

Richard Dulock – Program Manager, KVCR-FM

10/21/2020

Classified Staff Member & CSEA member (I manage programming, not people)

My name is Rick Dulock and I am a classified staff member at KVCR. When I first opened a microphone on KVCR Radio to announce the weather in 1996, I was a Federal Work Study student. And when I was hired full time in 1998, following graduation from the SBVC Communications and Broadcasting program, as it was called back then, KVCR was part of Valley College.

I am troubled with the way the original proposition of moving KVCR under SBVC control was worded, because it seemed like the writer believed that KVCR was either a District entity WITHOUT student involvement OR it could be an SBVC entity WITH students. This is misleading at best. I am happy however, that the what the Trustees ended up voting on was amended to keep PBS and NPR affiliations intact, at least for now, and can assure you that the classified staff who run the station, whether or not an appropriate management structure is in place, are ready for students to be an integral part of KVCR. We have never thought otherwise. Even though many bad decisions have been made over several years, at the highest levels, which precipitated division between the media program and KVCR -- this division was not the doing of the classified staff. It is our sincere hope to be part of the important conversation and the solution moving forward.

Lucas Cuny – Thanks for the conversation today. We're ready to work and to continue serving the Inland Empire audiences with your students. We're in this together and with your support, we can be great.

The question which continues to put PBS and NPR at risk is this: Why can't KVCR support itself? The reason is that we do not have a functioning Development Department (fundraising). Here's a quick rundown of events leading to where we are now:

In the Spring of 2017 Alfredo Cruz, the first and only person of color to lead the KVCR stations, had worked very hard with his staff and a new Development Manager to get expenditures down and outside funding up so that we were on target to cost the District \$300,000 or less in that fiscal year. We had four or five development people and were narrowing in on hitting a zero cost for the District. When Alfredo left us, a man named Mark Lagrimas (a self-proclaimed filmmaker) was 'installed' as our General Manager by Richard Galope at SBCCD. Lagrimas got

rid of our Development Manager, demoted our two other managers and hired four of his friends who disassembled our fundraising efforts completely. For a period of time between the installation of Lagrimas and the present day, Richard Galope's wife, Ashley Gaines was put in charge of our operations. We were told by Richard that Ashley was our boss. This was nepotism at the highest level and highly improper. Richard Galope, Ashley Gaines, Mark Lagrimas, Mark's four friends, and all but one of the managers installed over the past few years are gone. Presently, KVCR has one official fundraiser, a Development Associate who is working from home. One final point would be that the last KVCR Manager hired through the proper District Hiring Committee process was Alfredo Cruz (2013-2017). Highly irregular wouldn't you say? KVCR has been set up to fail. So, when we hear from Trustees and folks over at the District asking why we can't make it, all we can say is please let us hire a proper Development staff so we can get back to work. Given the improper leaders we have had to work under, is it any wonder that we are behind financially?

In the meantime, KVCR classified staff continue to plan and produce all of the pledge drives for TV and radio, and still bring in considerable money, but we all have full time jobs with our other duties. I feel that we have been horribly mismanaged over a period of years. If KVCR would be allowed to immediately convene hiring committees for a few necessary positions, and therefore be equipped to follow 'Best Practices' in PBS and NPR station fundraising, we can join your academic team and students with a solvent, productive and self-sustaining media organization which I believe can maintain itself and create the future leaders in media for the next 67 years.

All we ask is for a chance to prove ourselves. I believe the classified staff who have kept the engines running have earned it. We have not been at the table and we should be.

Thank you for your time.

HERE IS THE MOTION VOTED ON BY THE TRUSTEES ON OCTOBER 8th:

"To approve the transition of the KVCR facility and equipment to SBVC to be used for a dramatically expanded Film, TV, Media Program and 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 does not precipitate and

disaffiliations from NPR, PBS, other affiliates, or FNX. The transition is contingent on the board approving a detailed plan by April 30, 2020, with a framework for development of the plan, methodology, and vision in December.”