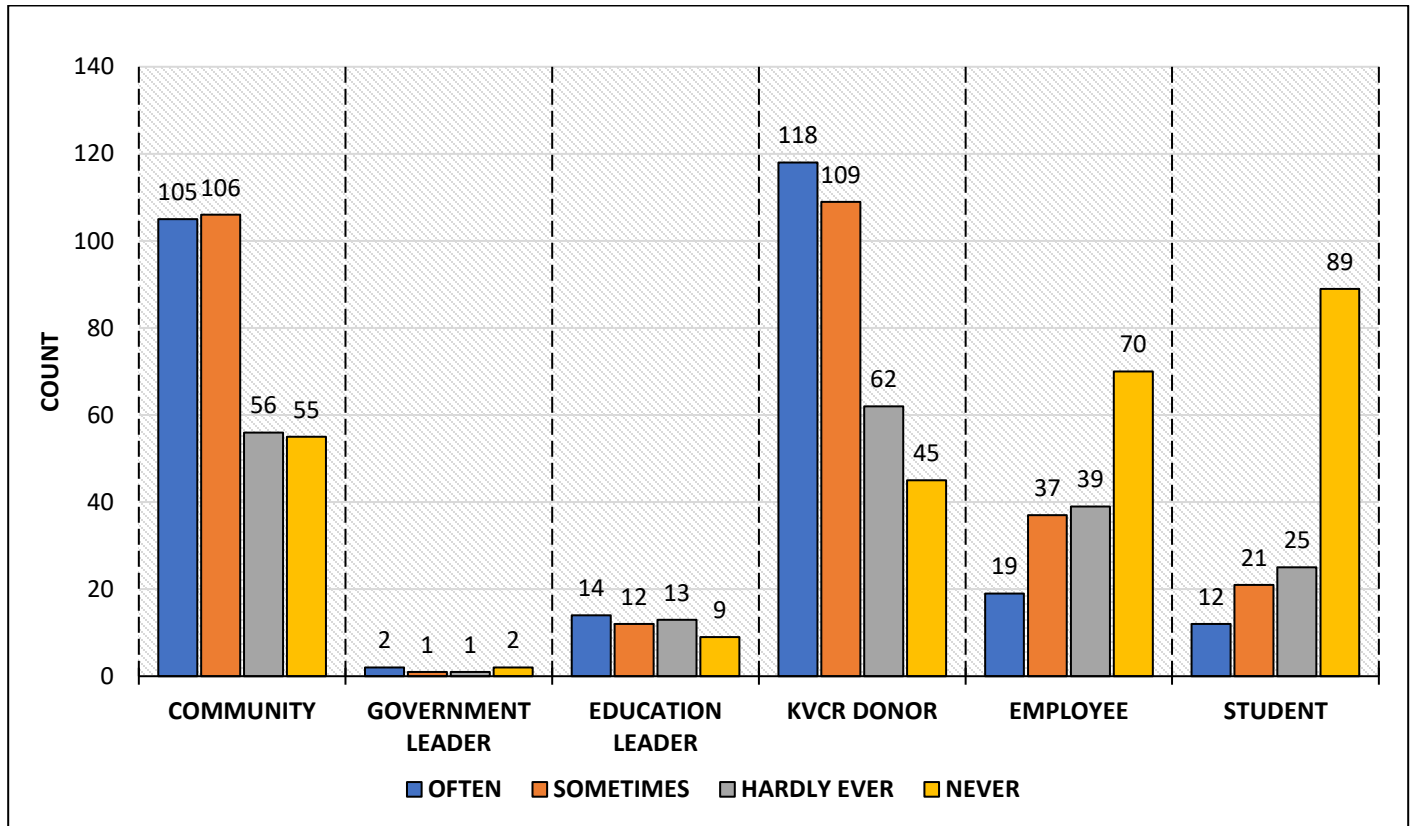
Figure 3: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (All Respondents)?



Notes:

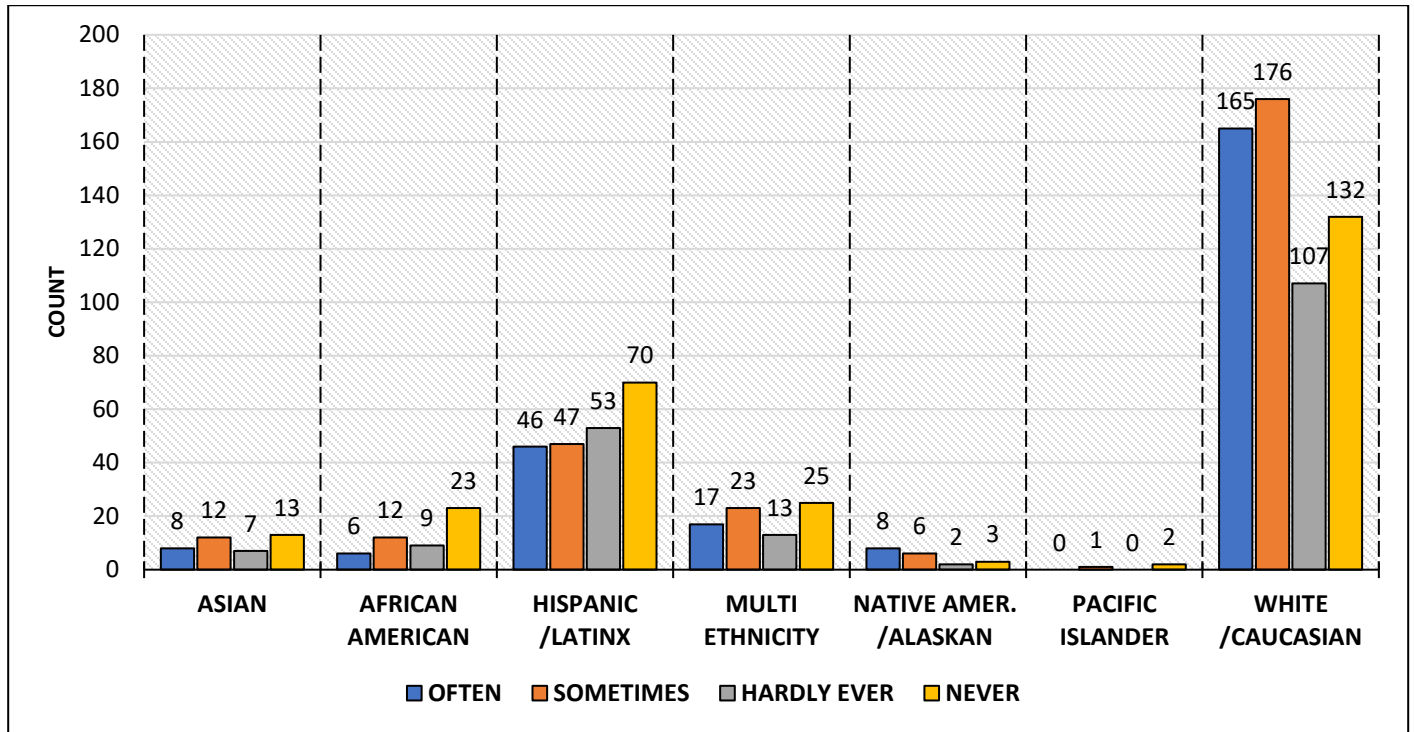
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 3A: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (By Constituency Group)?



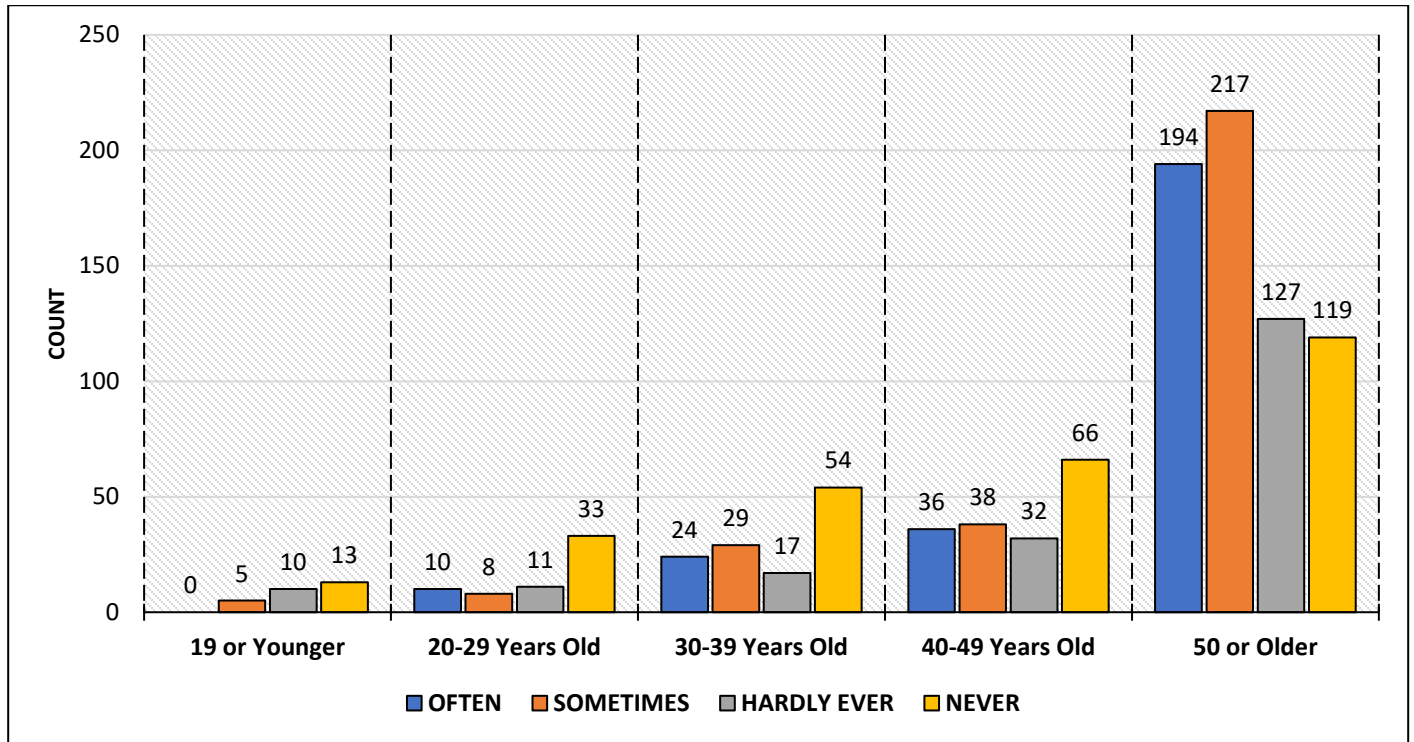
	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	105	33%	106	33%	56	17%	55	17%	1	0%
Government Leader	2	33%	1	17%	1	17%	2	33%	0	0%
Education Leader	14	29%	12	25%	13	27%	9	19%	0	0%
KCVR Donor	118	35%	109	33%	62	19%	45	13%	0	0%
SBCCD Employee	19	12%	37	22%	39	24%	70	42%	0	0%
SBCCD Student	12	8%	21	14%	25	17%	89	61%	0	0%
Prefer Not to Say	17	5%	34	9%	19	5%	57	16%	233	65%

Figure 3B: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (By Race)?



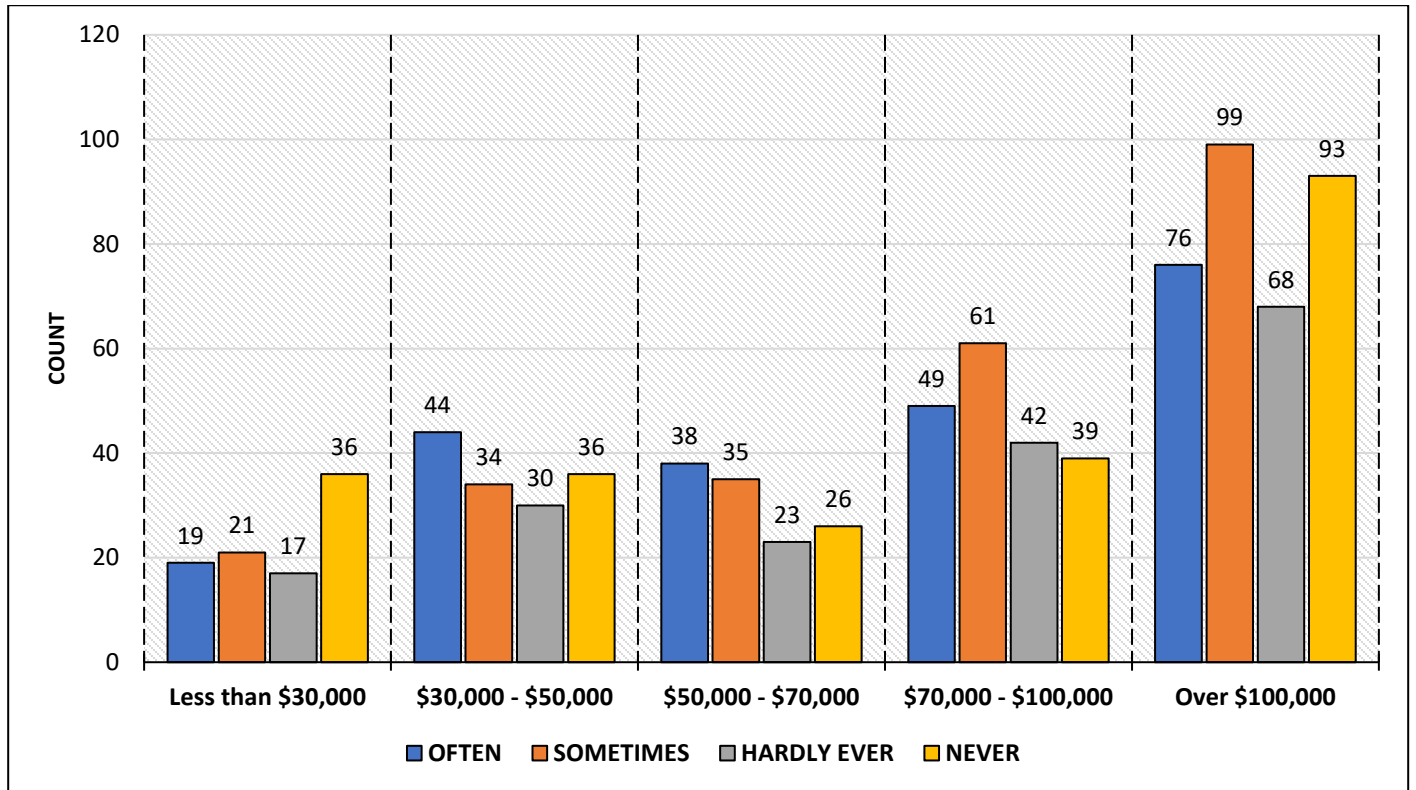
	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	8	20%	12	30%	7	18%	13	33%	0	0%
African American	6	12%	12	24%	9	18%	23	46%	0	0%
Hispanic/Latinx	46	21%	47	22%	53	25%	70	32%	0	0%
Multi-Race	17	22%	23	29%	13	17%	25	32%	0	0%
Native Am./Alaskan	8	42%	6	32%	2	11%	3	16%	0	0%
Pacific Islander	0	0%	1	33%	0	0%	2	67%	0	0%
White/Caucasian	165	28%	176	30%	107	18%	132	23%	1	0%
Prefer not to Say	37	9%	43	11%	24	6%	59	15%	233	59%

Figure 3C: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (By Age)?



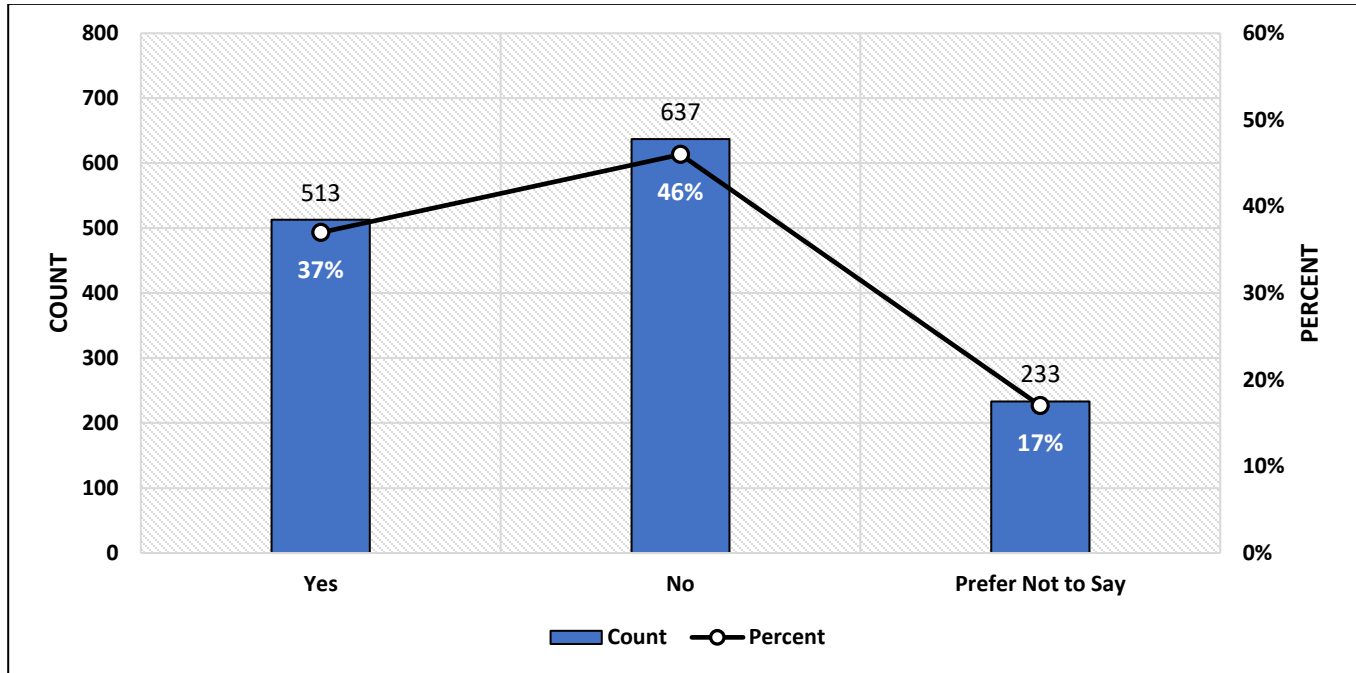
	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	0	0%	5	18%	10	36%	13	46%	0	0%
20-29 Years Old	10	16%	8	13%	11	18%	33	53%	0	0%
30-39 Years Old	24	19%	29	23%	17	14%	54	44%	0	0%
40-49 Years Old	36	21%	38	22%	32	19%	66	38%	0	0%
50 or Older	194	29%	217	33%	127	19%	119	18%	1	0%
Prefer not to Say	23	7%	23	7%	18	5%	42	12%	233	69%

Figure 3D: When it comes to EMPIRE | KVCR TV Channel 24, how frequently do you tune in (By Income)?



	Often		Sometimes		Hardly Ever		Never		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	19	20%	21	23%	17	18%	36	39%	0	0%
\$30k- \$50k	44	31%	34	24%	30	21%	36	25%	0	0%
\$50k - \$70k	38	31%	35	29%	23	19%	26	21%	0	0%
\$70k - \$100k	49	26%	61	32%	42	22%	39	20%	0	0%
Over \$100k	76	23%	99	29%	68	20%	93	28%	0	0%
Prefer not to Say	61	12%	70	14%	35	7%	97	20%	234	47%

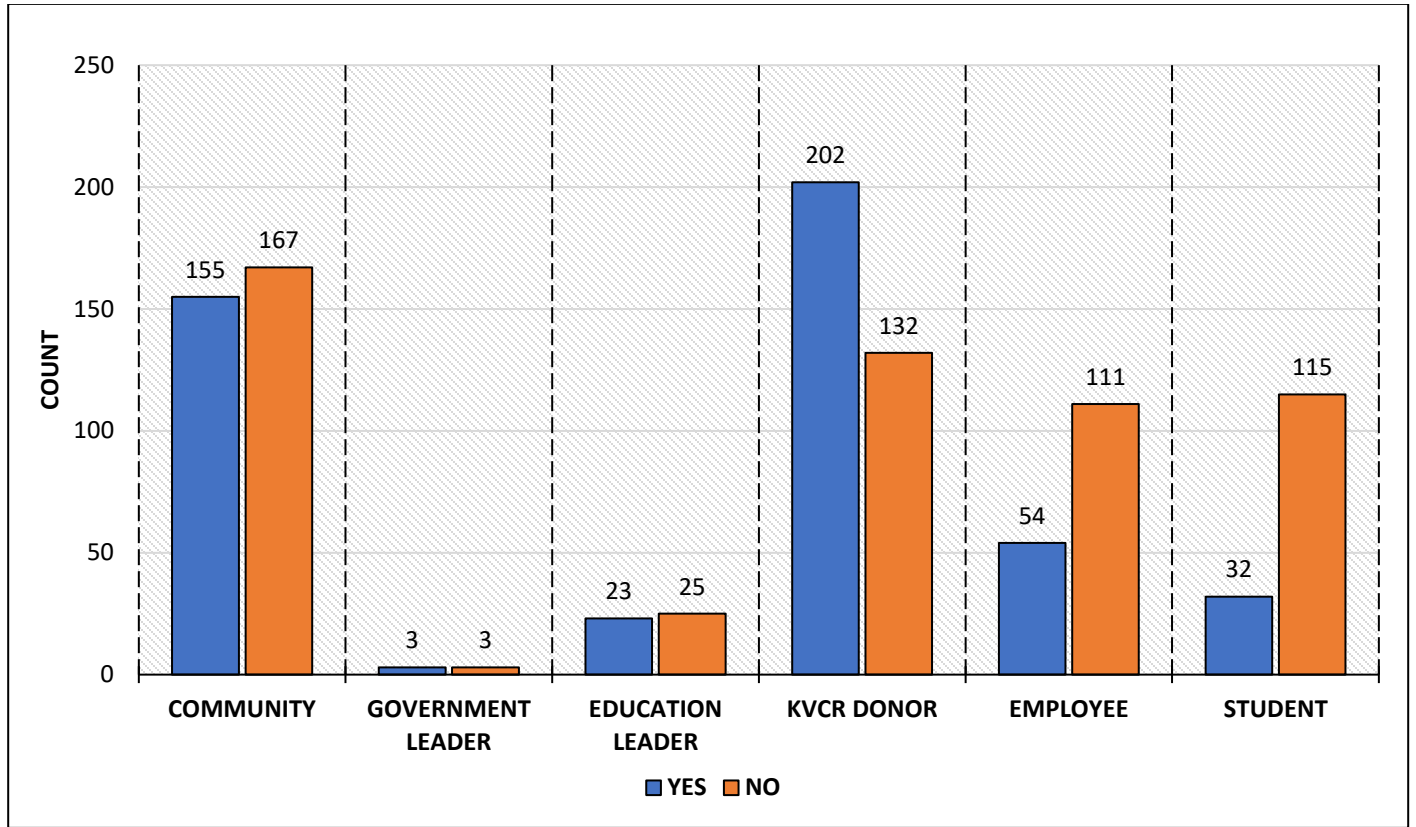
Figure 4: Did you know that EMPIRE | KVCR’s TV programming is available for local live streaming on any computer, tablet or mobile device, 24/7 (All Respondents)?



Notes:

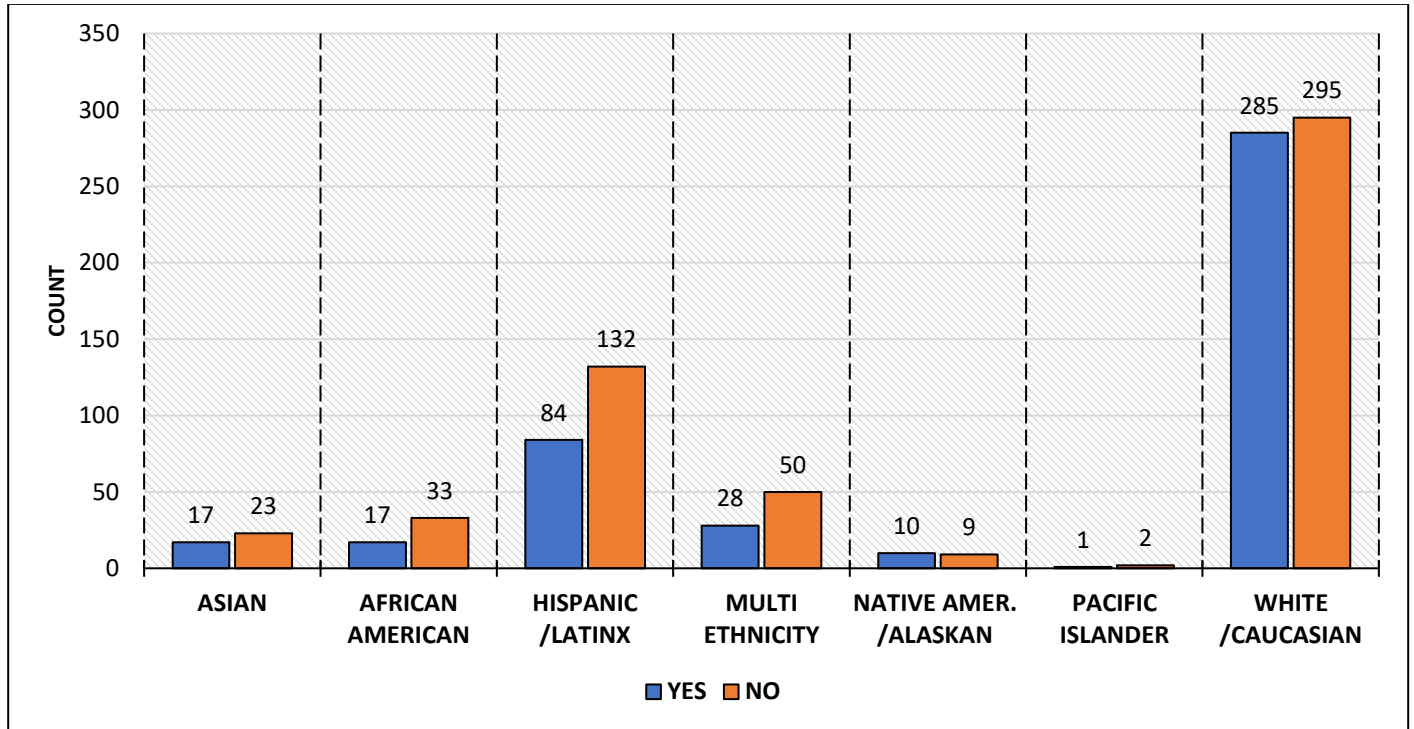
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 4A: Did you know that EMPIRE | KVCR’s TV programming is available for local live streaming on any computer, tablet or mobile device, 24/7 (By Constituency Group)?



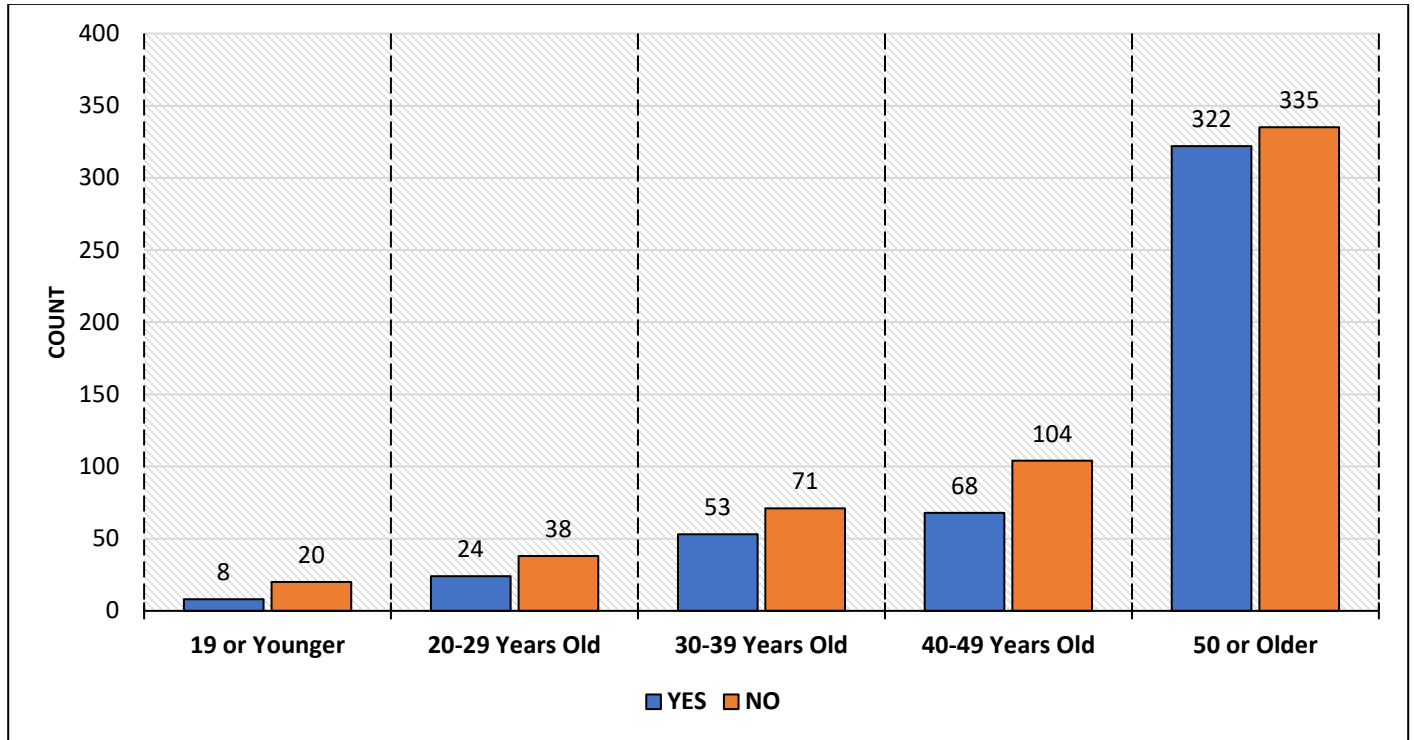
	Yes		No		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent
Community Member	155	48%	167	52%	1	0%
Government Leader	3	50%	3	50%	0	0%
Education Leader	23	48%	25	52%	0	0%
KCVR Donor	202	60%	132	40%	0	0%
SBCCD Employee	54	33%	111	67%	0	0%
SBCCD Student	32	22%	115	78%	0	0%
Prefer Not to Say	44	12%	84	23%	232	64%

Figure 4B: Did you know that EMPIRE | KVCR’s TV programming is available for local live streaming on any computer, tablet or mobile device, 24/7 (By Race)?



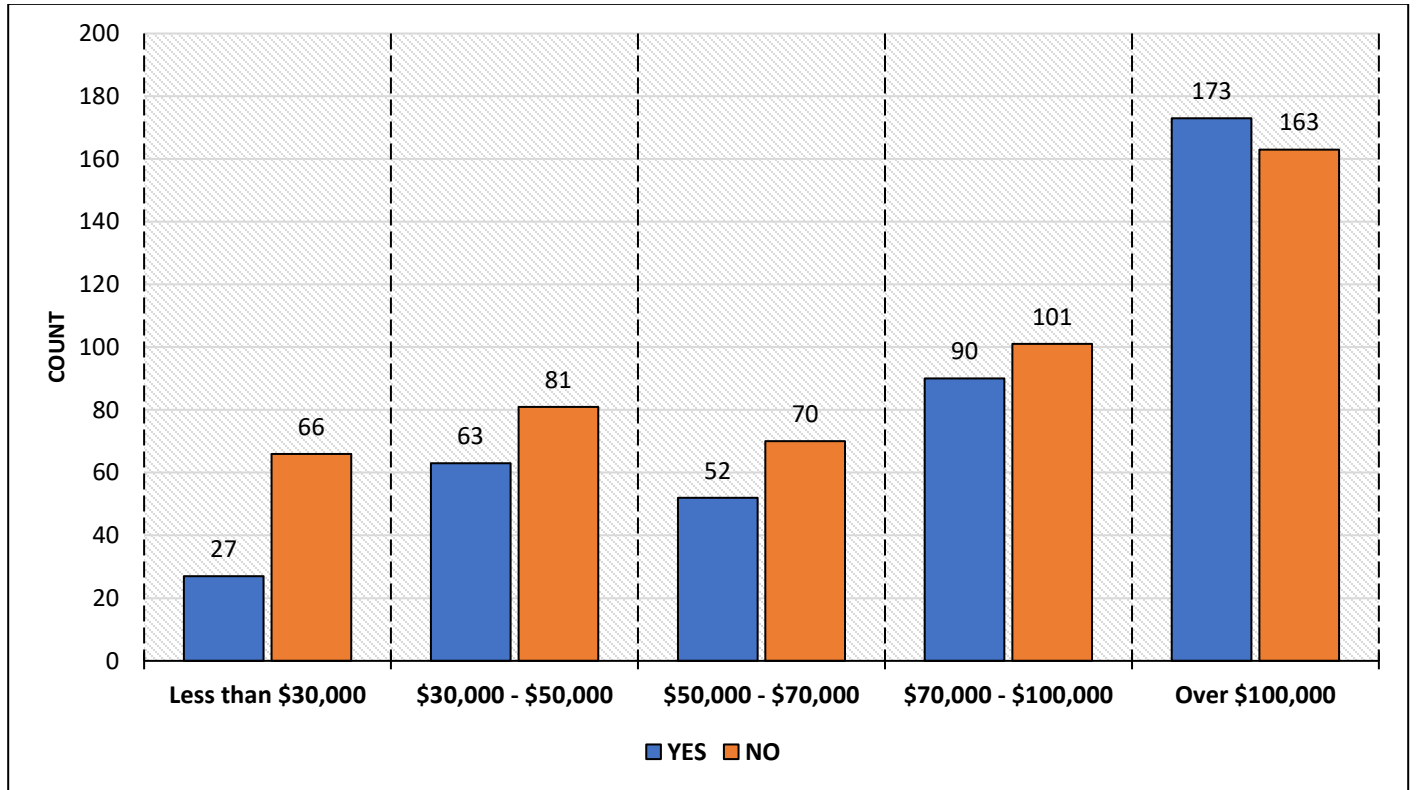
	Yes		No		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent
Asian	17	43%	23	58%	0	0%
African American	17	34%	33	66%	0	0%
Hispanic/Latinx	84	39%	132	61%	0	0%
Multi-Race	28	36%	50	64%	0	0%
Native Am./Alaskan	10	53%	9	47%	0	0%
Pacific Islander	1	33%	2	67%	0	0%
White/Caucasian	285	49%	295	51%	1	0%
Prefer not to Say	71	18%	93	23%	232	59%

Figure 4C: Did you know that EMPIRE | KVCR’s TV programming is available for local live streaming on any computer, tablet or mobile device, 24/7 (By Age)?



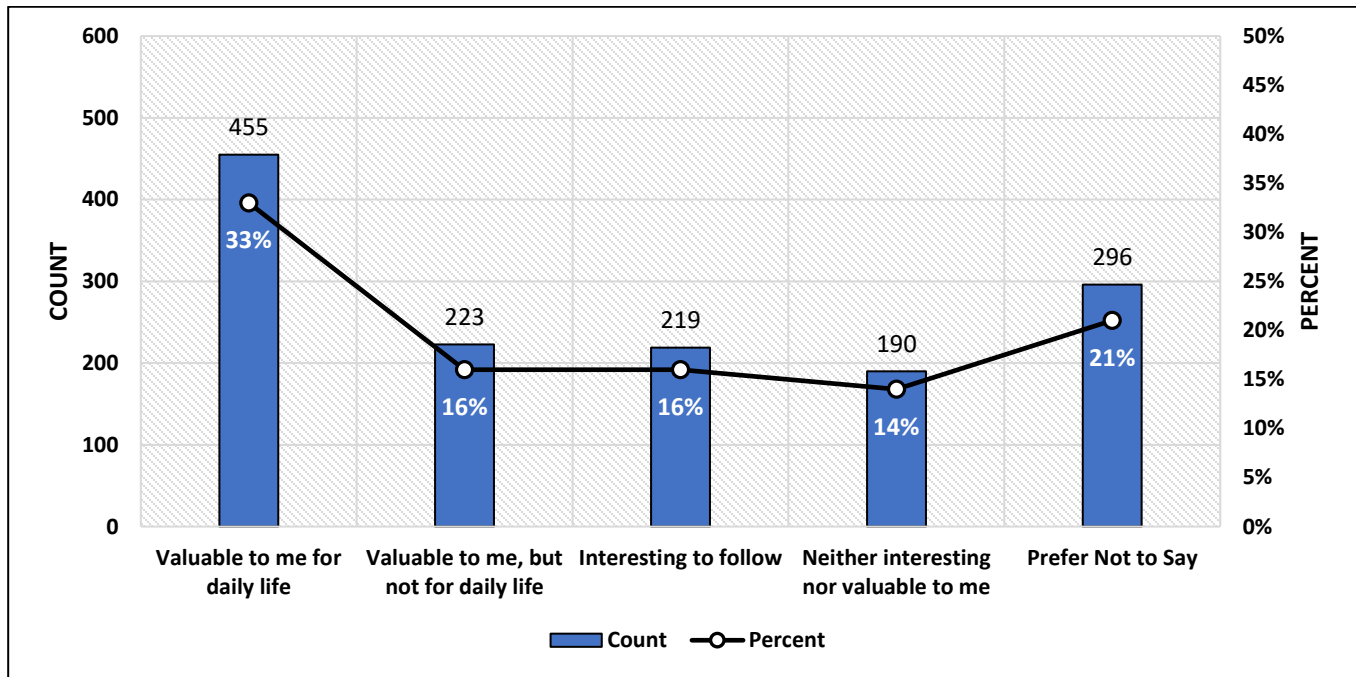
	Yes		No		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent
19 or Younger	8	29%	20	71%	0	0%
20-29 Years Old	24	39%	38	61%	0	0%
30-39 Years Old	53	43%	71	57%	0	0%
40-49 Years Old	68	40%	104	60%	0	0%
50 or Older	322	49%	335	51%	1	0%
Prefer not to Say	38	11%	69	20%	232	68%

Figure 4D: Did you know that EMPIRE | KVCR’s TV programming is available for local live streaming on any computer, tablet or mobile device, 24/7 (By Income)?



	Yes		No		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	27	29%	66	71%	0	0%
\$30k- \$50k	63	44%	81	56%	0	0%
\$50k - \$70k	52	43%	70	57%	0	0%
\$70k - \$100k	90	47%	101	53%	0	0%
Over \$100k	173	51%	163	49%	0	0%
Prefer not to Say	108	22%	156	31%	233	47%

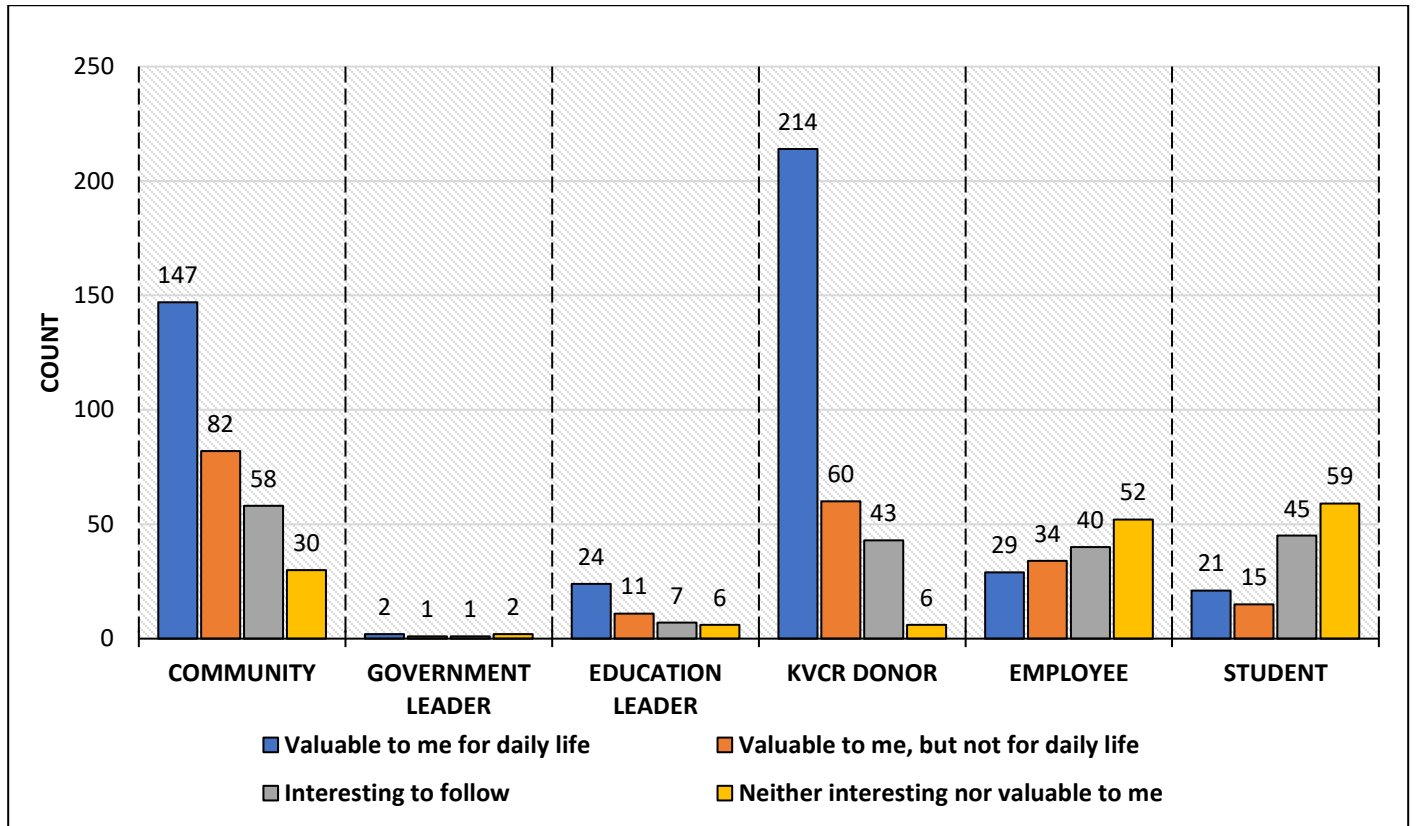
Figure 5: EMPIRE | KVCR TV/FM is (All Respondents)?



Notes:

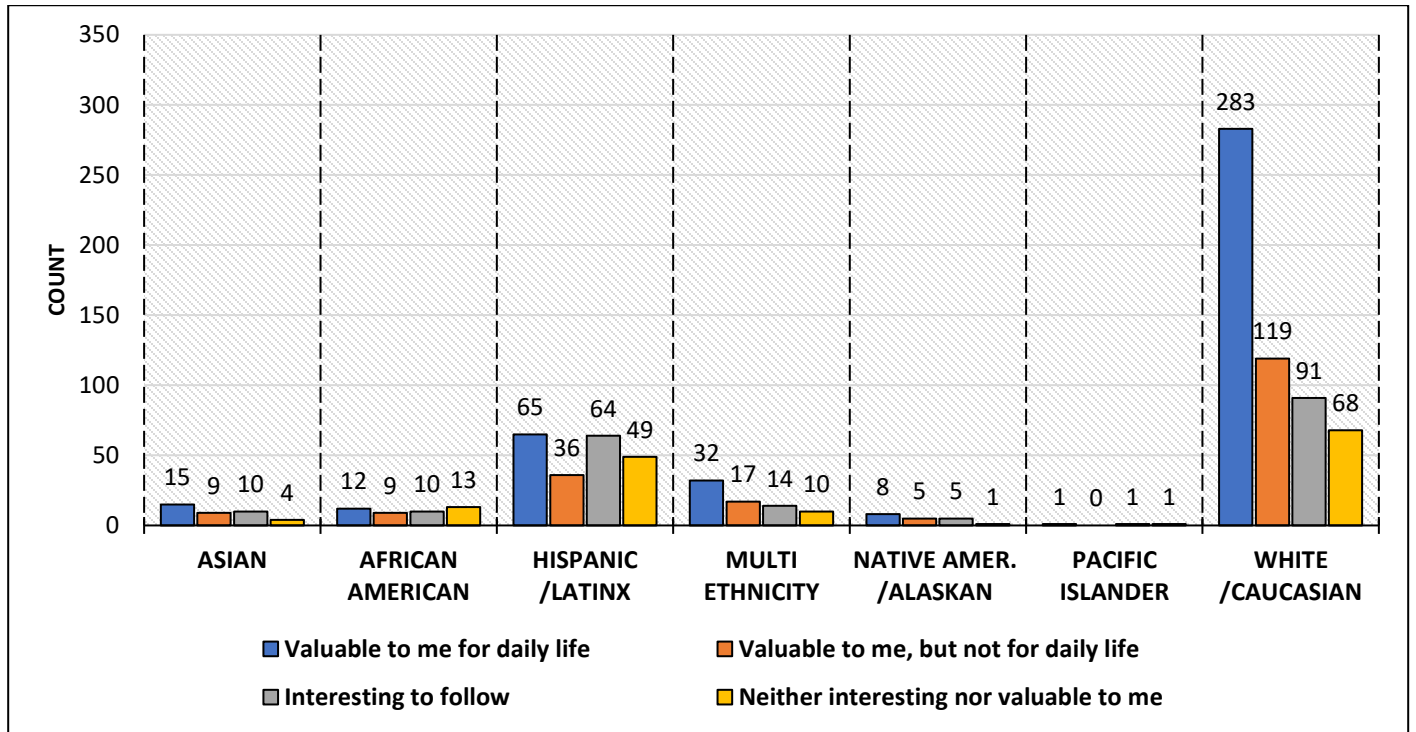
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 5A: EMPIRE | KVCR TV/FM is (By Constituency Group)?



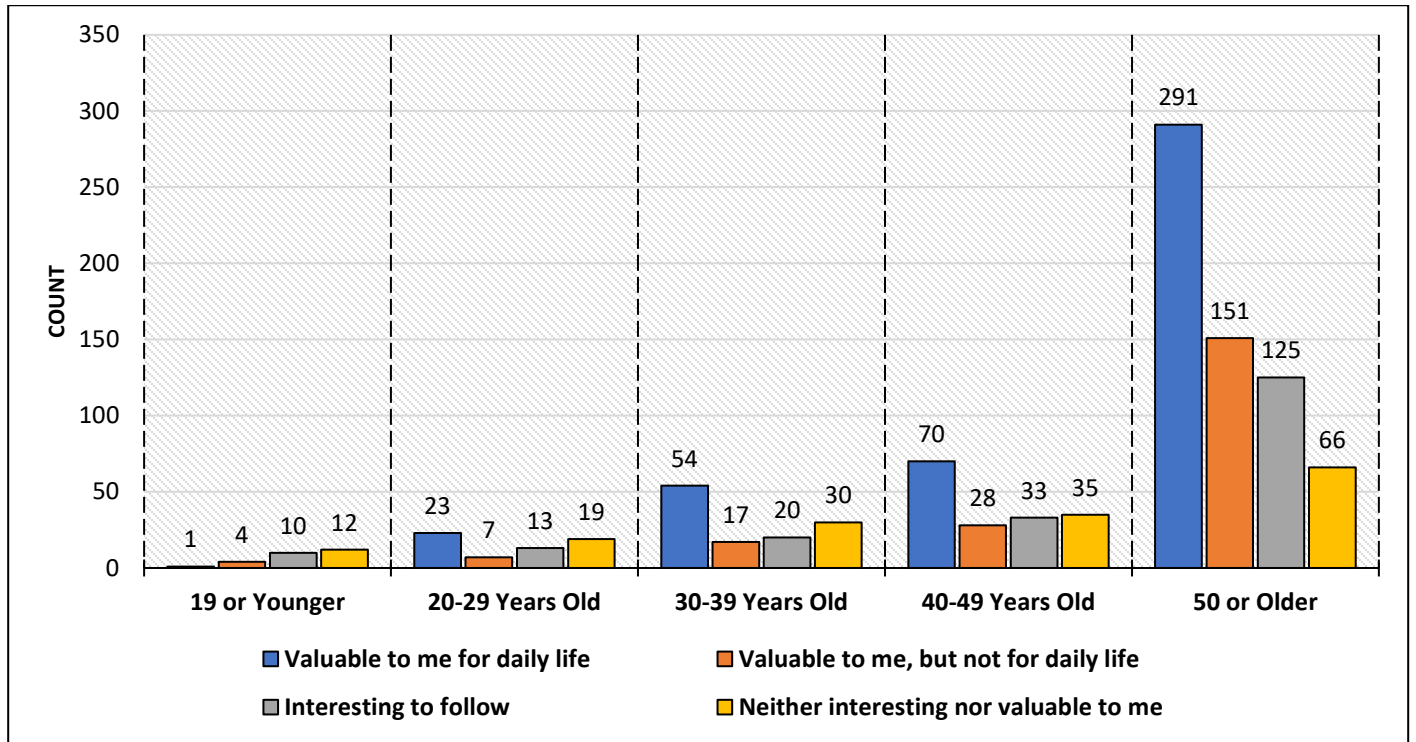
	Valuable for daily life		Valuable but not for daily life		Interesting		Not Interesting or valuable		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Mem.	147	46%	82	25%	58	18%	30	9%	6	2%
Gov't Leader	2	33%	1	17%	1	17%	2	33%	0	0%
Education Leader	24	50%	11	23%	7	15%	6	13%	0	0%
KCVR Donor	214	64%	60	18%	43	13%	6	2%	11	3%
SBCCD Employee	29	18%	34	21%	40	24%	52	32%	10	6%
SBCCD Student	21	14%	15	10%	45	31%	59	40%	7	5%
Prefer Not to Say	18	5%	20	6%	25	7%	35	10%	262	73%

Figure 5B: EMPIRE | KVCR TV/FM is (By Race)?



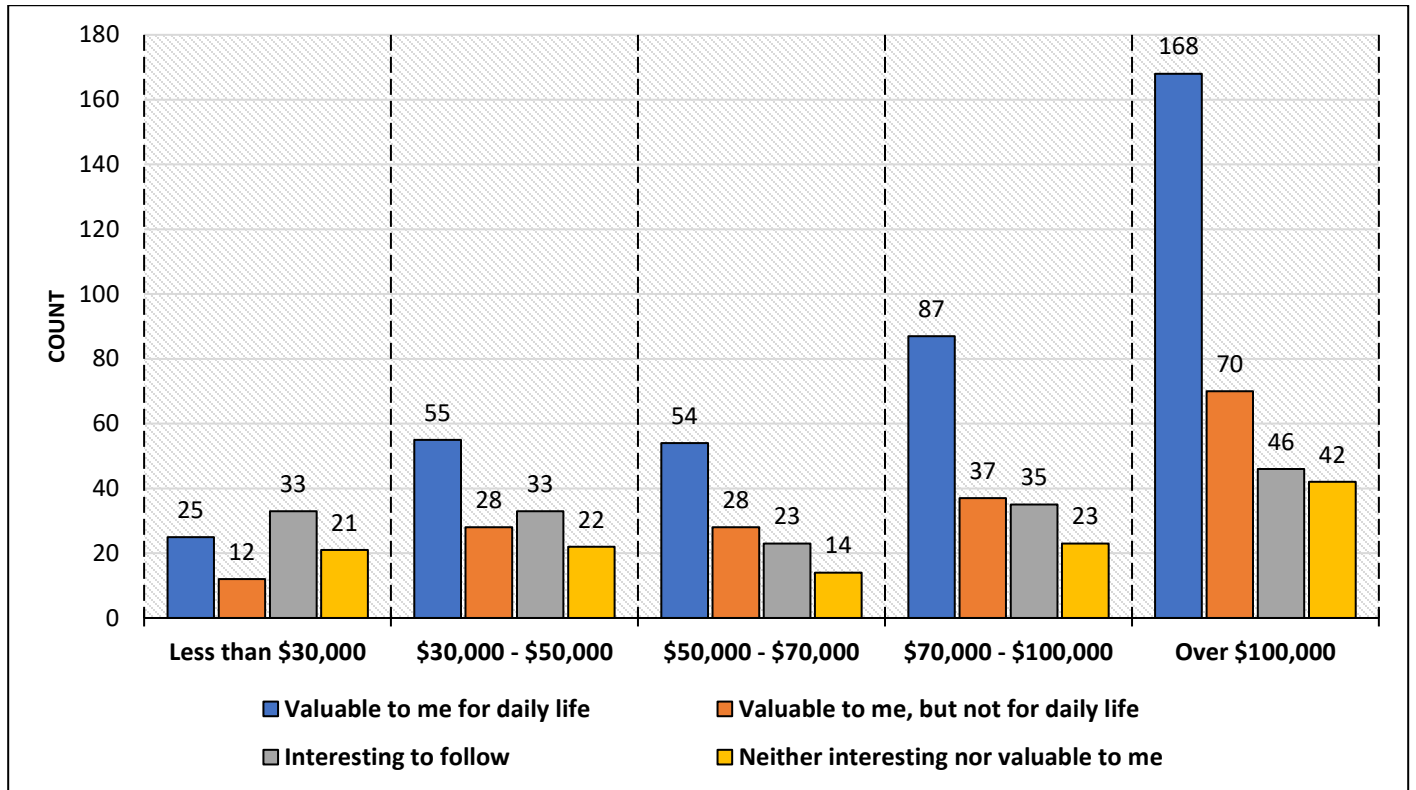
	Valuable for daily life		Valuable but not for daily life		Interesting		Not Interesting or valuable		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	15	38%	9	23%	10	25%	4	10%	2	5%
African American	12	24%	9	18%	10	20%	13	26%	6	12%
Hispanic/Latinx	65	30%	36	17%	64	30%	49	23%	2	1%
Multi-Race	32	41%	17	22%	14	18%	10	13%	5	6%
Native Am./Alask.	8	42%	5	26%	5	26%	1	5%	0	0%
Pacific Islander	1	33%	0	0%	1	33%	1	33%	0	0%
White/Caucasian	283	49%	119	20%	91	16%	68	12%	20	3%
Prefer not to Say	39	10%	28	7%	24	6%	44	11%	261	66%

Figure 5C: EMPIRE | KVCR TV/FM is (By Age)?



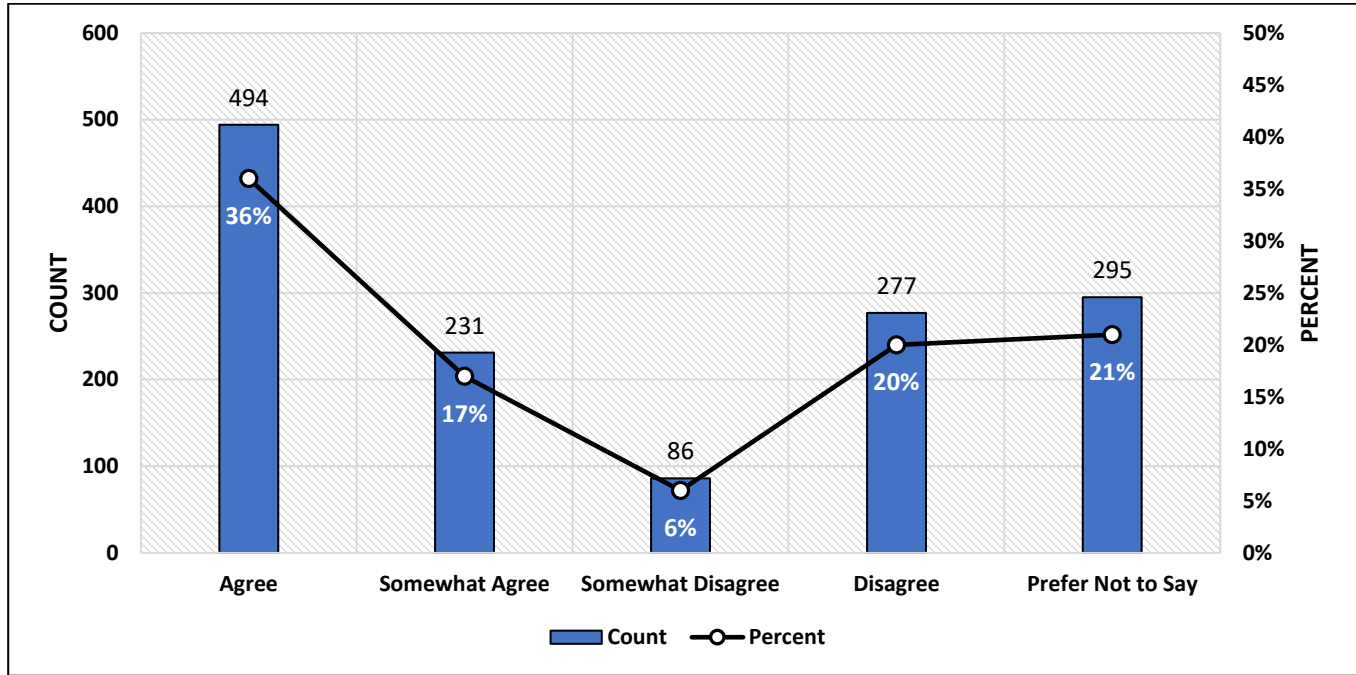
	Valuable for daily life		Valuable but not for daily life		Interesting		Not Interesting or valuable		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	1	4%	4	14%	10	36%	12	43%	1	4%
20-29 Years Old	23	37%	7	11%	13	21%	19	31%	0	0%
30-39 Years Old	54	44%	17	14%	20	16%	30	24%	3	2%
40-49 Years Old	70	41%	28	16%	33	19%	35	20%	6	3%
50 or Older	291	44%	151	23%	125	19%	66	10%	25	4%
Prefer not to Say	16	5%	16	5%	18	5%	28	8%	261	77%

Figure 5D: EMPIRE | KVCR TV/FM is (By Income)?



	Valuable for daily life		Valuable but not for daily life		Interesting		Not Interesting or valuable		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	25	27%	12	13%	33	35%	21	23%	2	2%
\$30k - \$50k	55	38%	28	19%	33	23%	22	15%	6	4%
\$50k - \$70k	54	44%	28	23%	23	19%	14	11%	3	2%
\$70k - \$100k	87	46%	37	19%	35	18%	23	12%	9	5%
Over \$100k	168	50%	70	21%	46	14%	42	13%	10	3%
Prefer not to Say	66	13%	48	10%	49	10%	68	14%	266	54%

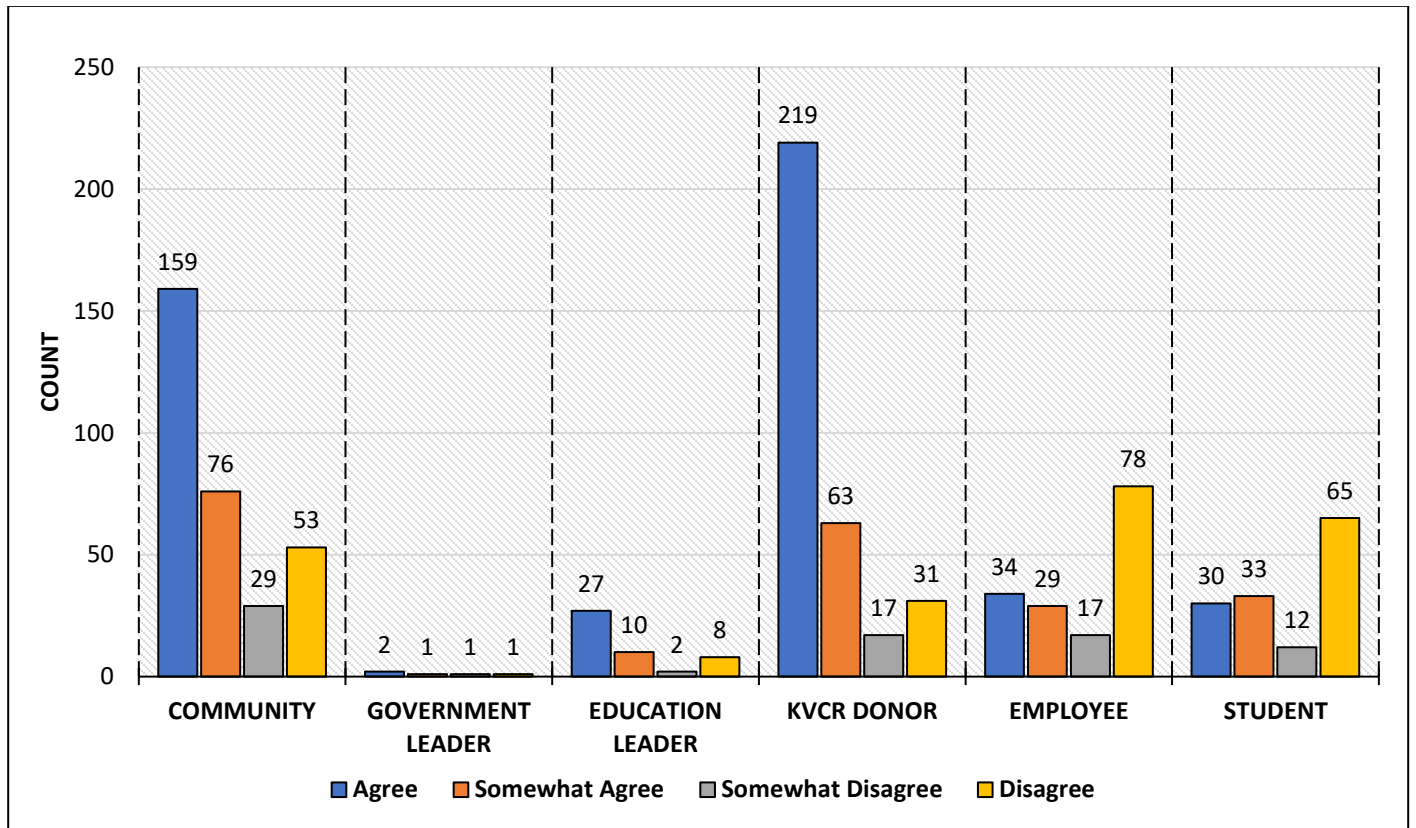
Figure 6: I depend on EMPIRE | KVCR TV/FM to provide me Local News, Community Affairs & Traffic (All Respondents).



Notes:

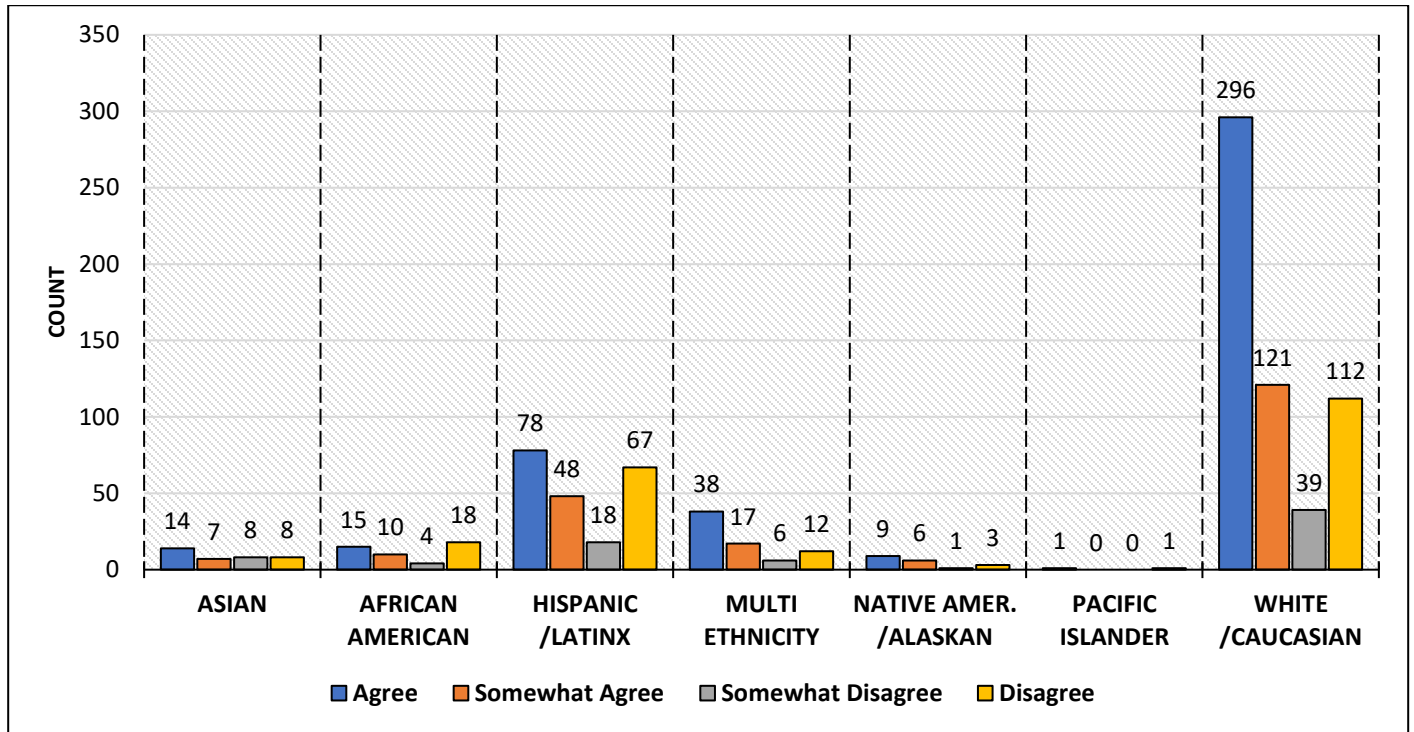
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 6A: I depend on EMPIRE | KVCR TV/FM to provide me Local News, Community Affairs & Traffic (By Constituency Group).



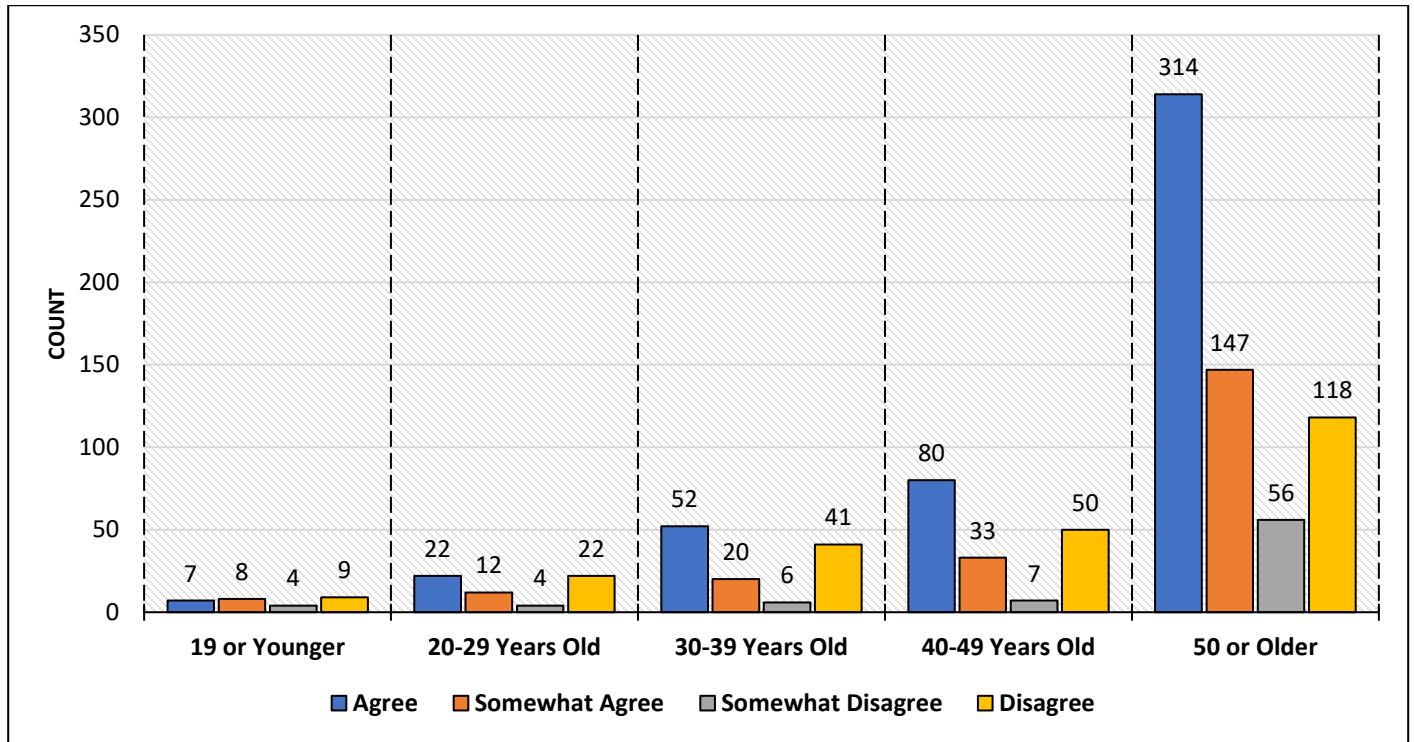
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	159	49%	76	24%	29	9%	53	16%	6	2%
Government Leader	2	33%	1	17%	1	17%	1	17%	1	17%
Education Leader	27	56%	10	21%	2	4%	8	17%	1	2%
KCVR Donor	219	66%	63	19%	17	5%	31	9%	4	1%
SBCCD Employee	34	21%	29	18%	17	10%	78	47%	7	4%
SBCCD Student	30	20%	33	22%	12	8%	65	44%	7	5%
Prefer Not to Say	23	6%	19	5%	8	2%	41	11%	269	75%

Figure 6B: I depend on EMPIRE | KVCR TV/FM to provide me Local News, Community Affairs & Traffic (By Race).



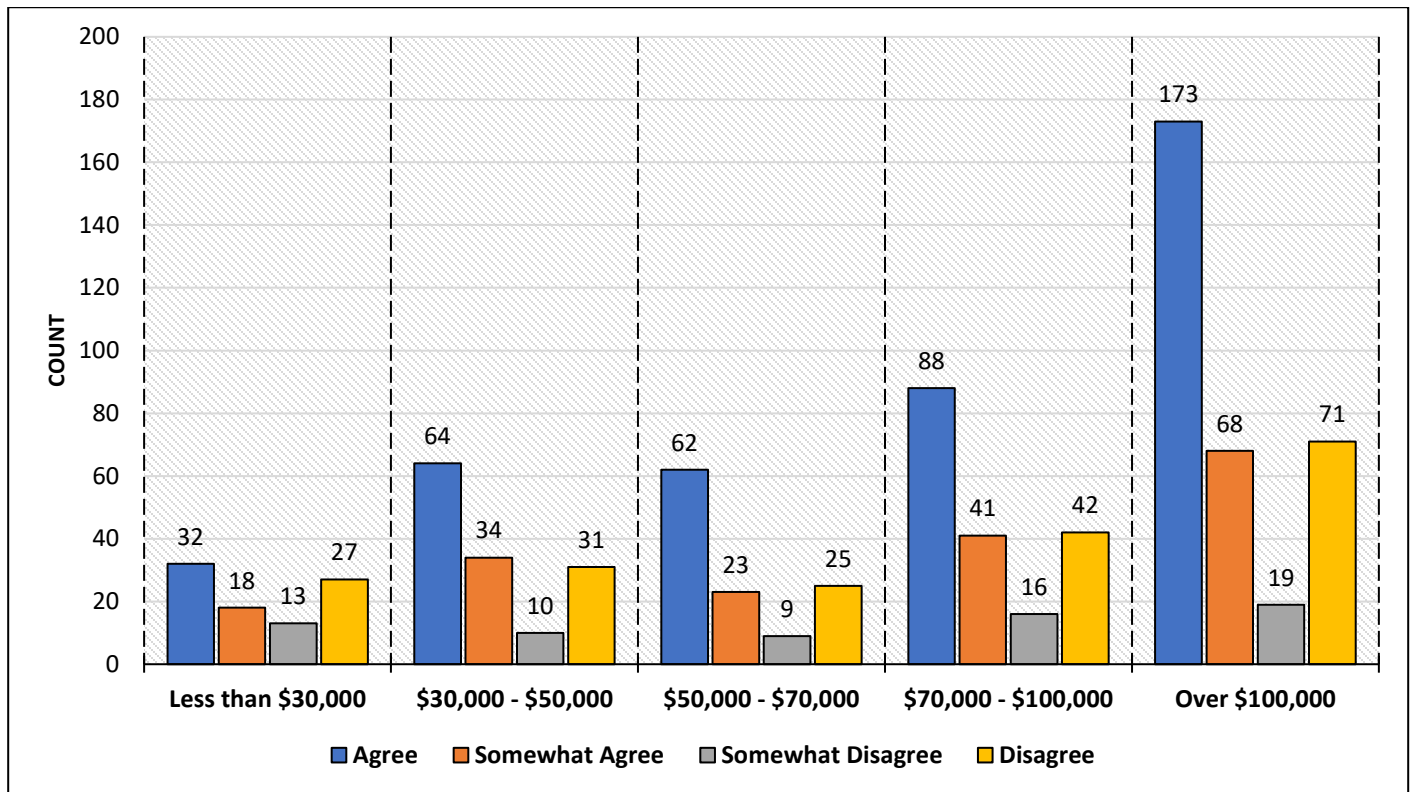
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	14	35%	7	18%	8	20%	8	20%	3	8%
African American	15	30%	10	20%	4	8%	18	36%	3	6%
Hispanic/Latinx	78	36%	48	22%	18	8%	67	31%	5	2%
Multi-Race	38	49%	17	22%	6	8%	12	15%	5	6%
Native Am./Alaskan	9	47%	6	32%	1	5%	3	16%	0	0%
Pacific Islander	1	33%	0	0%	0	0%	1	33%	1	33%
White/Caucasian	296	51%	121	21%	39	7%	112	19%	13	2%
Prefer not to Say	43	11%	22	6%	10	3%	56	14%	265	67%

Figure 6C: I depend on EMPIRE | KVCR TV/FM to provide me Local News, Community Affairs & Traffic (By Age).



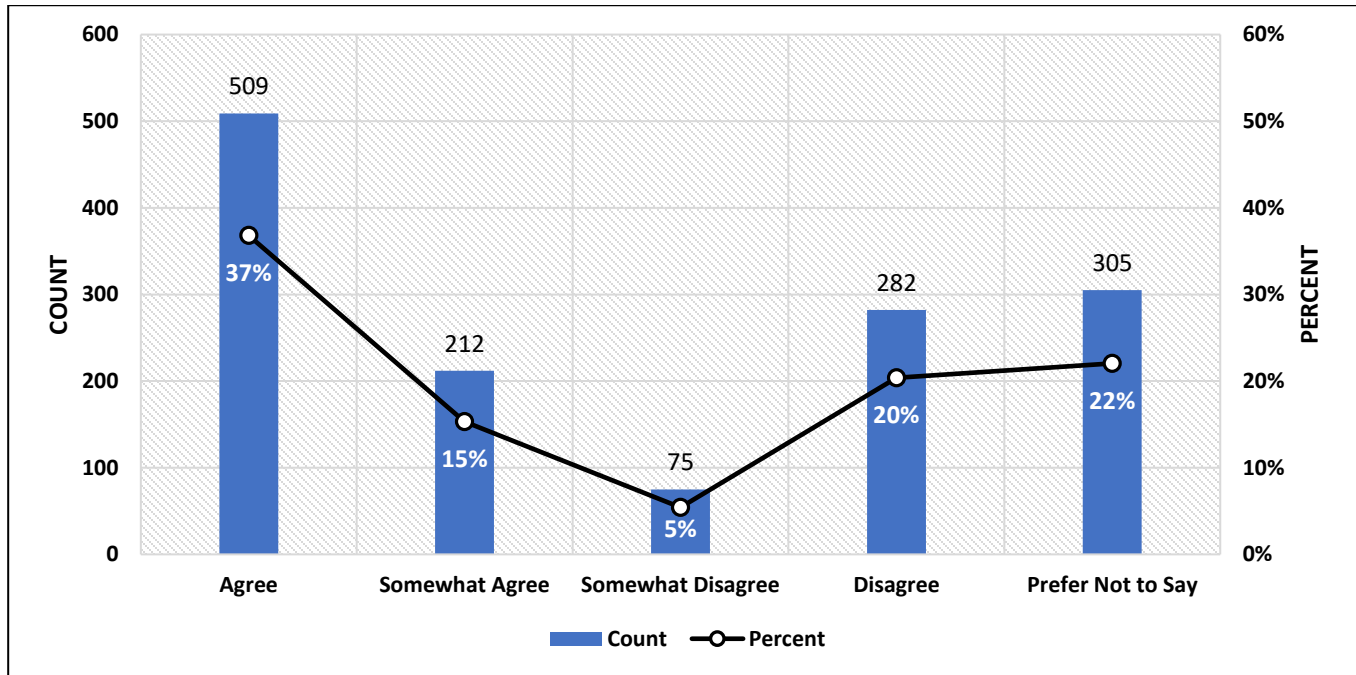
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	7	25%	8	29%	4	14%	9	32%	0	0%
20-29 Years Old	22	35%	12	19%	4	6%	22	35%	2	3%
30-39 Years Old	52	42%	20	16%	6	5%	41	33%	5	4%
40-49 Years Old	80	47%	33	19%	7	4%	50	29%	2	1%
50 or Older	314	48%	147	22%	56	9%	118	18%	23	3%
Prefer not to Say	19	6%	11	3%	9	3%	37	11%	263	78%

Figure 6D: I depend on EMPIRE | KVCR TV/FM to provide me Local News, Community Affairs & Traffic (By Income).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	32	34%	18	19%	13	14%	27	29%	3	3%
\$30k - \$50k	64	44%	34	24%	10	7%	31	22%	5	3%
\$50k - \$70k	62	51%	23	19%	9	7%	25	20%	99	2%
\$70k - \$100k	88	46%	41	21%	16	8%	42	22%	4	2%
Over \$100k	173	51%	68	20%	19	6%	71	21%	5	1%
Prefer not to Say	75	15%	47	9%	19	4%	81	16%	275	55%

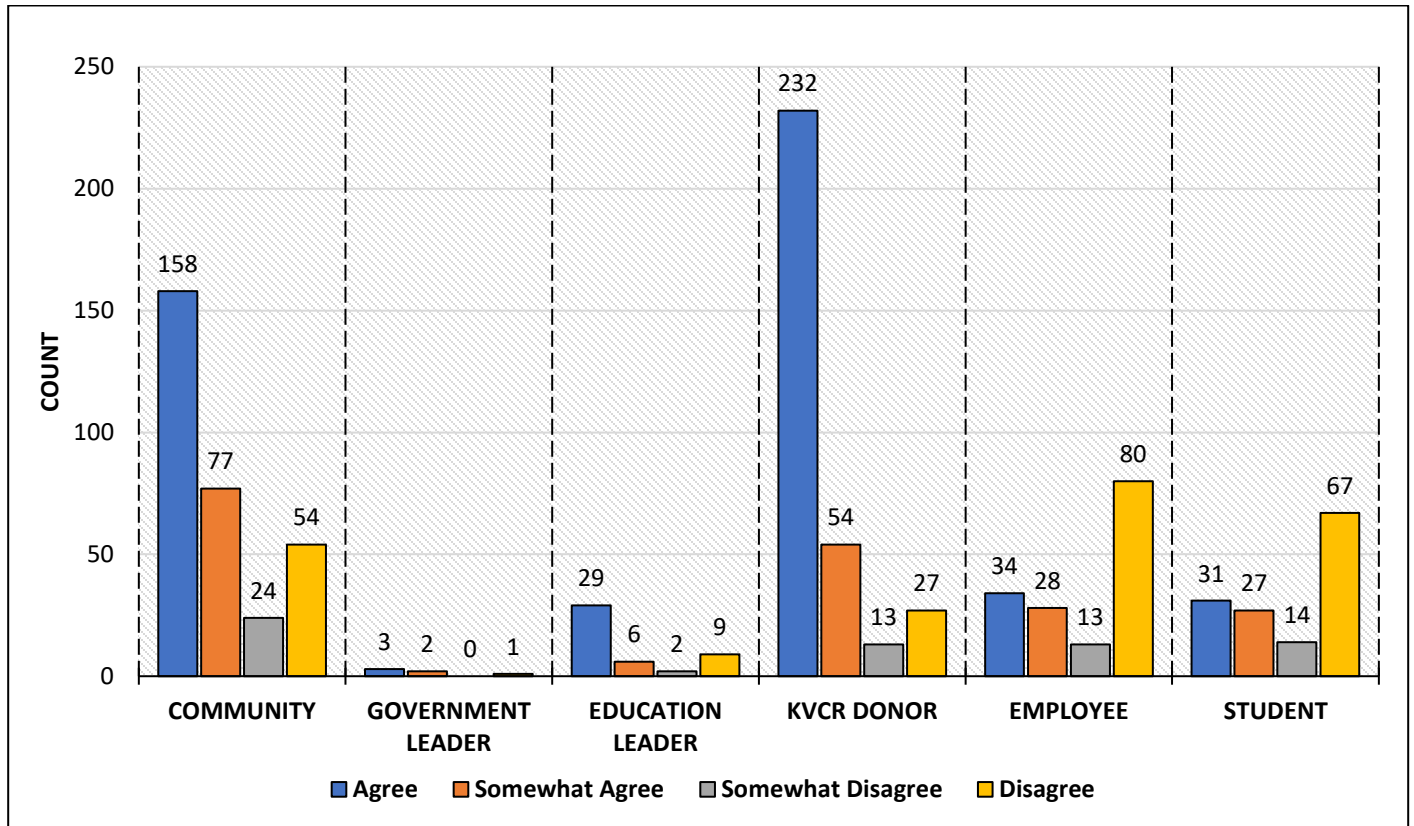
Figure 7: I depend on EMPIRE | KVCR TV/FM to provide me State, National & World News (All Respondents).



Notes:

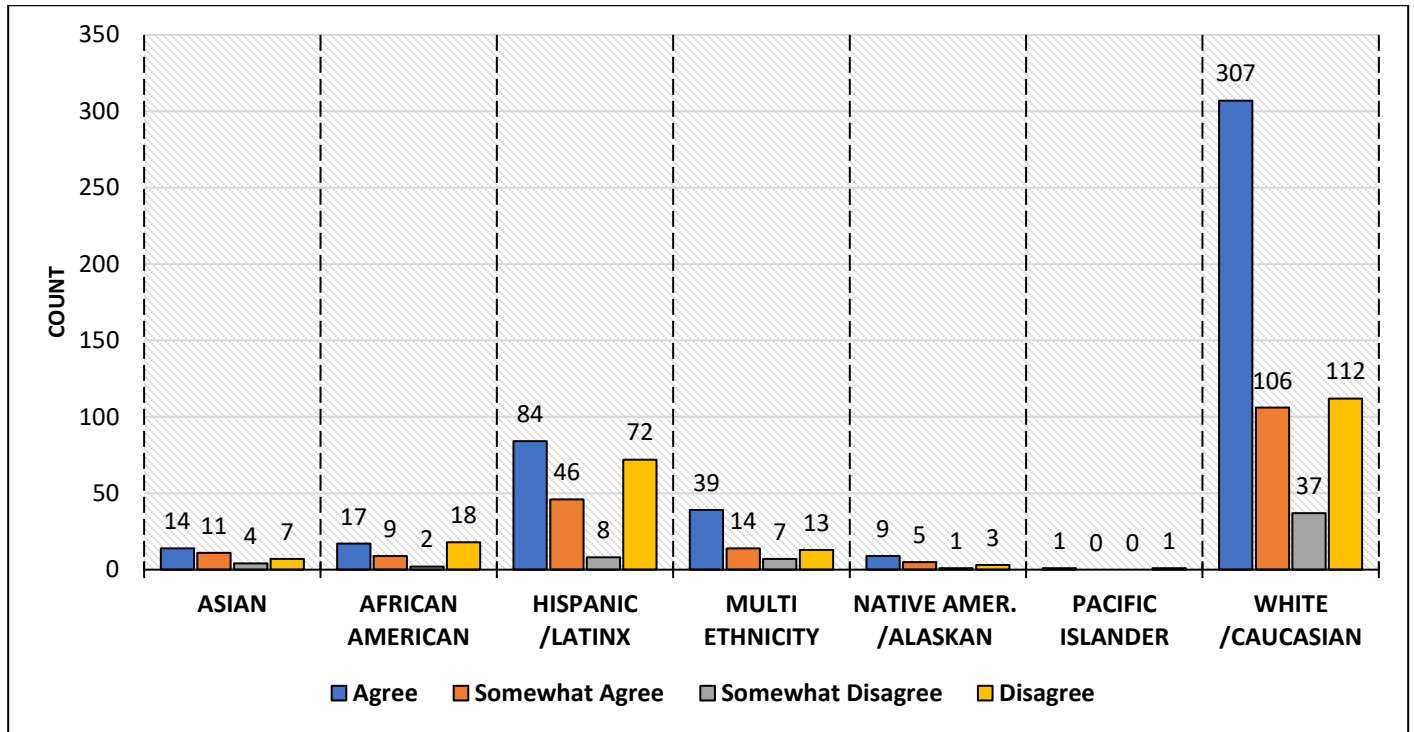
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 7A: I depend on EMPIRE | KVCR TV/FM to provide me State, National & World News (By Constituency Group).



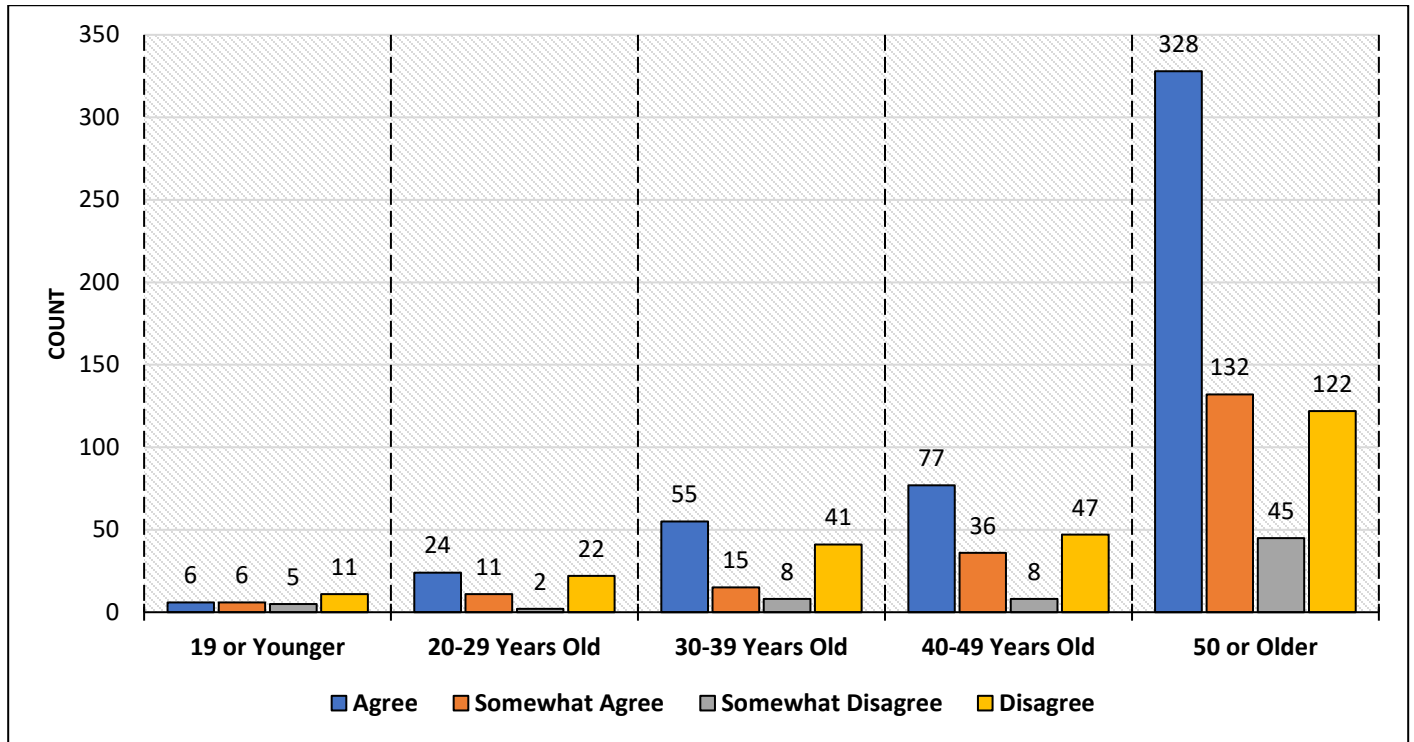
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	158	49%	77	24%	24	7%	54	17%	10	3%
Government Leader	3	50%	2	33%	0	0%	1	17%	0	0%
Education Leader	29	60%	6	13%	2	4%	9	19%	2	4%
KCVR Donor	232	69%	54	16%	13	4%	27	8%	8	2%
SBCCD Employee	34	21%	28	17%	13	8%	80	48%	10	6%
SBCCD Student	31	21%	27	18%	14	10%	67	46%	8	5%
Prefer Not to Say	22	6%	18	5%	9	3%	44	12%	267	74%

Figure 7B: I depend on EMPIRE | KVCR TV/FM to provide me State, National & World News (By Race).



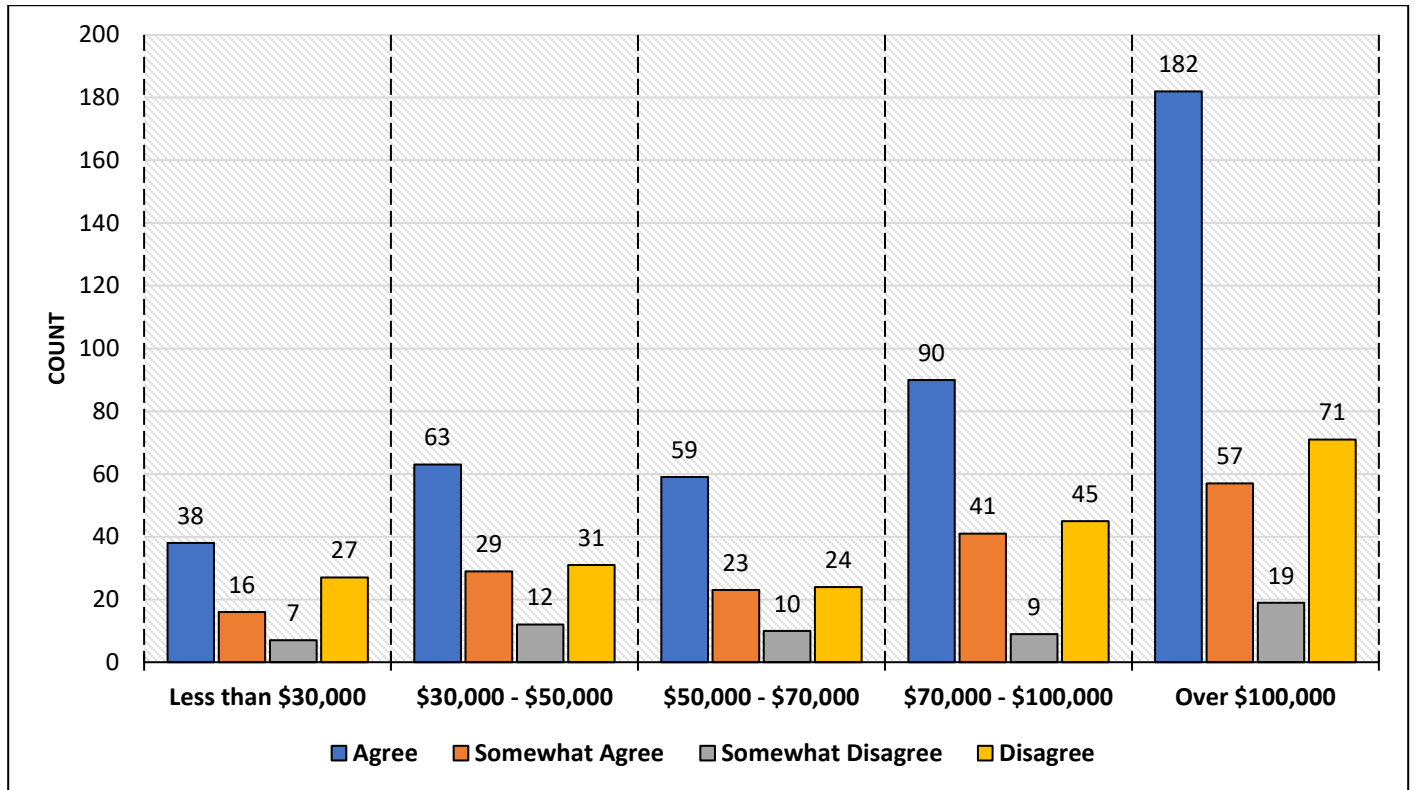
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	14	35%	11	28%	4	10%	7	18%	4	10%
African American	17	34%	9	18%	2	4%	18	36%	4	8%
Hispanic/Latinx	84	39%	46	21%	8	4%	72	33%	6	3%
Multi-Race	39	50%	14	18%	7	9%	13	17%	5	6%
Native Am./Alaskan	9	47%	5	26%	1	5%	3	16%	1	5%
Pacific Islander	1	33%	0	0%	0	0%	1	33%	1	33%
White/Caucasian	307	53%	106	18%	37	6%	112	19%	19	3%
Prefer not to Say	38	10%	21	5%	16	4%	56	14%	265	67%

Figure 7C: I depend on EMPIRE | KVCR TV/FM to provide me State, National & World News (By Age).



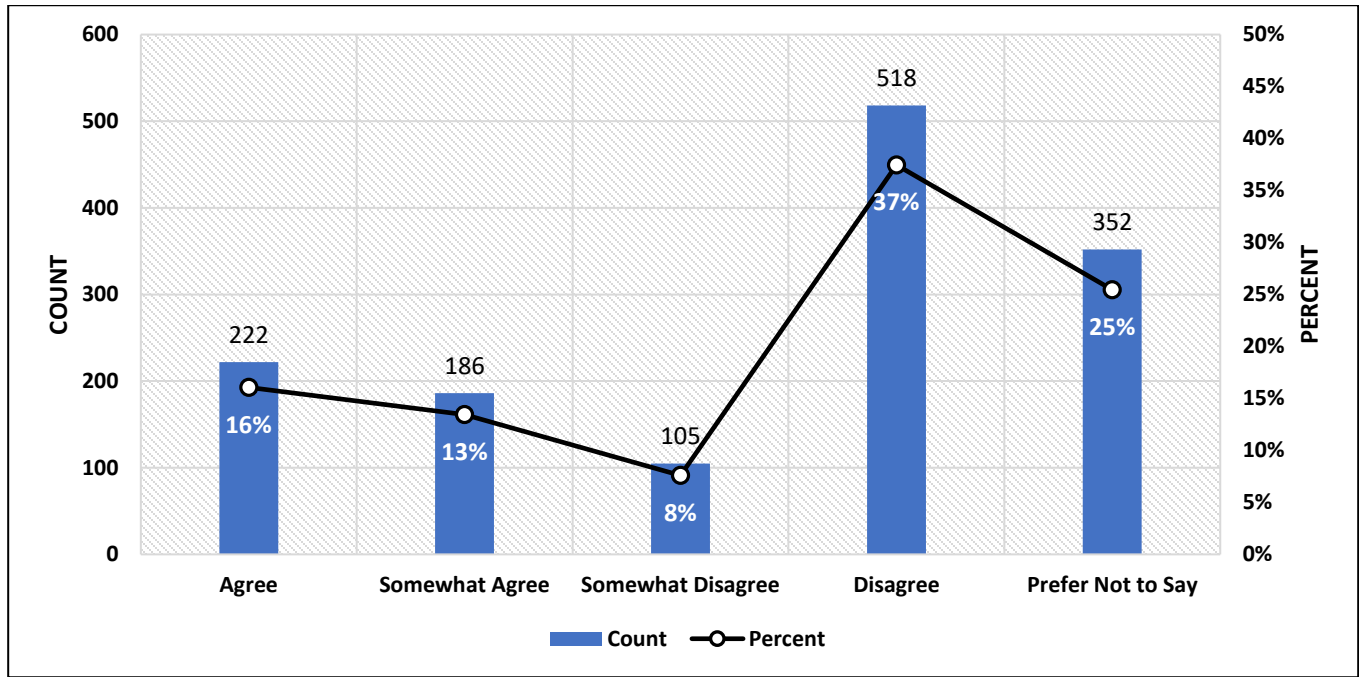
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	6	21%	6	21%	5	18%	11	39%	0	0%
20-29 Years Old	24	39%	11	18%	2	3%	22	35%	3	5%
30-39 Years Old	55	44%	15	12%	8	6%	41	33%	5	4%
40-49 Years Old	77	45%	36	21%	8	5%	47	27%	4	2%
50 or Older	328	50%	132	20%	45	7%	122	19%	31	5%
Prefer not to Say	19	6%	12	4%	7	2%	39	12%	262	77%

Figure 7D: I depend on EMPIRE | KVCR TV/FM to provide me State, National & World News (By Income).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	38	41%	16	17%	7	8%	27	29%	5	5%
\$30k - \$50k	63	44%	29	20%	12	8%	31	22%	9	6%
\$50k - \$70k	59	48%	23	19%	10	8%	24	20%	6	5%
\$70k - \$100k	90	47%	41	21%	9	5%	45	24%	6	3%
Over \$100k	182	54%	57	17%	19	6%	71	21%	7	2%
Prefer not to Say	77	15%	46	9%	18	4%	84	17%	272	55%

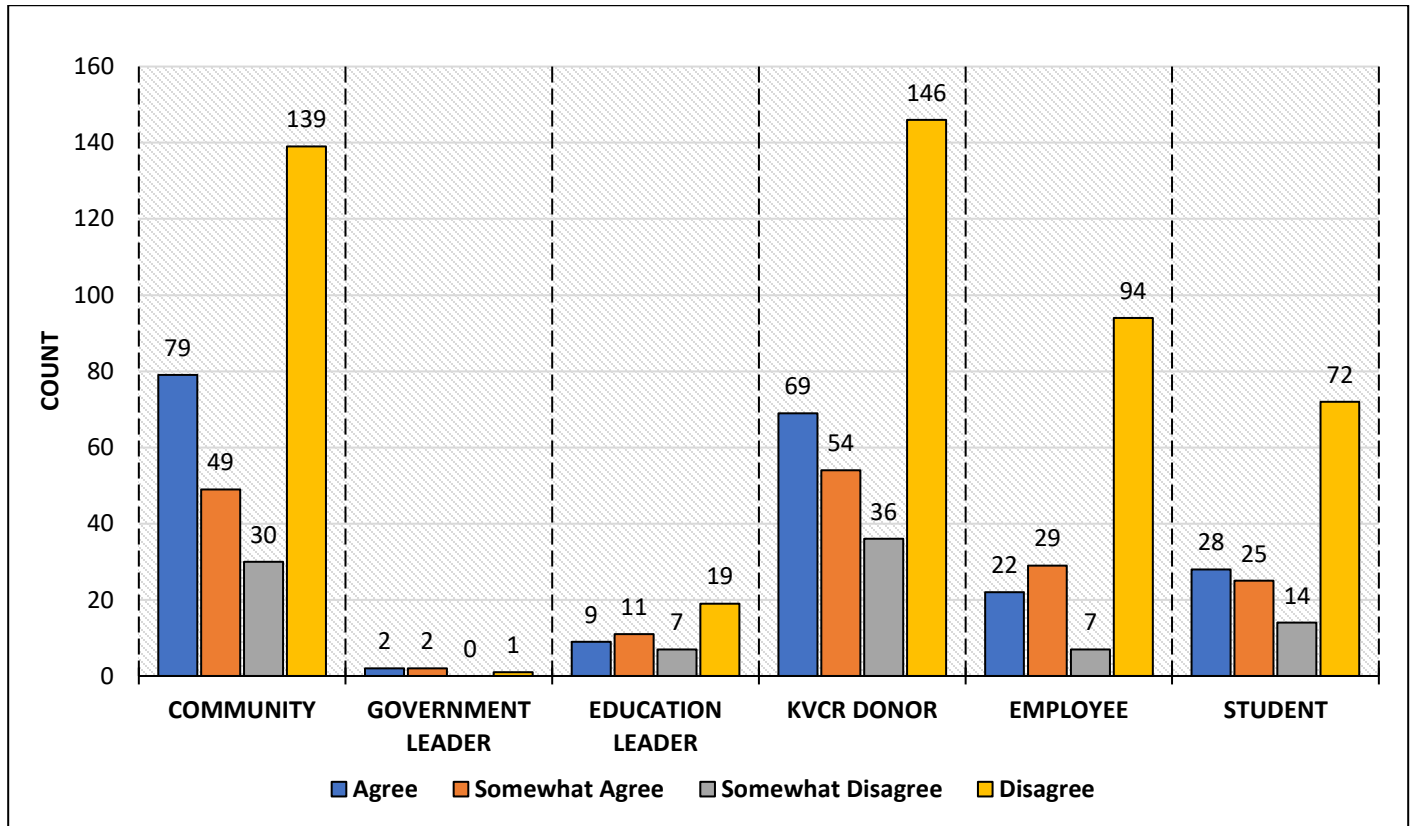
Figure 8: I depend on EMPIRE | KVCR TV/FM to provide me Kids Programming (All Respondents).



Notes:

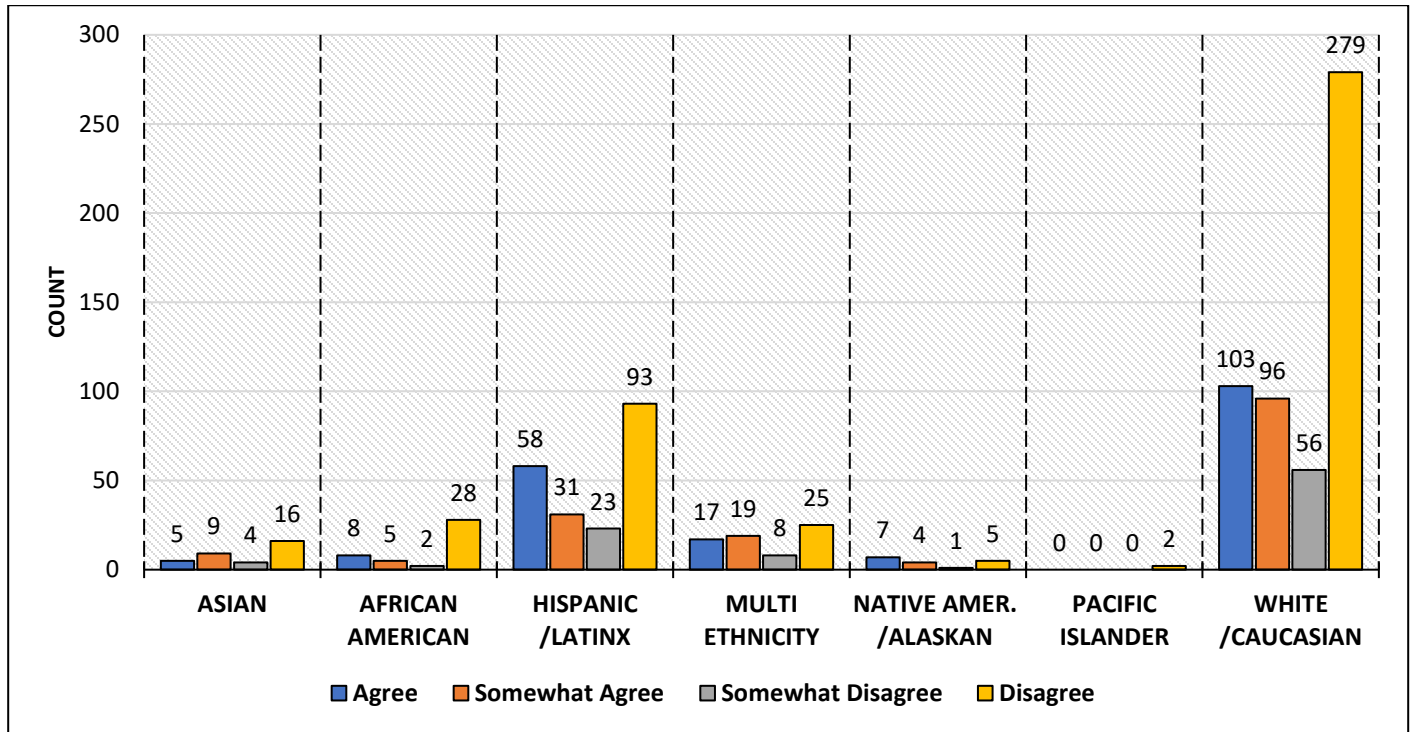
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 8A: I depend on EMPIRE | KVCR TV/FM to provide me Kids Programming (By Constituency Group).



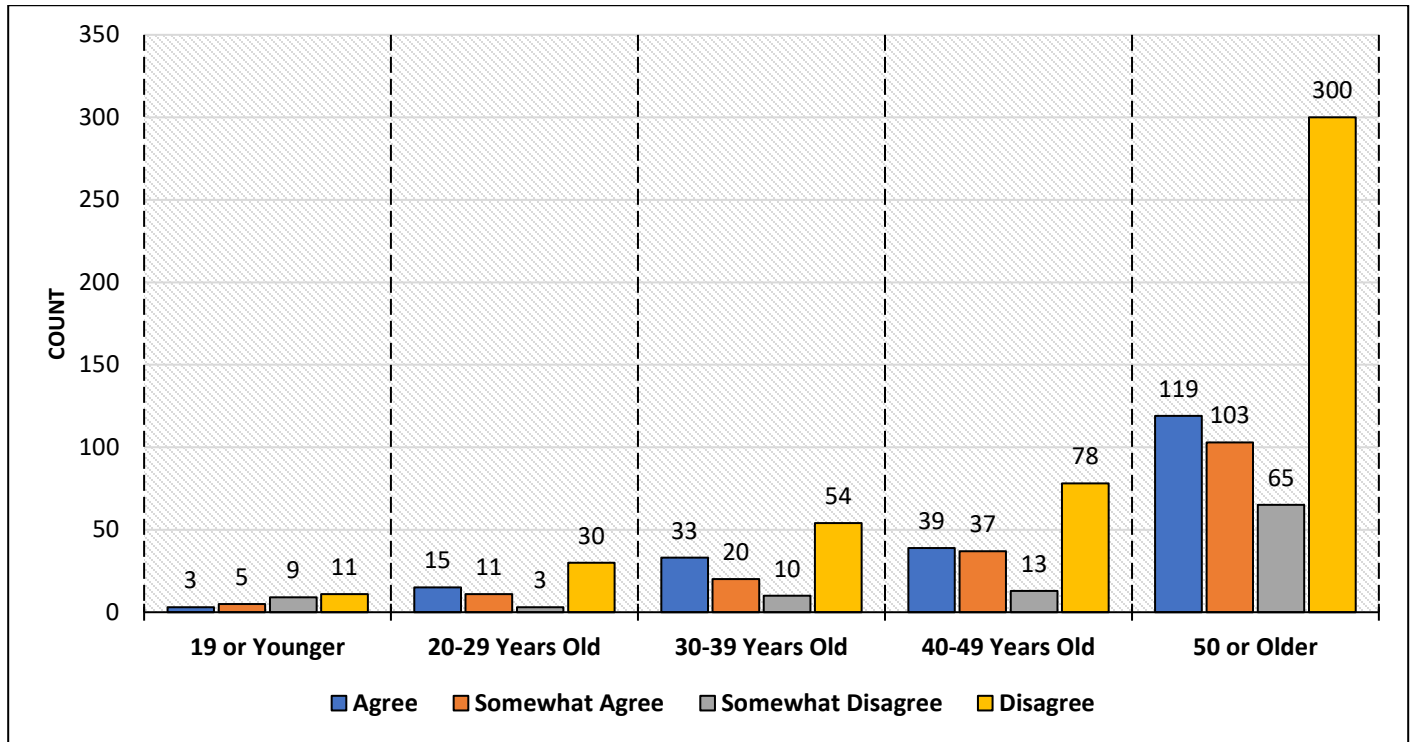
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	79	24%	49	15%	30	9%	139	43%	26	8%
Government Leader	2	33%	2	33%	0	0%	1	17%	1	17%
Education Leader	9	19%	11	23%	7	15%	19	40%	2	4%
KCVR Donor	69	21%	54	16%	36	11%	146	44%	29	9%
SBCCD Employee	22	13%	29	18%	7	4%	94	57%	13	8%
SBCCD Student	28	19%	25	17%	14	10%	72	49%	8	5%
Prefer Not to Say	13	4%	16	4%	11	3%	47	13%	273	76%

Figure 8B: I depend on EMPIRE | KVCR TV/FM to provide me Kids Programming (By Race).



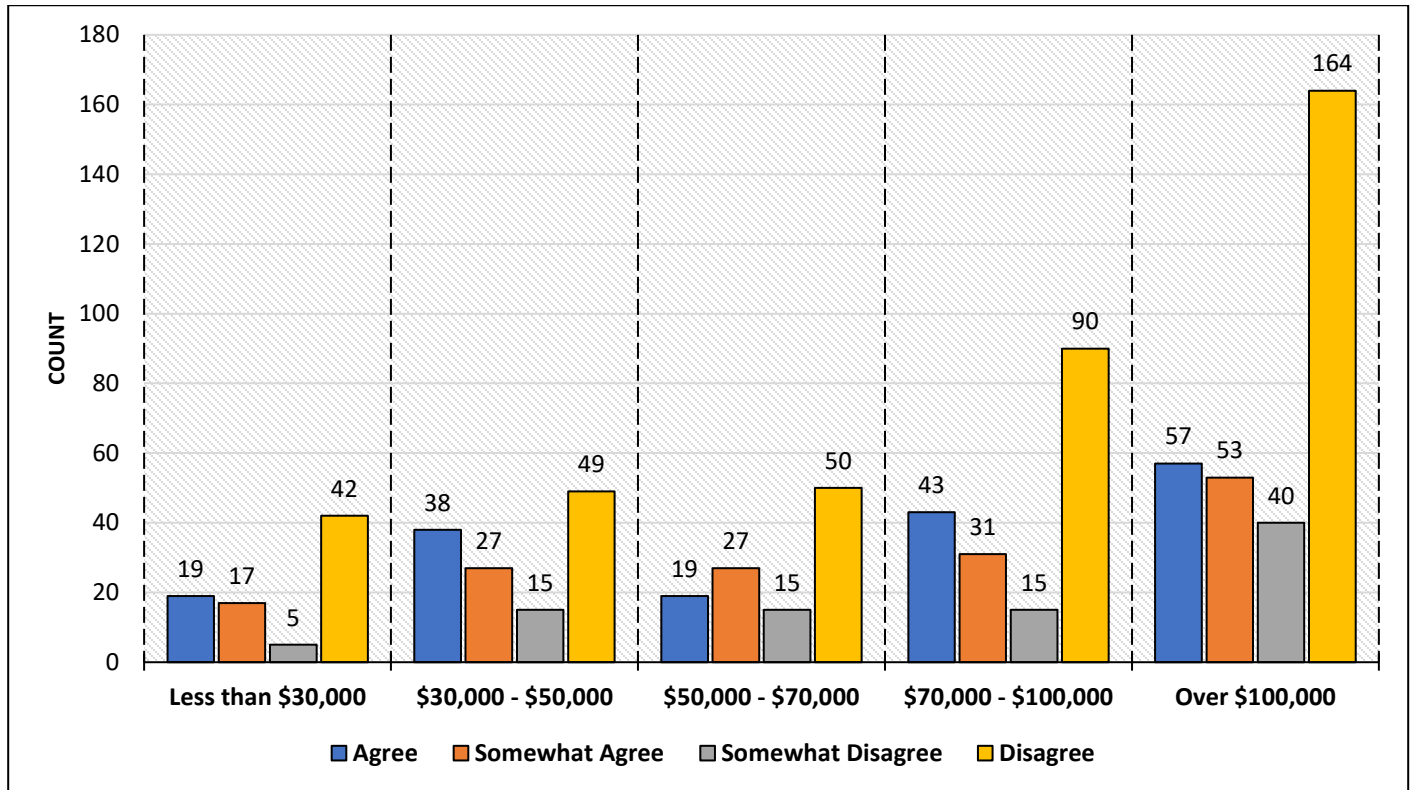
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	5	13%	9	23%	4	10%	16	40%	6	15%
African American	8	16%	5	10%	2	4%	28	56%	7	14%
Hispanic/Latinx	58	27%	31	14%	23	11%	93	43%	11	5%
Multi-Race	17	22%	19	24%	8	10%	25	32%	9	12%
Native Am./Alaskan	7	37%	4	21%	1	5%	5	26%	2	11%
Pacific Islander	0	0%	0	0%	0	0%	2	67%	1	33%
White/Caucasian	103	18%	96	17%	56	10%	279	48%	47	8%
Prefer not to Say	24	6%	22	6%	11	3%	70	18%	269	68%

Figure 8C: I depend on EMPIRE | KVCR TV/FM to provide me Kids Programming (By Age).



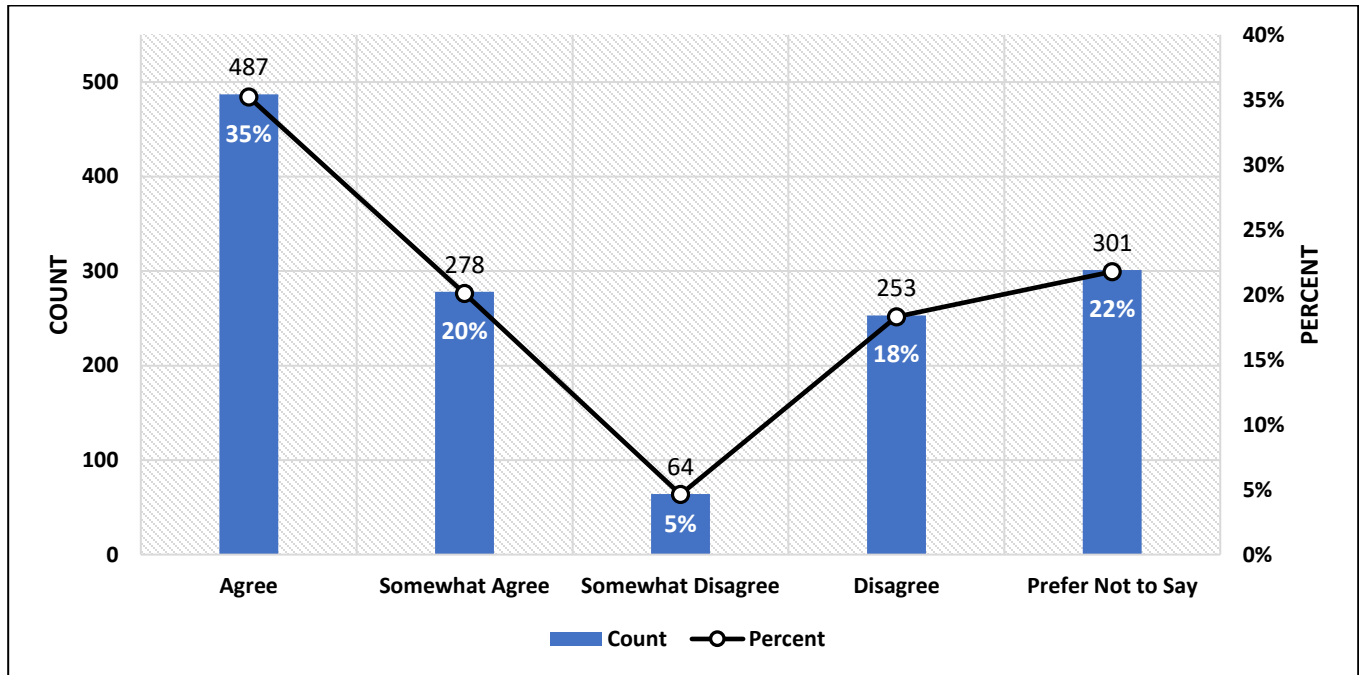
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	3	11%	5	18%	9	32%	11	39%	0	0%
20-29 Years Old	15	24%	11	18%	3	5%	30	48%	3	5%
30-39 Years Old	33	27%	20	16%	10	8%	54	44%	7	6%
40-49 Years Old	39	23%	37	22%	13	8%	78	45%	5	3%
50 or Older	119	18%	103	16%	65	10%	300	46%	71	11%
Prefer not to Say	13	4%	10	3%	5	1%	45	13%	266	78%

Figure 8D: I depend on EMPIRE | KVCR TV/FM to provide me Kids Programming (By Income).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	19	20%	17	18%	5	5%	42	45%	10	11%
\$30k- \$50k	38	26%	27	19%	15	10%	49	34%	15	10%
\$50k - \$70k	19	16%	27	22%	15	12%	50	41%	11	9%
\$70k - \$100k	43	23%	31	16%	15	8%	90	47%	12	6%
Over \$100k	57	17%	53	16%	40	12%	164	49%	22	7%
Prefer not to Say	46	9%	31	6%	15	3%	123	25%	282	57%

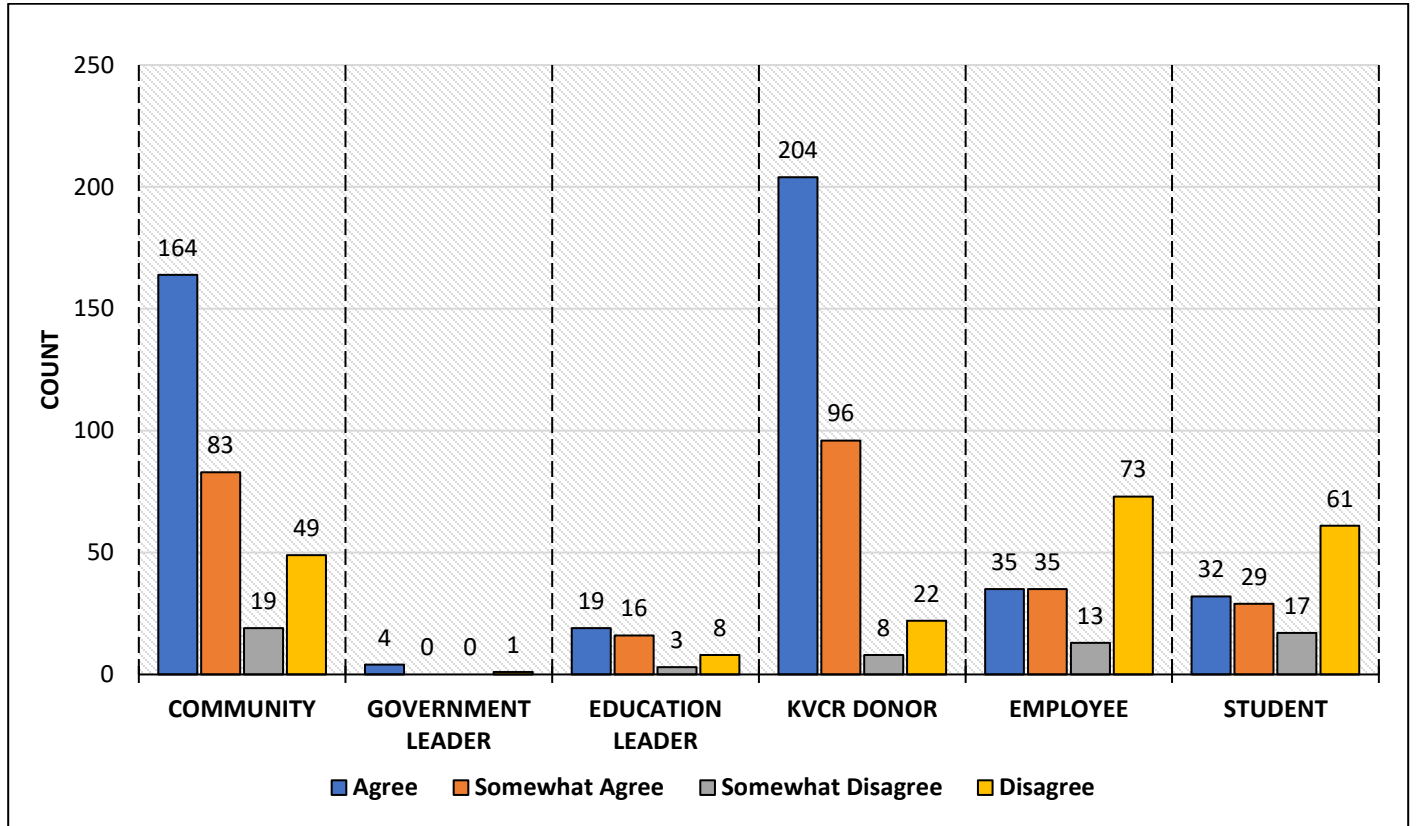
Figure 9: I depend on EMPIRE | KVCR TV/FM to provide me Science/Technology/History Programs (All Respondents).



Notes:

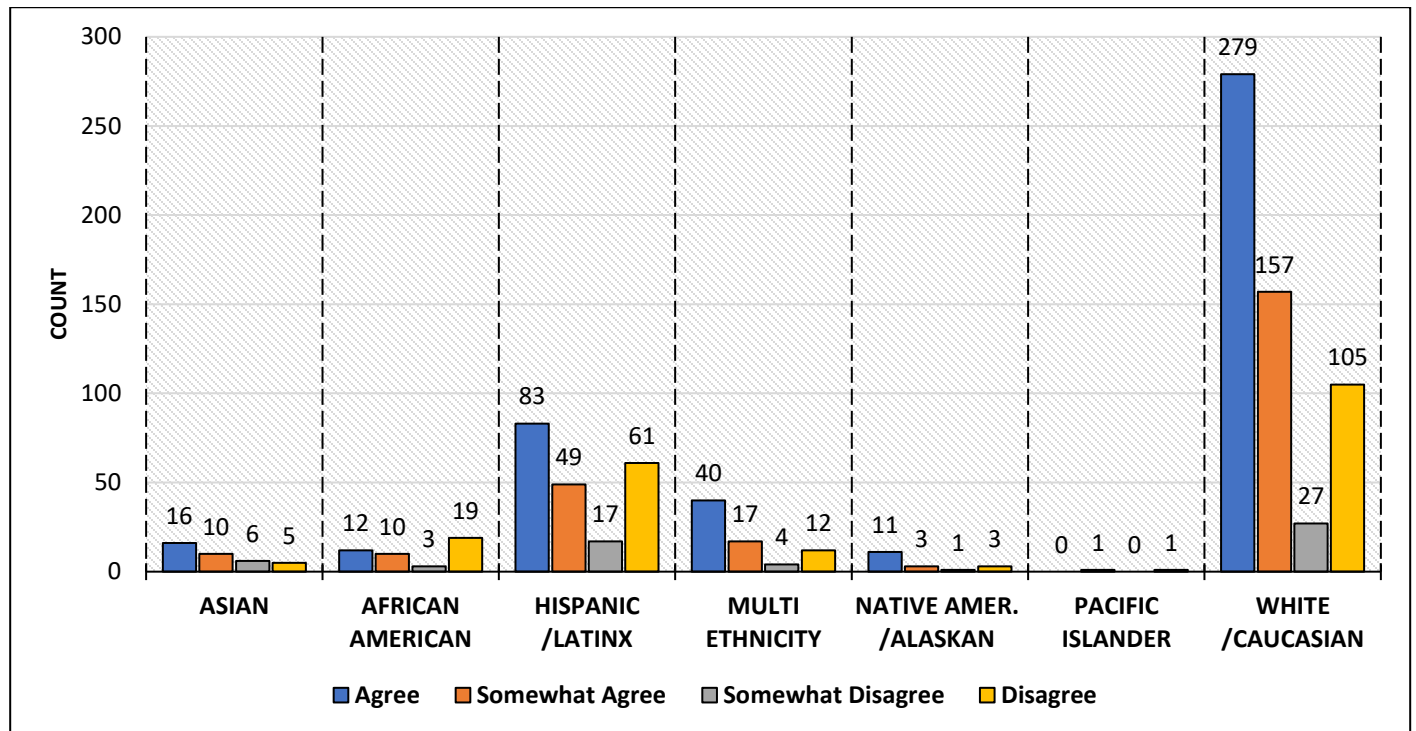
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 9A: I depend on EMPIRE | KVCR TV/FM to provide me Science/Technology/History Programs (By Constituency Group).



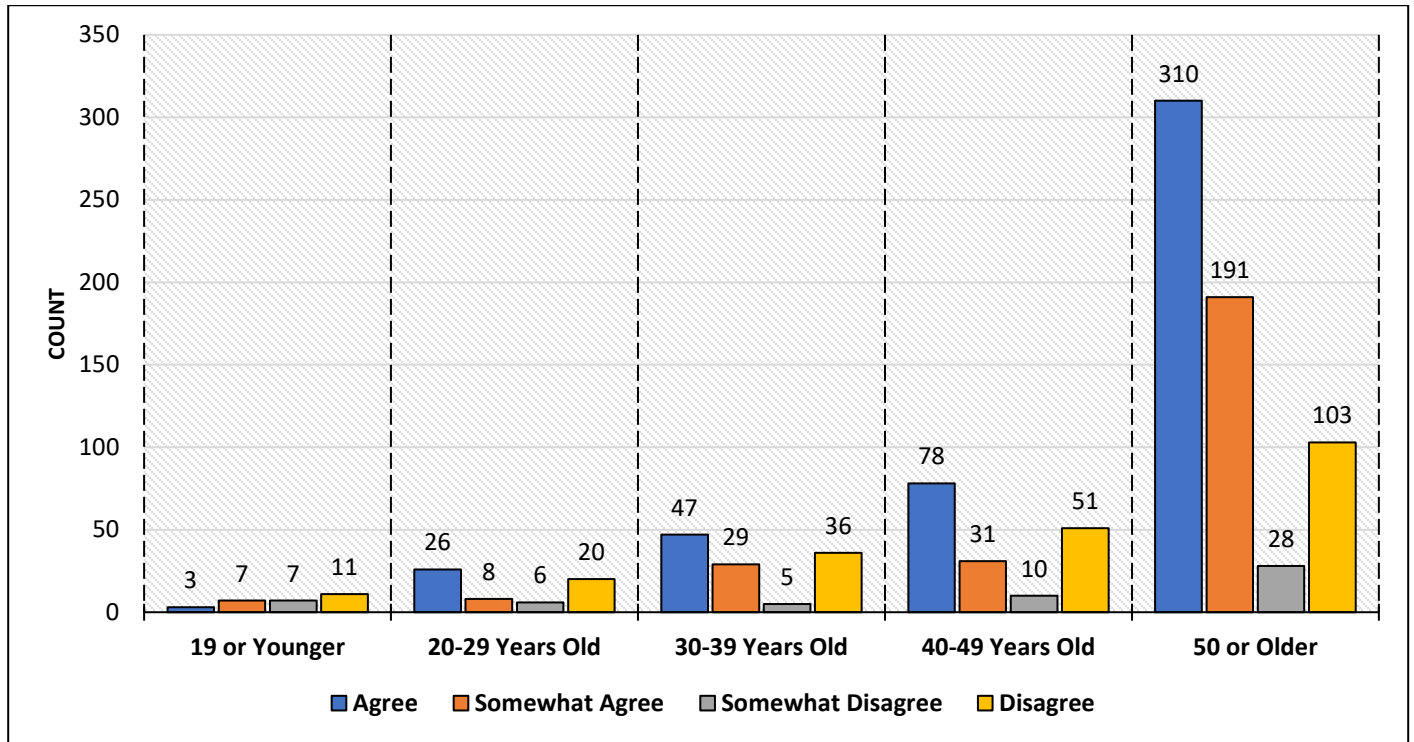
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	164	51%	83	26%	19	6%	49	15%	8	2%
Government Leader	4	67%	0	0%	0	0%	1	17%	1	17%
Education Leader	19	40%	16	33%	3	6%	8	17%	2	4%
KCVR Donor	204	61%	96	29%	8	2%	22	7%	4	1%
SBCCD Employee	35	21%	35	21%	13	8%	73	44%	9	5%
SBCCD Student	32	22%	29	20%	17	12%	61	41%	8	5%
Prefer Not to Say	29	8%	19	5%	4	1%	39	11%	269	75%

Figure 9B: I depend on EMPIRE | KVCR TV/FM to provide me Science/Technology/History Programs (By Race).



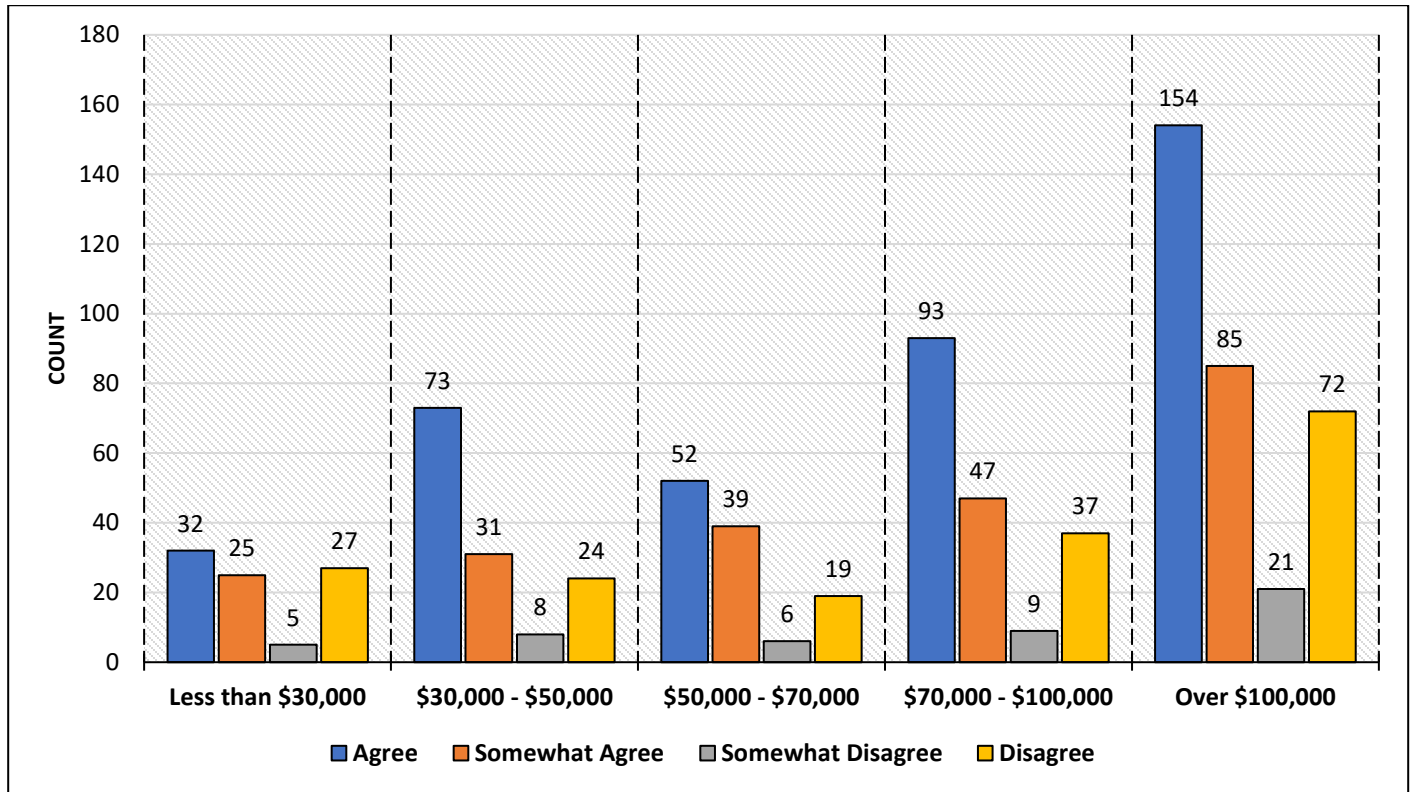
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	16	40%	10	25%	6	15%	5	13%	3	8%
African American	12	24%	10	20%	3	6%	19	38%	6	12%
Hispanic/Latinx	83	38%	49	23%	17	8%	61	28%	6	3%
Multi-Race	40	51%	17	22%	4	5%	12	15%	5	6%
Native Am./Alaskan	11	58%	3	16%	1	5%	3	16%	1	5%
Pacific Islander	0	0%	1	33%	0	0%	1	33%	1	33%
White/Caucasian	279	48%	157	27%	27	5%	105	18%	13	2%
Prefer not to Say	46	12%	31	8%	6	2%	47	12%	266	67%

Figure 9C: I depend on EMPIRE | KVCR TV/FM to provide me Science/Technology/History Programs (By Age).



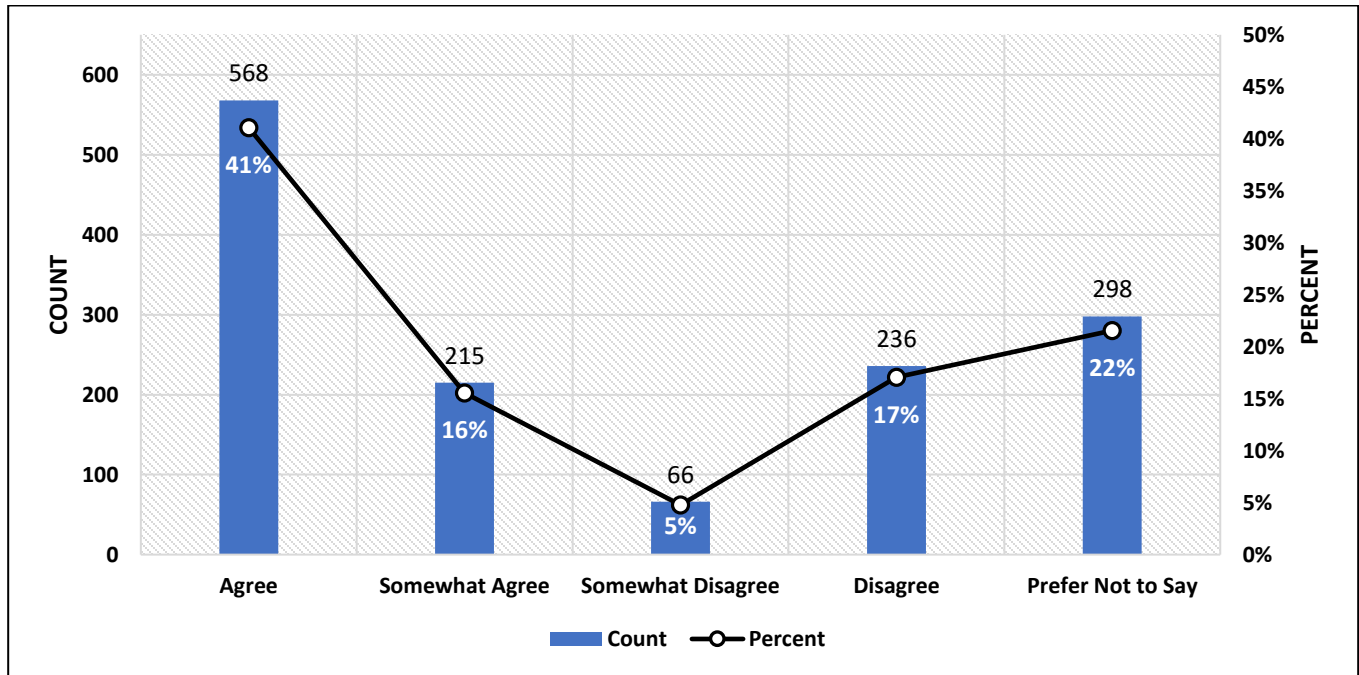
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	3	11%	7	25%	7	25%	11	39%	0	0%
20-29 Years Old	26	42%	8	13%	6	10%	20	32%	2	3%
30-39 Years Old	47	38%	29	23%	5	4%	36	29%	7	6%
40-49 Years Old	78	45%	31	18%	10	6%	51	30%	2	1%
50 or Older	310	47%	191	29%	28	4%	103	16%	26	4%
Prefer not to Say	23	7%	12	4%	8	2%	32	9%	264	78%

Figure 9D: I depend on EMPIRE | KVCR TV/FM to provide me Science/Technology/History Programs (By Income).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	32	34%	25	27%	5	5%	27	29%	4	4%
\$30k- \$50k	73	51%	31	22%	8	6%	24	17%	8	6%
\$50k - \$70k	52	43%	39	32%	6	5%	19	16%	6	5%
\$70k - \$100k	93	49%	47	25%	9	5%	37	19%	5	3%
Over \$100k	154	46%	85	25%	21	6%	72	21%	4	1%
Prefer not to Say	83	17%	51	10%	15	3%	74	15%	274	55%

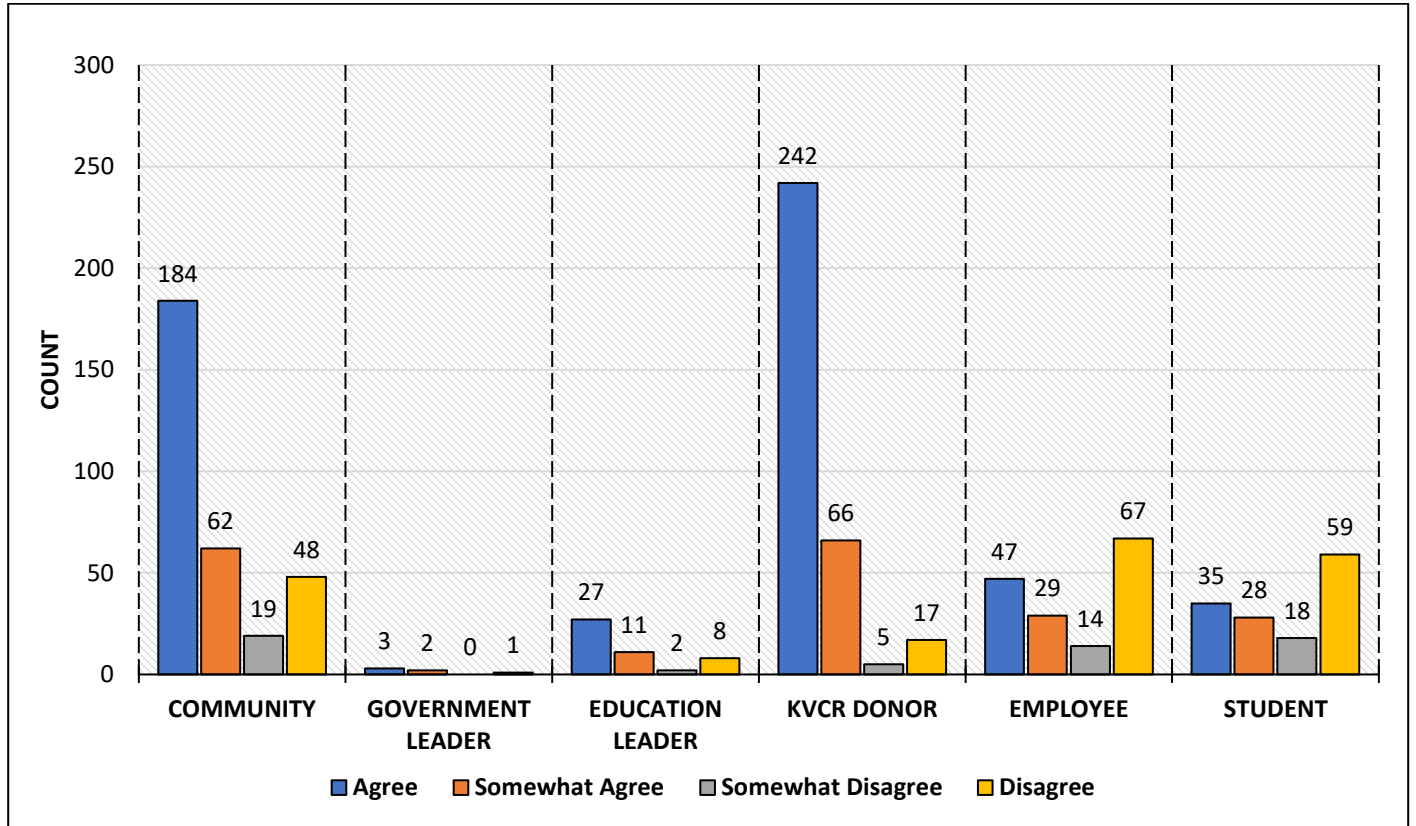
Figure 10: I depend on EMPIRE | KVCR TV/FM to provide me Documentaries/News/Public Affairs (All Respondents).



Notes:

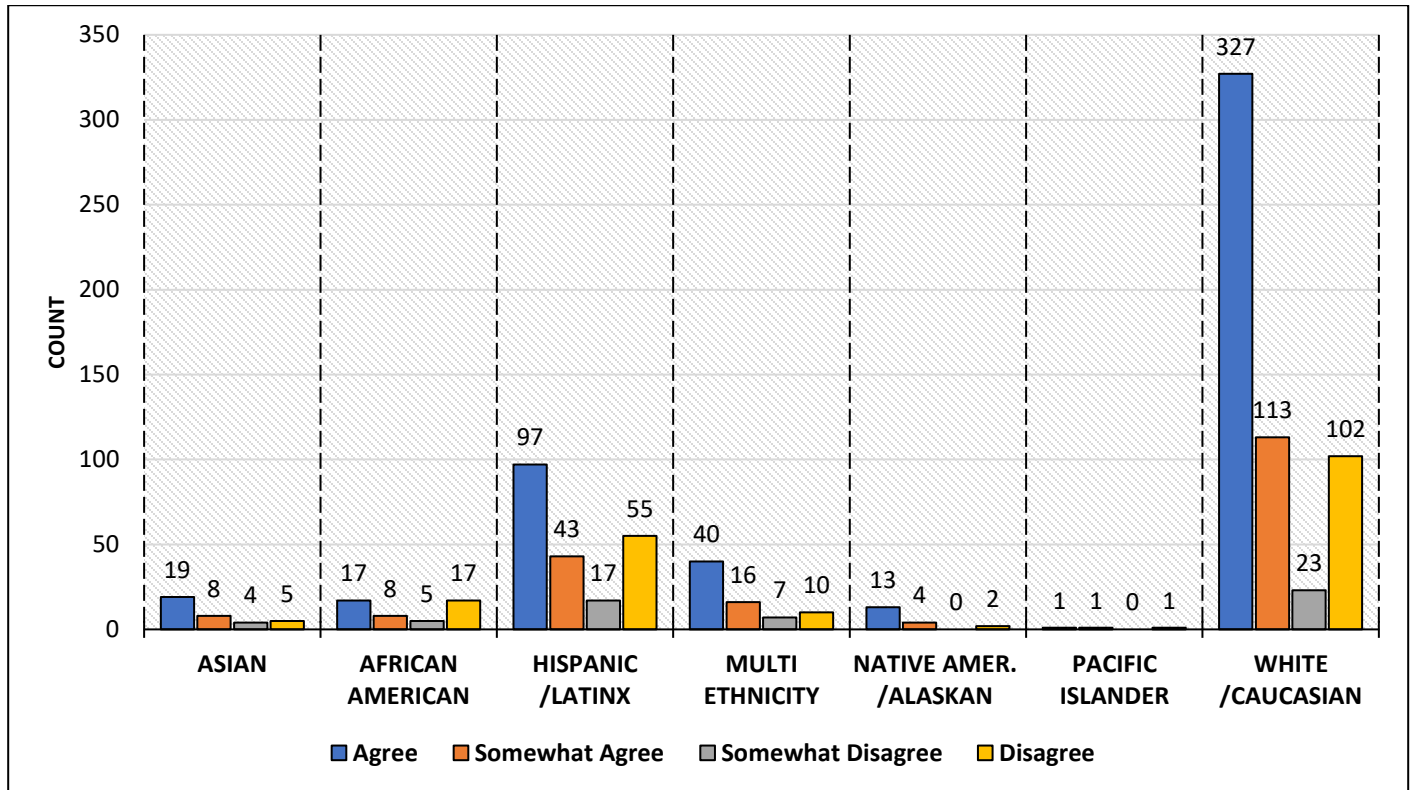
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 10A: I depend on EMPIRE | KVCR TV/FM to provide me Documentaries/News/Public Affairs (By Constituency Group).



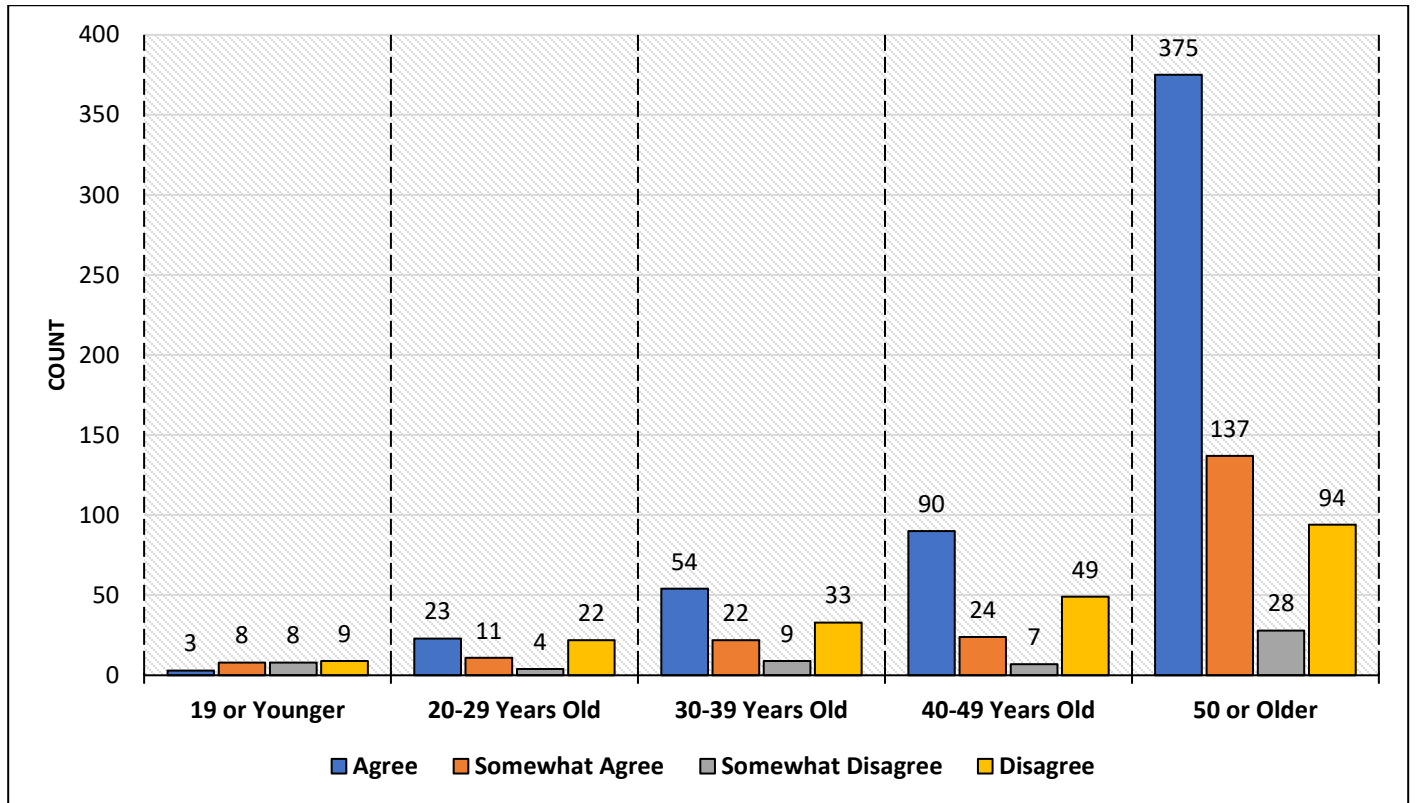
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	184	57%	62	19%	19	6%	48	15%	10	3%
Government Leader	3	50%	2	33%	0	0%	1	17%	0	0%
Education Leader	27	56%	11	23%	2	4%	8	17%	0	0%
KVCR Donor	242	72%	66	20%	5	1%	17	5%	4	1%
SBCCD Employee	47	28%	29	18%	14	8%	67	41%	8	5%
SBCCD Student	35	24%	28	19%	18	12%	59	40%	7	5%
Prefer Not to Say	30	8%	17	5%	8	2%	36	10%	269	75%

Figure 10B: I depend on EMPIRE | KVCR TV/FM to provide me Documentaries/News/Public Affairs (By Race).



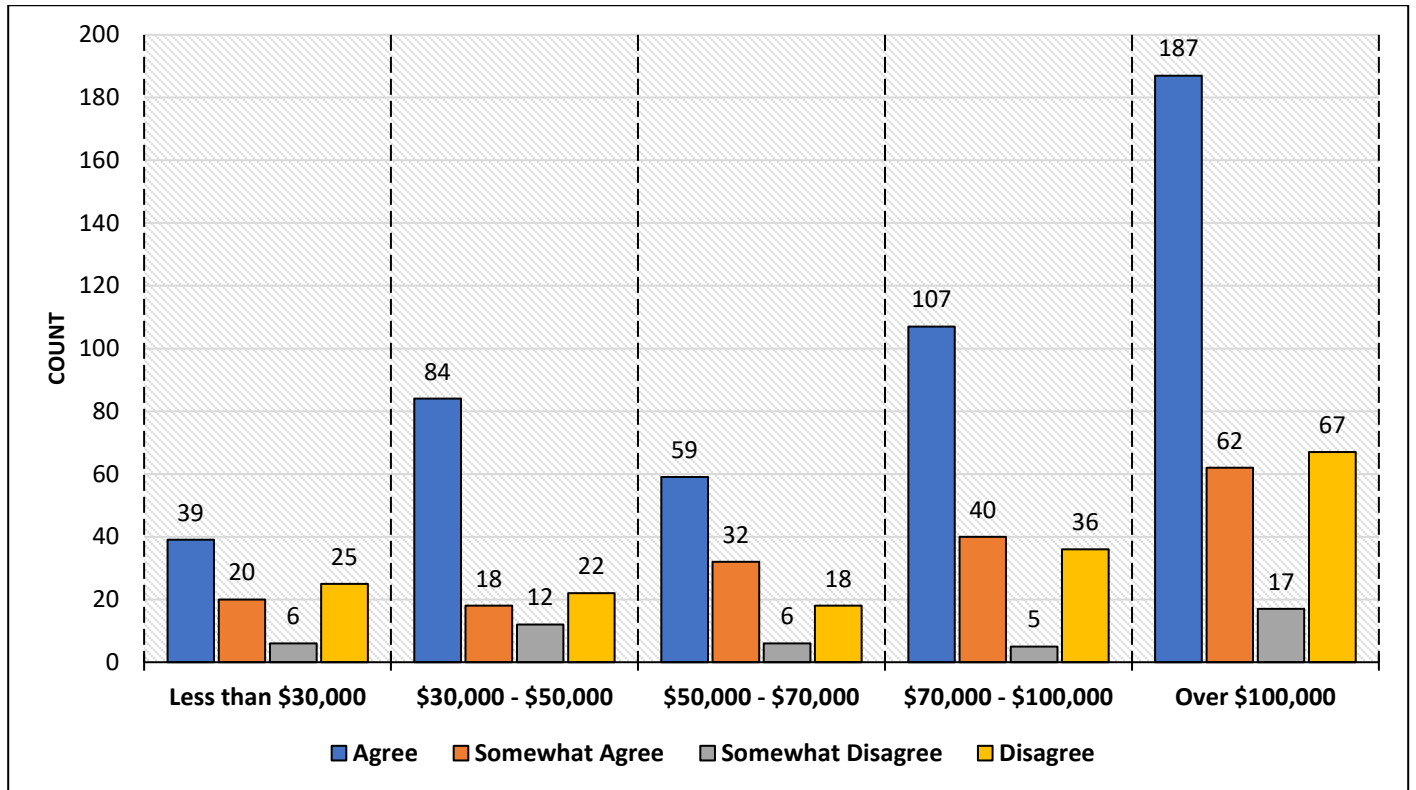
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	19	48%	8	20%	4	10%	5	13%	4	10%
African American	17	34%	8	16%	5	10%	17	34%	3	6%
Hispanic/Latinx	97	45%	43	20%	17	8%	55	25%	4	2%
Multi-Race	40	51%	16	21%	7	9%	10	13%	5	6%
Native Am./Alaskan	13	68%	4	21%	0	0%	2	11%	0	0%
Pacific Islander	1	33%	1	33%	0	0%	1	33%	0	0%
White/Caucasian	327	56%	113	19%	23	4%	102	18%	16	3%
Prefer not to Say	54	14%	22	6%	10	3%	44	11%	266	67%

Figure 10C: I depend on EMPIRE | KVCR TV/FM to provide me Documentaries/News/Public Affairs (By Age).



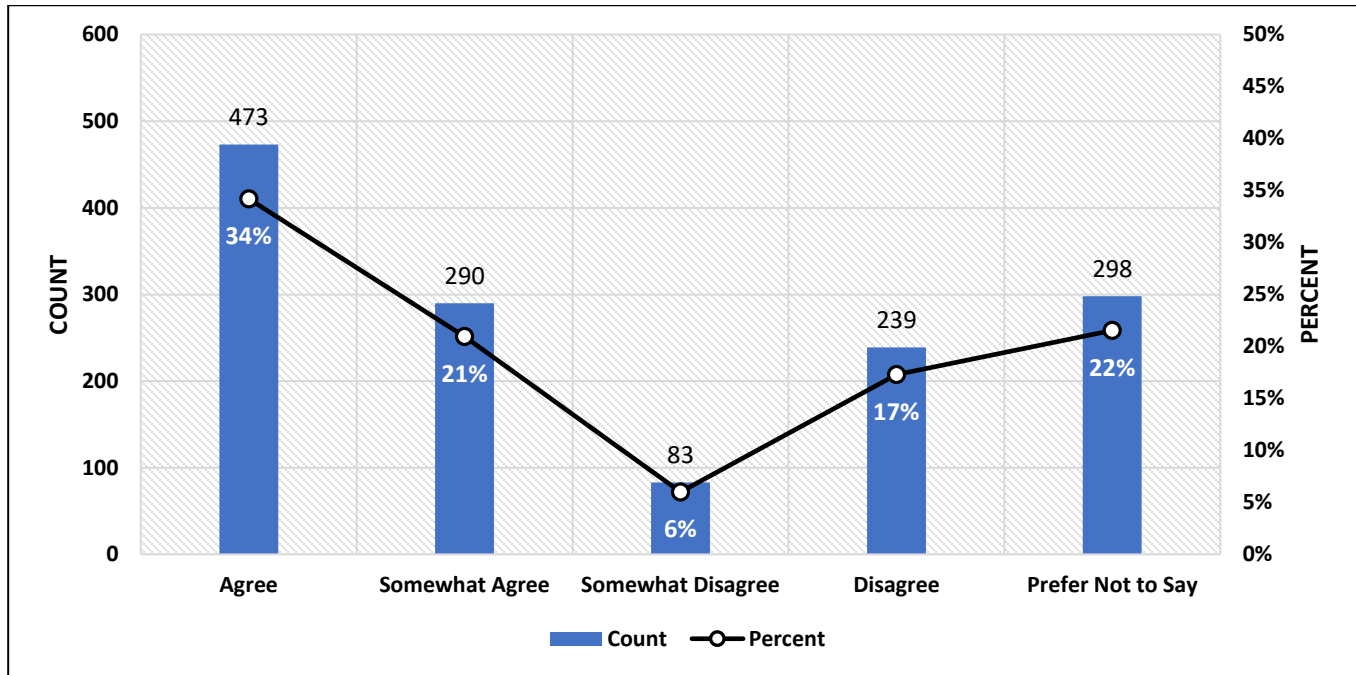
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	3	11%	8	29%	8	29%	9	32%	0	0%
20-29 Years Old	23	37%	11	18%	4	6%	22	35%	2	3%
30-39 Years Old	54	44%	22	18%	9	7%	33	27%	6	5%
40-49 Years Old	90	52%	24	14%	7	4%	49	28%	2	1%
50 or Older	375	57%	137	21%	28	4%	94	14%	24	4%
Prefer not to Say	23	7%	13	4%	10	3%	29	9%	264	78%

Figure 10D: I depend on EMPIRE | KVCR TV/FM to provide me Documentaries/News/Public Affairs (By Income).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	39	42%	20	22%	6	6%	25	27%	3	3%
\$30k - \$50k	84	58%	18	13%	12	8%	22	15%	8	6%
\$50k - \$70k	59	48%	32	26%	6	5%	18	15%	7	6%
\$70k - \$100k	107	56%	40	21%	5	3%	36	19%	3	2%
Over \$100k	187	56%	62	18%	17	5%	67	20%	3	1%
Prefer not to Say	92	19%	43	9%	20	4%	68	14%	274	55%

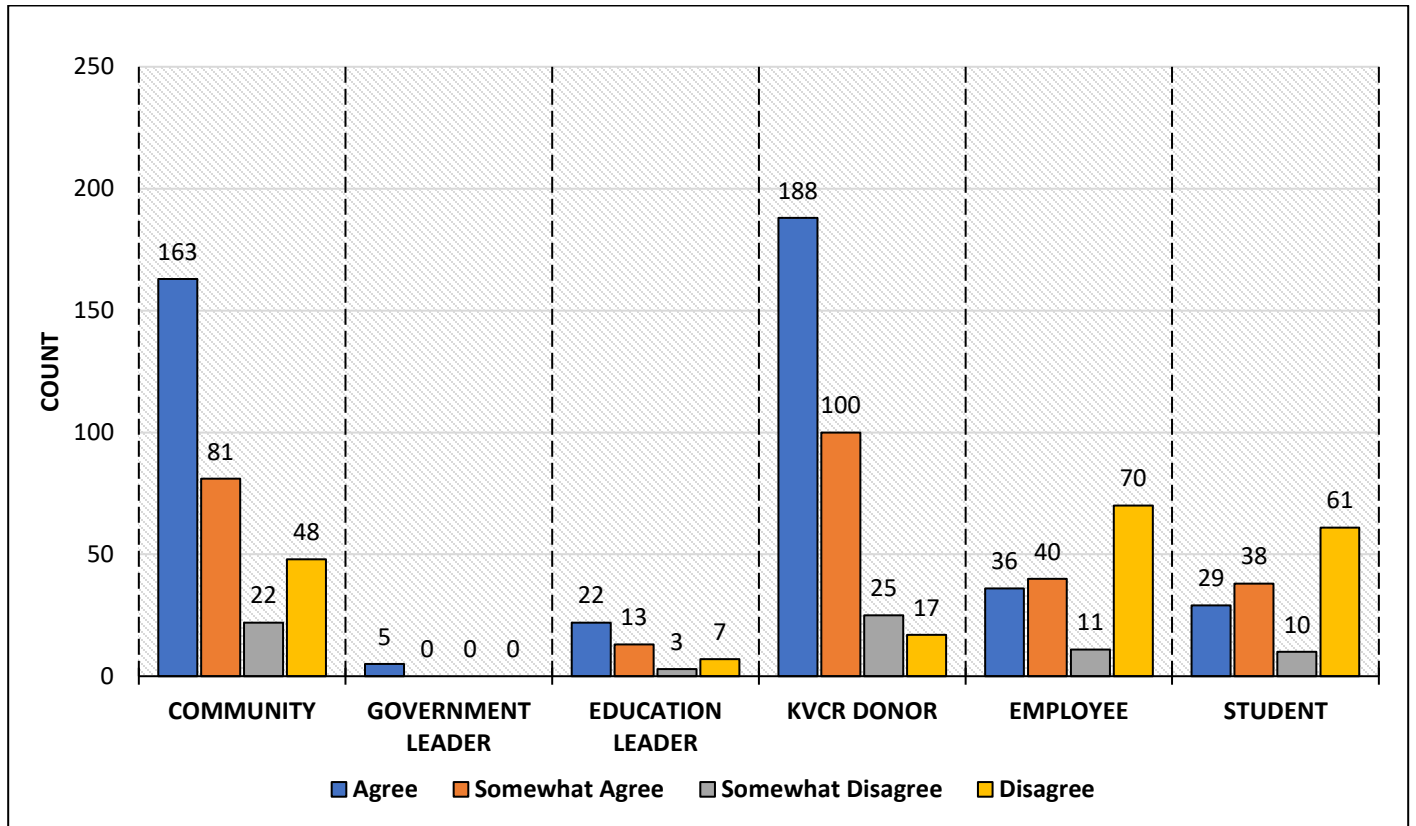
Figure 11: I depend on EMPIRE | KVCR TV/FM to provide me General Arts and Entertainment (All Respondents).



Notes:

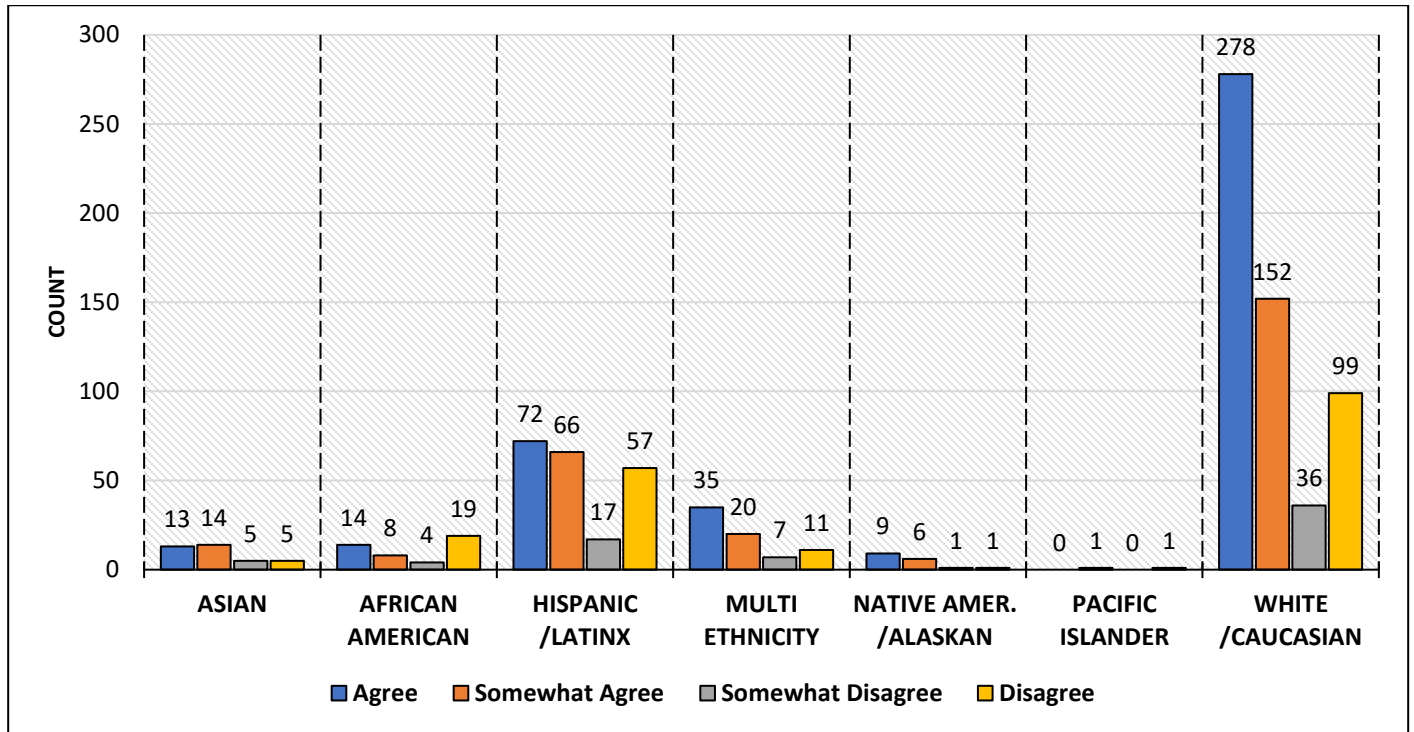
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 11A: I depend on EMPIRE | KVCR TV/FM to provide me General Arts and Entertainment (By Constituency Group).



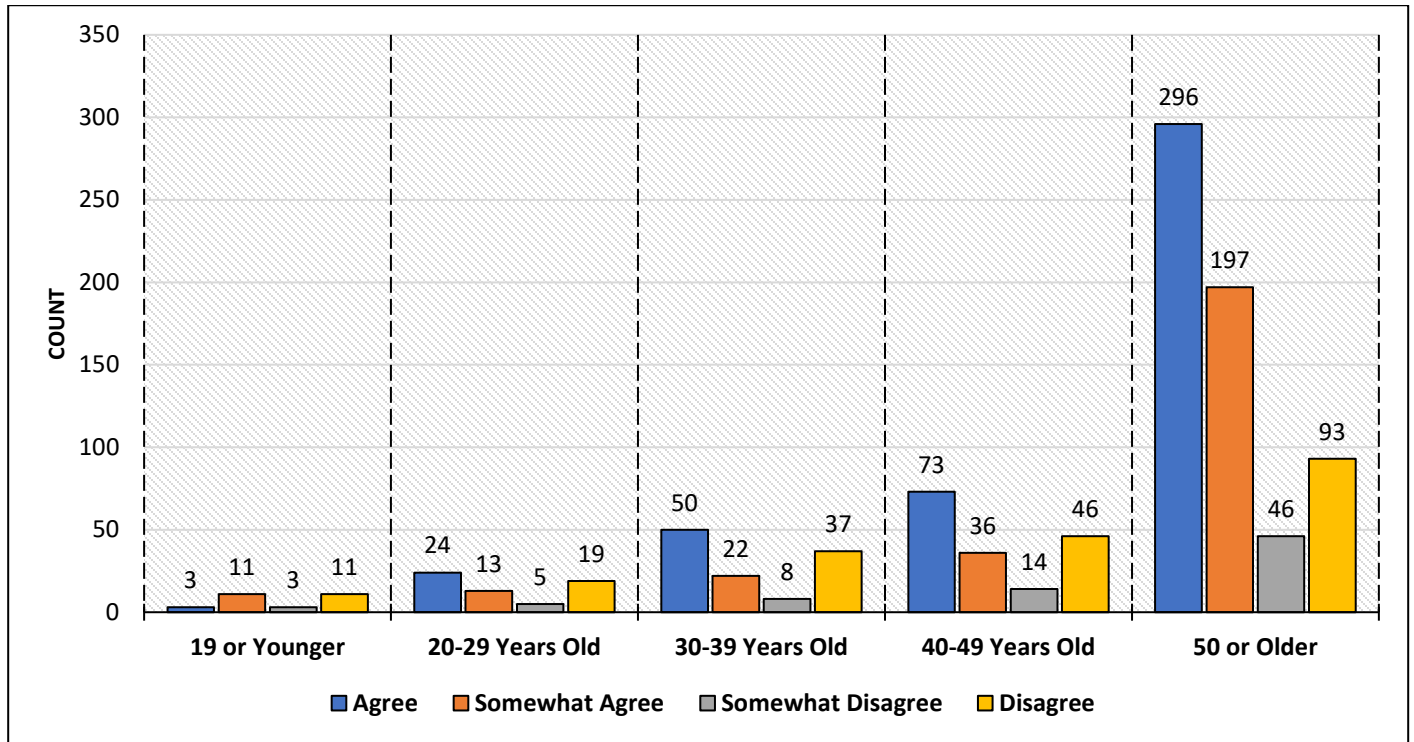
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	163	50%	81	25%	22	7%	48	15%	9	3%
Government Leader	5	83%	0	0%	0	0%	0	0%	1	17%
Education Leader	22	46%	13	27%	3	6%	7	15%	3	6%
KCVR Donor	188	56%	100	30%	25	7%	17	5%	4	1%
SBCCD Employee	36	22%	40	24%	11	7%	70	42%	8	5%
SBCCD Student	29	20%	38	26%	10	7%	61	41%	9	6%
Prefer Not to Say	30	8%	18	5%	12	3%	36	10%	264	73%

Figure 11B: I depend on EMPIRE | KVCR TV/FM to provide me General Arts and Entertainment (By Race).



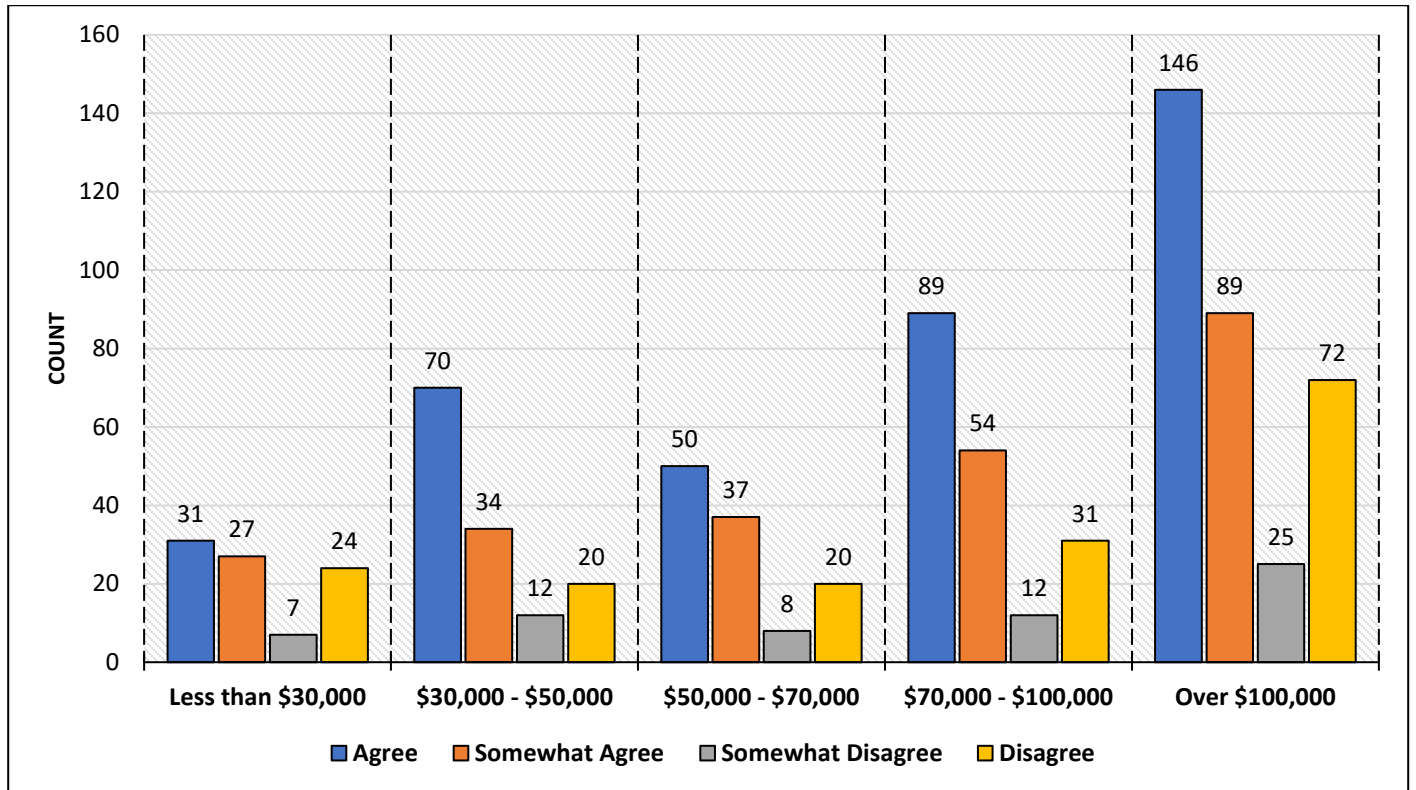
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	13	33%	14	35%	5	13%	5	13%	3	8%
African American	14	28%	8	16%	4	8%	19	38%	5	10%
Hispanic/Latinx	72	33%	66	31%	17	8%	57	26%	4	2%
Multi-Race	35	45%	20	26%	7	9%	11	14%	5	6%
Native Am./Alaskan	9	47%	6	32%	1	5%	1	5%	2	11%
Pacific Islander	0	0%	1	33%	0	0%	1	33%	1	33%
White/Caucasian	278	48%	152	26%	36	6%	99	17%	16	3%
Prefer not to Say	52	13%	23	6%	13	3%	46	12%	262	66%

Figure 11C: I depend on EMPIRE | KVCR TV/FM to provide me General Arts and Entertainment (By Age).



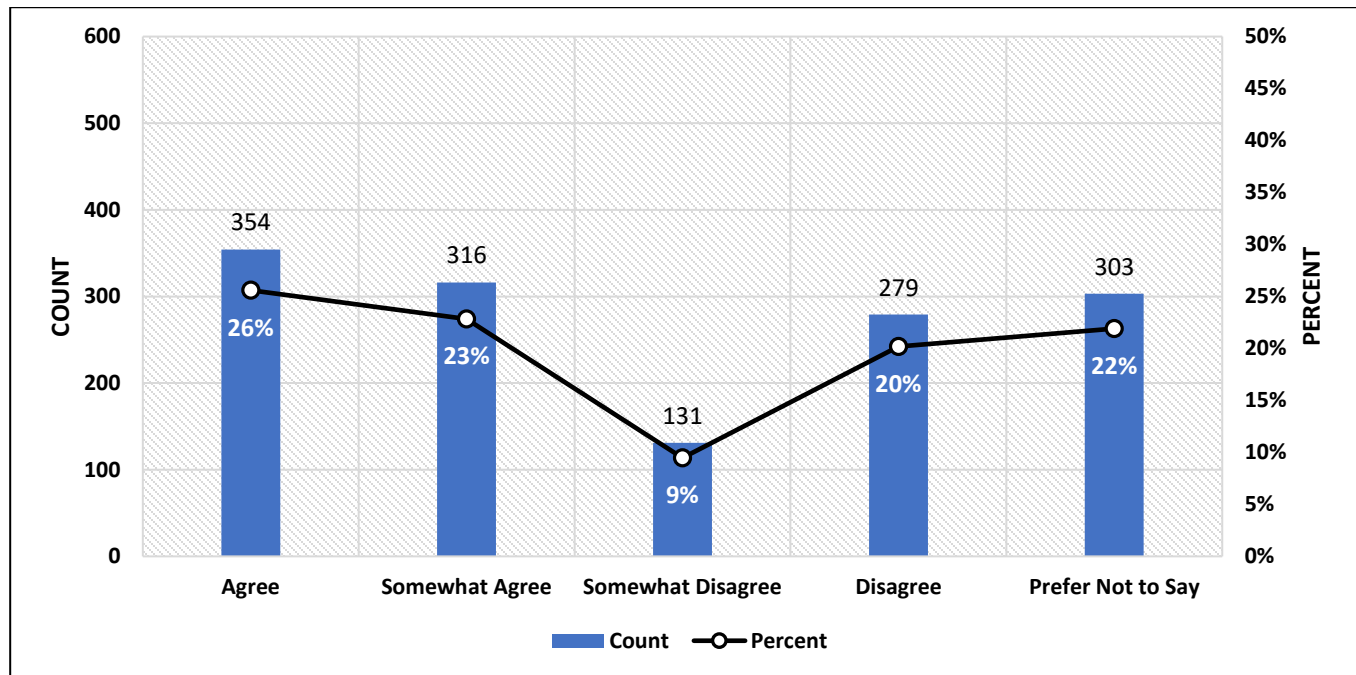
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	3	11%	11	39%	3	11%	11	39%	0	0%
20-29 Years Old	24	39%	13	21%	5	8%	19	31%	1	2%
30-39 Years Old	50	40%	22	18%	8	6%	37	30%	7	6%
40-49 Years Old	73	42%	36	21%	14	8%	46	27%	3	2%
50 or Older	296	45%	197	30%	46	7%	93	14%	26	4%
Prefer not to Say	27	8%	11	3%	7	2%	33	10%	261	77%

Figure 11D: I depend on EMPIRE | KVCR TV/FM to provide me General Arts and Entertainment (By Income).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	31	33%	27	29%	7	8%	24	26%	4	4%
\$30k- \$50k	70	49%	34	24%	12	8%	20	14%	8	6%
\$50k - \$70k	50	41%	37	30%	8	7%	20	16%	7	6%
\$70k - \$100k	89	47%	54	28%	12	6%	31	16%	5	3%
Over \$100k	146	43%	89	26%	25	7%	72	21%	4	1%
Prefer not to Say	87	18%	49	10%	19	4%	72	14%	270	54%

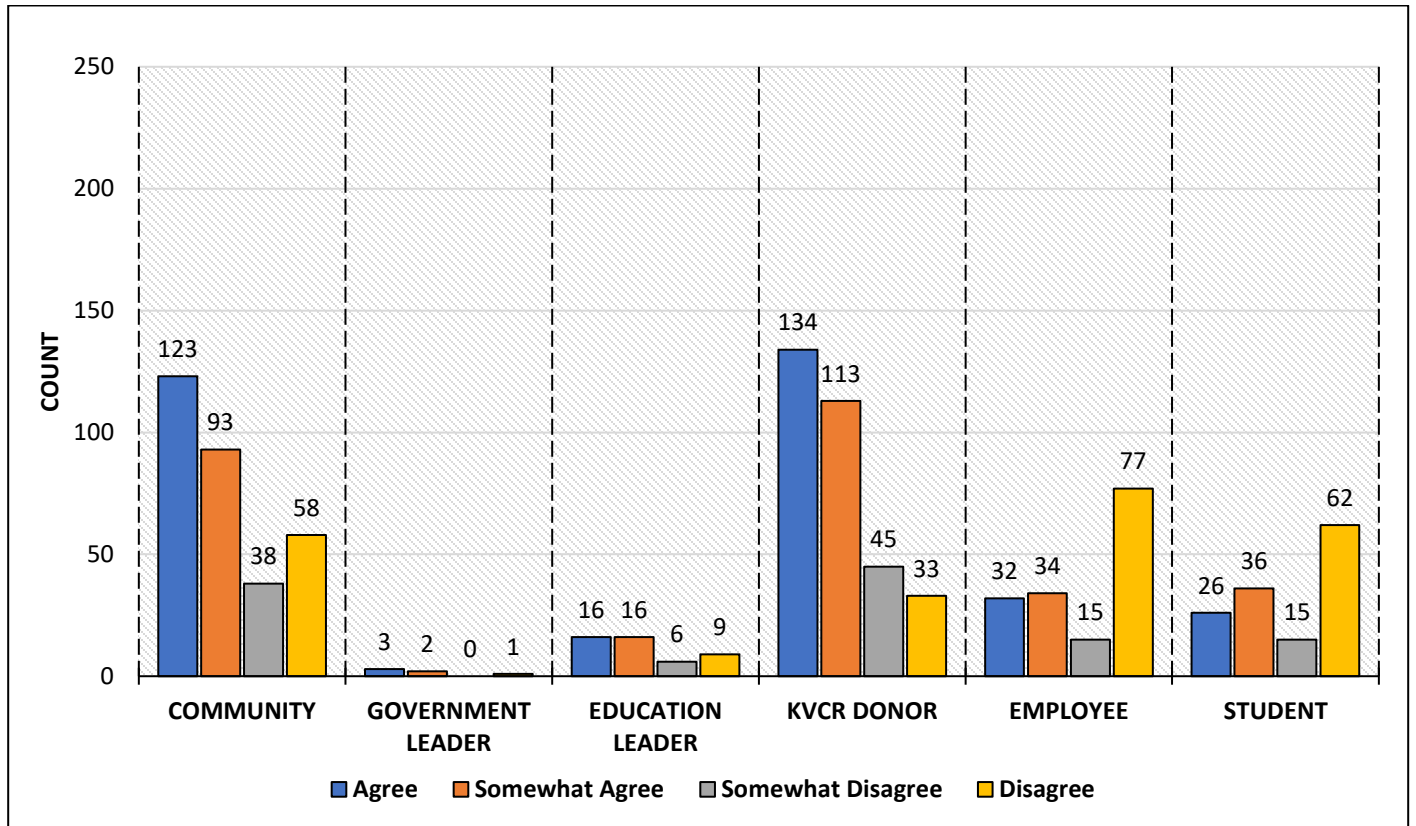
Figure 12: I depend on EMPIRE | KVCR TV/FM to provide me DIY/Food/ Travel & Culture (All Respondents).



Notes:

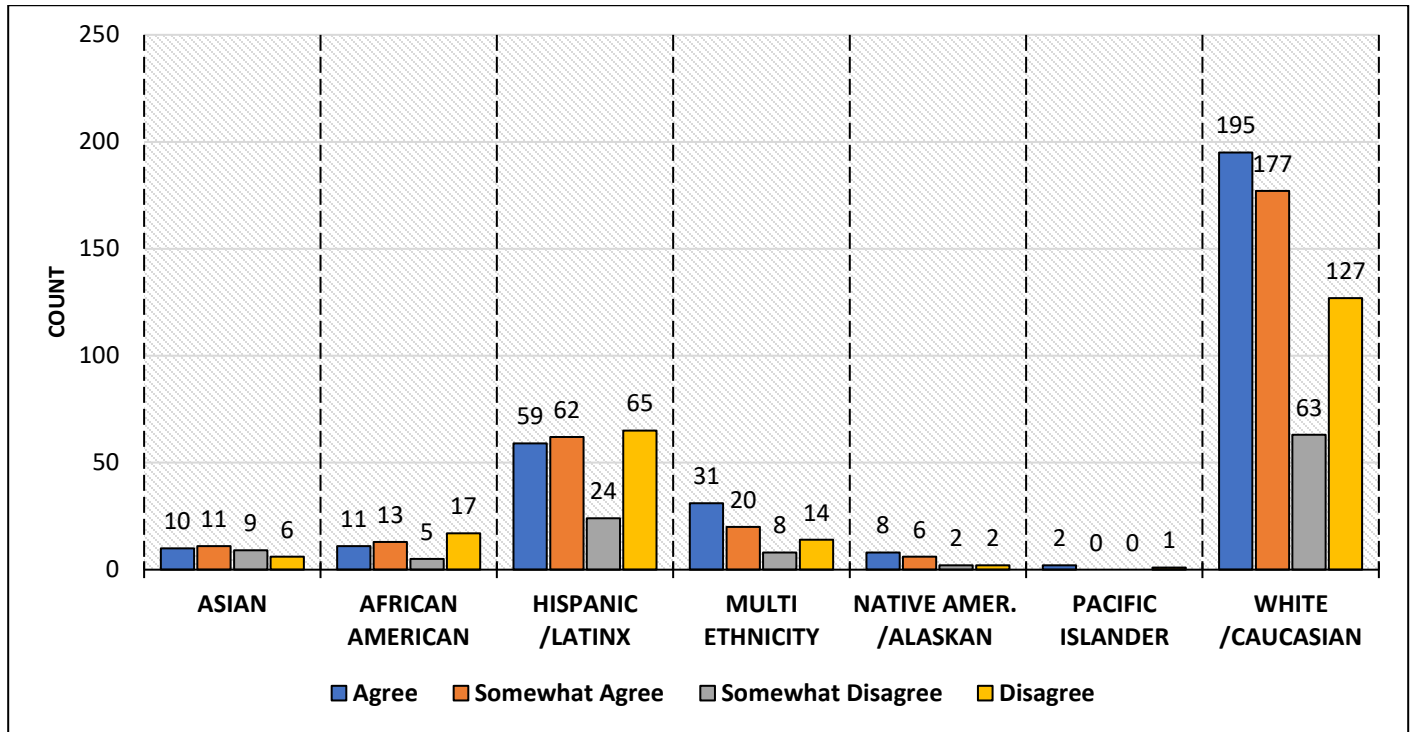
- I. This data reflects the aggregate opinion of all respondents.
- II. Graphs A-D below disaggregate the data by constituency group and demographics.

Figure 12A: I depend on EMPIRE | KVCR TV/FM to provide me DIY/Food/ Travel & Culture (By Constituency Group).



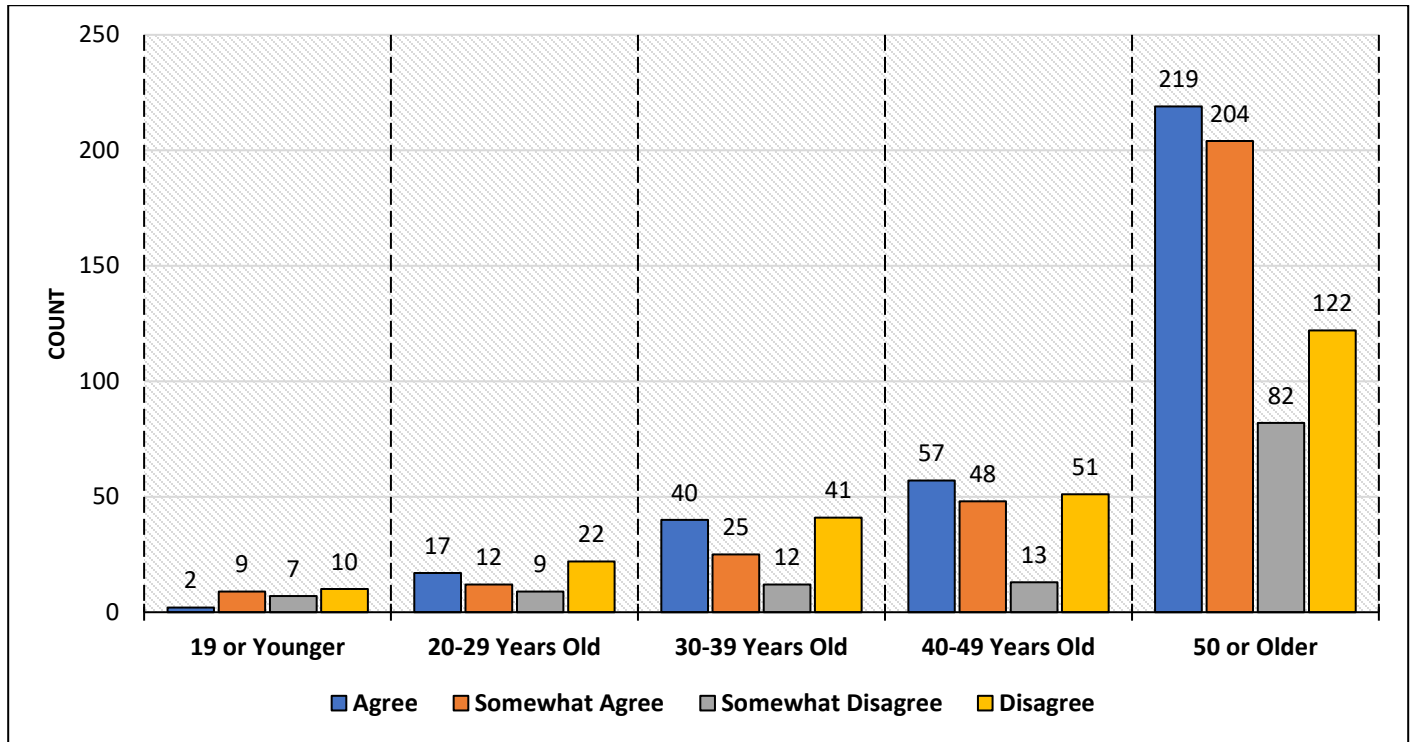
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Community Member	123	38%	93	29%	38	12%	58	18%	11	3%
Government Leader	3	50%	2	33%	0	0%	1	17%	0	0%
Education Leader	16	33%	16	33%	6	13%	9	19%	1	2%
KCVR Donor	134	40%	113	34%	45	13%	33	10%	9	3%
SBCCD Employee	32	19%	34	21%	15	9%	77	47%	7	4%
SBCCD Student	26	18%	36	24%	15	10%	62	42%	8	5%
Prefer Not to Say	20	6%	22	6%	12	3%	39	11%	267	74%

Figure 12B: I depend on EMPIRE | KVCR TV/FM to provide me DIY/Food/ Travel & Culture (By Race).



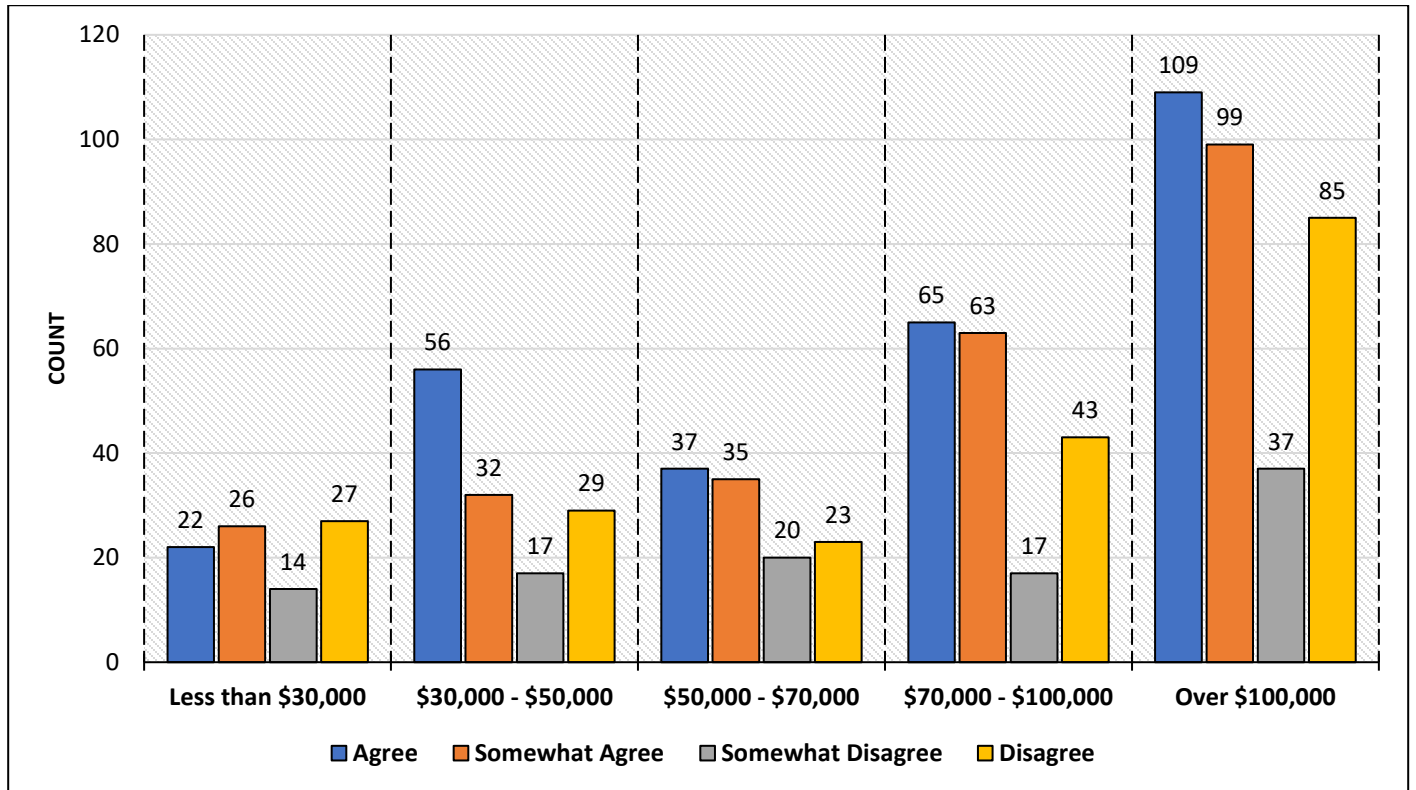
	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Asian	10	25%	11	28%	9	23%	6	15%	4	10%
African American	11	22%	13	26%	5	10%	17	34%	4	8%
Hispanic/Latinx	59	27%	62	29%	24	11%	65	30%	6	3%
Multi-Race	31	40%	20	26%	8	10%	14	18%	5	6%
Native Am./Alaskan	8	42%	6	32%	2	11%	2	11%	1	5%
Pacific Islander	2	67%	0	0%	0	0%	1	33%	0	0%
White/Caucasian	195	34%	177	30%	63	11%	127	22%	19	3%
Prefer not to Say	38	10%	27	7%	20	5%	47	12%	264	67%

Figure 12C: I depend on EMPIRE | KVCR TV/FM to provide me DIY/Food/ Travel & Culture (By Age).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
19 or Younger	2	7%	9	32%	7	25%	10	36%	0	0%
20-29 Years Old	17	27%	12	19%	9	15%	22	35%	2	3%
30-39 Years Old	40	32%	25	20%	12	10%	41	33%	6	5%
40-49 Years Old	57	33%	48	28%	13	8%	51	30%	3	2%
50 or Older	219	33%	204	31%	82	12%	122	19%	31	5%
Prefer not to Say	19	6%	18	5%	8	2%	33	10%	261	77%

Figure 12D: I depend on EMPIRE | KVCR TV/FM to provide me DIY/Food/ Travel & Culture (By Income).



	Agree		Somewhat Agree		Somewhat Disagree		Disagree		Prefer Not to Say	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Less than \$30k	22	24%	26	28%	14	15%	27	29%	4	4%
\$30k- \$50k	56	39%	32	22%	17	12%	29	20%	10	7%
\$50k - \$70k	37	30%	35	29%	20	16%	23	19%	7	6%
\$70k - \$100k	65	34%	63	33%	17	9%	43	23%	3	2%
Over \$100k	109	32%	99	29%	37	11%	85	25%	6	2%
Prefer not to Say	65	13%	61	12%	26	5%	72	14%	273	55%

OVERALL OPINIONS ABOUT KVCR DEFICIT AND FUTURE OF FNX

To broadcast quality programming, EMPIRE | KVCR TV/FM relies on generous donors and funding from the San Bernardino Community College District (home of San Bernardino Valley College and Crafton Hills College). However, EMPIRE | KVCR TV/FM has a recurring \$1.2 million fiscal deficit. How important is this to you?

Table 8: How important is the \$1.2 million deficit?

	Count (N = 1,383)	Percent
Extremely Important	278	20%
Very Important	333	24%
Slightly Important	200	14%
Not at All Important	91	7%
Not Sure	144	10%
Prefer Not to Say	337	24%

The San Bernardino Community College District's primary source of funding comes from taxpayers. Considering the current and future needs of the Inland Empire, in your opinion, how should SBCCD spend its limited dollars to cover the \$1.2 million deficit?

Table 9: How should SBCCD spend its limited dollars to cover the \$1.2 million deficit?

	Count (N = 1,383)	Percent
Provide access to quality education and career training at Crafton Hills College and San Bernardino Valley College.	438	32%
Provide access to quality programming at EMPIRE KVCR TV/FM , including PBS and NPR broadcast.	541	39%
Prefer Not to Say	404	29%

If EMPIRE | KVCR TV/FM could no longer afford to broadcast PBS or NPR, and instead used its broadcast signals and station facilities/equipment exclusively for student career training, how supportive would you be?

Table 10: Support for using KVCR for facilities/equipment exclusively for student career training

	Count (N = 1,383)	Percent
Extremely Supportive	142	10%
Very Supportive	182	13%
Somewhat Supportive	267	19%
Not at All Supportive	317	23%
Not Sure	155	11%
Prefer Not to Say	320	23%

If EMPIRE | KVCR TV/FM could no longer afford to broadcast PBS or NPR, and instead used its broadcast signals and station facilities/equipment exclusively for community rental access, how supportive would you be?

Table 11: Support for using KVCR for facilities/equipment exclusively for community rental access

	Count (N = 1,383)	Percent
Extremely Supportive	59	4%
Very Supportive	89	6%
Somewhat Supportive	249	18%
Not at All Supportive	444	32%
Not Sure	230	17%
Prefer Not to Say	312	23%

Did you know that EMPIRE | KVCR has a TV channel that is 100% dedicated to Native American and World Indigenous content called First Nations Experience (FNX)?

Table 12: Do you know about FNX?

	Count (N = 1,383)	Percent
Yes	545	39%
No	554	40%
Prefer Not to Say	284	21%

When it comes to FNX, how frequently do you tune in?

Table 13: How often to you watch FNX?

	Count (N = 1,383)	Percent
Often	134	10%
Sometimes	214	15%
Hardly Ever	169	12%
Never	575	42%
Prefer Not to Say	291	21%

If the San Bernardino Community College District transfers full ownership and rights of FNX to its founding partner (a federally recognized American Indian tribe), how supportive would you be?

Table 14: Support for transferring full ownership and rights of FNX to its founding partner

	Count (N = 1,383)	Percent
Extremely supportive	194	14%
Very supportive	259	19%
Somewhat supportive	246	18%
Not at all supportive	83	6%
Not sure	275	20%
Prefer Not to Say	326	24%

**OPINIONS ABOUT KVCR DEFICIT: OVERALL
AND DISAGGREGATED BY CONSTITUENCY
GROUP AND DEMOGRAPHICS**

QUESTION: The San Bernardino Community College District’s primary source of funding comes from taxpayers. Considering the current and future needs of the Inland Empire, in your opinion, how should SBCCD spend its limited dollars to cover the \$1.2 million deficit? Choose one.

Table 15: What to do with deficit by all respondents

	Count (N = 1,383)	Percent
Provide access to quality education and career training at Crafton Hills College and San Bernardino Valley College.	438	32%
Provide access to quality programming at EMPIRE KVCR TV/FM , including PBS and NPR broadcast.	541	39%
Prefer Not to Say	404	29%

Figure 13: What to do with deficit by constituency group

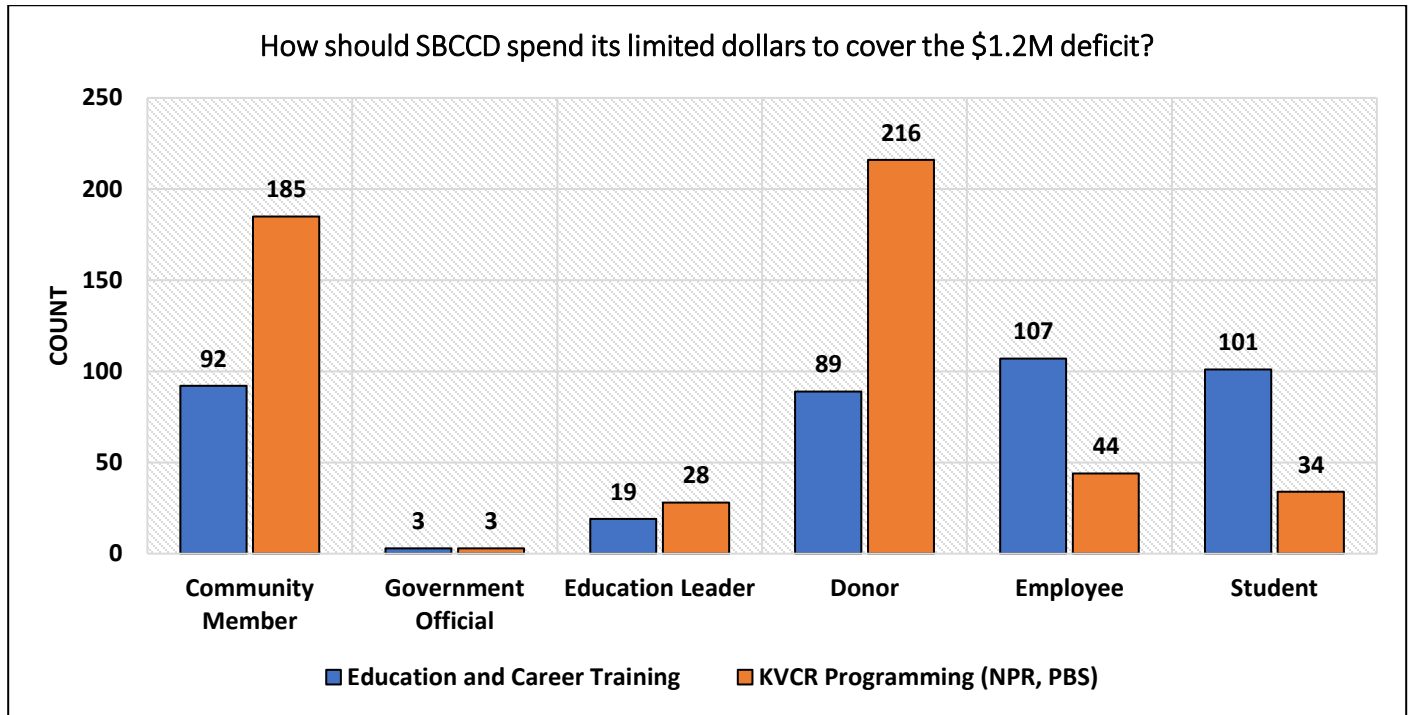


Table 16: What to do with deficit by constituency group

	Provide Access to Education and Career Training at SBCCD		Provide Access to KVCR Programming Including NPR and PBS	
	Count	Percent	Count	Percent
Community Member	92	28%	185	57%
Government Official	3	50%	3	50%
Education Leader	19	40%	28	58%
Donor	89	27%	216	65%
Employee	107	65%	44	27%
Student	101	69%	34	23%
Prefer not to Say	27	8%	31	9%

SUMMARY:

1. Community members, Education Leaders, and Donors want to keep KVCR (NPR and PBS).
2. Students and Employees want Education and Career Training.
3. Government Officials were split.

Figure 14: What to do with deficit by age

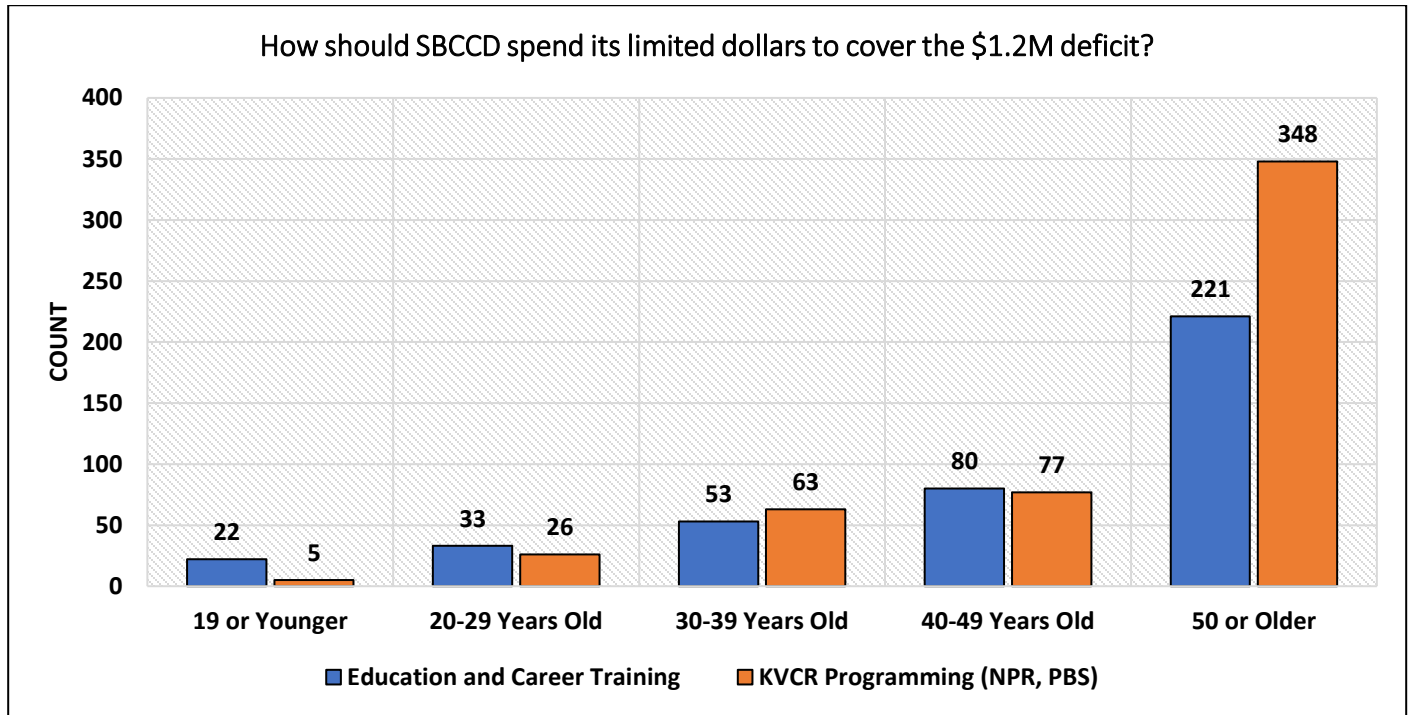


Table 17: What to do with deficit by age

	Provide Access to Education and Career Training at SBCCD		Provide Access to KVCR Programming Including NPR and PBS	
	Count	Percent	Count	Percent
19 or Younger	22	79%	5	18%
20-29 Years Old	33	53%	26	42%
30-39 Years Old	53	43%	63	51%
40-49 Years Old	80	47%	77	45%
50 or Older	221	34%	348	53%
Prefer not to Say	29	9%	22	6%

SUMMARY:

1. In general, the **older you are** the **more likely** you are to want to **keep KVCR (NPR/PBS)**.
2. The **40-49 year old** respondents were basically **split**.
3. The 19 or younger and the 50 or older are more polarized in their preference.

Figure 15: What to do with deficit by race/ethnicity

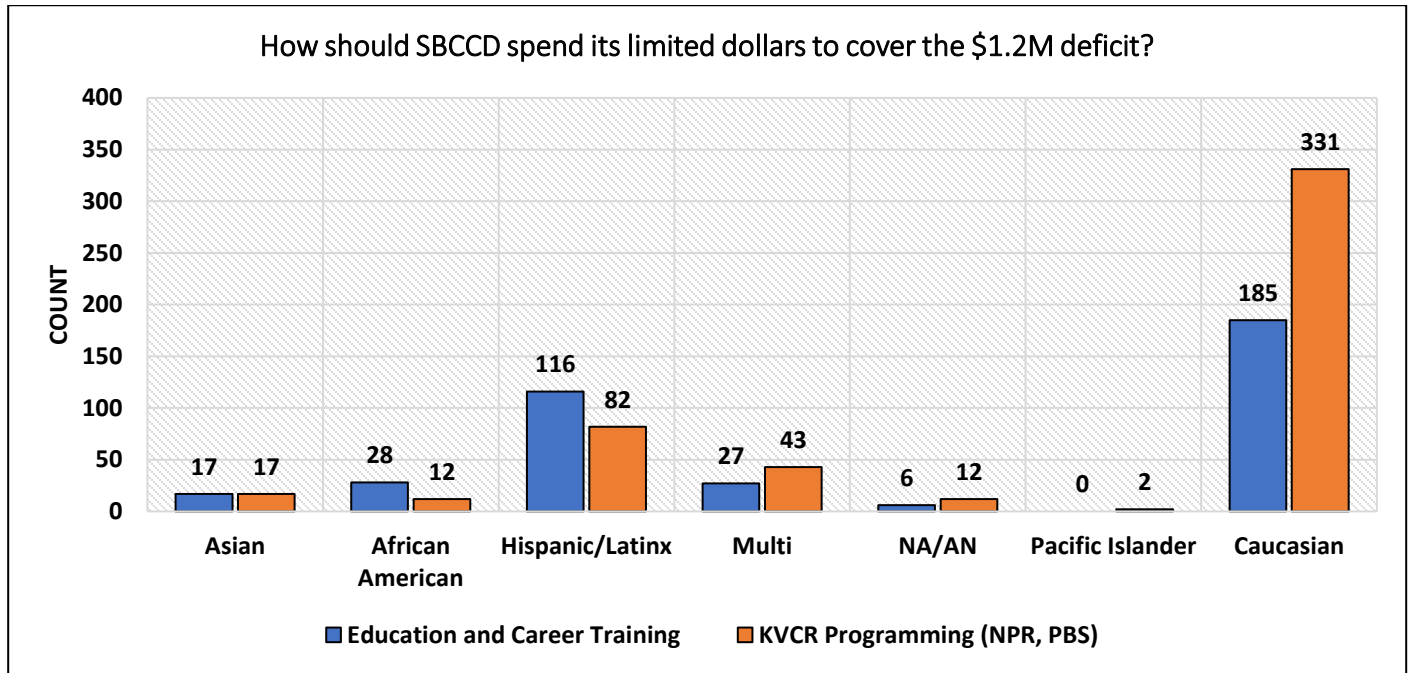


Table 18: What to do with deficit by race/ethnicity

	Provide Access to Education and Career Training at SBCCD		Provide Access to KVCR Programming Including NPR and PBS	
	Count	Percent	Count	Percent
Asian	17	43%	17	43%
Black/African American	28	56%	12	24%
Hispanic/Latinx	116	54%	82	38%
Multi-Race	27	35%	43	55%
Native Amer./Alaskan Native	6	32%	12	63%
Pacific Islander	0	0%	2	67%
White/Caucasian	185	32%	331	57%
Prefer not to Say	59	15%	42	11%

SUMMARY:

1. In general, **African American** and **Hispanic/Latinx** respondents prefer **Education and career training**.
2. In general, **Mult-Race**, **Native American/Alaskan Native**, and **White/Caucasian** respondents prefer to **keep KVCR (NPR/PBS)**.
3. Asian respondents were **split**.

Figure 16: What to do with deficit by income

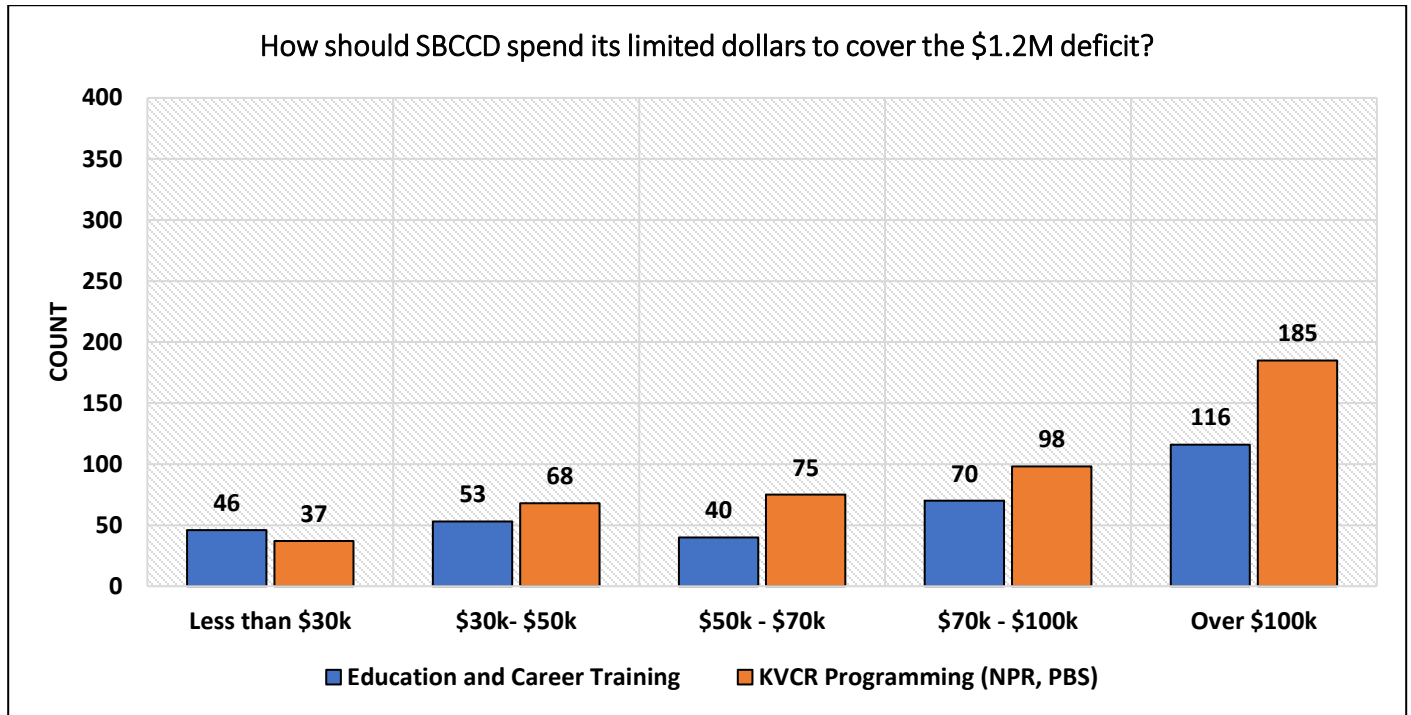


Table 19: What to do with deficit by income

	Provide Access to Education and Career Training at SBCCD		Provide Access to KVCR Programming Including NPR and PBS	
	Count	Percent	Count	Percent
Less than \$30k	46	49%	37	40%
\$30k- \$50k	53	37%	68	47%
\$50k - \$70k	40	33%	75	61%
\$70k - \$100k	70	37%	98	51%
Over \$100k	116	35%	185	55%
Prefer not to Say	113	23%	78	16%

SUMMARY:

1. In general, respondents earning less than \$30k prefer Education and career training.
2. In general, all other respondents prefer to keep KVCR (NPR/PBS).

QUESTION: If EMPIRE | KVCR TV/FM could no longer afford to broadcast PBS or NPR, and instead used its broadcast signals and station facilities/equipment exclusively for **student career training**, how supportive would you be?

Table 20: Overall Support for Student Career Training

	Count (N = 1,383)	Percent
Extremely Supportive	142	10%
Very Supportive	182	13%
Somewhat Supportive	267	19%
Not at All Supportive	317	23%
Not Sure	155	11%
Prefer Not to Say	320	23%

SUMMARY:

1. 10% (142) of respondents are **extremely supportive** of using KVCR facilities for **student career training**.
2. 23% (317) of respondents are **not at all supportive** of using KVCR facilities for student career training.
3. 43% (591) of respondents are **somewhat to extremely supportive** of using KVCR facilities for student career training, 23% (317) are **not at all supportive**, 11% (155) are **unsure** and 23% (320) **declined to answer**.

Figure 17: Support for student career training by constituency group

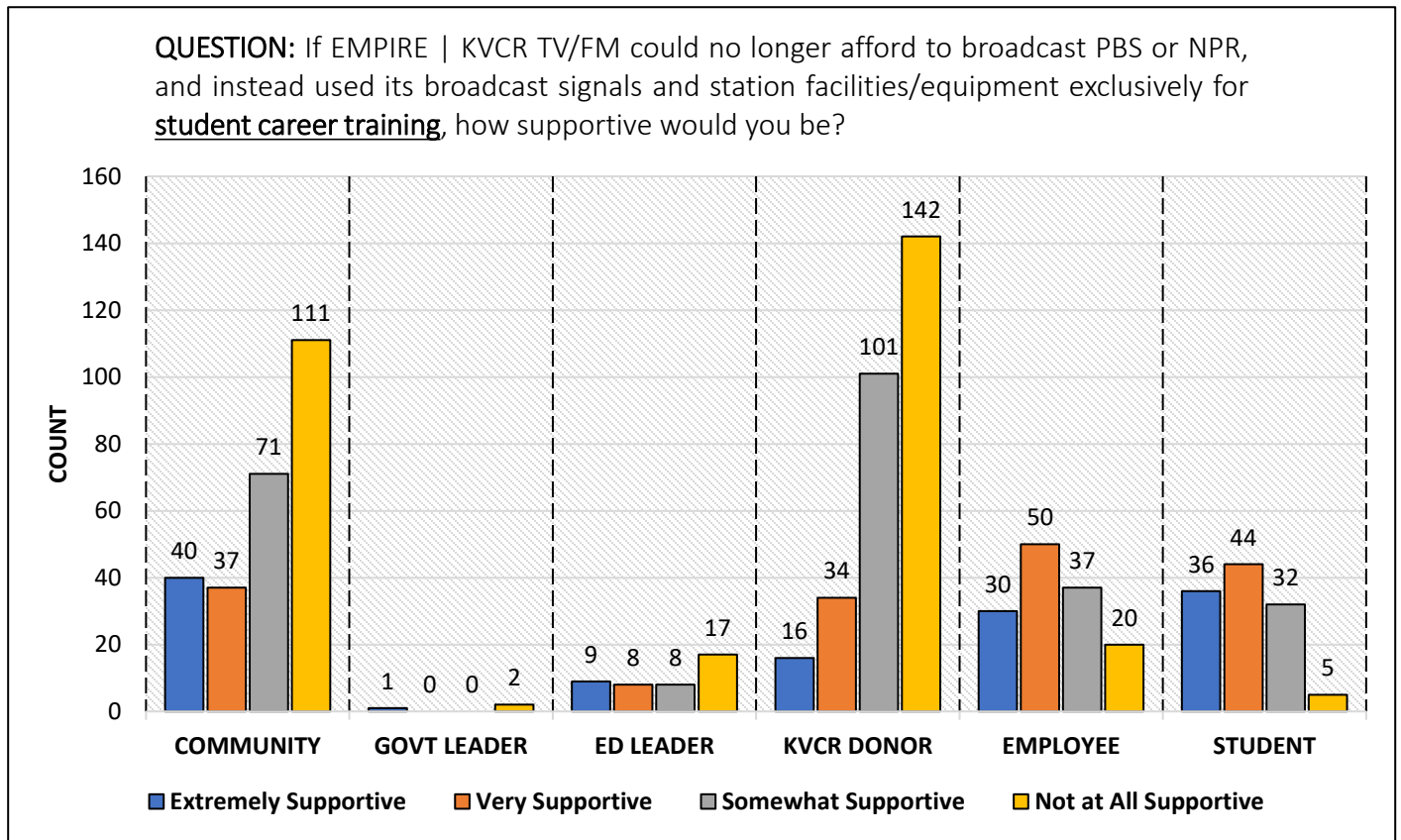


Table 21: Support for student career training by constituency group

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
Community Member	40	12%	37	11%	71	22%	111	34%	51	16%	13	4%
Government Leader	1	17%	0	0%	0	0%	2	33%	2	33%	1	17%
Education Leader	9	19%	8	17%	8	17%	17	35%	4	8%	2	4%
KCVR Donor	16	5%	34	10%	101	30%	142	43%	37	11%	4	1%
SBCCD Employee	30	18%	50	30%	37	22%	20	12%	25	15%	3	2%
SBCCD Student	36	24%	44	30%	32	22%	5	3%	23	16%	7	5%

SUMMARY:

1. 73% (229) of students and employees are somewhat or extremely supportive of the student career training.
2. 46% (299) of community members and donors are somewhat or extremely supportive of the student career training while 39% (253) are not at all supportive of the student career training.

Figure 18: Support for student career training by age

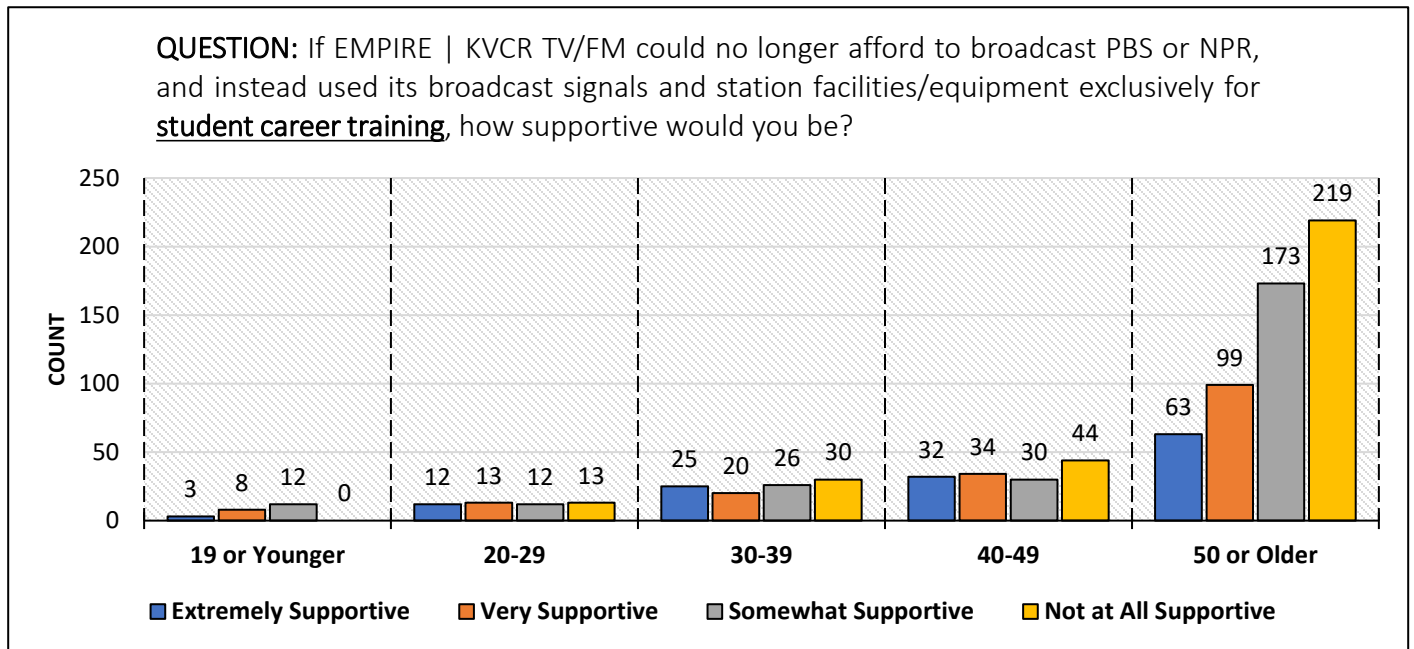


Table 22: Support for student career training by age

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
19 or Younger	3	11%	8	29%	12	43%	0	0%	3	11%	2	7%
20-29 Years Old	12	19%	13	21%	12	19%	13	21%	10	16%	2	3%
30-39 Years Old	25	20%	20	16%	26	21%	30	24%	20	16%	3	2%
40-49 Years Old	32	19%	34	20%	30	17%	44	26%	26	15%	6	3%
50 or Older	63	10%	99	15%	173	26%	219	33%	86	13%	18	3%
Prefer not to say	7	2%	8	2%	14	4%	11	3%	10	3%	289	85%

SUMMARY:

- 11% (63) of respondents 50+ are extremely supportive of using KVCR facilities for student career training.
- 40% (219) of respondents 50+ are not at all supportive of using KVCR facilities for student career training.
- 60% (335) of respondents 50+ are somewhat to extremely supportive of using KVCR for career training.
- All other age groups are showing equal or close-to-equal support for and against using KVCR for student career training (except for the 19 or younger; 13% for/52% against).

Figure 19: Support for student career training by race/ethnicity

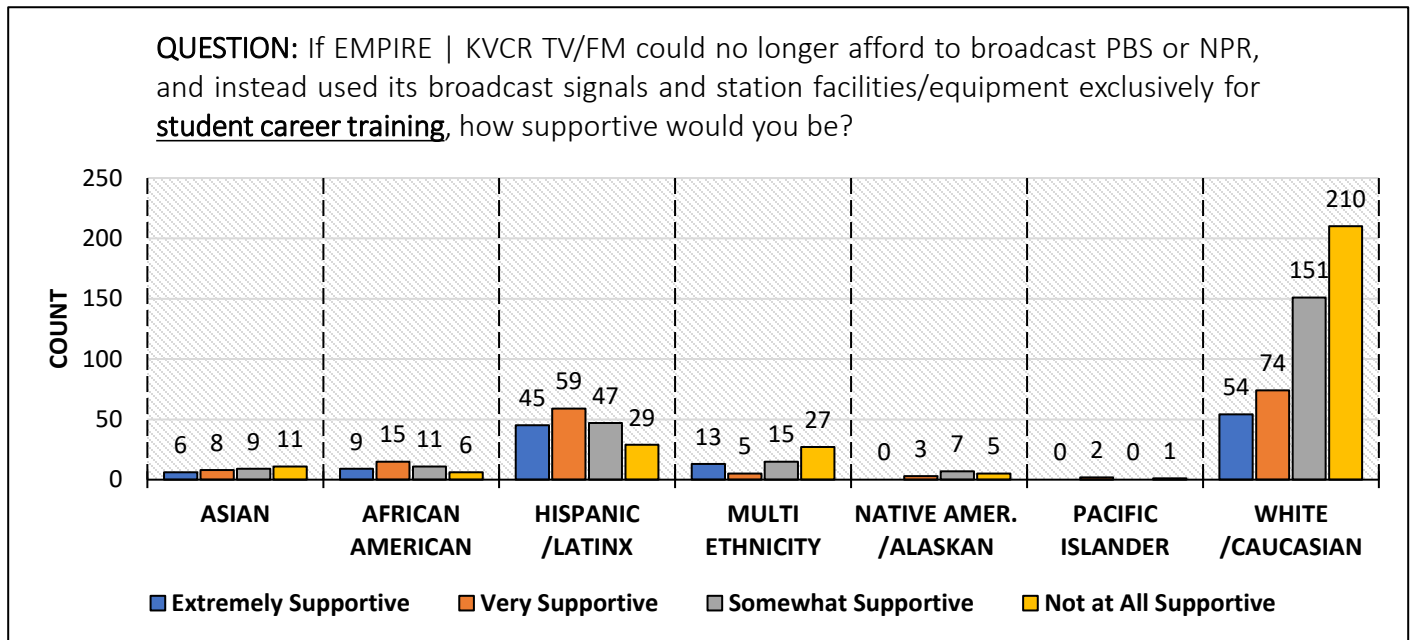


Table 23: Support for student career training by race/ethnicity

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
Asian	6	15%	8	20%	9	23%	11	28%	3	8%	3	8%
African American	9	18%	15	30%	11	22%	6	12%	8	16%	1	2%
Hispanic/Latinx	45	21%	59	27%	47	22%	29	13%	27	13%	9	4%
Multi-Race	13	17%	5	6%	15	19%	27	35%	13	17%	5	6%
Native Am./Alaskan	0	0%	3	16%	7	37%	5	26%	3	16%	1	5%
Pacific Islander	0	0%	2	67%	0	0%	1	33%	0	0%	0	0%
White/Caucasian	54	9%	74	13%	151	26%	210	36%	80	14%	12	2%
Prefer not to Say	15	4%	16	4%	27	7%	28	7%	21	5%	289	73%

SUMMARY:

- 70% of African American, 70% of Hispanic/Latinx, and 58% of Asian respondents are **somewhat to extremely supportive** of using KVCR facilities for student career training. 12%, 13%, and 11%, respectively, are **not at all supportive**.
- 48% of White/Caucasian respondents are **somewhat to extremely supportive** of using KVCR facilities for student career training. 36% are **not at all supportive**.

Figure 20: Support for student career training by income

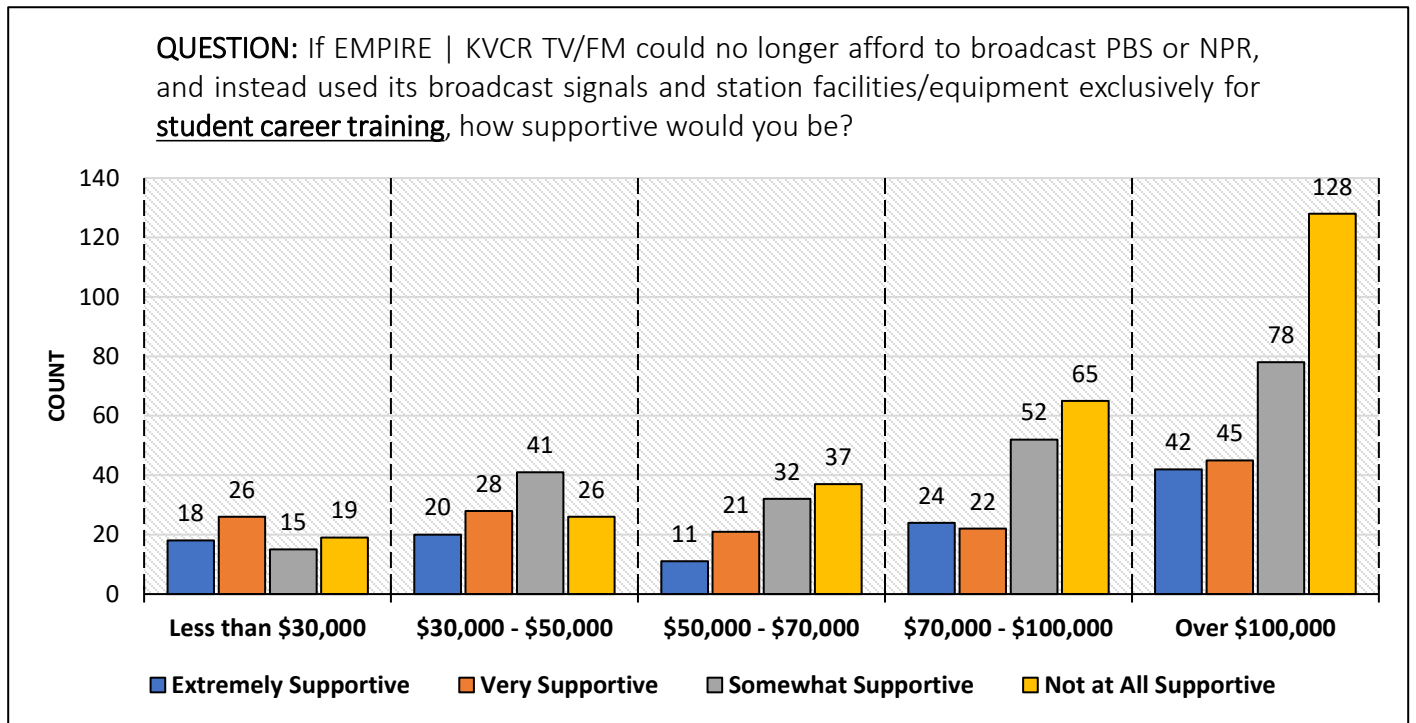


Table 24: Support for student career training by income

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
Less than \$30k	18	19%	26	28%	15	16%	19	20%	12	13%	3	3%
\$30k- \$50k	20	14%	28	19%	41	28%	26	18%	22	15%	7	5%
\$50k - \$70k	11	9%	21	17%	32	26%	37	30%	18	15%	3	16%
\$70k - \$100k	24	13%	22	12%	52	27%	65	34%	24	13%	4	2%
Over \$100k	42	13%	45	13%	78	23%	128	38%	37	11%	6	2%
Prefer not to Say	27	5%	40	8%	49	10%	42	8%	42	8%	297	60%

SUMMARY:

- 20% (38) of respondents that earn \$50k or less are **extremely supportive** of using KVCR for student career training while 23% (45) are **not at all supportive**. This number is 14% (77) and 41% (230), respectively, for respondents that earn more than \$50k.
- However, 77% (148) of respondents that earn **\$50k or less** are **somewhat to extremely supportive** of using KVCR for student career training. This number is 59% (327) for respondents that earn **more than \$50k**.

QUESTION: If EMPIRE | KVCR TV/FM could no longer afford to broadcast PBS or NPR, and instead used its broadcast signals and station facilities/equipment exclusively for **community rental access**, how supportive would you be?

Table 25: Overall support for community rental access

	Count (N = 1,383)	Percent
Extremely Supportive	59	4%
Very Supportive	89	6%
Somewhat Supportive	249	18%
Not at All Supportive	444	32%
Not Sure	230	17%
Prefer Not to Say	312	23%

SUMMARY:

1. 4% (59) of respondents are **extremely supportive** of using KVCR facilities for **community rental access**.
2. 32% (444) of respondents are **not at all supportive** of using KVCR facilities for **community rental access**.
3. 28% (397) of respondents are **somewhat to extremely supportive** of using KVCR facilities for **community rental access**, 32% (444) are **not at all supportive**, 17% (230) are **unsure** and 23% (312) **declined to answer**.

Figure 21: Support for community rental access by constituency group

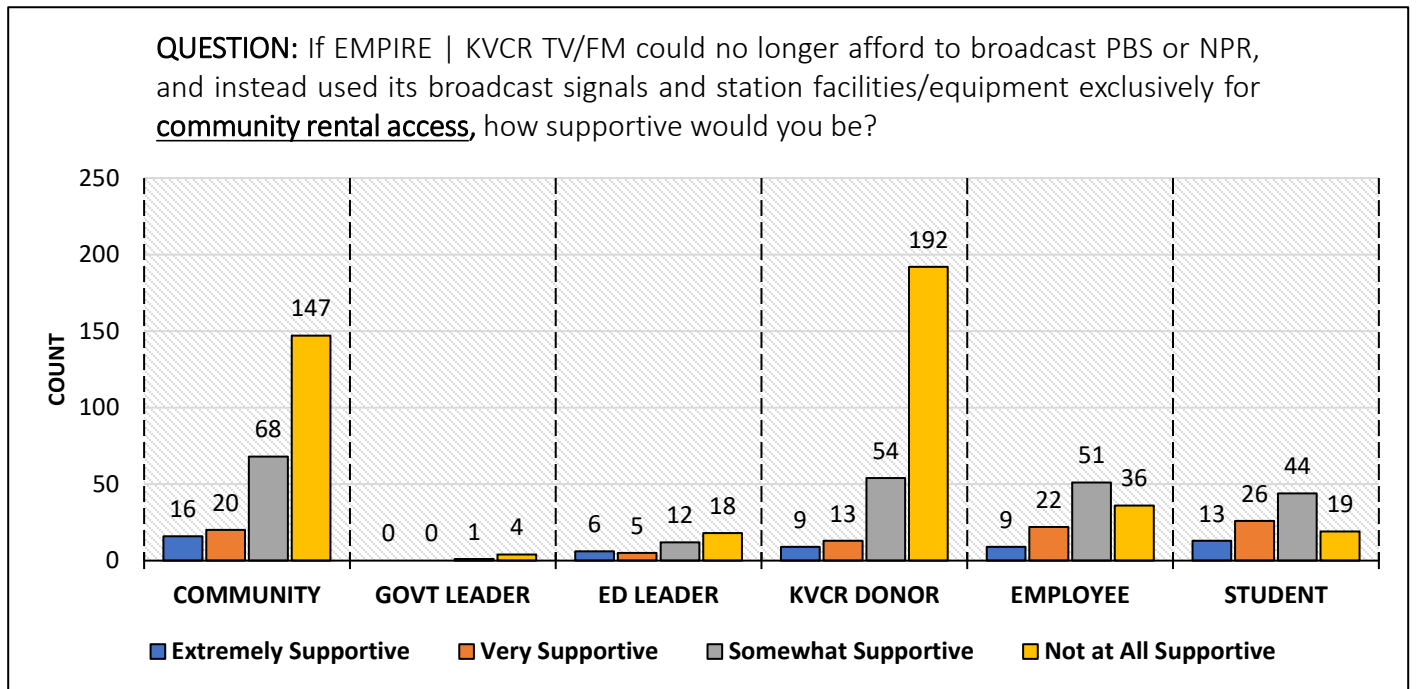


Table 26: Support for community rental access by constituency group

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
Community Member	16	5%	20	6%	68	21%	147	46%	65	20%	7	2%
Government Leader	0	0%	0	0%	1	17%	4	67%	1	17%	0	0%
Education Leader	6	13%	5	10%	12	25%	18	38%	7	15%	0	0%
KVCR Donor	9	3%	13	4%	54	16%	192	57%	63	19%	3	1%
SBCCD Employee	9	5%	22	13%	51	31%	36	22%	43	26%	4	2%
SBCCD Student	13	9%	26	18%	44	30%	19	13%	38	26%	7	5%

SUMMARY:

1. 4% (25) of community members and donors are **extremely supportive** of using KVCR for **community rental access** while 52% (339) are **not at all supportive**. This number is 8% (25) and 21% (77), respectively, when you aggregate all other constituency groups.
2. However, 27% (180) of community members and donors are **somewhat to extremely supportive** of using KVCR for student **community rental access**. This number is 52% (189) when you aggregate all other constituency groups.

Figure 22: Support for community rental access by age

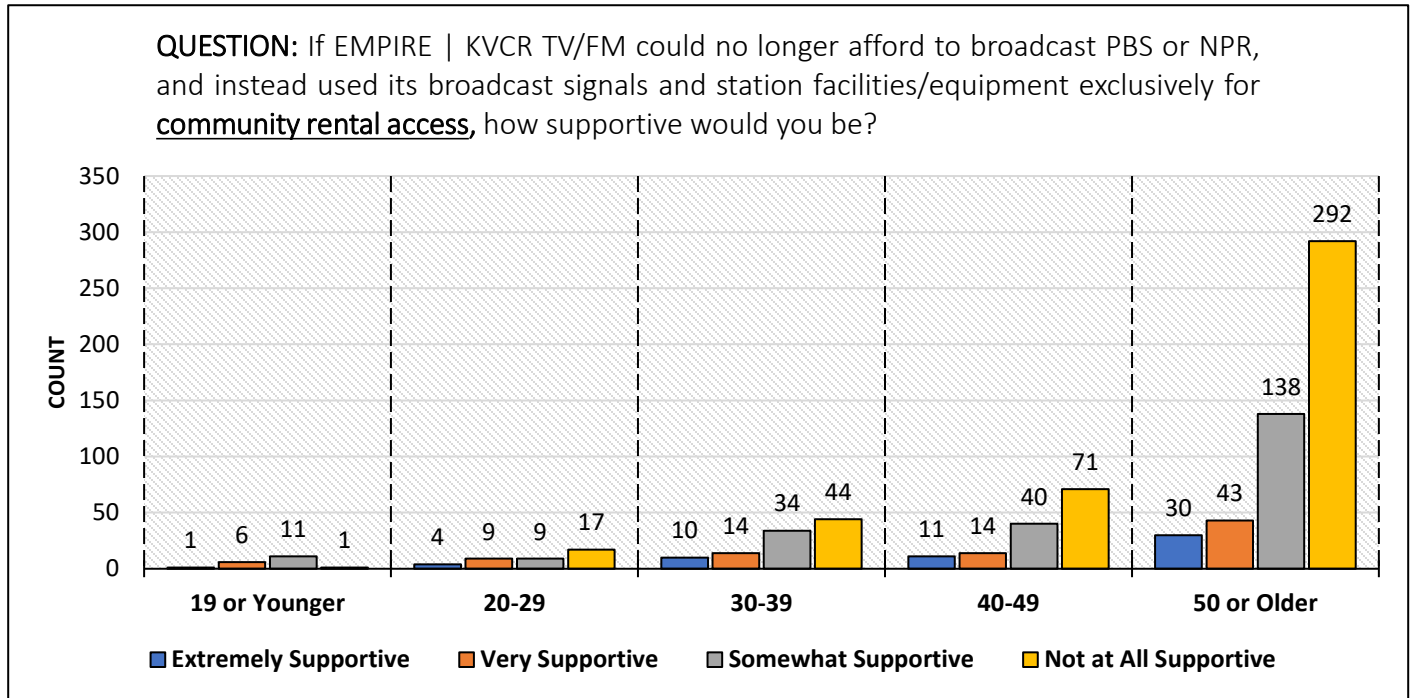


Table 27: Support for community rental access by age

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
19 or Younger	1	4%	6	21%	11	39%	1	4%	7	25%	2	7%
20-29 Years Old	4	6%	9	15%	9	15%	17	27%	19	31%	4	6%
30-39 Years Old	10	8%	14	11%	34	27%	44	35%	21	17%	1	1%
40-49 Years Old	11	6%	14	8%	40	23%	71	41%	33	19%	3	2%
50 or Older	30	5%	43	7%	138	21%	292	44%	140	21%	15	2%
Prefer not to Say	3	1%	3	1%	17	5%	19	6%	10	3%	287	85%

SUMMARY:

1. Within each age group, except 19 or younger, respondents say they **would not be supportive of** using KVCR for community rental access. The greatest difference is in the 50+ age group (44% are not supportive, 5% are extremely supportive).
2. Aggregating across all age groups, 53% (425) of respondents say they **would not be supportive of** using KVCR for community rental access while 47% (324) are **somewhat to extremely supportive**.

Figure 23: Support for community rental access by race/ethnicity

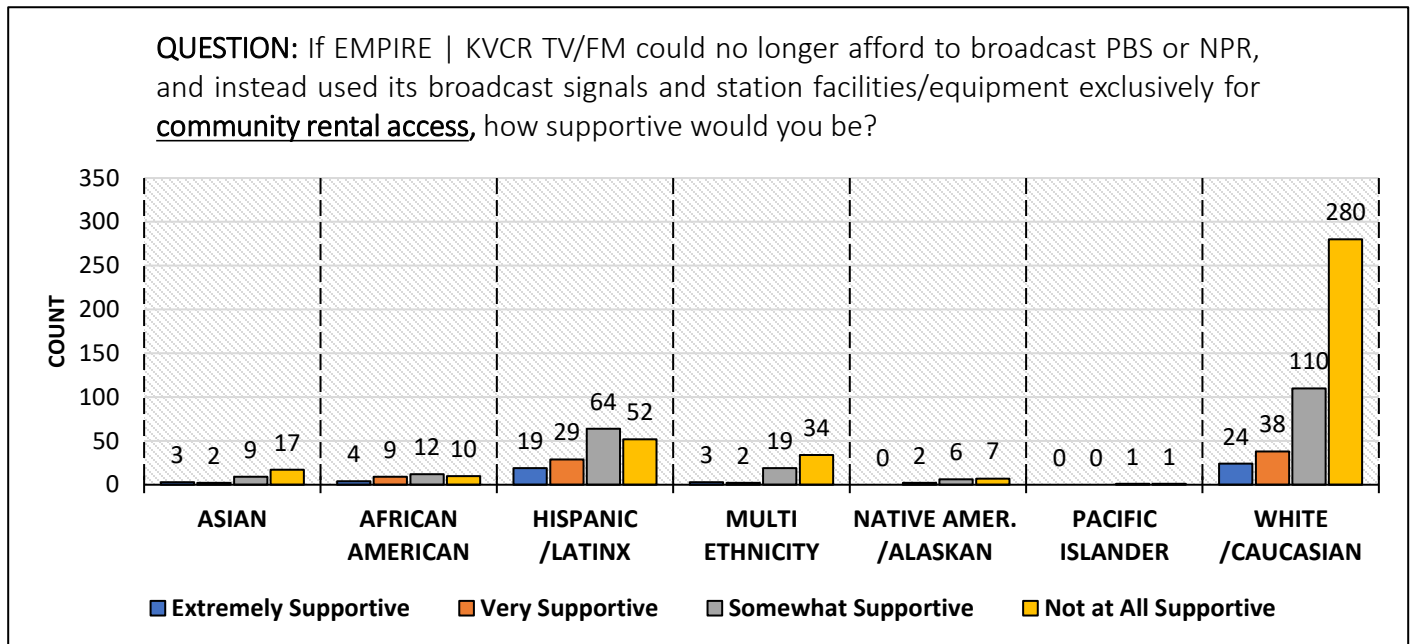


Table 28: Support for community rental access by race/ethnicity

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
Asian	3	8%	2	5%	9	23%	17	43%	7	18%	2	5%
African American	4	8%	9	18%	12	24%	10	20%	14	28%	1	2%
Hispanic/Latinx	19	9%	29	13%	64	30%	52	24%	41	19%	11	5%
Multi-Race	3	4%	2	3%	19	24%	34	44%	17	22%	3	4%
Native Am./Alaskan	0	0%	2	11%	6	32%	7	37%	4	21%	0	0%
Pacific Islander	0	0%	0	0%	1	33%	1	33%	0	0%	1	33%
White/Caucasian	24	4%	38	7%	110	19%	280	48%	119	20%	10	2%
Prefer not to Say	6	2%	7	2%	28	7%	43	11%	28	7%	284	72%

SUMMARY:

- 50% (25) of African American, 52% (112) of Hispanic/Latinx, and 36% (13) of Asian respondents are **somewhat to extremely supportive** of using KVCR facilities for **community rental access**. 20%, 24%, and 43%, respectively, are **not at all supportive**.
- 30% (172) of White/Caucasian respondents are **somewhat to extremely supportive** of using KVCR facilities for **community rental access**. 48% are **not at all supportive**.

Figure 24: Support for community rental access by income

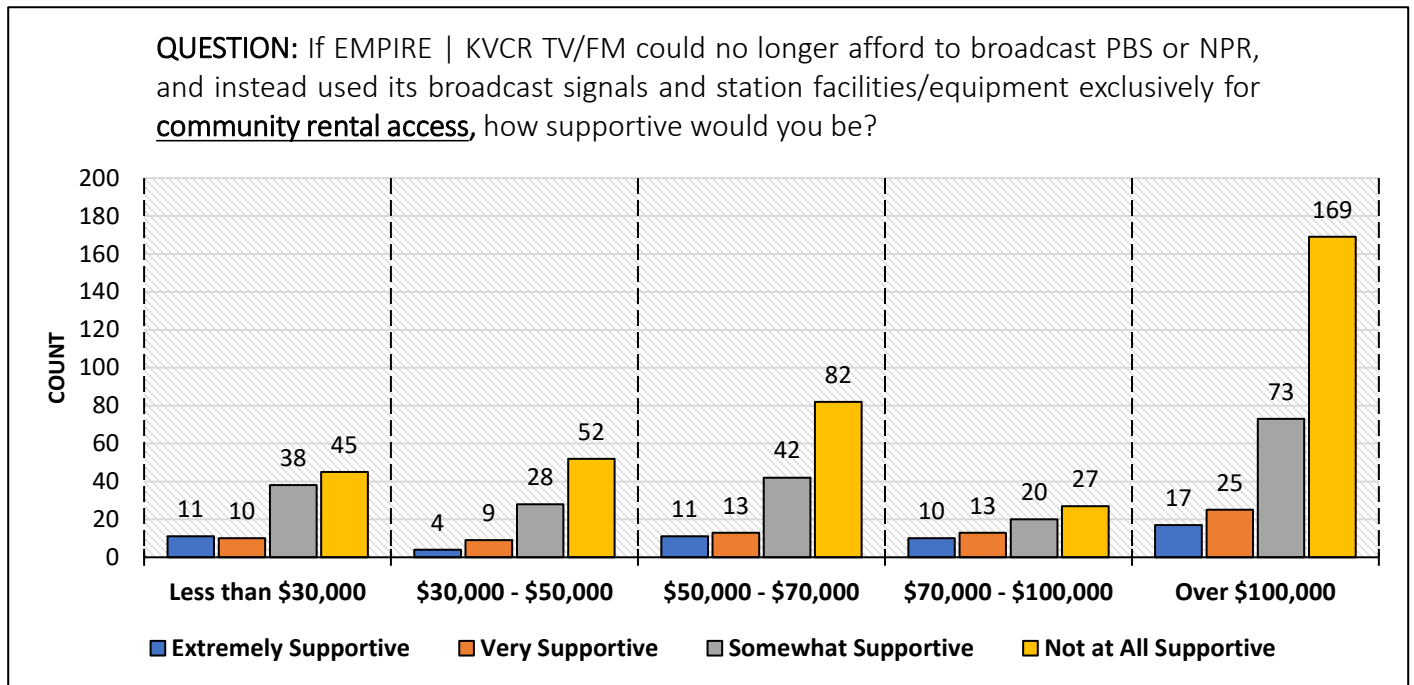


Table 29: Support for community rental access by income

	Extremely Supportive		Very Supportive		Somewhat Supportive		Not at All Supportive		Not Sure		Prefer Not to Say	
	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%	CT.	%
Less than \$30k	11	8%	10	7%	38	26%	45	31%	35	24%	5	1%
\$30k- \$50k	4	3%	9	7%	28	23%	52	43%	26	21%	3	4%
\$50k - \$70k	11	6%	13	7%	42	22%	82	43%	39	20%	4	10%
\$70k - \$100k	10	11%	13	14%	20	22%	27	29%	21	23%	2	14%
Over \$100k	17	5%	25	7%	73	22%	169	50%	49	15%	3	12%
Prefer not to Say	6	1%	19	4%	48	10%	69	14%	60	12%	295	59%

SUMMARY:

- 8% (15) of respondents that earn \$50k or less are **extremely supportive** of using KVCR for **community rental access** while 49% (97) are **not at all supportive**. This number is 8% (38) and 55% (278), respectively, for respondents that earn more than \$50k.
- However, 51% (100) of respondents that earn \$50k or less are **somewhat to extremely supportive** of using KVCR for **community rental access**. This number is 45% (224) for respondents that earn more than \$50k.

COMMENTS ABOUT KVCR: ORGANIZED BY CONSTITUENCY GROUP

COMMENTS: SBCCD STUDENTS

Thank you for your service. You guys have traveled with me for last 3 years to my job and I enjoy it!. Keep up the good work!

KVCR programming is critical for the general population in the Inland Empire. The media programming is essential in educating/informing people who live in the this area. It seems completely antithetical to the purpose of accessible, entertaining and educational programming that Empire is known for. I personally would volunteer to work for the radio station to help keep this invaluable programming for all in the Inland Empire. I had returned to SBVC to update my credentials in Radio, Television and Media. There has to be a way to work on this economics issue so that the Inland Empire communities may continue to benefit from KVCR radio and television programming.

Awesome Job

I did not know of this program station or know how to access this site

It's good quality stuff.

I have listened to KVCR FM for years.

please advertise this channel in local newsletters and southern Calif news. i was not aware. I am not on Facebook or many social media outlets. But watching tv so I can stay busy in my household is what I like.

None

It is actually a very precious resource we often take for granted.

I didn't know you guys helped support PBS. I watch PBS on YouTube, I don't want that to go away. It's very educational.

Variety for all cultures in education and life documentary programs and movies give a broad view of the world's current conditions.

It's pretty great.

I only listen to KVCR FM in my car.

Not really familiar with Empire/KVCT TV/FM maybe more awareness is needed to have a better opinion on the questions.

I wasn't aware that Empire/ KVCR TV/FM was broadcasting.

I love listening to NPR and staying informed about the new both local and national.

i have no idea what this is

To be honest, I didn't even know about EMPIRE KBCR TV/FM. I think if I had known about it earlier I would have tuned in more often. There definitely needs to be more done to advertise.

none

get rid of it

I love this channel for my kids to watch PBS. They cannot get enough of it.

More should be done to advertise since I have never heard of EMPIRE | KVCR TV/FM before today

As a student immersed in the FTVM program at Valley I have noticed as a whole in consensus with all of my fellow classmates and faculty the absolute importance of our continuing access to run a support KVCR & EMPIRE.

I never knew it existed and I wish there was a way to communicate better I never started school because of my lack knowledge and no one cared to respond back to me very sad

Reception is extremely inconsistent where we live in Loma Linda.

I really don't watch tv a lot, don't have the time I heard about PBS And I know is an educational program I will support

This is a source that's good because it is just telling us the good and the bad but in separate occasions.

I didn't even know about this content.

I didn't mean to be harsh in my survey but I've honestly never heard of either EMPIRE or KVCR TV/FM. If you want a more honest opinion I would advertise more. I probably won't check them out if I'm honest, but I wish them luck! If I hear that this/these news cite(s) site all their sources, provide evidence or their claims, and also report on news and events in a neutral way without bias, I would be seriously inclined to check them out!

I don't have much knowledge regarding the station but am sad to hear about the deficit. I think that it is important to do anything to keep the FNX station up and well.

Everything was ok

Well I love watching public television. I get little upset when is so windy and I can't tune to your station. But I can do volunteer work if you let me help. I am certified in electronics, I can do janitorial work, Landscaping.

I think it would be nice to partner up with Pep Fernandez who does sports in the I.E he does a lot for the community on YouTube shouting out athletes from all sports. His work is excellent.

Try to save our station!!!

I would love to see a cooperative usage of the station between the students and the community - the station to be primarily used for student education and training in broadcast and production, and secondarily for community to be able to rent the station for content production purposes but not broadcasting. I'm not clear on what the relationship between Empire/KVCR and FNX is, but I would not like to see FNX takeover KVCR.

Let us learn and if there is a way we can make money for you. Let us make that happen.

keep up the good work.

It is hard for many to get digital channels. I used to reply heavily on PBS for many different types of programming but once I moved to Rialto it became almost impossible to get a signal and now use PBS apps.

If the FTVM program were to take over KVCR completely, it'd make history. Students attending would be able to gain the experience and skills they need for the real world of the industry. It'd be an incredible blessing for students who are a part of the San Bernardino community to be able to showcase their work through film/television and more. Students who don't have to wait until they get accept into a really distant and expensive university just to be able to use the same equipment. Students who would get to work in such an awesome area, locally. I'm already proud of all of the opportunities we have in the program, but imagine if we were to run KVCR, we'd be representing students from San Bernardino. Where students or our people in general are looked down on or not seen to have as much potential. We just want a chance to change that. A golden opportunity. Thank you!

More access and on the job training for students and more financial aid for everyone including dreamers

Sorry I couldn't be more helpful, I do not typically watch TV news unless it's on the background and I do nothing listen to the radio either.

I didn't know our district had a radio/tv station. I would have been interested to hear about that at school, it would be nice to have a place to go for local news. Also, training at a station would be a fun opportunity.

I am sometimes watching the News on most days and the news sometimes get to me.

Never heard of it. Send me info about it

When I was young, I would tune to KVCR for the cartoons and educational programming. Now that I'm an adult, I no longer tune in.

I appreciate what you guys do. I may not have known about it and I'm not able to support it, and while my words are an empty vessel of vain repetition, I hope that this message finds you well and that you guys are able to figure this situation out. Please please please support and promote objective truth. Bias is not what we need. We need truth. Thank you, guys.

I don't know what empire/KVCR. Please tell me and maybe I could answer better
Waste of time, electricity, money, and oxygen.
It is hard to have an opinion about a broadcasting network I've never heard of. Perhaps something can be done about advertising or exposure?
The training provide to students would help better the education of students directly and would be put to better use. The deficit of the Television station is concerning that money is coming out of community colleges budgets when it could be directly helping students.
I enjoy listening to NPR and already donate
Informational television is a concept lost on the presenters. It is lost to the likes of Twitter, FB, Amazon....
I love KVCR and am a supporting member
IF THAT WAS A STATION ON THE RADIO LIKE 91.7 TO REPORT CURRENT HEADLINES OR DEBATES I WOULD LISTEN. I JUST LISTEN WHEN IN THE CAR OR IN THE GARAGE. NEWS, EDUCATIONAL TOPICS, CURRENT NEWS
None
KVCR used to incorporate contemporary music on the radio. More students wouldn't mind possibly paying a support fee in the tuition, if they could listen to a DJ, or discussion of interest.
Normally, i would listen to them on the radio most of the time on my way to classes (when i was going to college before the pandemic). i don't normally watch TV, except for streaming apps.
I don't have cable to watch it and haven't really know much about it.
I've never watched it. I never thought to check it out until now.
I haven't gotten the opportunity to tune in but now i will.

COMMENTS: SBCCD EMPLOYEES

I knew so little of the things you do and offer. Maybe something should be done to advertise this. Email of upcoming schedule, Twitter or Facebook with the college account. If you already this already, my apologies. I hope I can spend some time checking out the listings if what is on. Thanks

I believe KVCR would best be used as an educational opportunity for its students.

Empire is a horrible name for the station, especially in light of FNX. KVCR & FNX are valuable to the community and this survey is so bias and inappropriate. The questions are written banking that the public does not know or understand the details and are dumb. Where your misguided attempts failed, is that PBS, KVCR patrons and FNX viewers are probably smarter than the managers who made the poor decisions that created this situation. BE ACCOUNTABLE to the public tax payers and make right the wrongs that have happened to KVCR/FNX by acknowledging your mistakes & not shoving them off on San Manuel. That is NOT what a being a community partner looks like.

I believe we should use our resources for the benefit of the students, and make decisions accordingly, including Empire/KVCR TV/FM.

I do not listen to or watch KVCR. I don't even know how to access. Too many other avenues available today.

I think KVCR is wonderful, but I think it is a drain on the College and it should be separate. I have donated to KVCR before, and I love PBS, but I don't think the College should fund it, because the College needs to be focused on its students and student programs. It is amazing to have a local station with amazing programming, but the College doesn't hire enough full-time instructors because it is funding KVCR and Crafton deficits. Full-time faculty are overworked. If the funds could be spent on more full-time faculty or more support staff to support students & programs then I think it is better to separate. If the deficit \$ is just spent on special projects for select individuals and programs, pet projects, or just used for more savings for the College, then we should just keep KVCR. I don't want this to be an excuse to end a good thing, but not show a direct positive impact on the College and for the students. By giving up KVCR, what do we get in return? Tell us! Even if it means we get COLA or we can hire 5 new faculty or get more support staff, or we get better tech resources for students. Don't take something away and not give something back to improve student's education.

I love the NPR programming, and would miss it, but if the district cannot afford it, I would support using KVCR more for student programs and education.

NPR is highly valuable, I highly recommend that SBCCD does everything it can to protect public board-casting.

Keep evolving. We need the content. The more relationships are strengthened with faculty, students, and the community, the stronger it can be.

An end to NPR, FNX and the local news coverage the KVCR-FM team brings to the IE would be a huge loss for the community. The community should not have to rely on the LA-based KPCC for their public radio programming. They rarely cover IE issues or news from Indian Country. I fear this would push the IE one step closer to a news desert.

have more promotions

I do not understand the last question. KVCR has always been a little mysterious to me as far as it's connection to the community colleges. I have enjoyed the local dining and points of interest shows, and also the human interest stories. Some of my family listens to NPR on a regular basis.

I believe had I know of the station and broadcasting I would have enjoyed the content.

KVCR TV/FM needs to involve SBVC much more. It should invite knowledgeable faculty to weigh in on issues of the day and offer internships to students in Political Science, Communications, and other departments.

I stumble upon the channel by chance. There is no advertisement or support. May be an ad or two might help attract more people?

KVCR is a wonderful commute source of news and commentary.

If I had more information about programming offered by EMPIRE - KCVR TV/FM, I would be much more likely to watch. As of now, I know it exists, but I know very little else. How is it advertised? Is the SBCCD community emailed regarding programming?

I like NPR online, but I do not listen to public radio. I also like several PBS shows like Nova and Frontline, though I haven't tuned in for a while. I think this is a great thing for the college to be a part of, but not if funding KVCR means taking funds from the education and training opportunities of our students.

Many of the people that I know depend on KVCR radio for their news. Losing NPR programming in particular would be a devastating loss, but I firmly believe there is a middle ground between keeping NPR programming and also using some of the broadcast signal for student training. Unfortunately, the survey did not allow for that middle ground option. I support the station (both as a regular donor--for years) and I support the mission of sbccd and the success of our students.

I use KCET programming more than KVCR. I think they have better programming of PBS in our area

Some of the questions do offer background to know for sure the fate of the decision. There are many factors to consider when answering whether I'd be supportive.

The survey is flawed. Some questions offered options as "exclusively". Solutions usually come from multiple sources.

I was unaware of its existence or how to access it. Maybe there would be more support if there was more awareness.

I don't know what to say - because I have never open or tune in to that station

I don't live in the area and do not have a lot of time to watch TV.

My husband listens to the news all the time. What I hear around is that the community depends on it. The survey should go to the community. Most of my friends don't have cable. Use other outlets like KVCR, PBS, etc. Employees of SBCCD are still working, so we have more choices.

Eliminating PBS and NPR would be very, very unfortunate for the community.

The colleges should not be subsidizing KVCR operations. This takes away funding from supporting students.

I was not aware that KVCR provided radio and tv broadcast services. I will be tuning in more frequently.

I love KVCR and NPR. I really am proud that it's part of SBVC.

Section 3 asks what type of content I depend on KVCR to provide....I don't actually depend on KVCR for any content
Re: Rental of facilities it would depend on where the rental money goes. If money goes directly to SBVC general fund as the host campus then yes, if \$ goes to District no

I enjoyed the episodes on local restaurants and events in the Inland Empire.

If KVCR is ran and operated by students wanting to succeed in their education then I'm all for supporting it.

Well I have tried for several years to get the KVCR to come to our facility and spot light the students that, by the way, are doing very well in the industry. This would definitely expand our student FTES.

If it doesn't pay for itself, it should not be a burden of the taxpayers. It would be great as a student training program, but still it needs to be affordable. With the expansion of the internet, reliance on radio has greatly diminished and therefore KVCR will need to adjust or be dissolved, unfortunately.

If KVCR were a separate entity, the colleges would have more money. If it is not a separate entity, then the colleges should have a larger portion of the running and programming of the station, with first choice going to the college district and any remaining time to be sold and funds going to the District.

My greatest hope is for KVCR to find a new home more suited to a TV and Radio station. My opinion is that the ongoing loss of \$1.5 is sustainable for the District, nor should it even be considered.

I think it's very important that the District continue to host KVCR. I think it's a great connection between our community colleges and our community at large. It provides a constant link between us as an educational institution and the general public. As a District employee, I am proud that our district hosts KVCR and would be sad to see it transfer, but I understand.

The reason KVCR/FNX is in a regular deficit is due to mismanagement. Perhaps SBCCD should hire good managers who know how to run a radio station instead of allowing it to fail. The staff in that area are professionals who work very hard to solicit donations and were only unsuccessful due to limitations placed on them by management. If SBCCD were to simply allow the staff to do their jobs, we could have a self-sustaining KVCR. Conveniently, KVCR has over 100 million dollars of unrestricted funds available to it that SBCCD will not allow it to use for its deficit or build any new funding sources. Once it fails, SBCCD will be able to take that money for the district and use it however it pleases. Please do our community a favor and allow KVCR to revive itself by focusing on bringing in new resources.

Since the pandemic started, KVCR has been my lifeline. For more than thirty years, I worked with students at SBVC in several capacities: As an Academic Specialist for DSPS; a tutor for the STAR PROGRAM; an Assistant for computer-based programs in The Learning Center; and as a Professional in the SBVC Writing Center since its founding, working with ESL students. I support the community at SBVC and KVCR whenever I am able.

I did not realize that FNX was produced at KVCR because I thought it was a Canadian broadcasting show. FNX has very interesting programs. My only complaint about FNX is that it does not have enough variety.

I don't watch or listen though I have caught Lilian Vazquez's show a couple of times and enjoyed it.

The KVCR team puts great content out for the public but maybe marketing to get more listeners or viewers can help increase the volume of more people tuning in.

I recently donated my car to support the station. The process was not as easy as the station promotes.

I am shocked and saddened by the 1.2 M deficit and wish I could simply pay all that money off to save KVCR TV/FM. I don't want to lose KVCR TV/FM. I will pray that the deficit of 1.2 M is paid somehow. Thank you for this survey.

It is extremely disappointing that the District and the College do not fully understand the potential of KVCR and FNX. I believe Valley College is the only Community College that has a PBS affiliation. FNX is a nationally distributed channel. The potential it can have on the students and their resumes. KVCR just needs the right leadership, to help raise funds and become self-sufficient.

did not know about this "station" or what it provided

Think if KVCR can't support itself then maybe it should be shut down. SBCCD should be focused on the students attending.

From what I have heard in CSEA Union meetings and what people have said in the meetings with President Rodriguez about KVCR, the District did an underhanded selling of the KVCR station. It was a large amount of money and if the District would have thought everything through, KVCR would not be in the position it is now. Oh yeah, and relatives have been hired in KVCR. I am not surprised at all that the District would engage in this type of grabbing the money. By the way, I NEVER BELIEVE ANY SURVEY IS CONFIDENTIAL [REDACTED]

As an educator, I fully support devoting federal, state, and local funding to academic programs at SBVC and CHC within the District. However, in its current form, KVCR NPR radio and PBS television connect our Inland Empire with vital local, regional, state, national, and international news and educational programming. FNX further affirms our region's Native American history and importance. The KVCR radio and television facilities can liaison with existing FTVM educational programs at SBVC and CHC while in their current NPR, PBS, and FNX formats. Public radio and television should be available to Inland Empire residents. NPR and PBS should not be limited to more affluent communities within the greater Los Angeles and Orange County metropolitan areas. KVCR should continue to provide NPR and FNX radio and PBS and FNX television broadcasts within the Inland Empire. In my humble opinion, this is a social justice and equity issue. The "hybrid" funding model of SBCCD and listener support can continue to work! I am an educator at SBVC and sustaining KVCR member.

You asked about deficit spending. I believe both options should be equally important. How many community colleges have a fully functional radio and tv broadcasting facility on campus? What a tragedy it would be to let such a rare commodity, in the age of media, slip through our fingers due a simple failure to see the extreme value. I believe it also sends an unspoken message to the community stating we failed them in all their funding, failed them in our vision, and not to mention the educational side of all this. [REDACTED] all that's lacking is someone with a clear vision and a simple road map for the station. If SBCCD loses this station we are telling our community that media isn't important, my god look at the power of media, it can make or break a president, but we can't make it work. Sorry if that was long winded.

I am not really familiar with any of this.

It's one of the reasons that make driving enjoyable and I tune in at least once a day, for the tv station. I have loved it since beginning but things change, just hope it doesn't go or that community support helps more.

I was not aware that KVCR was available online. Like many viewers, I do not have cable. I only have Internet connection. This is common among many of my friends and family members. I do rely on PBS/NPR. What access to this will listeners/viewers have if you put funding elsewhere? Thanks for the survey. This the 1st I've heard about it.

If KVCR is always in a deficit, it is a certain indicator that we cannot afford nor have use for it. I rather see the funds spent for upgrading current buildings that serve the students or for students' education.

This has been very informational.

The district needs to put student needs ahead of needs of few paid professionals that have other opportunities in Southern California for competitive employment in media. All money that the district has needs to support student success and faculty lead programming.

COMMENTS: KVCR DONOR

Excellent programming

I watch you on cable but I do not live in your area.

In 1998. on my first day in San Bernardino, I searched the lower numbers on the FM radio dial for the local NPR station. I found KVCR & never in 10 years changed that radio dial! I immediately became a sustaining member, & for about 3 years volunteered my services as needed. When we moved, I feared my loss of the radio station, but found I could still receive it on my car radio. Then when we'd set up a TV system, I was delighted to find our Channel 24, KVCR, now Empire. I felt a certain personal pride with the move to the beautiful new building, along with the increased breadth & quality of programming, and the loyal retention of people like Rick Dulock & Lillian Vasquez. I'm still a sustaining member. I'm sorry to say that I would probably never listen to or watch live streaming, & if NPR & PBS were discontinued, I would transfer my attention & and financial support to KCRW radio & KCET or KOCE TV. I think the college is fantastic, & I certainly support it, but you'd lose me as a listener/viewer.

I have always counted on NPR as provided by KVCR to keep me informed on the local, national and international level.

I sure hope you are not getting rid of your quality TV station. It is very educational and a joy to turn on and learn. Both of my grown daughters enjoy the channel as much as I do.

I'm so sorry to hear about the financial situation. I enjoy both FM NPR and local news. Same about the TV station of PBS and local stories/shows. I think education of students wanting to go into the media field is important and having access to do this work at these stations is critical too. I hope a solution is figured out so that it may continue to do both. FNX Chanel also provides great programming.

I am a long-time listener if KVCR Radio. I listen at least 3 hours a day. I find it an invaluable source of information for local, state, national and world news. I leave the house and listen to it in the car 90% of the time. The radio is an easy way to get news. You can listen to the radio and do other things like walk, garden, while paying bills, etc. I enjoy the discussions on the many different subjects. I like the fact the decorum is demanded and that there are both sides of the subject presented. I trust that they present things truthfully. I am a long-time financial supporter of KVCR. I cannot say I enough about the value I have for listening to the radio. It is my primary source of news and information. In discussions with others I am one of the most informed and others listen to me for what I have learned. There are so many media sources that present falsehoods propaganda and their own opinions. NPR is diligent in presenting an overall comprehensive source of information. If you were to concentrate on the schools and student education, you wouldn't reach as many people. If you did FNX, you would reach even fewer. KVCR is a major part of my day of my knowledge and my life. I can't imagine life if I did not wake up to NPR. I don't know what else I can say regarding the value I place in the information KVCR brings to me. I sincerely hope this survey answers your questions and that it stays the way it is or even better. Thank you for including me in this survey I hope my answers are beneficial to your decision.

I do nearly all my programing of PBS via the internet, but the streaming programing on PBS dictates much of my program selections that are offered on the live scheduling available on local stations (but I stream so that I can view

them on my own schedule).. Netflix and Hulu, along with CBS all Access, provide most of my other program viewing. KVCR radio is one of the stations I have preselected on my car radio and depending on my mood, I will jump between it and oldies music stations.

I listen to KVCR every morning for at least two hours. Very important to me. TV not so much. I think mentioning the tv stations and their channel #s, especially the First Nation broadcasts would be smart.

Please keep KVCR! I listen to it all the time, and it is important that we have a NPR/Public radio station in the Inland Empire!

I really hope you maintain NPR and PBS Programming.

I feel that first nations are seriously underrepresented throughout most mediums of information today except in your venues. I am asking for continued support FNX as well as PBS.

The TV and Radio stations should continue for the Inland Empire's benefit, but I put students first because that is what a college is for. Instead of dropping the PBS and NPR, why not go to half time use of them? Then rent the other half time? I answered that I hardly ever listened to FNX, but I only listen to Antonia Gonzales' part on the radio with National Native American News. We should have the Federal Govt. supporting us, it is vital to a community's health. We need to lobby to return funding to pre-Stupid Republican cuts!

Please continue to focus on our local community news—especially when there are emergencies and we have no other sources. I appreciate KVCR making additional shows on our local communities!

I am considering an early retirement and going to Valley with the hopes of an internship at KVCR. I actually answered two essay questions on my National Teachers Exam in social Science based on NPR stories. Please fight to preserve this valuable resource.

I don't live in the area anymore but still get mostly good KVCR FM reception in Seal Beach and listen daily. My Spectrum cable doesn't carry KVCR tv unfortunately but I watched it regularly when I lived in Redlands. The Inland Empire is poorly served by LA stations and really needs its own non-cable network.

SBCCD should not have used any of the funds derived from the frequency selloff. If the district had not taken those funds for the colleges, KVCR/FNX would not be hurting for funds. In fact, if properly invested, it could have generated some or much of the funds necessary to cover KVCR's costs in perpetuity. KVCR has come a long way, but the district has failed to hire a GM that can grow KVCR.

If FNX was transferred to a tribe I would want it to be a growing operation. There is so much that can be explored within the Native American culture and history. I would want assurance that the effort would not be diminished or eradicated.

I am a sustaining member. My wife & I listen every day to NPR, Market Place (Kye Ruysdael), Wait Wait, Rick Steves, mostly (on Alexa). Technically: there is a big sound differential most of the time between your local content and that of NPR. We must keep adjusting the sound, which is very annoying. Where are your sound engineers?

I know you need to make a Devil's choice. I live in Claremont and no radio station covers our local news anyway. We depend on the Claremont Courier for local coverage of city issues and school, and it's great, but only weekly. If I had little kids at home, I would feel differently and would want public tv all day. We can't pick up LA stations without expensive cable.

These stations, especially FM, are extremely important to us. Every single day we depend on our radio for essential news and analysis, and for wonderful shows on TV. Our lives would be significantly diminished without them. This is as much a community service as classes at Valley College and Crafton Hills.

In whatever manner you plan to manage the finances of the San Bernardino Community College District, I think it is extremely important that the outcome of your management ensures that the FNX network continues to exist. In addition, when doing Redland's political door-to-door canvassing in the fall of 2018, I came across an indigenous people's household that was desperately seeking a news outlet for Native American news; and so, I referred them to KVCR News. We as a nation need to know what is happening with our (USA) native and indigenous people so that "We the People of the United States" can continue to "promote the general welfare" of that group of people consistent with our stated intentions in the Preamble to the Constitution of the USA.

I really enjoy programs like On Point, Forum and All Things Considered. I am not as fond of programs like Ted Radio Hour, Snap Judgement, or This American Life

I have often wondered why KVCR Does not fund raise like KPCC. The tone and enthusiasm is completely differed. I REALLY miss the sentiments from John Housing because the were uniquely relevant to residents of The IE. I find the programing at 4 pm Sundays offensive, unfunny and irritating. I look forward to broadcasts of National Native News every day.

The fundraising events don't inspire. Have you really sufficiently invested in these to get money out of them? Is there a feasibility study for that? Can you give up one and not the other? Give up TV and keep radio? Can you keep some NPR programming and some community programming? Lots of black and white options here - not sure any of them reveal a path forward.

SBCCD collected a lot of money in the spectrum auction. More of that money should be spent to build and maintain NPR/PBS/local public broadcasting. KVCR-FM needs to do more to cover local news and communities throughout the Inland Empire ... not just San Bernardino. Your signal reaches well into southwest Riverside County but you make almost no attempt to cover our communities. There are nearly as many people down here today as in Riverside and San Bernardino, but nobody covers our cities, schools, and communities.

We need to have a local public radio and TV presence. We are a growing region with our own identity. If KVCR closes we will only have access to L.A. focused public radio and T.V. This would be a big step backwards for our region. Also, the choices in this survey suggest a strong bias towards closing KVCR. It is not reasonable to ask us whether a Community College should prioritize education. How could anybody say "no" to that? A more reasonable question would be to give a list of budget items that the Community College must fund and ask us to prioritize them.

Please continue KVCR!

I truly hope that KVCR FM does not dissociate from PBS/NPR. I love your station, and rely on it every day. Just a note: Is there a way to bring Cassie McDuff on as a host? I have enjoyed her news summaries; and she has a lovely voice.

KVCR is a valuable community resource that I rely upon daily to keep me up to date with happenings locally, nationally and globally.

If you switch from an NPR station, I'll probably stop listening

We need news and culture media source dedicated to the inland empire. KVCR is one of only ones we have

In today's world of thousands of media choices. Why would SBCCD chose to make a community access channel?? It will not be sustainable: no viewership for bad student made content. That's what YouTube is for. This is another example of bad decision-making and altruistic goals in favor of students ("a la College Promise")

I enjoy and support (I am a sustaining member), NPR is my favorite program. I would like to see my coverage of local issues and hear more stories that emphasize Black/African American perspectives. I also would like KVCR, NPR and The California Report should employ more Black/African American reporters and commentators as well as reporting and covering more perspectives and stories regarding Black/African American concerns

I do miss the broader range of programming that attracted me to KVCR FM. I am not a fan of hearing the same locally produced programming repeatedly throughout the week.

I am a supporter of both the KVCR tv station and NPR station. I listen and or watch these channels every day. I would hate to see them disappear.

KVCR brings the community together. It's appreciated that SBCC can consider how they enrich the IE with news, local programs, and more. It helps me learn and feel connected to this area and it's peoples. I learn a lot about our area and events.

KVCR is an important source of local and national news, arts, and information. I cannot imagine the void it would leave if we do not have access.

We listen to KVCR daily! We are especially appreciative that it includes NPR!

I listen to KVCR to begin my day every day. That, and KUSC are basically the only 2 radio stations I listen to. You MUST stay on the air!

I really like to listen to KVCR FM. But, your first priority should be to maintaining good quality college education/training. I can listen to NPR on other streaming stations. I would miss some of the Inland Empire news on KVCR, but that's not as important as you providing good quality college education/training.

It is absolutely vital that we have an unbiased and independent voice like KVCR in the Inland Empire. There is NO OTHER radio or television format that represents local arts/music, local politics, and community action. KVCR is a

vital element of our community (one that I use daily), and our local counties would be tragically impacted if we were to lose it.

I donate to KVCR and listen to it often. Great content

Public broadcasting is very important in a public landscape of increasing divisive politic environment. Often it is the only place that opposing opinions are presented in an open forum.

KVCR is completely important in our lives. NPR is the best news on air. PBS has the only kind of programs we watch. I cannot imagine a day without KVCR-FM. We listen not only to NPR programs, but also other public radio programs on KVCR-FM. We tune in several times a day. Nothing that we know of could replace it. There are other PBS stations on air in Southern California but not with quite the mix of programs we want. And FNX has been a bonus that is irreplaceable.

I start and end my day with KVCR FM. I listen at 6:00 AM and 10:00 PM I also listen when I am in the car.

Please let EMPIRE / KVCR TV/FM continue as a source of high quality local, regional and national news. NPR programming is essential at this point in time. FNX has produced consistently high-quality Indigenous programming, something rare in the United States. At a point in time when we need to revisit genocide committed against all Indigenous people, getting rid of FNX with no clear plan for its future seems foolhardy.

KVCR is great. I like the variety of programming

How about using KVCR radio and TV as an educational lab for students--to accomplish the goal of providing public broadcasting AND student educational opportunities?

Does KVCR radio have a community advisory or relations board? It seems there is very little transparency on the state of station finances.

My husband and I regularly donate to KVCR. We hear the pledge drives and requests, but we never hear anything about the results, the status, and what is under consideration--if funds aren't raised, is the station going to close? Etc. It is an incredible asset to the IE/East Valley to have a LOCALLY operated public radio station. KVCR has been here forever. It is hard to imagine that now, after all these years, we can't figure out how to keep the station a going concern. I listen to KVCR when I commute every day. Also listen on the weekends.

I rely on KVCR daily and support with annual contributions

I listen to KVCR daily, especially the morning news & talk shows. I like the blend of local, state, and national issues covered in a balanced, informative format.

I love the local news at KVCR and support the career training of our community college students

Keep KVCR

KVCR-FM/DT are valuable assets for the entire community even more so perhaps than either of the colleges which primarily serve on-campus students.

You provide a unique service and I pray that whether it's in the hands of your current administration or a change in administration, that there would be a continued effort to continue a great deal of the same kind of programming that you currently provide augmented by additional programming.

Survey site design is confusing. Never seen anything like this. It took me time to figure out how to take the survey. Why can't this be simpler. Survey covered issues I was not aware of. I have been informed.

Please do NOT abandon us! We need KVCR and all of its wonderful programming. In my opinion, broadcast this situation to your listeners and request more from us during a special pledge drive. If people hear what the fate may be, I think they will give generously.

KVCR is essential to informing our community of the local, state and national news. Without it we would be in a wasteland dependent on news from LA or other biased news outlets.

My radio is permanently set to 91.9 and I listen to this channel 99% of the time. KVCR. SoCal. KCET. All favorite stations especially during COVID.

My radio is tuned to KVCR 24 hours a day. I don't always pay exclusive attention to content, but I fall asleep to it, wake up to it, and keep up with issues and news all day long and whenever I wake up at night. The only programmed button on both my cars' radios is KVCR. When I'm out of range, I search for other NPR stations. When I'm in a hotel room anywhere in the world, if there's Internet access, I listen to KVCR on my computer.

I don't have cable TV, but value my KVCR TV passport for important programming, too. I would be devastated by the loss of KVCR and would end up streaming another area NPR station on my computer, but wouldn't have all-night access that way. Please don't take away my KVCR. I have been a sustaining member for many years.

My family would watch KVCR and FNX more, but unfortunately we don't get any reception. We do not subscribe to cable and only get antenna and streaming access. This also means we don't get access to ABC 7 or FOX 11.

I realize that the College has to be practical regarding funding distribution but I hope they can maintain the radio station as the local news is really helpful. Like the news alerts about traffic if I happen to be out on roads in morning.LA stations cannot provide that. For me the loss of radio would be bigger than the TV as there are the other stations.

I love your programs and see it as essential to my life.

I would be extremely upset if you diverted any resources from NPR & PBS. I count on them as a source of news, science and entertainment. They are part and parcel of what makes KVCR an island of civility in this community of chaos. KVCR has been a standard bearer for decades. It would be a huge shame to have it deviated from this philosophy and goal.....as for Native American stuff, I love it, including the Canadian productions, but if this is a financial burden that impacts future NPR and/or PBS programming, I vote to transfer it.

If you drop NPR and PBS in lieu of college content I will no longer provide financial support! The only reason I listen and watch KVCR content is because of NPR and PBS. Don't ruin it!

All our news, traffic, etc... comes out of Los Angeles. This is the Inland Empire's only dedicated news source for local news. While I understand the debt issue, SBVC should find a partner or transfer the rights to the KVCR bandwidth to an organization that would keep it as an NPR station. KVCR is the only NPR station I can get in my home. Sometimes is isn't all about streaming.....

I listen to KVCR FM all day every day. The programming is a great mixture of local, national and international news as well as informative programs such as Fresh Air and fun programs such as Wait Wait Don't Tell Me!

KVCR TV/FM is extremely important and impactful to our community. It is unthinkable to me that we would lose this valuable resource.

YOU HAVE SHOWS THAT NO OTHER PBS STATION AIRS AND THAT IS IMPORTANT TO ME WHICH IS WHY I AM A CONTRIBUTING MEMBER.

This survey makes it seem that you can only be supportive of student OR the TV station, but not both. That should not be the case. It cannot properly reflect what the community feels or thinks about the KVCR and FNX channels.

I understand that there is a funding deficit, but I think that sacrificing the current KVCR programming would be disastrous. What can we do to fundraise/secure longer-term funding? Having a high-quality local NPR station is an important marker of community health for me. The community needs to come together behind KVCR and preserve this vital resource.

Have listened to David Flemings interviews and find the most interesting I have ever heard. I hope this will continue as it is very enjoyable especially now when co-vid has changed all our forms of musical entertainment.

often repeated promos for auto donations are annoying

I would be completely supportive of KVCR continuing to provide their current programming and providing the students with the opportunity to produce programming. Having KVCR used for producing new programs could be enlightening and profitable Their shows now are very educational and entertaining and provide shows you may not find elsewhere. KVCR has been a community station for many years and maybe with proper financial management it could continue. It shouldn't be KVCR or the students. KVCR could partner with the school providing their programming needs and serving the community at the same time with leaders whose goals are about making it work. It would be a shame to lose both KVCR pbs and NPR! Please consider how this would affect your pbs audience and faithful followers. Take a chance and make it work.

It's nice to be aware of Native American news. I like the California Report. I know 'Fresh Air' is expensive, but I listen always. I can't get KUOR in my living room. Cassie McDuff is much appreciated too. Thank you

I listen to NPR all day except weekends I have it number one on my car radio

Both provide good service.

This has been one of the most opaque and disingenuous processes I have ever seen. I plan to advocate vey publicly for the continuation of KVCR radio. Ethics doing what is best don't require public manipulation. I would seriously reflect on what you are doing that requires you to artificially manipulate a survey result to achieve your objective.

I listen to KVCR radio daily and very much appreciate it's content. I hope to continue to be able to listen well into the future.

I love KVCR. I listen to it all the time, both in my car and at home. We are too far from LA to consider KPCC our local station. The community news I get from KVCR enriches my life and my community!

KVCR is the ONLY reliable source of balanced information in our rapidly growing Inland Empire; it needs to be ENHANCED, not diminished because without an informed community we lose control of the resources we need to support the decisions that will lead us forward. These suggested alternatives would leave us with only biased other sources of that information that would compromise our future decision making.

I am rather distressed that [REDACTED], instead of viewing KVCR as a valuable investment in the local community, instead views it merely a financial drain. [REDACTED] Without NPR the station is nothing special and will merely decline into an aging pile of outdated equipment, useless to students and of no importance to the community. While I'm talking about community, FNX provides a vital link to a historically underserved and often hidden (to nonnative persons) community. FNX is one way of keeping lines of communication and ties open which can be used in conjunction with KVCR to not only raise awareness of issues but to also fight the ever-increasing self-segregation that appears to be endemic these days. Understand that I am a strong supporter of KVCR but tossing the NPR feed and ties to FNX is a really good way to not only lose my financial support but also alienate any goodwill and cooperation that I might consider in the future with the community college district.

KVCR TV/FM has become a large part of my life. It got me through my morning commute to school for 4 years. It has become what I enjoy listening to on my way to work. KVCR TV has become part of my children's routines and I love that they LEARN something. Without KVCR TV/FM - there would be a huge hole in the community

This is an important institution in the Inland Empire. Despite the cost, I would like to see it continue as is. I think it more productive to think of additional sources of funding for current programming rather than some different format.

I listen to KVCR radio 91.9 every day. I am a sustaining member and make extra donations during every fundraiser. Please help preserve this vital service. Thank you

I listen often through the day and appreciate getting fair and balanced information.

Please don't take away my best NPR station!

This is my daily favorite!! Please, please do not shut this down!!

I have been a donor and volunteer for over 45 years to the stations. Every few years [REDACTED] attempts to take the funding away from the stations in an attempt to use those funds for projects that actually have adequate funding. The underlying truth is that [REDACTED] is money hungry at the expense of an Inland Empire Jewel

that has served and continues to serve the diverse population of the region with fantastic programming, shows, features, documentaries and so much more. I sincerely hope, and I guess that is all I can do, that the Board sees the excellent value in a service that gives back to a community in so many ways. KVCR TV/FM are invaluable to the entire region, and the expense to the District is minor compared to the good will and promotion it affords to the District. The future is bright for balanced information for local, state and national news and features. Keep it that way.

While the idea of turning Empire/Kvcr to student training seems like a good idea I feel that what PBS provides children in our communities is integral to future education. If it came down to it perhaps a mix might help.

Continue the good work

Listen to KVCR all day, in my car or stream it. Such an important source of news and information.

For many years my bedside radio and car radio are tuned permanently to NPR. I value the news and general interest stories I hear. I caution my housecleaner not to touch the radio for fear she will move the tuner away from 91.9 as she cleans. I listen to the weekend programs for two hours each morning. I don't watch KVCR TV because it is hard to find. AT&T does not carry PBS.

We are long times supporters and have increased our level of support this year. We also strongly support community colleges and their mission to provide low-cost education.

I enjoy and rely on KVCR radio. I listen to the radio at least 15 hours a week.

Please keep the educational and Free non-bias Press in our community! It's important in this day and age! To have something reliable as NPR to give us the news as it is. I understand that it's tough to decide, but I and other's much rather not have to hear news from the Right and Left sided media!! Thank You for time!

I have difficulty listening to the KVCR/FM on my car radio. I don't know how common it is for the Cathedral City, Rancho Mirage, Palm Springs area to be unable to get reception.

I think you are looking at KVCR all wrong. Rather than looking at it as a drain on finances, you need to look at it as a tool to leverage existing relationships with NPR, PBS, & FNX to enhance the college experience for you students. KVCR has been neglected by [REDACTED] for decades and has operated without significant support from its "owner". The staff and employees have operated on a shoestring and have had to make do. [REDACTED] Though all this I have been a supporter of KVCR radio because I believe in the Station and the staff. [REDACTED]

I rely on KVCR Radio for news and entertainment. I value news that is based on fact and not influenced by corporate donors. I do have some concerns related to the news topics that are covered as well as the slant taken on some stories and feel that it is sometimes protective of corporate interests. It is critical that we have an honest, objective, and highly active press that is focused on real issues that affect real people.

I listen to KVCR FM a lot. Almost never watch news programs on any TV station

KVCR Radio used to be my primary news talk and educational content station. In the last approximately 10 months we have not been able to pick up the signal. We are in South Redlands near Redlands Community Hospital.

I would like more daily local news reporting. If we're not in LA, nothing is covered.

I love KVCR radio and I hope and pray that it continues to be funded and supported.

We almost never watch TV and use KVCR and other reliable internet sources primarily for news and some podcasts like Diane Rheme, Ezra Kline, President Bidens White House news. In Skyforest we stream KVCR since radio reception is so poor and a Jesus station uses FM91.9 which interferes with KVCR.

I listen to KVCR-FM for 8 hours per weekday and probably similar on weekends. It would be very saddening and life-changing if this went away. I appreciate KVCR TV, but rarely watch it due to the nature of TV. I follow FM closely which I can do while doing other things (all day at work, during drives, etc.--TV does not work for this.

I greatly value the excellent programming provided by KVCR--it is a critical medium for broadcasting news, culture and in the Inland Empire. I hope it continues and perhaps adds career training to its programming options.

KVCR/NPR is our only non-biased news source for my family, three generations ranging from 19 yrs of age to 78. My children were raised on 91.9. Decades of listening. It would be a shame for our community to lose this informative, educational and often entertaining programing including our hometown programs with Lilian Vasquez, Rick Dulock and David Fleming. Daily familiar names. I find the questions on the survey unfair. Of course campus education for students should be up most important and first priority, yet the radio provides constant education and stimuli for non-students throughout the community of all ages. Please! Do not take this away from San Bernardino. Heartbreaking. [REDACTED]

I find access to local news and arts programming, in addition to national and world news, on KVCR to be an important resource. KVCR FM is the only radio station I listen to with any regularity and consider it a valuable asset for the Inland Empire region.

You ought to be so proud to host an NPR station. My goodness, what are you thinking? The specialty programming of KVCR is outstanding.

WE NEED GOOD PROGRAMMING IN THE INLAND EMPIRE. While I support the training of students, we need access to the neutral news that NPR provides. Local programming is also irreplaceable, such as the kind of interviews that your staff provide, like David Fleming's music programs.

It is disappointing that [REDACTED] would even consider abandoning their commitment to and investment in the people of the Inland Empire by discontinuing KVCR Radio/TV. KVCR is a community resource and stable of our underserved community. I understand the need and desire to help students, but dropping KVCR radio and television is not a solution. Yes, it is hard to fund public radio, but higher education is not profitable either, and yet we continue to fund it because it is in the public's best interest to do so. Three years ago, [REDACTED] elected to take 3/4 of the millions of dollars acquired through the sale of bandwidth, rather than invest them in the station. I support the idea of using the station as a tool to teach students, to provide them with the opportunity to learn valuable skills, but not at the cost of this valuable public resource. I am concerned that [REDACTED] does not fully realize the value of KVCR, and the fact that you have acted in near secrecy and asked loaded questions in this survey make me wonder if the decision hasn't already been made. KVCR brings education beyond the class room through its public radio content. It helps informs those in the community even though they might not set foot on your campuses. I

encourage you all to invest in maintaining KVCR as a community resource while also providing your students with a positive learning experience. The community you touch does not end at the borders of your campus.

I think it would be worth looking into using students to help cut costs within EMPIRE | KVCR. If you created curriculum for course credits and integrated students into the daily operations of the station, it would be a win-win for the district, students, and station.

Having the local npr affiliate designation is incredibly important. As a long-term donor and listener, i find it sad that this is even a discussion. Might i suggest that you hire a professional fundraiser to assist?

I love KVCR 91.9. I enjoy the local programs as well as the traffic reports. I have been a member for many years and I feel it is very important for the Inland Empire to keep this great station!!!

I have not been able to get reception of KVCR TV for years.

We need KVCR - its quality programming and its dedicated staff. This is a shining beacon in the inland empire. While San Bernardino still struggles with a tarnished image, having our own quality radio station is one thing we can point to that stands for excellence.

If SBCCD transferred its rights to FNX over to American Indian...how would I benefit as a non-Indian community member?

KVCR is the ONLY radio station serving our community. Shows like KVCR's and the newer one hosted by Lillian Vazquez are crucial to the building of community. The move to get rid of KVCR is short-sighted and would be an incredibly idiotic. It will be a decision you will regret. I am a college professor and am committed to providing whole education. The choices you five in your survey pitting education against KVCR is truly one of the most forced competitions I have ever seen. The fact that your survey is biased and the fact that its construction was by a novice but approved by those who should know better is shameful. Lastly, giving community members only three days to give input is truly heinous.

If KVCR switched gears to supporting it's broadcast efforts to support STEM students, it would definitely be a worthwhile endeavor. Could be what helps kick people into gear for such a degree, and being that a large segment of the population in the Inland Empire is blue collar, what if such support could increase STEM fields graduates? The results could be returned exponentially. The Inland Empire is a much more difficult area to try to cultivate interest in the sciences and math, especially knowing how underfunded and devoid of quality the public education system is, I feel that it comes down to the community college level to cultivate these interests, nearly from scratch. There is plenty of local quality art and culture to consume, but food for thought that translates into real world financial benefits? That comes from a quality and in-demand type of degree, what I believe, is a STEM degree.

Given the limitations and bias of the majority of news media sources, KVCR provides a unique unbiased source of critically essential information on local, State and national news and events. The stations also provide in depth reporting, while much of our other sources are selective on the stories they cover and those whom they interview for those stories in such a way that injects biased editorial content into their "news". If democracy depends on an informed electorate, KVCR is the only local source for that information.

It's IMPARATIVE that KVCR remains a NPR/PBS station in our area. It's almost impossible to get access to the Pasadena NPR station, and the ones in Riverside do not offer the same shows as KVCR does. I'm surprised to hear there is such a large deficit considering the money made on the sale of the band width. KVCR is a staple part of my mornings, evening drive time and weekend programming. It would be shameful if that was taken away and made into a local college station. If I wanted to hear that, I would turn into the Riverside station which has a variety of programming that has not interest to me compared to what KVCR - FM offers.

KVCR-FM and TV provide programming you CANNOT get elsewhere. It (specifically, NPR) provides a stylistic difference which provides coverage which is SO much more in depth... and explains the relevance. Any college or University should be proud to have their name attached to an NPR station, and/or a PBS station. The great majority are. KVCR could be mostly self-sustaining with the proper investment. The investment of providing staff which generate income, and to replace staff who have left. [REDACTED] has not moved forward with either.

Love Professor T; please be more accurate in programming scheduling and identifying it to your broadcast cable partners - too many listings are not correct; sounds like you're in financial trouble - I hope you can continue the type of programming you provide - perhaps a programming merger with KCET/KUSC/PBS SoCal?

I will look for KVCR TV. I didn't know it was on-line, and my TV antennae has poor reception for this channel.

We have always appreciated the children's programming provided by PBS. Also, Empire TV gives us entertainment, such as Masterpiece, The Lawrence Welk show, travel shows. We have never been able to receive the public radio station where we live in the High Desert.

If we lose KVCR as our public news source we lose a vital asset to this entire region and will have to depend solely on LA and Orange County. That is a massive loss.

I listen to the radio station daily from wake at 6am to about 3pm. I love the NPR and PBS programs offered plus the local news and other information and I have been a recurring donor for years to help pay the expenses. This station is important to me so please don't take it away.

Provides real news and real-life experiences to the audience as well as very entertaining programs

I am a regular donor. I listen to FM 91.9 daily. I used to watch more of your 24.n channels, but less so since our regular shows are broadcast during the day instead of the evening. I also receive tv signals from PBS So.Cal.(50.n channels), but I do not watch it regularly.

We would like to have more accurately answered the questions related to KVCR TV but as we cannot receive their signal over the air here in Redlands heights we are not able to watch their programming.

I highly value the service that KVCR provides to the community.

Fire some administrators and that would go a long way toward making up the deficit. Every study I've seen over the last decade shows that admin has gotten top heavy everywhere in community colleges, CSU's, UC's.

I do not personally watch TV in general. I do listen to NPR almost daily, and am a current contributor. I hope to be able to continue to get my news through NPR.

I don't know why KVCR TV and Radio can't be both an entity that serves the community young and old with programming AND be a learning institution for students wanting to learn the business of broadcasting. Why can't KVCR/SBVC be "the" place to go to learn the skills needed to go into this business. Or to learn as much as they can in the "real" world and get experience and then advance to a 4-year university. SBVC was once considered the community college to go to learn and get hands on experience (and it can be again). When looking at a resume I would much rather hire a student that worked or interned at at PBS or NPR station than one who came from a student lab setting. With strong leadership from the PUBLIC MEDIA world (and not from the Hollywood or Film or unknown experience or related world), KVCR can succeed. Put the right leadership in place, make good hires for the Development Department, find those that are passionate about this station and this community, and then allow the station to be run like a TV and Radio station. Many of the staff members at KVCR have great work ethics and want and work for KVCR to succeed. With all the insane past leadership and waste of funds it's no wonder we are having to take this survey. Bad decision made from the top put us in dire straits. But the KVCR & FNX team/staff have worked hard to keep the place going. We should not give up the only locally owned and operated TV and Radio station. The LA stations will not come to San Bernardino to do a story or a feature about the San Bernardino Symphony or the San Bernardino schools, or the small non-profits that are serving our students, community or constituents. The just wouldn't. That's our job!

As a KVCR Monthly Donor, I believe that KVCR TV & Radio are extremely important to the community, and would be missed. If the decision is made to drop PBS and NPR and use the KVCR airwaves for only student productions you would be doing a huge disservice to both the students and the community at large. When SBVC students have the opportunity to intern at KVCR, it looks a lot better on their resume when they can say that they interned at a PBS or NPR station, than at a student station. the PBS and NPR affiliation adds a level of prestige to their internship. You must also keep in mind that there are at minimum 8,760 hours of content per year per channel that would need to come from somewhere. I have a hard time believing that students could create that much content, which would mean that shows would need to be purchased. While PBS and NPR content is expensive, it must be remembered that the Corporation for Public Broadcasting grant helps offset that cost. That grant would go away if PBS and NPR were dropped. I would like to see more student involvement at KVCR however it must be remembered that the license for KVCR is to serve the community as a whole, not just the students. Dropping PBS and NPR does not serve the community or the students. As far as the idea of using KVCR facilities exclusively for Community Rental Access, that seems like a horrible idea. I can't believe that the facility could be run just on revenue from Community Rental Access. If this was a viable form of revenue to completely fund the operations, why is it not currently in use? FNX is a great service to the native community.

The financial struggles of late are a direct result of ill-advised decisions by SBCCD to install multiple KVCR managers with absolutely no public broadcasting experience beginning in 2017. [REDACTED] Taking the NPR service and PBS service away from Inland Empire residents is not the answer. The answer is an experienced fundraising team with PBS and NPR experience. Furthermore, the resumes of SBVC graduates trained in an actual NPR and PBS affiliated facility will receive better looks than those of students who trained at "college stations."

I enjoy watching KVCR, but, since there are 3 other local PBS stations, spending on community college is more important.

I depend totally on PBS and NPR, I need them!

When I do listen to KVCR, I enjoy it and respect it. I have become less tolerant of driving and listening to the radio because I need the time to think. I don't watch as much TV as I used to and I become annoyed easily when I listen to news and especially when the material seems-to me-designed to influence as well as inform. There is a wonderful Sat/Sun radio program called "RadioLab"? I think. It is really a great show!

KVCR is an important part of the community. The quality programming is appreciated!

Unfortunate for KVCR there are LA based PBS alternatives. I would miss certain local programs that are IE focused. I support KVCR as a monthly donor.

I watch PBS programs (such as the Lawrence Welk Show) and other shows that feature performers of the 40's and 50's.

I CONSIDER KVCR TO BE VERY VALUABLE. I WAKE UP LISTENING EVERY MORNING. I DRIVE HOME LISTENING TO KVCR. I FIND THE PROGRAMMING TO BE TOP NOTCH, THE BEST!

Reliable news and information is of first importance in these critical times. It is the root of the educational process, and radio is a tool that gets quality information to a large population. KVCR broadcasts to a large population that is underserved as far as media is concerned, due to mountainous terrain.

Your radio station has been a significant part of my life since I moved to southwest Riverside County, and that's why I donate when I can. The reception isn't great, especially in Murrieta where I often drive. Even after the upgrades, I can't reliably pick up your signal at home in Wildomar, but I have to tolerate that since there is no other NPR station in this area, although I can pick up KPBS 89.5 FM from San Diego if I drive down to southern Temecula. I wish the reception were better here, but that is a drawback of living in Riverside County. I watch the PBS Newshour/Newshour Weekend daily, but your station doesn't carry those (or Washington Week), so I have to resort to stations out of Orange County for television service. We have no children living here, so we rarely use the children's programming you offer, and because we watch KCET or KOCE for news, we hear show promos with dates and times of PBS programs on those stations and as a result are far more likely to know about and view programs on those stations. It would be fabulous to have a station that covers our local affairs rather than Orange County's or L.A.'s. Is there any possibility KVCR could partner with other community college districts to provide true local coverage for the vast and varied area that is the Inland Empire?

Given that "more powerful" PBS stations exist in Southern California, I really appreciate the service KVCR brings to the Inland Empire. I realize that budgets are tight, and would be disappointed if you converted to school-district-only programming... especially radio. Valley College is one of the few higher education sources for broadcasting, and I'd hate to see that diminish.

As an older adult, I appreciate the variety of programming that KVCR FM (NPR, etc) brings, and I love hearing regular NPR programs, local news, traffic and the National Native News. I listen daily.

I enjoy your BBC programming during the night on KVCR and the early morning programming including Scott Simon and Lulu Garcia Navarro. I would be sad if KVCR didn't exist as it does now and I will be increasing my monthly contribution. Your audience needs to know that you are running under a deficiency. Please let your audience know this. Finding a NPR station is not easy.

I will research using empire for local news on line

Stop trying to get rid of KVCR/FNX. The station and its facilities are an asset to the students.

I love KVCR radio but i think we can step up the local news reporting.

I would be heartbroken if KVCR no longer broadcast NPR or PBS programming. I've been a financial supporter and sustaining member for many years. I know times have been difficult. Maybe this is another indication of the deterioration of "class" that the city of San Bernardino used to have. There are three things that put/keep us on the map, so to speak: a Cal State campus, a functioning and competent symphony orchestra and an NPR/PBS station. I'd hate to lose any of them.

I would greatly miss NPR programming, and hope you can continue to broadcast. I can get KPCC but would miss the local news.

Given the competition for dollars in COVID times and the deficits that have been run, it is unlikely, in my opinion, that external grants would be available to handle the funding shortfall any time soon. Better to offload it to SM and let them figure out what to do with it.

Nothing specific to add

I love that we have EMPIRE | KVCR and its local. I'm frustrated that we don't have our own media market and that LA has such a stronghold of our media market. I didn't realize there was an app though, and because of the pandemic and working from home, I haven't listened to the radio as much as I normally do, prior to stay at home, I listened to KVCR all day in between meetings and on the road. I will def download the app, I guess I didn't pay attention that an app was available. I love PBS kids and all of its diverse content for kids.

I enjoyed Word for the Wise and a program that used to air many years ago that featured classical music/composers. Also the Splendid Table.

I know funding is a problem but too many repeats especially during fundraising

There should be no question as to the value of the programming on KVCR. Without the valuable daily education we receive from KVCR we would all be living in a thought desert and a dead community.

FM evening/night program is a turnoff! Programs throughout the morning and afternoon are generally great I do wish you'd forget about all the popular music interviews and programming. They interfere with your coverage

of important news coverage as well as interviews of importance. We just head for the radio and turn the volume down; then we forget to turn it back up!

I'm not sure if you're asking me questions about NPR or your tv program. I don't watch your tv, but do listen to KVCR on my car's radio. I've sent donations in regularly.

KVCR keeps me informed, especially about issues that aren't covered in other media. Also, the depth of the coverage is so much greater than the networks'. Context is usually provided and perspectives are more diverse. And the local reporting is excellent.

All of my comments refer to KVCR FM 91.9 I gave up cable TV, so I have no opportunity to view your channel 24. I do listen to National Native News on the radio at 3:00 sometimes. I also send a check to support KVCR/NPR when I can. (I am retired, on a fixed income.)

I support our PBS Social station, so it is difficult when KVCR repeats shows originally broadcast there. I'm not sure I have a well-developed opinion how to maximize KVCR's television presence in the Southern California market, unless it could also be able to broadcast the same programming as PBS at the same time, which might draw me to KVCR in the first instance. However, it is comforting to know that I can catch programs I miss on PBS by looking for them on KVCR. But I know my 97-year-old mother tunes in to KVCR a lot more frequently than I do, because she can see programs she likes but has forgotten she has already seen. She is always even recording shows on KVCR which seem to be some original programming that she likes, such as old Lawrence Welk shows.

I value KVCR 91.9 radio for carrying NPR and its excellent local news coverage. It is critical that KVCR and its NPR programs stay on the air as we need its fact based, impartial and credible journalism. I am and have been a subscribing member of both KVCR radio and PBS stations and will do my part to keep this vital service available to our community.

As an Orange County resident, KVCR programming is not frequently on my viewing list, except for what I missed or is not aired on KOCE (craft, FYI, travel and Masterpiece). I support KVCR as a vital part of its community.

I am glad to be a patron of KVCR

If Empire no longer broadcast PBS, I would probably move my membership to other stations so I continue to have Passport access.

I wasn't aware of FNX. It sounds like a very good project and I would like to see our community elevate and amplify Native Voices. If transferring the channel back to a tribal station means that the audience base would be smaller, I say KVCR should hold onto the channel. It is very important that voices from smaller communities, particularly Native Voices, have airing in our country and community.

I am willing to become a monthly sustaining member of KVCR Radio/TV if it would help with the deficit. I hope management is looking for other funding sources to cover the deficit.

thank you!!!!!!!!!!!!!!!!!!!!

[Redacted]

[Redacted]

I have donated to the radio station annually for better than three decades. I have little interest in the TV portion of KVCR. Supporting the radio portion is very important to me. I have little to no interest in the continuance of the TV portion. If it were my choice, I would salvage the radio and let the TV go. KVCR has apparently bitten off more than it should have in offering both and needs to make a choice.

[Redacted] and increase the funding for KVCR TV/FM

It's scary to think that KVCR could run out of money and stop operating. I have donated multiple times in the past and rely on KVCR for half of my morning/evening commute.

You make it difficult to donate to KVCR without using credit cards or giving out bank account numbers. I prefer to donate by check, and you don't seem to be set up to make that easy.

I enjoy it

NPR radio is very important to us even though we use KVCR tv more at this time. KVCR tv does a good job.

I am a financial contributor to KVCR.

First, I contribute to KVCR. I so totally disagree with how much of our (way too high) taxes are spent, I think money should be provided for NPR support and for Community Colleges (which, should be more accountable, especially in the case of Crafton Hills CC), and not allocated to many of the areas it is now, or will be under the Biden Administration. [Redacted]

Excellent TV offerings. I would hate to lose them. Get Andre Rieu back.

It sounds as if there is serious consideration to transfer ownership of all the radio/tv facilities and frequency to FNX and stop association with PBS/NPR. It also seems that this is due to the lack of financial support from the local community. I will be extremely saddened if local PBS/NPR should end. However, since I cannot singularly fund the KVCR, I am glad that it this end would allow FNX to expand and service a portion of our community that is under served. It would certainly provide new perspectives that are necessary to provide understanding for our Native American neighbors.

I love KVCR especially FM

Maybe have classes during the week at a set time on TV/FM.

You need to find a way to increase your broadcast range to the Hemet/San Jacinto Valley area. I had to buy a rooftop antenna to get your signal.

sorry that your support seems to be declining. i have been a financial supporter for many years and will continue if the station remains

I tune in to KVCR every day to see what programs are offered, but most often PBS is my preferred choice over most channels.

KVCRFM is always on in my car. I would miss it if it is no longer available.

I changed my cable company to spectrum. Was no longer getting my favorite programs

KVCR is an irreplaceable community resource. Killing it, especially 91.9 KVCR radio, which supports itself, is unconscionable. We rely on it for news and intelligent programming especially while on the road. What will happen to our kids? Where else can they get reliable access to programming that makes them smarter and kinder our world today? SBCCD needs to stand behind public broadcasting in our community.

I would miss KVCR broadcasting if it were gone. If it transforms into broadcasting for our indigenous peoples, I think that's a great value. I am a recurring contributor to KVCR and have been for years. It would be great to see a hybrid of both public radio and first nation broadcasting.

I tune to another station when news programs display too much political bias, which occurs frequently in your morning programming.

Although I no longer live in the Inland Empire, KVCR is still valuable to me

I love this radio station, and listen most of the day to so many programs. It's a feather in the cap of the I.E. to have this station, for image and for the actual content. It would decrease the value of the region to not have KVCR radio and TV. In fact, I think I'd be personally depressed if it went away, because the whole region would be devalued by the loss.

It has been very nice to enjoy additional programming on the weekends with your recent addition of new shows and not to have to listen to as many of the shows repeated throughout the weekend, but if that is adding to your annual deficits wouldn't it make more sense to buy fewer shows than to not make the station available to the public? I would prefer not to lose the station and have fewer shows to listen to than to not have any station at all (while not always ideal, I do usually hear something new in the second broadcast that I didn't pick up the first time I heard the show). Also, are the new-ish locally created shows a way to train new broadcasting students, and thus fulfilling your higher ed mission to create a pipeline of broadcast journalism students? But if not, are those shows adding to your costs that could be offset and keep the station going instead, albeit with not as much local- broadcasting information? The mission and purpose of your earmarked tax dollars should be prioritized for students to get the best education/training to enter our workforce and be productive, engaged citizens, and I support SBCCD prioritizing your funding towards that - that is as it should be. But it would be sad to see the station go because students weren't incorporated more broadly, and hence also not civically engaged while they are still building their life-long news habits. If ever there was a time in our history that highlighted the importance of a civically engaged and accurately

informed citizenry we could not pick a more crucial time to re-commit to high quality news organizations. However, you must do what is in the students' best interests and allocate your funding to produce the best workforce we can get.

I don't watch TV, but listen to KVCR whenever I drive.

I was raised watching news REPORTERS/ Media has now come to mean to me news INFLUENCERS. i would rather go online and pick and choose what I want to watch or listen to rather than turn on anything that resembles news media.

Love the radio programming, but do not access the TV portion. I give to support NPR and radio programs.

I watch for about 3 hrs. every Sat mornings

NPR is the ONLY source of true news and truthful news ... KVCR has many faults, but it is still better (more local) than KPCC..

It would be a shame if not able to tune into KVCR PBS local

I love KVCR, but only listen in the car. I donate what I can.

Would urge SBCCD to continue to support KVCR or joint venture with Chaffey Community College, College of the Desert, Riverside CCD, Norco College to provide support. Possibly joint venture with University of Redlands instead of their support for KPCC.

While I would be supportive of turning over KVCR to FNX, I would assess the support based on the service to the overall community.

KVCR is a treasure and very important in the community. The people that watch and listen are dependent on KVCR for their entertainment. I don't think the [REDACTED] recognizes how important the station is to its viewers and listeners.

I listen to KVCR FM everyday for 3 to 4 hours, channel 24 not so much. Would like better programming on channel 24.

I really don't want KVCR to be turned over to KPCC/other conglomerate stations or for it to disappear. We need local radio news coverage for issues that pertain to the IE; everything else is LA or SD based and does not serve us!

I hope you can find a way to keep your programming and use that as a training environment as well.

Why can the KVCR TV/FM not be used as part of the college educational engine? I listen to several NPR stations that are part of their Universities or Colleges Journalism Schools.

[REDACTED]

I would be very sorry to lose the local NPR station. I am a subscriber. KPCC also broadcasts out here but it is very LA focused and doesn't carry national native news and some other shows I love.

They are very important to me. I would be very unhappy if I was unable to listen to KVCR FM. I am a regular supporter and listener.

It would be a disaster for the inland empire if we did not have our own NPR station.

I listen to KVCR daily and do rely on it for my news and personal education, and I am a frequent financial contributor (not much, but what I can afford), but if you have to make a choice between serving students and serving the public NPR/PBS, I think I students come first. I hope it doesn't come to that and perhaps the new administration in Washington can help with that, but I'll understand if it happens. My television carrier (AT&T TV) does not carry KVCR, unfortunately, but I use the PBS app to watch programs on occasion using my KVCR Passport. If I were to choose between radio and TV, I'd choose radio, as I listen almost every day and value the local contributions to the airwaves. I also listen to the podcasts if I miss the local news sections as they're usually covered in what you post.

We contribute yearly to the extent we can (which is higher than any other contribution we make), so we are able to hear good news programming and local happenings. My car radio is always tuned to 91.9 and so is my husbands. Between us there are days when we compare or add what we have heard on any one day. Thank you

I was unaware of the reoccurring annual debt. I would like to know more information on why that occurs. I would hate to see KVCR go away.

Hard to choose in an either/or scenario. More funding towards the colleges is great...but so is the value of the stations to the community.

Wouldn't mind more World music programming. I do like that you have recently included more British-style tv programming.

I love the documentary, Woodworking, and cooking shows on the TV channel. I especially like to often listen to KVCR FM because of its Neutral reporting of the news and special stories. It would be a great loss for the stations to lose PBS, NPR, and FNX.

I mainly consume NPR on my phone through podcasts. NPR is my go to for a factual analysis on national politics and local news. Any change to the current podcast lineup of First Things First, All Things Considered, Consider This, Here & Now would severely impact my consumption of NPR.

Depend on it daily. Am a donor

KVCR TV and KVCR Radio play very different roles in my life. I get most of my local news from KVCR radio and most of that cannot be found elsewhere. I can still get the national programming elsewhere. As for KVCR TV, I rarely watch it; I watch PBS nightly news on another station or the Passport app.

We value and contribute both to KVCR radio & TV. If you did not air NPR & PBS programs, it would be of less value to us.

KVCR FM is a staple of our daily lives. We will more frequently donate if there's a chance we'd lose access to it. We love KVCR. We typically don't watch KVCR TV, but we do watch Frontline and The News Hour religiously. No minors in our household, so we don't watch the kids' programming. Thank you for all you do! KVCR is essential to our happiness!

I listen to NPR on KVCR every day but usually watch TV on KCOE. I don't know why we don't watch KVCR programming more frequently.

I listen to KVCR FM every day and enjoy the content provided. Science Friday, Wait, wait, don't tell me, and the TED radio hour are some of my favorites that I try to listen to every week

It would be a tremendous loss to our region to lose these stations. We get little to no coverage of local issues in LA and Orange County based media outlets. I have been a donor to the FM channel for 10 years and had no idea this type of deficit existed. I think this community would step up to preserve this resource if there was transparency that it is in peril. But this comes as a total surprise to me.

I have really missed KVCR FM during the pandemic. I always listen to it in the car, and I just haven't been in the car as much in the last year. Somehow when I am at home, I just don't make the time to sit down and listen to it.

I live in Los Angeles, and after I switched TV providers I no longer have access to KVCR channel 24. So I don't donate anymore. It's good to know that the content is available online. I mostly viewed it for the quirky local travel and food shows, which were excellent [REDACTED]

We listen to little radio of any kind (AM or FM). Unless there is a traffic issue while we are traveling in the car, we listen to Sirius FM. We enjoy numerous dramas and other entertainment programs on KVCR. We contribute to support KVCR.

I currently have U-Verse as my TV provider. Unfortunately, KVCR TV is not available to me.... just KCOE out of Orange County. Also KCET (non PBS) from L A. It would be nice if you could expand your coverage area by linking to those cable companies servicing different local communities.

The only thing I consider more important than bringing quality, fact-checked news to our region is providing training for better paying jobs. Please don't make me choose between them!

I appreciate a local station which concerns itself with the Inland Empire.

Spectrum (cable TV) does not feature KVCR TV. How can I influence them to provide coverage?

Thank you for letting me know that the radio station is 91.9 FM; I will set it on my car radio. I always watch Masterpiece and Mystery on KVCR and check its programming.

I am a 1970's (AA degree, 1976) telecommunications major at SBVC and have experienced employment and learning at KVCR FM and TV. Now, I am a customer of same and a donor. I do not want to be without NPR and public television.

KVCR is a key component of our community - which is why I donate annually.

I donate every month to both KPCC and KVCR., My local station is KPCC, I was not aware of your deficit. Your mission to the community is to remain a public station for all. I will increase my donations, but that will not solve the problem. You need to tell your listeners that "free" radio or TV is not free, and that you are facing real deficits that will reduce your ability to broadcast to the community. Your role in our community is important, even essential!

Not every city or town has a museum, art center, wild park, symphony or science center. Not every child can access these facilities when they are available. Nearly every single home has a television, radio and/or computer. Free access to art, nature, science, music and entertainment outside the latest horror movie, superhero game and musical screamfests should be available.

EMPIRE | KVCR TV/FM is a great community resource. I'm very busy and I don't tune in every day. I only listen in my car and I haven't been driving a lot lately.

[REDACTED]

I love KVCR and contribute to its support monthly - it reaches a broad audience and I would hate for it to go. Access to unbiased news reporting is at a critical time and is educational across disciplines.

It is extremely important to me as I depend on it to provide balanced reporting in all areas.

Are you closing your station?

COMMENTS: EDUCATION LEADERS

I did not even know it existed?

Since the Covid19 pandemic, I have relied on KVCR broadcast much more than prior to the pandemic. I have enjoyed it much more and I have learned how many more interesting and valuable programs they have to offer.

KVCR radio was a ~sole source of daily, unbiased, truthful news over the past four years and continues to be now. Selfishly I want it to continue at whatever cost, hence my large donations. Sacrificing education for it presents a dilemma for academics like me, since both are urgently needed.

KVCR FM is the voice of the inland empire and the only way many of us receive both local and national news. We must preserve KVCR FM!!

Use donations to continue providing the programming and student internship opportunities you have done in the past. Don't change or eliminate important resources and opportunities. I can make an impossible budget situation (due to the pandemic) work in my line of employment, and so can you.

I hope that KVCR is able to continue to provide both the media and education to our community.

KVCR has been a long-standing part of my life as a citizen of Colton, Ca. I can't think of a time I haven't tuned in to KVCR's programming. I don't think it needs to be an either/or choice for either strong educational studies and training at SBCCS or excellent tv programming. Get someone who can figure out a way out of the deficit—arts and educational grants.

You should take a portion of the bandwidth sales proceeds and endow KVCR. [REDACTED]

KVCR is vital to the inland Empire. I don't know how you can even think of getting rid of it. Perhaps San Manuel, Amazon or others local would help subsidize. Having public radio is so important. And KVCR is huge in the community. I don't want LA public radio. I want our public radio with our local community focus.

This station helped coming home to the IE easier in '96 for so many reasons. Our 3 sons grew up w/KVCR TV/FM! They recently shared it's now also a dating/friends question they ask when meeting new people. Listened to it daily on my commute to campus.

I am unable to view FNX as much as I would like to! I used to watch it ALL the time; but with the Spectrum package I have, I don't get to see it. FNX is a HUGE necessity for the tribal communities and SHOULD be available ALL the time. If a Tribe can ensure and strengthen its capacity and outreach, then I support it. I WANT FNX ALL THE TIME; not as an additional cost to me.

It would be sad if these are no longer an option.

I have had an amazing experience with KVCR as an educator. They have covered my student's Mental Health Fair and I have been interviewed on teen suicide prevention for a series on mental health. My hope is to see this station continue and thrive as it is vital to our community.

I do listen to the native programming, I just don't watch it on TV. But I like hearing it on the radio.

Your question about supporting student's vs KVCR was too simplistic. This region needs a public radio and TV station badly. Both of these options are equally important.

KVCR is an important source of information to the community.

Don't get rid of KVCR! It's the only NPR/PBS affiliate that represents our area, not Los Angeles or Orange County. Don't devalue something like this and play into the stereotype that the Inland Empire is full of uncultured hicks.

It should be used for educating students who want a career in media.

I believe that Empire | KVCR TV/FM has the potential to the development of comprehensive meaningful educational programs that would enhance our local community's engagements. It has the power to change the Inland Empire's narrative focusing on addressing local/regional concerns along with solutions. The community's voice needs to be heard, too. Most importantly, students will have a complete live set-up for experiential learning, project-based learning, internships, and FT/PT job opportunities.

Please keep Empire/KVCR. Fund raising is extremely important. Explore ways to get more viewership from across generations, particularly the millennials and Gen Z.

I am a sustaining member of KVCR 91.9! What happened to INLAND? We are an EMPIRE, we are the INLAND EMPIRE! Please return INLAND!!

I wonder about the question asking about how to cover the 1.2-million-dollar deficit as a choice between quality education & CTE versus NPR/PBS programming. I would hope that that choice were not an either/or and that both could be accomplished.

Frankly, because I live in Orange County, I know more about our public TV station. But I answer in support of KVCR because I know the station does very good work, very much as KOCE does. And having taught for 25 years in a community college, I am also aware of the invaluable service such institutions provide their communities.

I didn't realize the depth and breadth of coverage. I've been seeking a solid local information channel in the area and haven't found one. I will definitely take a refresher look at KVCR. Thank you for the reminder!

NPR is the best news out there. I am a sustaining supporter. I also give to KCET and PBS So Cal. I am proud to support the independent shows on the networks.

Very valuable community asset

nothing at this time.

If you are over one million dollars in debt maybe it is time to shut down the station.

Too lose Empire KVCR tv FM would be devastating

The educational opportunities provided to students is extremely important to continue and expand!

Student would really benefit from utilizing these facilities

KVCR has been a valuable source of IE news for a long time. We are moving out of the area next month, but we hope KVCR continues in its traditional role.

COMMENTS: GOVERNMENT LEADERS

Please stop misuse of funding, please continue to provide KVCR PBS FNX NPR, be transparent with your practices and collaboration with local tribes, community and the general public.

FNX is an invaluable educational and public media service. It is the only 24/7 Native American public affairs channel within the political defined borders off the United States. FNX is also the first and only 24/7 educational and public media sources focusing exclusively on Native Americans in the history or both the United States history of broadcasting, public media, and Indigenous media.

None at this time.

Love classical and traditional ed. programs such as using students to DJ classical and ambient music

COMMENTS: COMMUNITY MEMBERS

KVCR is extremely important to our community and it provides an excellent service. Please keep the radio station and tv station functioning as they are with npr etc.

I would be GREATLY saddened if KVCR was taken off the airways. I listen to KVCR radio every day on my way to and from work.

KVCR is a very informative station. I enjoy listening to it and I will be very upset to see it go. We need this station in the Inland Empire

sad to read that you have financial problems. Tell your viewers. Give them the choices they need to make a decision about helping you

Native communities in our local area depend on KVCR.

I am not a subscriber, but I am a regular listener. I did not know there was such a high annual deficit. My income is limited, but I have friends who contribute regularly. Sometimes you need to be sure the distinction is made between the City of Riverside and the County of Riverside--something we natives notice.

I hope you are able to maintain the public interest in whatever form you may take - to bad there's no rich alumnus you could tap for a big donation - good luck !!!!!

KVCR is a fixture in our community. Even when I do not listen everyday, it's always comforting to know it is there. I believe that the county of San Bernardino should help finance part of KVCR's operational expenses.

I listen to the radio every day. I can do work while I listen to KVCR unlike reading or watching TV. i also watch FNX almost everyday. I have been trying to get younger people to listen but i don't know if they have. I would really miss the TV and radio stations if they were discontinued. I hope you can do everything in your power to protect these important inland empire treasures

With regard to the question, ". . . how often do I tune in to FNX? . . ." I answered, "often," because I used to watch it quite often when I was able to get it. If I could find a provider in my area that carries it, I would watch it with the same frequency that I used to. It has a lot of heart, soul, and practical programming. e.g.: Wapos Bay, a children's program, actually, is excellent for non-native American to learn about the intrinsic, old-school attitudes and morals of indigenous peoples. Also, I, personally, have appreciated the look at history from the indigenous side presented by FNX that they don't teach in white-run schools.

I DO NOT WATCH KVCR TV BECAUSE I CAN NOT MAKE MY EQUIPMENT RECIEVE YOUR SIGNAL!!!! I do get channel 28 and one other PBS oriented station on my existing equipment. I like Rick Dulock and respect his work.

Truly excellent programming. I look forward to it every evening.

KVCR is my go-to weekend channel. However it has gotten stagnant in the last year or so.

Survey was very short, needed more info on station budget issues/challenges Also, confusingly worded — I don't own a TV, only radio - but all questions were about "Empire KVCR TV", so I started answering "No" to all, wondering when Qs about 91.9 would begin...then realized that you had combined Qs on the two separate ventures into one, so had to go back and redo. Btw, I (older white guy) enjoy National Native News - except that the theme music you use (ALL DAY LONG, on promos) is VERY LOUD and makes me jump every time it comes on Thanks and good luck; The community really NEEDS NPR here in the IE! The colleges educate thousands of people - but with NPR you educate HUNDREDS OF THOUSANDS of people!!!

Regular npr/pbs broadcasting in our local community is a tremendous service. It would be tragic to lose this.

While the deficit is concerning, providing access to unbiased quality programming to millions of people is more important than providing education that already exists to hundreds of students. The media classes are already in existence at the college, so I don't understand how making what exists now exclusive to students changes what students already have access to. Allowing community rental access of facilities is extremely dangerous because there is no way to monitor what will be said and done. At least with NPR and PBS there is a reputation that goes back generations of providing unbiased programming that people can count on to be factual. How is SBCCD planning to monitor community rental access to ensure the community at large isn't hurt and people's rights aren't censored? And while I don't actively search for FNX, I do think it's important for those that identify as indigenous to be able to hear their voice and be able to identify with their specific tribe. This is the only station I can count on where my students can hear unbiased stories. It's the only way I can monitor our "current events" conversations and know that they're all receiving the same information, and from a reputable source. The station supports the local community in many ways, including highlighting small businesses, which has been so critical during COVID. I love the individual stories, the artist spotlights, and the showcasing of people's views from both sides of the aisle; you don't always get that with the bigger media stations. I love that they cover not only global and national stories, but the stories of our community in our own backyard. We're proud to have Empire KVCR in the area and they have always supported the students and community; don't take that away! The millions of people that live in the Inland Empire need a voice! This is an organization that makes the SBCCD extra special, and stand out when compared to other community colleges in the area. Embrace the opportunity and don't let it slip away! I learn so much when I tune in, and I know others do too. The community needs Empire KVCR!

I rely on KVCR TV and radio and I have increased my financial support during the past year. I am concerned that I only found out about this survey through a friend on the last day. I wonder how many other supporters did not receive any information about this survey.

It has limited local content and not timely enough. Big source of national news through NPR.

LISTEN all day long. Not crazy about some of the new staffing but that's a personal opinion. Doing a great job!

Pop music programming is available just about everywhere. NPR and KVCR is not the place for it.

The Inland Empire is a growing diverse region of California that is separate and distinct from the LA/San Diego markets. KVCR is the only licensed video media outlet in this market. It would be a shame to see it go.

It is important that people know that KVCR (PBS) is still here. And it needs to be supported because it is a great source for objective programming and provides a counter balance to more biased cable media programming. I would be on the front lines of supporting KVCR going forward. Losing it would be a tragedy.

The loss of Empire/KVCR TV/FM programming would be very detrimental to San Bernardino. Local news and programming is vital to sustaining democracy, which is currently at stake in the U.S.

None

Please maintain this valuable community resource. I support an increase in the taxes of the very wealthy to provide the needed funding. A tiny increase in the property taxes of mega mansions, across all of San Bernardino County, would easily be enough to raise 1.2 million.

KVCR FM is a valuable part of the community and would leave a huge hole. The local programming is invaluable. It would be ridiculous and horrible for an area as large and as growing as the inland empire to not have an npr station.

I understand that broadcasting comes at a cost, and obviously an extensive one. However, KVCR/NPR is an extremely valuable resource. Please do everything that you can to keep it on air.

this is a horrible one-sided survey and KVCR needs to stay

KVCR has been a friendly community news for me and I would be sad to lose it.

I think noncommercial, independent radio and tv is very very important to the community and would be very sad to see it go

I think what you do is important and I hope you are around for years to come.

Your dueling question pitting Education Support and KVCR Support against one another indicates bias on the part of the creator of this survey and reminds me of Facebook posts which ask, "Should taxpayers support needy veterans or homeless people?" The answer to this horrible question and yours is "Both," but that was not an option with your question. I have supported KVCR for a long time and have noticed that managers come and go, especially in the last few years. This indicates mismanagement of the parent organization. It just seems so very hard to be the manager at KVCR.

SBCCD must make every effort to keep KVCR broadcasting and be creative in combining community content as well as public television programs. Integrating college courses with PBS shows would be an ideal solution.

I donated at Xmas and was supposed to receive a gift but it never came. I'm so disappointed!! Won't do it again. Can't reach anyone to tell them. I lost out!

More local programming including Allan Borgen and less national PBS programming.

Please keep! Such a staple of San Bernardino!

To lose KVCR would be a tragedy for me.

I'm sure the current financial situation is a big challenge for the District. I do appreciate getting the opportunity to let you know how valued both PBS and NPR are in getting balanced, unbiased and local information. I really hope you can keep that content on both TV and radio.

I don't understand what community rental access means. Is the \$1.2M deficit the current deficit or a yearly deficit?

My mom loves watching the native Indian channel

[REDACTED] I no longer support PBS or NPR, I stopped support a couple of years ago and honestly do not know of their programming today. I wish the programming could return to centrist and perhaps I could consider viewing it again. Also, the advent of online videos on personal devices has made other programming more enticing to find and watch than PBS. You almost need to know that PBS exists and go and find it. They are competing with devices and apps that popup suggested videos for you.

KVCR is a true gem of the IE and its impact on the community is unquantifiable. From their original programming to acquired programming, it all serves a purpose.

I only listen to KVCR / NPR. Love the station and the wonderful reporters.

independent programming is extremely important for maintaining an educated public; small/independent news organizations are desperately needed.

NPR educates people for free through their stations so it would be a huge loss to the inland empire to cut people off from that resource.

Local and national PBS and NPR is vital to the relevance of Empire KVCR TV/FM in the community. The SBCCD has a valuable asset with a big following and it would be a mistake to lose licensing.

Having a locally produced TV and radio station is very important. FNX is a perfect example - this is a one of a kind station that broadcasts stories and issues that I don't see anyone else covering. There is widespread agreement on the value of career education and I believe there are more possible sources of funding for career and vocational training initiatives compared to public media, so SBCC's support means more when it is applied to KVCR.

I feel that the SBCCD's first obligation is to taxpayers. There are tens of thousands of local taxpayers who have never stepped foot on the campus of SBVC or CHC and who have never taken an online course from the SBCCD. KVCR 91.9 is a vital source of news and information. Virtually every minute of both KVCR 91.9 and TV are educational, informative and cultural, enriching the lives of the local population. The broadcast stations are part of the SBCCD's outreach to taxpayers that do not, for whatever reason, use the educational and instructional opportunities available to them. Thank you.

For some reason my tuner no longer receives KVCR FM. I am forced to stream. That also means I don't listen as often, because I get distracted with other things while streaming.

I appreciate having a truly local station here in the inland empire.

I love listening to KVCR and really depend on it. Please consider keeping it on the airwaves! We need public radio!

Wow, I've lived in the Inland Empire my whole life - KVCR is my primary station for news and goings on. I would be heartbroken if we lost our local station. Please don't do this.

We watch KVCR-25 FNX daily. We are an Urban Native American family with grandchildren. Recently Direct TV quit programming it and we have missed it tremendously.

I don't watch the TV station but I do listen to the radio station sometimes. There isn't enough local news being reported. The same story is read verbatim in the afternoon that was read in the morning as if nothing changed or nothing else happened during the day. Local jurisdictions, nonprofits and the entertainment scene are not getting enough consistent news coverage. This takes lots of resources to do well and if the funds and people aren't there, it may be time to use the facility for teaching purposes or rent it out to the public.

As an indigenous community member and former student of SBCC, Please choose wisely about how the FNX channel will be handled it is our only public telecast and offers great information. Please don't let down our Indigenous community who tune in often

I wholeheartedly love and need KVCR/FNX in my life. PLEASE do not take this away. I represent over 2,000 local (past and present) musicians and those in the industry - Inland Empire Musicians Hall of Fame IEMOHF - and losing this critical media resource will devastate this group of members who've already been completely disenfranchised the moment Covid hit. Please do not make their challenge all the more bleak. We beg of you.

I listen to KVCR on my commute to work every weekday. It is my primary source for both local & national news. It is very important to me that it continues to be a good, reliable resource for the community.

FNX is essential to the media landscape in Southern California. As a tribal member living in this area, FNX news coverage and information is the only dedicated source of Indigenous news broadcast in the state.

I suppose I can always go online and find another PBS-affiliated station, but I hate to see local PBS connections disappear. I am, of course, supportive of training but don't want to lose the cultural influence and gravitas of having a local affiliate.

What happened to the money the college district made from the spectrum auction four years ago? Had that money been invested wisely on the station's behalf EMPIRE/KVCR-TV wouldn't be in this financial pickle. It feels like the district has created this problem. The district ought to be ashamed at its treatment of the San Manuel tribe, which launched FNX in partnership with KVCR.

That's quite the dilemma. Maybe you could fundraise for the npr funds? I'd donate something

As a young person starting out on their own, KVCR was an invaluable source of wide-ranging quality programming. As I grew older I was happy to be able to share KVCR with my children & family. KVCR provides a service to its viewers that is unique for the Inland Empire & it would be absolutely tragic to lose.

I grew up with KCET TV/FM and would miss it very much. Hoping that programming will continue for generations to come.

My home tunes in to channel 24 nightly. We are hooked on Travel and education. We are astounded at all the places available in the IE, and we watch, make note, and go.

KVCR has been a great resource for the San Bernardino Community. I find it sad that due to mismanagement and poor fiscal accountability the San Bernardino Community College District is obviously pushing to abandon it rather than take responsibility for its past mistakes. The problems with the TV/ Radio station are hardly the amazing product they produce but more so the half-hearted attempts of the District leadership to support the program.

EMPIRE KVCR is vital to our community, especially now. With lies and conspiracy theories RAMPANT on social media...it is imperative that a clear non-biased voice remain for public consumption.

I depend on KVCR for accurate, non-biased reporting.

The Inland Empire has long been a region that is much disparaged throughout Southern California. Stopping broadcasting of NPR and PBS programming, with KVCR's production and broadcasting capabilities, presents an opportunity to shine a spotlight on local culture and news across the region. I do find that some of the programming choices that KVCR makes that utilize NPR, PRI, and PRX are unique to the airwaves that reach the IE. But many of the shows that are regularly broadcast are also available on other NPR stations whose signal reaches the region. Whatever the future brings, the possibilities are broad and I hope you can make the best of it.

It's extremely important to keep the local NPR station on the air, and PBS is vital for parents especially with their kids programming.

My listening has gone down as I have not been driving nearly as much due to the pandemic. However in past years, I have truly enjoyed Science Friday, the hourly news updates, and some other random programming on NPR.

I'm not sure what social media presence would improve KVCR's attention, but I just liked the Facebook page!

Thank you for your leadership over the years.

I want KVCR to stay the way it is.

My antenna has difficulty picking up KVCR TV which is odd since I only live in Redlands. I do listen to the NPR station but whenever I do it's national not local content. I thought they just didn't do local content.

Please don't shutdown, I rely on you for a lot of information.

Don't shut down!

KVCR is my most trusted news source and is extremely valuable to me. I would be extremely disappointed to see it go.

I love listening to EMPIRE KVCR TV/FM we all listen to it at my office.

some of the questions were confusing and poorly written, do i care about the price tag? a little but the benefits of KVCR out way the worry, but i did not see that as an option. it is almost like you wrote this survey to justify closing KVCR. The poor writing and email exclusivity further points to a conspiracy to do harm to the county. did you only email people you knew would fill out the survey in its preconceived form. Beyond your questionable morals and survey skills i do have to ask why the binary choices. I am sure there are better ways that involve a collaboration for the students and community. Maybe if you thought outside the binary there would be an actual benefit for all.

Keep KVCR on the air with PBS and NPR programs, please

what a bad survey it is obvious that you do not care about actual feedback. question why can't students work at the station with work-study money and thus build up their resume? also if you remove the educational programing provided by NPR/PBS will you not be harming lower income students and this limit their ability to get a good quality education throughout their lives? during the pandemic i know many people have used public tv as educational supplements.

I listen every day and support when I can.

The survey was poorly written, and is marked with implicit bias. Pitting education against KVCR is a poor rhetorical tactic, and seems intentionally misleading to survey participants who might lack critical thinking skills. If this survey is an example of what SBCCD students can learn about critical thinking and elementary research methods, they would benefit more from tuning into KVCR for a quality example of unbiased and quality receipt, analysis, and delivery of information.

NPR/Empire is my main source of news for local, national, and international events.

The IE has little media to call its own. KVCR is the only non-conservative talk stations out here. And FNX is a rare gem. We shouldn't lose this access.

KVCR TV and Radio are the only sources of news and programming exclusively dedicated to the Inland Empire. That the District is considering giving this up is shocking and should not happen. If anything, the District should be expanding local programming on KVCR TV and Radio. There are I think 4 or 5 million people who live in the Inland Empire. The IE deserves to have its own media source. The LA stations don't do it. Please do not give up KVCR's affiliation with PBS or NPR. Please do not eliminate local programming on KVCR.

This is virtually the only radio station I listen to. I rely on it to be my high-quality news source. I would HATE to lose it

I've stopped listening and supporting KVCR. I was pleased by the effort to increase local programming. I stopped after [redacted] denigrated a listener's comments on the air for bluntly and accurately prescribing the shows inaccuracies. I can support bad shows or shows of questionable quality rather than listen to a show or station that insults it's listeners. I've stopped supporting the station since that Sunday listening [redacted]. I will not support the station as long as they broadcast this show. I hated your broadcasts when you were being paid to

broadcast minor league baseball. I would support the station broadcasting minor league baseball, before I'd support THE station broadcasting [REDACTED].

I really appreciate the sewing, home improvement shows along with the documentaries. I usually watch on weekends only.

I love KVCR and listen to it often. It's the only station I trust. It is especially important for the arts in the inland empire and this station inspires me.

We love FNX and greatly appreciate FNX. Hun husband is Native American and enjoys watching FNX.

KVCR TV and FM are one-of-a-kind stations which provide programming which is not available on any other local stations. If they were to go away, we would be left with no local information; it would be like returning to the dark ages!! Their programming is essential for both local news and entertainment for all tastes!! As a "senior citizen" I have very few opportunities for outside entertainment and very limited access to local happenings. KVCR radio and TV stations do an irreplaceable job of filling both those voids for me !!

I think KVCR TV is giving the communities a great service broadcasting arts, crafts, kids programming and other very useful shows. I just have the chance to watch it on weekends but i enjoy it a lot. Thanks.

I am very disappointed that FNX is no longer available on Directv, it provides necessary and much needed educational, cultural and local political information on local, national and international levels to us Native viewers, we are greatly impacted that we can no longer view 24-2.

I love KVCR. The content is so rewarding to listen to. Please stick around!!!!

KVCR's support of the local arts scene is vital to the area and it would be culturally damaging to lose it.

I don't appreciate the wording in many of the survey questions that make it appear that we need to choose high quality education over KVCR's NPR, PBS, and FNX programming. Both are possible. Your questions for how frequently we tune into KVCR radio and TV don't give the option of "very frequently, or everyday" which is true in my case. I grew up in the SBVC neighborhood and tuned into KVCR TV and radio everyday. It's still my favorite.

KVCR is extremely important on my commute and when working we listen all the time.

I work in education and can't afford cable. Networks are basically entertainment, advertisement or ideologically driven. KVCR is the sole remaining source of information that maintains ethical standards, especially in the Inland Empire. Local businesses and locations of cultural interest profiled on KVCR would lose an important means of connecting with an audience, and that audience would lose an important set of different voices on current events and local matters. It seems that taking this away from the community would be unconscionable.

To whom it concerns, The EMPIRE/ KVCR TV/ FM media sources are incredibly valuable to our community. With live entertainment canceled this year due to covid, EMPIRE/ KVCR TV/ FM has become an increasingly dependable source of news of the day, while bringing us a variety of quality programming each evening. This is something our community has so desperately needed in these trying times. For years prior, we could tune in and the national stage came alive in our living rooms. Opera, ballet, concerts, and theatre were seen by viewers who might never get to go

see a show in person. History's, documentaries, and educational episodes informed us. Travel and cooking shows excite us. Children's programs fill afternoons with curiously and wholesome offerings. These are the television programs that bring us together. On a personal note, I have benefited from the exposure my theatre company was given in several interviews I did on KVCR FM. I also work for a local symphony that has been featured on your radio programming. We depend on you to bring attention, and dollars, to our "small town" arts offerings in the Inland Empire. We must hold on to these media sources, and the arts, at all costs. Removing these stations would be a real travesty.

KVCR is a huge part of San Bernardino, for all ages. The team brings interesting stories from near and far to better the community. It would be a huge loss to get rid of the station.

I hope the stations continue to offer PBS/NPR programming.

Don't change a thing. Just raise more funds.

I think you should be able to do both - provide opportunity for students at other JCs and still keep PBS/NPR. Also, FXN is extremely important to continue without being sold.

Please save KVCR, pbs,npr local broadcast as is!

KVCR gave me the first steps toward my professional career as a lighting technician in Hollywood. The experience of being able to volunteer, intern, and eventually become an employee at a PBS affiliate broadcast station has become invaluable to my professional pursuits.

I have used FnX programs in my high school classroom for years and have always found them to be high quality and high-interest. Although I am retired now, I still love watching FnX. I also really enjoy Film-Maker, Civilizations, and Finding Your Roots. I REALLY hope that every effort is made to save this PBS affiliate and to continue to deliver quality programming here in the I.E. I CANNOT imagine being without KVCR and FnX!

I think KVCR is very important to the local community and I'd hate to not have it.

while your questions where binary and thus poorly designed. i think it would be good to keep the NPR/PBS programs and provide more student commitment to the station. I believe it would be better for the students to have the NPR affiliation on their resume then just the CC statement. having the all or nothing approach is harmful to all

We love KVCR. DO Not get rid of it

KVCR has very good programming and would be sad to see it go. I can only watch it when I'm either at my friends place that can get it through his antenna or when I'm listening to it in my vehicle or friends vehicle. I am a Native American male and FNx is big part of my life. Because of it, I get to hear about all the important news going on in Indian Country that would not be covered at all in way shape or form by any other organization. I wish FNx go more main stream and possibly national so more of the population knows that us Native people still exist and are not just some people that are depicted in history books, moves, team names, or those horrible costumes for Halloween.

I especially appreciate that KVCR carries FNX, which I would otherwise never have heard of / found.

I think it would be great for FNX to be completely owned by the Native Tribes of America. I do not think the Federal Government should have any control over what is on the station, but due to the fact that Native Americans are supposed to be a sovereign nation they should also be required to have additional funding from the federal government.

This is a community service. I think with better management and by creating a hybrid product, KVCR can come ahead in the future. Why can't KVCR used for local news & content, student lab and rented to the community. Certain time slots will be dedicated to a certain type of content. Times when there is higher community viewership can be dedicated to local news & content. Times when there is less viewership, it can be dedicated to student course lab and community use. Different times require innovative approaches and not just an all or nothing approach. Thank you. Note: Response from a general member of the community.

This is a horrible survey that exploits an emotional response and only collects data from one perspective. This is unfortunate that a facility of higher education would put out such a one-sided survey.

I appreciate having access to all the various programs on both the tv station and the FM radio site, especially NPR.

I am absolutely not in support of any tax dollars spent on KVCR TVFM.

My family misses FNX programs. We watched it every day.

I'm a student and mother, so I do not have a lot of time to watch television or listen to the radio for long, but when I do listen to the radio, I appreciate well sourced news.

When I had cable tv I was a regular viewer. I no longer can watch because I've cancelled my cable and only use WiFi.

I am tired of the divisive identity politics, extremely leftist biased content. NPR used to play uplifting opera and classical music programs, now they play nearly non-stop programs dealing with identity politics and hatred of conservatism. I usually tune in on the weekends out of morbid curiosity...."what happened to opera and classical music", and instead there is some program where often sexual or topics that are not polite for times when the sun is high in the sky are discussed....with the BLEEPs obscuring the foul language. Is this what NPR has come to...don't count on my donations. As I often hear, "I don't see/hear anything that looks like ME on your programming anymore, save the travel show played on Sundays, the charming "American Parlor Songbook", and the travel show. The rest is doesn't resonate and actually disturbs me greatly and makes me mourn for better times. I find your news to be the most left leaning biased, it's not even really news, it's spin. Although I support the concept of Native Voice radio, NPR is supposed to be for ALL Americans. The local tribe is generous to our community, but they can well afford to have their own station that caters content just for them. KVCR would do better to serve the students of Valley College and our very diverse community. They don't even promote the events in our community very well.

Local public television is important and will increase in viability because regular tv does not provide what public stations provide to the public and the cable type providers concentrate on entertaining programs. I prefer to watch public television for news and documentaries.

Politically balanced reporting would make KVCR a more attractive news source.

The tone of the survey comes off as extremely bias, politically slanted, and does not accurately explains the context behind some of these questions. Research and planning on the campuses is known for producing surveys that intentionally try to eliminate bias. This survey should have been created with more Community input from staff and interested groups from the community who have been closely watching the actions of the district in regards to this decision making.

I need to learn more about these topics and would appreciate any information and follow up

We follow PBS SoCAL

I would love for KVCR TV/FM to use the college students and staff/faculty at SBVC as their breadth of experience and depth in the community can help engage with more innovative programming and community service. I would like to see more diverse experiences and backgrounds represented here with people who have proven themselves in other areas of media and communication. We need to attract more experts into the Inland Empire while growing more of our own that can leave this area and bring our culture and practices to other parts of the world.

Our family has been very supportive of KVCR, our Mom attending their first of a kind on tv learning programs in the mid-70s leading her to go back to school after retiring from her business. She would earn an AA, go on to UCR and earn her BS degree and came back and taught adult classes at Valley. My wife studied radio and television at Valley, earned her AA and then her FCC License and worked at both KVCR Radio and later was a camera person for KVCR TV, until she left to start our family.

Please find a way to keep KVCR!!

The money that was paid for KVCR airwaves was used to buy a building on Hospitality Lane. You are profiting from the sale of KVCR original airwaves, and now want to take away KVCR entirely. SBVC should value KVCR and help it serve the community! You refuse to spend the money from the sale of airwaves to improve the programs offered on KVCR or provide educational offerings to students who could learn to operate a TV station. You realize that FNX can offer great programs, and come up with more money. More ways to milk money out of KVCR, without giving it the support it deserves. KVCR helps SBVC have value.

I keep my car radio to KVCR station.

I love NPR. But I've recently stopped donating to the station. I'm frustrated with npr's liberal bias. I wish it would be become more non-partisan. It's getting hard for me to listen now.

Sorry. I seldom listen to or watch PBS though I do believe it plays a valuable role.

I'm in a funny position: I used to watch 24.x fairly often. But, a few months ago, my main TV lost the channels; now my access is through either my VCR tuner or bedroom TVs. I have in the past been very supportive--and still much like and appreciate 24's programming.

I can't answer questions about television, because I don't have one or watch. I do have a computer, so I will check out the program streaming mentioned. As for career and technical training *or* KVCR, if that's the best the purportedly smartest people at the community college can muster, they need new leadership. Contemporary students require contemporary education models without sniveling administrators claiming they can't do their jobs. My doctorate will be here soon and I'll happily volunteer for the salary bump and reduced time at work. They can do better. They owe it to the students and communities they serve to do better.

Was not aware of this media

I think KVCR TV/FM is an extremely important community partner to provide community members with impartial reporting on local, state, national, and world news and affairs.

I think utilizing as many collaborative associations to generate truly local news and programming will result in very successful and substantial advertising revenue. A training program that blended journalism, community development and equity could go a long way given the vacuum of local news coverage. It offers great potential for educating residents about how their government operates and the role they can play if they want to make a change. Lay in some local arts and culture and neighborhood success stories and you are giving other communities access and permission to do what they can in their own neighborhoods. All politics is local. Get that right for all and the revenue problems will disappear.

It does no longer directly support SBVC and CHC education. Do not believe local funds from taxpayers should support.

None

When I engaged DISH as my TV provider, I watched KVCR and other PBS stations almost exclusively. I am with Spectrum now, and KVCR is not in my package. I am a retired teacher and on fixed income, and as watching TV is not as important to me, I do like to watch much of the PBS content. I plan to call Spectrum to find out why a PBS station, supposedly free, is not on my plan, which is the basic level. I give regularly to KCET, and other PBS stations, so I do plan to contribute. The pandemic is giving us a glance to the future of education, all levels, and the connections between watching TV in the home and pursuing higher education by taking certain classes on TV. I did not know KVCR online, I will investigate that if the call to Spectrum doesn't pan out.

No comments.

Please, please continue to broadcast NPR and PBS. These are important news and real information outlets.

I love KVCR and public radio/tv is vital to our society

KOCE is our PBS TV station of choice. It has national news with Judy Woodruff.

I have listened to 91.9 daily in the past, but I am not driving very often now due to the pandemic and listen far less as a result. I love public television and the documentaries and especially Masterpiece/Sunday night shows. I am not sure if I watch KVCR or KCET - I think some of both. I do think it's important to continue investing in public radio and television and would hate to see the loss of that content in our region.

We are long-time supporters of KVCR FM but access public television by tuning to KOCE since KVCR TV channel 24 is an inferior choice among stations offered by AT&T's U-Verse.

NPR and PBS are valuable contributors to the public's understanding and appreciation of such a variety of issues, that I would hate to see it forced into any narrow single category. Thank you for what you do in terms of educating the public regarding such a vast array of topics. Please keep up the good work, though I am not unaware of the financial issues involved.

I love PBS in general. I actually watch too the channels available to our family. We do not have cable.

From an audience member's perspective, KVCR has languished as a regional resource for decades, giving the impression that it could be much better managed and revitalized under a different ownership structure. The [REDACTED] is ill-suited to the oversight of an agency that, if delivering news, needs to be facile and responsive to emerging issues in the community. What became of the millions of dollars that accrued from the sale of signal? That seemed like a one-time opportunity to invigorate the stations to serve this growing region for decades to come, and anchor the Inland Empire as a meaningful media market.

SBCCD prioritizes and spends its funds in a very inefficient and ineffective way. It is hard to support the current administration

I don't watch a whole lot of TV, so my experience is limited. I do support our local channels.

There are quite a few other providers of NPR and PBS programming so KVCR is highly redundant and doesn't offer anything new of value.

How can the station transform and adapt to the new tech way of doing things so that the station survives. Can it change a fee for those who would like you use the red valuable equipment fit their own art (businesses, Music, Space podcast...)?

Since the district got a lot of money from them when they sold their bandwidth they should get equal financial credit for that.

I depend on KVCR for daily information. I have been a supporter and donate consistently. I will be very disappointed to lose the station.

EMPIRE - KVCR TV/FM is a community pride. I hope that it continues its legacy of quality programming and as a resource for students and future Media Communicators.

I think it's hard to compete with KCET and PBSSOCAL. There is the LA schools programing too. I don't know about cable or satellite programing because we've always used over the air only which allows us to get all four and their other channels too. We feel very fortunate and contribute to all plus KPCC.

KVCR is not my first choice for PBS and NPR.

Public radio is a big part of my life and critical for providing information to our quasi-democratic society.

I appreciate the long-time access channel, it used to have educational programming via the televised curriculum and it had a robust media training program for students that generated FTES, or state funding.

KVCR is so important for the Inland Empire. The last year has been extremely difficult. I understand financial constraints but mourn the loss of any of KVCR content.

- 1.) Change the name from "Empire | KVCR" to simply "KVCR".
- 2.) Retain both the PBS channel and the NPR station.
- 3.) Retain FNX channel, First Nations Experience.

As a community member in Riverside, I use and want both KVCR channels, and FNX channel. Neither Los Angeles nor Palm Springs services the Inland Empire at-large the way KVCR does and has since the 1950s. KVCR Radio 91.9 FM is a legacy station and both are part of our identity in the Inland Empire. SBCCD can be proud of its past, present, and future as license holder and legacy holder of KVCR, the first community college radio station in Southern California.

Also, Assembly member [REDACTED], the first Native American to be elected to the state legislature, is from San Manuel Band of Mission Indians and FNX has featured him more than once. This is a point of pride and responsible care-taking for SBCCD, the Inland Empire, the Cahuilla/Serrano people, and the First Nations community across the United States as FNX is available to approximately 20 states. FNX channel is an attempt to respect and give a voice back to the overlooked and underserved community of First Nations & Indigenous people.

SBCCD, as license holder, can be proud of being culturally inclusive and being among the first to help this community heal and progress in the 21st century. Not many broadcast entities are willing to serve, help and heal First Nations people. Please continue helping this community move forward, not backward.

By retaining FNX, KVCR-TV and KVCR Radio, you are responsibly servicing and taking care of millions of people across multiple backgrounds, races and ethnicities in both the Inland Empire of Southern California and across the nation. Thank you.

I am a daily listener and sustaining member of KVCR and would be very disappointed to lose such a trusted source of information, but I also highly value education and relied on SBCCD for my early college education, which I think is more important overall. There are other sources of NPR programming, albeit not local

I enjoy listening to KVCR FM when I'm in my car, but don't usually listen to the radio in my home. We often watch KVCR TV in the evenings for a variety of programming. I will continue to contribute financially to the best of my ability as a retired senior on a fixed income.

I use KVCR TV occasionally for science and rarely other entertainment programming.

My answers reflect that I did not know about EMPIRE | KVCR TV/FM station

Good luck. PBS is a vital non-biased source for news, political and cultural.

I would be extremely supportive of a plan that mixed each of your three alternatives, NPR, Student Careers and Community Media Development...

I enjoy the Native American programming.

Particularly like 'Democracy Now', 'DW News', etc.

I think these services are valuable. I mostly listen while driving in my car. The signals and call numbers are not always available going through the pass or in the high Dessert. I have not lived long in the high desert and have not found the radio stations.

I could not Support Any Change Away from Providing Current NPR / Public Radio Service Operations

Would be very disappointed with this switch. 😞 Also, am missing Ms. Vasquez and her Autism expertise! 😞

I was only able to watch Empire/KVCR when I had Direct TV Which I no longer have. I was sorry to lose FNX

Limit NPR's Morning Edition to just 2-4 hours -- 5 AM to 9 AM. Expand BBC programs

I appreciate local broadcasting and will try to watch it or listen more often.

NPR must be part of your programming

I have enjoyed these programs and found them very helpful when I was in college for information regarding my studies

keep up the good work!

KVCR needs to be used for training purposes. It is redundant in the IE market for a number of reasons, not the least of which is the strength of KOCE/KCET. KVCR PBS programming lags behind the national schedule. There is so little local programming that KVCR makes little impact.

none

What happened to all the money you got from selling the airwaves?

I value KVCR. Would like to see KVCR remain, with student interns using the facility and shadowing staff to learn and then produce content to use towards career advancement. I think it's a great opportunity for the students. I wouldn't want to lose NPR since I'm not sure where else we'd get NPR locally. As for PBS, there are other PBS stations to watch, but more local content in the Inland Empire would be what would cause me to tune into Empire PBS vs other stations. But I understand funding is an issue. If only one could remain, then I would choose radio. I don't know of many other radio stations in the IE that provide local content and feature non-profits, local events, local businesses, etc. I know a lot of people who tune in to KVCR radio. Would be awesome to hear more students on the radio too!

Historically, I was unable to receive KVCR in Redlands. That seems to have changed a couple of years ago but it hasn't given me reason to change old habits. I used to listen to KVCR while driving but frequent drop-outs in the audio made it unappealing at that time.

I learn something every day!!!

Student training in television and radio is important for the future of media. If students do not have exposure to PBS and NPR on the college level, then they will not have as much of a fighting chance in seeking employment in media over a student who has had exposure to professional affiliations.

I appreciate the information KVCR is able to bring to the inland empire and I can appreciate the financial challenges it faces. It is challenging to provide a reoccurring donation, so I wish there was more encouragement to one-time donations as well.

I HATE regular news media, and will NOT listen to Fox News. I also contribute to KVCR annually. Not a lot, but what I can afford.

Why change what is good the way it is now? Only thing I can think of that you would do so is funding.

COMMENTS: NO AFFILIATION PROVIDED

This voice is necessary at this pivotal time.

Since I live in Los Angeles County, I rarely tuned into KVCR. But since I'm spiritually aligned with the Native American community I will be tuning in more frequently in the future.

Public radio and public television are essential services to every community. Please help protect, preserve, and fund these important entities. Thank you!

Your survey seems very black/white, either/or. What about a more innovative creative approach to using the station to bringing much needed job training and professional development to the IE for an audience that includes but moves beyond just students. You all can figure this out without giving up on this important IE resource!

KVCR is part of our community

KVCR is an important part of our community. Its broadcasts feature important news about our area and helps distinguish the Inland Area from the surrounding parts of California.

I listened because Brian Hyland was being interviewed. I loved the interview but I live in Michigan.

They way you're going about shutting down this station is disgusting. You don't want people to take the survey. You don't email them the survey. And you announce it to the public before you tell them privacy. Shame on you

I thought this would be a survey about my use of public broadcast. I occasionally watch ch 24. But no, this is a survey with manipulative questions designed to achieve your predetermined goals. To achieve your agenda re FNX. Thanks, but leave me out.

It would be a dis-service to the community if PBS and KVCR were discontinued.

To be honest I watch KVCR every Sunday evening for the Lawrence Welk show & when you have shows about Betty White. Don't watch KVCR during the week.

Because I do not know about EMPIRE/ KVCR TV/FM

KVCR is a drain to the District's budget and it makes no sense to keep it running. It should be sold.

Please continue to broadcast KVCR TV/FM and FNX.

KVCR is a wonderful station with great programming. It would be a terrible loss to see it close.

[REDACTED]

none
<p>It is confusing to donors/perspective donors on how to donate to KVCR. The KVCR donors don't want their funds being used for District or College purposes. People who give to public radio, may not want to give to the college or District if KVCR no longer provides NPR or PBS access.</p> <p>The District might consider selling KVCR with a contractual stipulation to long-term access/use for students.</p>
Keep PBS and NPR running.
n/a
I hope SBCCD looks to expand its funding of KVCR. Public radio is an important part of a functioning democracy. We live in a media desert, we need to be expanding our public radio and media options and increasing career training, it should not be mutually exclusive.
I have lost interest because the good shows you air are put on too late at night for me, a senior, to watch and you take the quilting shows off the air on Saturday every time I look around.
There are ways to provide PBS, NPR and other quality programming to the community and have KVCR be a place for educating students at the same time.
Clearly, KVCR is a burden on the district and is not sustainable. The community college district is an educational entity that is there to serve, educate, and train students. While KVCR has 'been' there for the community, the community has changed. Transferring the services and facilities to education is the way to go.
In these difficult times, it is often difficult to contribute to worthy causes and programming. The demand is so great currently. As a senior I gave where I can.
What few times I have tried watching KVCR, it seemed like five minutes of show, ten minutes of pleading for donations.
I have been listening to KVCR for 20+ years and while is was still commuting to work 5 days a week I listened for 2-3 hours a day. I would be very sad if KVCR radio went away, but I understand that things change and if the community cannot support the cost then I will look to another public radio for npr programming, but I will miss KVCR - Thank you for all you have done and continue to do to provide quality programming.
I would like to see a mix of use for the facilities as training for the students, production of advertising media for both campuses, and still have at least NPR. The value of NPR is immense. I usually have KVCR on in the car just about 100% of the time when am within range.
Would be more supportive if it was not so political bias i stopped contributing because of its dismissive attitude towards the non-academic elites
I didn't know it was a thing

KVCR has been very informative and involved in our Community by have a open forum at the Riverside Public Library in February 2020. They are very involved in making sure to have this event to get our feedback and ask us about what programming we like and would like added. This was the last one I went to since the pandemic.

Since we moved to Oceanside, I'm not very helpful to your survey. When we lived in Idyllwild previously we did tune into the stations often. We listened to KVCR-FM when in the desert.

It is biased and untrustworthy PBS/NPR let them fail just like the rest Fox, CNN, Facebook, Twitter, etc. I considered supporting KVCR at one time then I watched and no.

it would definitely be a loss to the community to let go of KVCR

I live in Riverside County, not San Bernardino, do not have TV or pay for any streaming services. I rely on whatever is free on my I pad. Listen to KUSC on the radio at home and in the car and on occasion listen to NPR in the car for interviews or news reports.

As long as SBVC and other colleges and universities in California remain liberal/anti-conservative, I will not watch, nor listen to you programming.