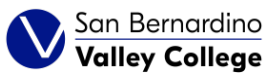




KVCR Update

June 22, 2026

SAN BERNARDINO  COMMUNITY COLLEGE DISTRICT



SAN BERNARDINO  COMMUNITY COLLEGE DISTRICT



Board Chair
Nathan D. Gonzales, Ph.D.



Vice Chair
Joseph R. Williams



Clerk
Cherina Betters, Ed.D.



Trustee
Carlos Aguilera



Trustee
Stephanie Houston, Ed.D.



Trustee
John Longville



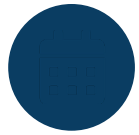
Trustee
Frank Reyes



Student Trustee
Jazmyn Garcia



Student Trustee
Natalie Garcia



TODAY'S CONVERSATION

What We'll Cover



Three pillars that tell the story of where KVCR stands and where we are headed.

01



Community

How we've opened our doors, events, partnerships, and growing visibility across the Inland Empire.

02



Culture & Leadership

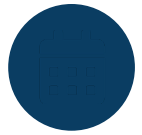
One team, one mission. The structure and people driving KVCR forward.

03



Financial Data

Membership, underwriting, grants, creative revenue, and the savings keeping us strong.



TODAY'S CONVERSATION

What We'll Cover



01



Community

How we've opened our doors, events, partnerships, and growing visibility across the Inland Empire.



COMMUNITY ENGAGEMENT

Open Doors



Our doors are wide open to the community with signature events that bring families together all year long.



PBS KIDS Camp



Operation Gobble



Photos with Santa



Young Women's
Leadership Conference



Día de los Muertos

Powered by real partnerships

SBVC partners:

Dreamers Resource Center · SB Valley 360 · SBVC Student Life · SBVC Library
· SBVC Votes, Office of the President

Plus legislators and community partners who spread the word and help fund these free events for the community that supports us.



PARTNER SPOTLIGHT

\$100,000+

in raffle prizes donated by Mark Chow & the Family and Kids Foundation.



HIGHLIGHT VIDEOS

KVCR in Action



Three stories that show what we do best



KVCR's Latest PBS-TV Project

The Great Food Quest in partnership with the San Bernardino County Superintendent of School and the California Dairy Council



FNX-TV Nominated for 7 Emmy's

Emmy Award ceremony taking place on Saturday, June 27 at the Hilton La Jolla Torrey Pines



Inland Edition Highlight Reel

Sizzle Reel



DIGITAL MEDIA

Reaching the Next Generation



We tell KVCR's own story spotlighting our reporters' work and connecting a younger audience to trusted, independent journalism.

~7,000

Instagram followers
(up from 1,500)

1.1M+

views in the last 30 days

800K

average monthly viewership

45%+

of audience age 24–35



Why this matters

NPR's audience generally skews 35 and up. Our digital audience skews younger. 45%+ are 24–35.

That means we are reaching people who may have never known NPR existed and growing that audience every month.



Example

Short form Reels bring our reporters' work to younger audiences, reaching a generation that might never find us otherwise. This is an example of a high performing Reel pertaining to reporting by Anthony Victoria.

24.2K
views

805
likes

201
shares

112
comments

98
remixes



INTERNSHIP / FELLOWSHIP

Building the Talent Pipeline



We completely restructured our fellowship so individuals leave with real, transferable skills not just a line on a résumé.

Fellows now rotate across every department...

Maximizing their experience and sending them off with skills that reach well beyond production.

That depth gives them a real edge as they apply for further education and the next internships in their careers.



Cohort #2 of IMA Fellows



Cross-department experience

Hands-on time in every part of the station.



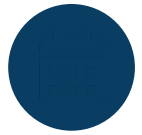
Skills beyond production

Development, engagement, digital, and more.



A stronger next step

Ready for further education and bigger roles.



TODAY'S CONVERSATION

What We'll Cover



02



Culture & Leadership

One team, one mission. The structure and people driving KVCR forward.



CULTURE & LEADERSHIP

One Team, One Mission



2022

Departments worked in silos.

Everyone ran their own race. Teams didn't work in tandem, and the station was not pulling in one direction.



TODAY

Silos broken. One team.

Everyone understands we are playing for the same goal, quality programming for our community, and that it takes every department working together to get there.

A dedicated manager now leads every department directing work and driving efficiency:



Development



Community
Engagement



Production —
TV

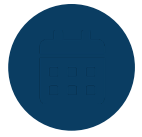


Production —
FNX



Production —
Radio

Managers mean clear ownership and a team that finally moves as one.



TODAY'S CONVERSATION

What We'll Cover



03



Financial Data

Membership, underwriting, grants, creative revenue, and the savings keeping us strong.



REVENUE

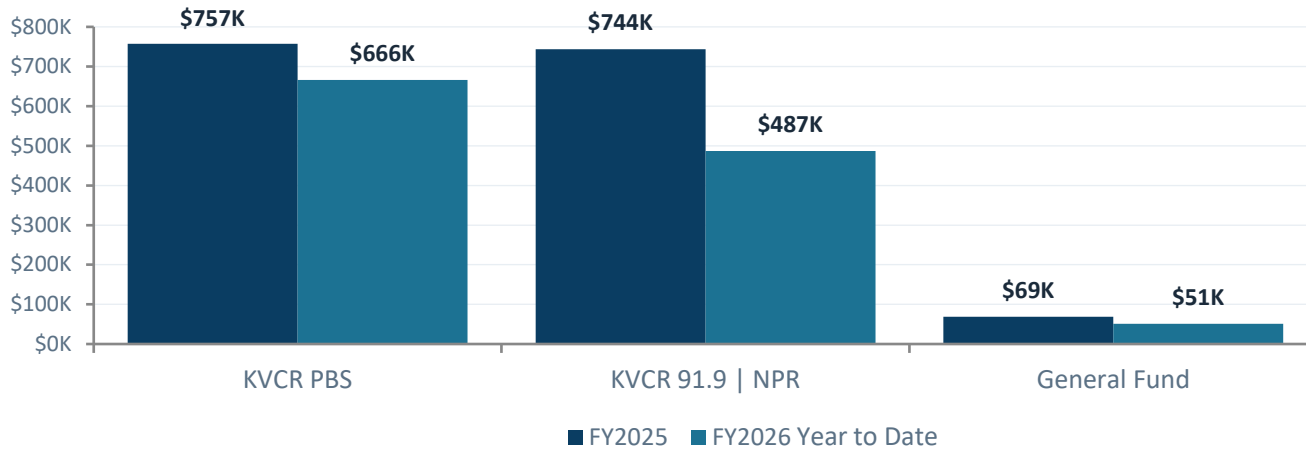
Why People Give



People give to KVCR because they love PBS and NPR. With federal CPB funding gone, our community stepped up and the numbers show it.

Membership Donations — FY2026 vs FY2025

FY2026: Jul 2025–Mar 2026 · FY2025: Jul 2024–June 30, 2025 (shown in thousands)



\$30,000+

raised in our 3-day NPR pledge drive — hosts live on 91.9 FM, morning to evening.

Here's what is remarkable: with months still left in the year, we've already reached 84% of everything PBS raised in all of last year, and 92% on the NPR side.

We are on pace to clear last year's totals comfortably.

+\$325k

KVCR is up \$325,000 ahead of last year's pace with a quarter still to go

84%

In just three quarters we have already hit 84% of last fiscal year's total for PBS-TV donations

92%

In just three quarters we have already hit 92% of last fiscal year's total for NPR Radio donations



BEYOND MEMBERSHIP

Creative Ways We Are Funding KVCR



Fundraising is getting increasingly difficult, so we have gotten creative, building new revenue streams beyond traditional membership.



Annual Golf Tournament

~\$60K

cleared last year. It has become our signature fundraising event.

It's about being creative.



Collette Travel

Sold a members' trip to Ireland: ~\$10K from 20 packages, a cut of every trip sold.



Vehicle Donations

2-3 cars donated weekly. CarEasy handles paperwork; we just see a monthly check.



Minute to Give

Everyday purchases round up to the nearest dollar small change, steady support.



Wine Program

A members' wine offering that gives back to the station.



Real Estate Program

Earning referral support through real estate transactions.

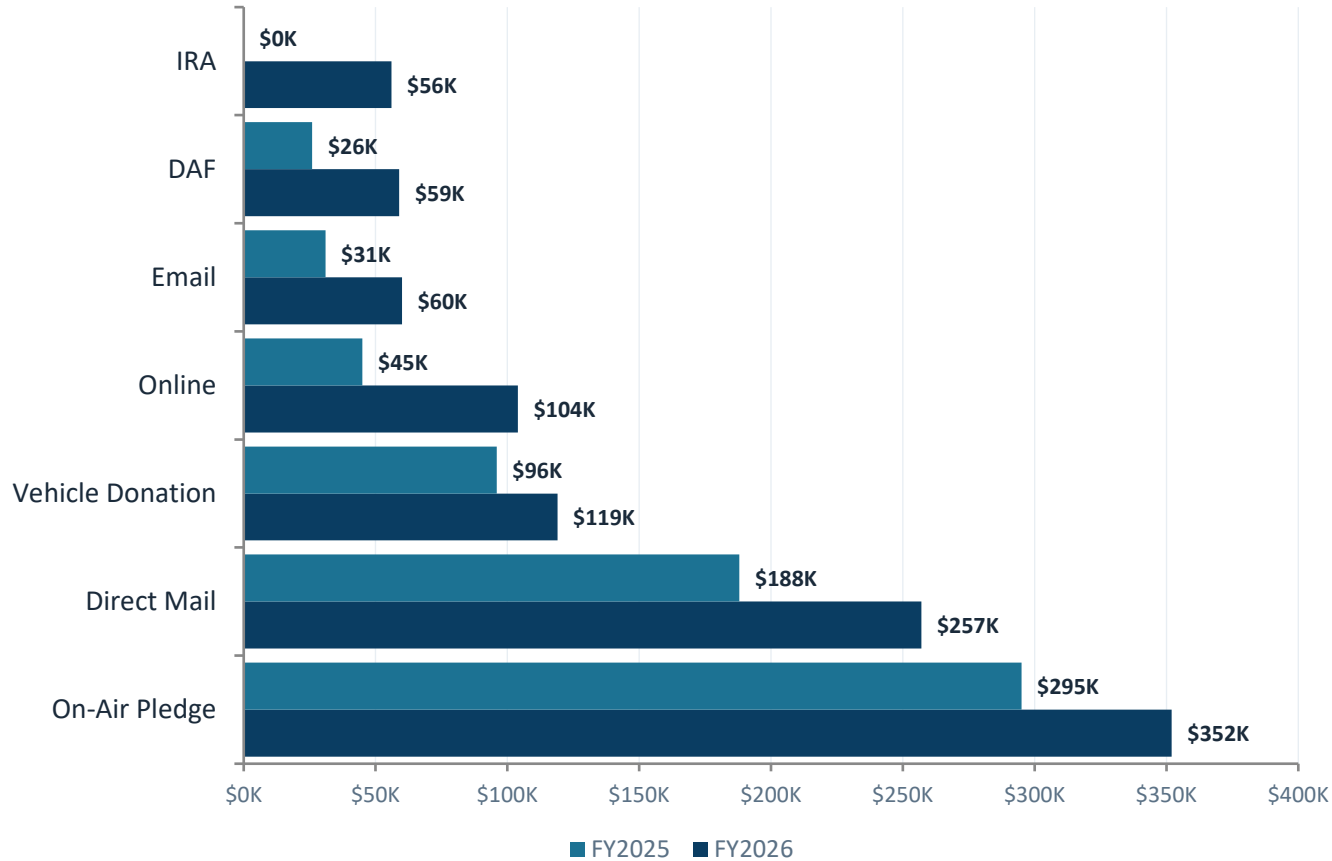


REVENUE

What's Driving the Growth



Individual giving is up across nearly every channel (FY2026 Jul 2025–Mar 2026 vs FY2025)



Standout gains

+131% Online giving
\$104K this year

+130% DAF gifts
\$59K this year

+90% Email donations
\$59.7K this year

+37% Direct mail
\$257K this year

+19% On-air pledge
\$352K — our biggest channel



UNDERWRITING

Meeting Businesses Where They Are

Underwriting has become one of our best ways to partner with the community such as local businesses, non-profits, educational institutions, and more and get their message onto our PBS-TV and NPR Radio platforms.

We know budgets are tight. So we build every campaign to stretch a partner's dollar maximum exposure through our reach, for the budget they have. They get real value and we get the funding that keeps us on the air. A true win-win.



For our partners: Maximum reach + exposure for a budget that works.



For KVCR: Sustainable funding that keeps trusted programming on air.



Underwriting Revenue

\$59.6K

FY2026 (Jul-Mar)

\$76.1K

FY2025 (Jul-Mar)

The honest picture and the upside

Underwriting is running modestly behind last year and we see real room to grow it.

With dedicated managers now driving the development pipeline and our digital reach climbing fast, we have a stronger value story to bring to local partners than ever before. This is an opportunity!



GRANTS

Funding the Mission

The grants number tells only part of the story.

We track membership, underwriting, and grants in our fundraising Customer Relationship Management system (CRM).



Recorded in CRM

\$9.5K

FY2026 (Jul–Mar)

\$14.0K

FY2025 (Jul–Mar)

Already received but not yet recorded:

- ✓ Cielo Fund / IECF: IE Latino Voices - \$28,000
- ✓ IECF: Black Perspectives IE - \$20,000
- ✓ National Trust for Historic Preservation - \$10,000
- ✓ SB County Children & Family Services - \$113,000
- ✓ ...and more in progress



The opportunity ahead

We are reconciling the full grants picture now and deepening relationships with private and community foundations.

Institutional giving is our clearest place to grow and we will continue to search for grants that align with our mission.



FNX • FIRST NATIONS EXPERIENCE (Native TV)

Reaching All 50 States



FNX-TV is the only national Native American and World Indigenous television channel and KVCR is proud to be its home.

\$1.5M

secured a few years ago from Yuhaaviatam of San Manuel Nation and spent exactly as intended.

- ✓ A new app that now reaches all 50 states
- ✓ New content created for broadcast and the app
- ✓ Stewarded in good faith, every dollar as intended

A growing team

As the brand reaches further, the team is expanding to match:

Manager

Producer/Director

+2 contract staff



Building relationships that matter

We are deepening ties with Chairmen, Chairwomen, and tribal councilmembers across many tribes, getting the FNX and its mission in front of more communities than ever.



COST SAVINGS

Spending Smarter



After the loss of CPB funding, we got disciplined about every dollar, cutting waste, not mission.

\$120K

per year. Moved PBS programming from Public Media Management to a cloud service that does the same job.

~\$90K

per year. Dropped PBS "Program For Pledge" (underused), while still getting pledge shows free.

\$33K+

in unused services. Eliminated Castus, City Spark, and Radio Research Consortium.



Cloud-based programming Same day-ahead PBS scheduling we relied on PMM for — at a fraction of the cost.



Right-sized pledge content We use APT Premium (\$22K/yr) for pledge shows; dropping Program For Pledge (PFP) avoids ~\$90K more on top of that.



Smarter staffing & PE hours Reduced PE hours where productivity was lacking protecting output while cutting cost.



The power of volunteers All-star volunteers stuff 1,000+ member letters monthly; non-profit postage saves ~40% vs. first-class.



Five-Year Financial Plan



Category	KVCR Multi-Year Forecast							
	2024-25 Audited Actuals	2025-26 Estimated Actuals	2026-27 Proposed Budget	2027-28 Forecast	2028-29 Forecast	2029-30 Forecast	2030-31 Forecast	2031-32 Forecast
Revenues:								
Corporation for Public Broadcasting Grant	496,959	495,482	-	-	-	-	-	-
Other Grants	1,243,797	1,577,751	760,978	837,076	920,783	1,012,862	1,114,148	1,225,563
Pledges (net of expenses)	1,192,822	1,246,381	1,284,000	1,322,520	1,362,196	1,403,061	1,445,153	1,488,508
Underwriting	408,197	290,936	350,000	367,500	385,875	405,169	425,427	446,699
Contributions, Gifts	-	73,800	75,000	75,000	75,000	75,000	75,000	75,000
FY21-22 \$4 Million State Grant Annual Contributions	1,291,094	620,044	-	-	-	-	-	-
Federal Grant Annual Contributions	133,735	-	350,000	250,000	250,000	250,000	250,000	250,000
FY22-23 \$15 Million State Grant Annual Contributions *	600,000	400,000	2,000,000	2,200,000	2,200,000	2,250,000	2,300,000	2,300,000
Rentals and Leases	693,305	679,000	660,691	680,512	700,927	721,955	743,614	765,922
Other Local Revenues	352,416	1,437,520	1,331,665	701,836	750,964	803,532	859,779	919,963
Earnings on Endowment from PARS	1,050,000	1,050,000	1,050,000	1,050,000	1,050,000	1,050,000	1,050,000	1,050,000
Tribal Sponsorships	-	113,000	300,000	321,000	343,470	367,513	393,239	420,766
Total Revenues	7,462,324	7,983,914	8,162,334	7,805,443	8,039,215	8,339,091	8,656,360	8,942,420
Expenses:								
Classified Salaries	2,640,058	2,777,740	2,816,632	2,929,297	3,046,469	3,168,327	3,295,060	3,426,863
Employee Benefits	1,175,144	1,352,389	1,375,438	1,430,456	1,487,674	1,547,181	1,609,068	1,673,431
Supplies & materials	51,055	42,549	74,152	76,376	78,667	81,027	83,458	85,962
Other Expenses & Services	3,568,997	3,793,045	3,866,380	3,286,355	3,384,946	3,486,494	3,591,089	3,698,822
Capital Outlay	11,005	10,258	-	10,566	10,883	11,210	11,546	11,892
Total Expenses	7,446,259	7,975,982	8,132,601	7,733,049	8,008,638	8,294,239	8,590,221	8,896,969
Net Increase (Decrease) to Fund Balance	16,065	7,932	29,733	72,394	30,577	44,852	66,138	45,451

* FY22-23 \$15 Million State Grant expected to be depleted by 2034



WHERE WE GO FROM HERE

KVCR is moving in a strong direction.

Federal funding fell away and our community answered. We've spent smarter, broken-down silos, opened our doors, grown our audience, and invested in the next generation. And by showing up in the community more than ever, we've made KVCR more visible and given people something to get behind. The momentum is real, and it's ours to build on together.

\$30K pledge drive

84% / 92% of last year already

\$1.5M FNX investment

~\$210K+ saved / yr

More visible in the community



KVCR Update

Thank you

SAN BERNARDINO  COMMUNITY COLLEGE DISTRICT

