

Welcome To The Station That Leaves No Listener Behind

KCAA 1050 AM

Loma Linda, California

All Aboard The Inland Talk Express

July 2010

www.kcaaradio.com



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Stephanie Georgieff is the host of *Real Food Empire*, one of the new shows featured on Sunday Mornings at KCAA. *Real Food Empire* is the only show of its kind in the Inland Empire, whose mission is to "explore the delicious journey of eating for the health of body, soul, land and community." Topics have and will include an emphasis on local small scale agriculture, food production, independent restaurants, culinary personalities and food trends in the Inland Valley. Stephanie's desire is to show how delightful it can be to eat here locally while improving individual health.

She is a practicing Acupuncturist and Naturopath at Active Life Chiropractic in Redlands, California. As a transplant from Orange County, Georgieff brought her enthusiasm for delicious nutrition to her practice in Redlands. Dr. Dale Andelkovic and his office manager Lara Carlos at

Active Life Chiropractic caught the "good food fever" from Stephanie, and asked her to help start a Slow Food Chapter in Redlands. As a veteran wave maker, Stephanie caught the attention of the local press for the launch of Slow Food Redlands, which inspired Christina Benjamin at KCAA to contact her regarding a show at the Station.

Stephanie has taught cooking classes for over 20 years, and has traveled the world to learn her craft as an herbalist and natural healer. She was a garden docent and culinary instructor at Copia in Napa and taught for years at Chaffey College in Rancho Cucamonga. Stephanie has participated in culinary exchanges in Russia, and was the first ever health care practitioner to be a US Delegate to the Slow Food International Gathering of Food Communities in Turin Italy, 2008. She is currently busy building her practice in Redlands, and working to create a Slow Food Chapter in Redlands, as their inaugural president. Stephanie loves to share her passion for food, and is honored to work with the staff at KCAA to bring this joy to her listeners every Sunday.

Real Food Empire

Understanding Islam



Every Tuesday on KCAA at around 9:20 in the morning, an interesting thing happens to the airwaves in San Bernardino County. They become Islamic. And for about 15-minutes, the listeners of KCAA 1050-AM radio are given the chance to better understand the religion of more than 1.2 billion people -- the religion of Islam -- on "Understanding Islam with Imam Shamsad." The purpose of the show is to educate Muslims and non-Muslims alike about the true, peaceful teachings of Islam and to denounce the terrorism committed by so-called Muslims in the name of Islam. The show is produced by the worldwide Ahmadiyya Muslim Community.

Paul Lane has been hosting the show since Nov. 10, 2009 two months after it first premiered on KCAA on Sept. 8th, 2009 as part of Dennis Baxter's Morning Show from 9:00am-10:00am. Since taking over the mike duties from Dennis, Paul has been discussing the teachings of Islam with Imam Shamsad A. Nasir and Br. Jonathan M.A. Ghaffar. Both are members of the world-wide Ahmadiyya Muslim Community, a reformist movement within Islam that was started in 1889 in Qadian, northern India, by

Mirza Ghulam Ahmad. The Community is now in 195 countries with over 160-million members.

Imam Shamsad is the southwest regional missionary in the U.S. for the Ahmadiyya Muslim Community and has served in numerous cities across America as well as in Pakistan, Ghana and Sierra Leone. He has been a missionary for more than 36 years.



For almost nine months now, since the start of "Understanding Islam," Imam Shamsad and Br. Ghaffar have been covering such diverse topics as: taking Jews and Christians for friends in Islam, the anti-Islam comments of Rev.

Franklin Graham, women's rights in Islam, the purpose of the Islamic Prayer, and whether Jesus died on the cross or was saved. They have also talked at length about the Ahmadiyya Muslim Community, its founder, history, teachings and beliefs.

For more info on Islam and the Ahmadiyya community call 1-800-WHY-ISLAM or go on-line to www.alislam.org. The Chino Mosque is located at 11941 Ramona Ave.,





WEEKDAYS

3:00 PM - 4:00 PM (P.D.T.)



VS Legal Center
703 Palomar Airport Road # 280
Carlsbad, CA 92011
760-931-9998
www.vslegalcenter.com



SATURDAYS
9:00 AM - 12 NOON (P.D.T.)



VINCE DANIELS
&
HIS AUDIENCE

VINCEDANIELS.COM

The CEO Report With Fred Lundgren

My, how time flies when you reach your 60's. It's already time to write another CEO report.

In the last issue, I tossed out a new station slogan that went like this...

"KCAA LOMA LINDA, Southern California's First Amendment Factory"

Let's try another one.

Drum roll please...

KCAA LOMA LINDA... "THE INLAND EMPIRE'S MOST IMPORTANT RADIO STATION"...

Do you like it?...

Ok, I know it's a little pretentious but so is our current slogan that claims to leave no listener behind.

Try repeating it over and over..."THE INLAND EMPIRE'S MOST IMPORTANT RADIO STATION"...like FOX NEWS repeats their fair and balanced slogan all the time...

Now, repeat it to yourself...

KCAA LOMA LINDA...THE INLAND EMPIRE'S MOST IMPORTANT RADIO STATION. Again...KCAA LOMA LINDA...THE INLAND EMPIRE'S MOST IMPORTANT RADIO STATION.

It sounds more "real" each time you say it. This is how advertising works!

Can I get a witness please?

Seriously, this slogan could promote KCAA to a new level of importance as we continue to add more local news and talk, more local political programs and, more local remotes and interviews to our schedule. Even if we did nothing to improve, I'm convinced we can sell the importance thing if we repeat it often enough. After all, it works for Fox News!

That fair and balanced thing is pure genius, so why can't KCAA claim to be the "MOST IMPORTANT"?

There is a serious lesson here. It is known to successful broadcasters, advertisers and political candidates. Repetition and saturation is the key to branding, believability and acceptance, far more than the facts.

This is why we eat fast foods that kill us, elect politicians that lie to us, sell us out and, it's the reason so many listeners believe the vitriol excreted by Savage, Beck, Hannity and the old fat drug addict.

The moral to my prose is to advertise on KCAA, and do so prolifically, because regardless of what you are selling, people will buy it if you advertise it enough.

Sadly, it works too often in the 21st century, whether

you are running for public office or selling sky hooks and underwater basket weaving kits. The jury is in, and the growing audience of Fox Noise is more proof.

In the year 2010, the number one cable news network is Fox because it's "Fair and Balanced". To this I say, God help us all...

I've got a better slogan for the network which has been predicting the end to civilization since Obama was elected...

FOX NEWS ALERT...EMERGENCY...SAVE ALL THE WOMEN AND CHILDREN FIRST *

**Excluding the poor, minorities, illegals and of course, all Democrats.*

Thanks,
Fred Lundgren
Founder and CEO



Fred Lundgren

It's Official....Their Back! "Street Official Radio Show"

THE STORY OF STREET OFFICIAL RADIO FROM THE BEGINNING



BRIAN S.

IT WAS BACK IN 2006, WHEN BRIAN S., CREATOR OF STREET OFFICIAL HAD THE IDEAL OF CREATING A HIP-HOP RADIO SHOW THAT WOULD CATER TO THE INLAND EMPIRE. THE FORMER RECORD LABEL OWNER, FROM THE LOS ANGELES AREA WAS LOOKING FOR A NEW START IN THE MUSIC BUSINESS. RADIO HAD INTERESTED BRIAN FOR SOMETIME, AS HE GOT HIS FIRST BREAK WINNING THE "ROCK THE MIC" CONTEST HELD BY POWER 106. WINNING THE CONTEST, GAVE BRIAN THE OPPORTUNITY OF BEING A GUEST DJ AT THE STATION FOR THE DAY. BEING ON POWER, LEAD BRIAN TO OTHER ON-AIR STINTS IN LOS ANGELES AT KIEV-AM AND KRLA-AM.

BUT, BRIAN GREW TIRED OF THE LA MUSIC SCENE, AND HEADED INLAND. ONCE HE REALIZED THERE WAS NOT A RADIO STATION IN THE AREA DEDICATE TO HIP-HOP, HE BEGAN TO SPEAK WITH A RADIO MAVERICK NAMED FRED LUNDGREN. FRED WAS CREATING A NEW RADIO STATION, KCAA, WHICH WAS DEVOTED TO "LEAVING NO LISTENER BEHIND." AFTER PITCHING THE IDEAL OF A NEW SHOW, BRIAN WOULD CALL "STREET OFFICIAL," HE RECEIVED THE APPROVAL BY FRED TO BEGIN BROADCASTING ON KCAA AM.

BUT, BRIAN KNEW THERE WAS ONE PIECE MISSING FOR HIS NEW SHOW. THERE WAS A NEED FOR ADDING A LOCAL AND RESPECTED, DJ FROM THE AREA THAT KNEW THE MUSIC, TRENDS AND THE ARTISTS. THIS IS WHEN, DEEJAY SPOONFED WOULD ENTER THE FOLD OF "STREET OFFICIAL." ADDING TO THE SHOW AN AUTHENTIC INLAND EMPIRE INFLUENCE. DEEJAY SPOONFED HAD PROMOTED SEVERAL EVENTS AND WORKED WITH MANY MAJOR ARTISTS IN THE INLAND EMPIRE.

"STREET OFFICIAL RADIO" WENT ON-AIR, IN AUGUST 2006. THE SHOW QUICKLY BECAME THE NUMBER ONE HIP-HOP SHOW ON THE STATION, AND ONE OF THE MOST REQUESTED HIP-HOP RADIO SHOWS IN THE RIVERSIDE/SAN BERNARDINO AREA.

WITH BRIAN S. AND DEEJAY SPOONFED DETERMINATION, THEY HAVE GROWN "STREET OFFICIAL" FROM ITS FLAGSHIP STATION OF KCAA AM, TO BEING HEARD ON ZOO 107.5 FM / MISSOULA, MT; RHYTHM 105.9 FM / YUBA CITY, CA; AND KCUW 104.3 FM, PENDLETON, OR.

"STREET OFFICIAL TV" MADE ITS DEBUT ON KZSW-TV IN MAY 2010. THE STATION IS BASED IN THE INLAND EMPIRE, AND HAS A BROADCAST RANGE THAT REACHES MILLIONS IN THE SOUTHERN CALIFORNIA MARKET, WITH COVERAGE THAT STRETCHES FROM SANTA BARBARA TO SAN DIEGO. BRIAN S. AND DEEJAY SPOONFED ALSO WORK AS GENERAL ASSIGNMENT REPORTER FOR "SOUTHERN CALIFORNIA LIFE" SEEN ON KVMD-TV.

BUT SIMPLY DOMINATING TELEVISION AND RADIO WAS NOT QUITE ENOUGH FOR BRIAN S. HE'S NEWSPAPER COLUMN "STREET OFFICIAL BUZZ" CAN BE SEEN IN THE INLAND EMPIRE WEEKLY, THE RIALTO RECORD, THE COLTON COURIER AND EL CHICANO.

TUNE INTO "STREET OFFICIAL" RADIO EVERY SUNDAY NIGHT ON KCAA 1050 AM AT 10PM, OR FOR RE-BROADCAST LOG ONTO STREETOFFICIAL.NET.

DEEJAY SPOONFED



THE OFFICIAL SITE OF THE INLAND EMPIRE 66ERS

CLASS A ADVANCED PARTNER
OF THE LOS ANGELES DODGERS



KCAA IN THE NEWS

Muslin Leaders Spreads Messeage Of Peace

By: Josh Dulanney Published In THE SUN NEWSPAPER

SAN BERNARDINO - In the face of Islamic extremism, Imam Shamshad Nasir is a tireless champion for the religion and the cause of peace.

The spiritual leader of the Ahmadiyya Muslim Community in Chino drives out to the Carousel Mall each Tuesday to host "Understanding Islam with Imam Shamshad," a 15-minute radio segment broadcast live at around 9:20 a.m. from KCAA 1050 AM's studio inside the shopping center.



Imam Shamshad Nasir of the Ahmadiyya Muslim Community in Chino, hosts a weekly radio segment on "understanding Islam" on the KCAA-AM (1050) studio in San Bernardino's Carousel Mall. (Al Cuizon Staff Photographer)

"There is no room in Islam for terrorism at all," Nasir said. "There is no room in Islam to kill innocent people. There is no room in Islam to kill other people. We raise our voices against these things."

On Friday, those voices needed to be heard.

Two of the sect's mosques in Lahore, Pakistan, were attacked by terrorists, with early reports of more than 70 left dead and many more injured.

The Tehreek-e-Taliban Punjab, a pro-Taliban group, claimed responsibility for the attacks on hundreds attending worship services.

Witnesses say gunmen armed with AK-47s and grenades attacked the two mosques almost simultaneously, indiscriminately shooting children, the elderly and anyone else in sight.

The Ahmadiyya sect claims their founder - the 19th-century Indian-born Muslim cleric Hazrat Mirza Ghulam Ahmad - is the messiah mentioned in the Quran.

Nasir said the community, which has members in nearly 200 nations and conducts missionary work around the globe, is often the target of severe persecution by Muslim extremists, especially in Pakistan, Bangladesh, Indonesia and Egypt.

Nasir, a 60-year-old native of Pakistan, blamed his homeland's government for allowing extremism to flourish in the country.

"The first step the government of Pakistan should take to address the problem is to repeal the anti-blasphemy laws and allow sects with moderate views to freely practice their faith," he said.

Nasir believes it's critical for Muslims to reach out to their communities to educate them about the religion.

Americans too often believe only what the media feeds them about Islam, said Nasir, who has served as a spiritual leader in Texas, Maryland, Michigan and Ohio since coming to the U.S. in 1987 after stints in Pakistan, Ghana and Sierra Leone.

"We are trying to remove misunderstandings and misconceptions about Islam," Nasir said. "First is jihad. Jihad does not mean to harm or kill anyone. Jihad means struggling for the good cause."

Nasir said the good cause is transformation of self into a peaceful person, then spreading the message of peace to others. Jihad can include self-defense, but never does it mean to attack someone without provocation, he said.

Paul Lane, the bureau chief and morning host for the radio station, said reaction to the program has been mixed, with an occasional angry message to the station.

"Sometimes listeners don't agree with it, but sometimes their disagreements are not rooted in the facts," Lane said. "Everybody has a voice at our station, whether we agree or disagree."

He encourages listeners to call the program and discuss Islam with Nasir, whom he described as "really down to earth."

His mosque has launched a campaign of peace with signs on about 200 Omnitrans buses in the Inland Empire.

The banners read "Muslims for Peace, Freedom, Loyalty and Justice for all ... Love for all - hatred for none."

"Our message of peace should reach everyone," Nasir said. "Whatever we can do just to convince the people of this area that Islam is a religion of peace."

The campaign began in 2009 in London after the group's Caliph, or spiritual leader, Mirza Masroor Ahmad, directed followers to spread the message.

"Each country, each president, each prime minister is talking about peace, but there is no peace," Nasir said. "Because peace cannot be brought by people. It can only be brought through a divine person and a divine community."

The Ahmadiyya Muslim community mosque in Chino is the largest in the southwestern United States for the sect.

The mosque is located at 11941 Ramona Ave.

Information: www.alislam.org or 1-800-WHY-ISLAM

Let's Go Shopping

With Bev

I WAS BORN A NEW YORKER MANY, MANY MOONS AGO. I GOT PLANTED HERE IN CALIFORNIA IN 1982. I LOVE EVERYTHING CALIFORNIA HAS TO OFFER INCLUDING THE SHOPPING AND THE FANTASTIC PLACES TO GO AND SEE.

BUT I AM STILL A NEW YORKER AT HEART AND I ALWAYS WILL BE. I AM ONE OF NINE CHILDREN AND I AND MY SISTERS AND BROTHER HAD A LOT OF FUN GROWING UP AND I LEARNED A LOT ABOUT OUR LIFE FROM MY MOM, DAD AND FROM AUNT ROSE (SHE WAS ONE OF A KIND)!

I HAVE TWO CHILDREN WHO GREW UP TO BE FANTASTIC BIG PEOPLE AND THEY ARE STILL MY LITTLE ONES (BUT DON'T TELL THEM THAT)!

I STARTED THIS SHOW "LET'S GO SHOPPING WITH BEV" BECAUSE I WANTED TO GET PEOPLE OUT OF THE MALLS AND HELP THEM TO FIND THAT MOM AND POP STORE WHERE EVERYONE KNOWS YOUR NAME AND MAKES YOU FEEL WELCOME AND ALSO TO FIND THAT ONE OF A KIND SPECIAL THING THAT MAKES YOU FEEL HAPPY.



THIS SHOW IS 'YOU GUESSED IT' ALL ABOUT SHOPPING FOR EVERYTHING YOU NEED FOR YOUR FAMILY, HOME, AND OFFICE. PETS, CIGARS, FOOD. TRAVEL, ENTERTAINMENT AND CLOTHES, EVERYTHING FROM ANTIQUES TO ZOO'S.

I AM HAPPY I BEGIN THIS SHOW AND I AM HAVING SO MUCH FUN DOING IT AND I HAVE MET A LOT OF INTERESTING PEOPLE ALONG THE WAY, SOME OF WHOM HAVE BECOME GOOD FRIENDS AND NOW THEY ALL HAVE THAT NEW YORK STATE OF MIND. WHAT IS THAT? IT'S BEING HAPPY, HAVING FUN WITH YOUR FRIENDS AND SHARING ALL OF LIFE'S EVENTS TOGETHER AND OF COURSE EATING AND SHOPPING.

SO TUNE IN EVERY FRIDAY AFTERNOON TO 1050 AM FROM 4PM—5 PM TO HEAR ALL THE NEWS ABOUT GREAT PLACES TO SHOP AND INTERVIEWS WITH FUN AND INTERESTING GUESTS. SO KEEP YOUR RADIO TUNED TO 1050 AM ALL THE TIME TO HEAR ALL OF THE INTERESTING SHOWS EVERY DAY OF THE WEEK AND YOU WILL ALSO GET THAT BICOASTAL, CALIFORNIA TO NEW YORK, STATE OF MIND.

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Visit The KCAA Chat Room— www.kcaaradio.com/CHATROOM.html

Signup For Your KCAA Text alerts— www.wtxt.net/Register.aspx?c=kcaa

Visit www.kcaaradio.com for complete broadcast schedule



KCAA STAY-CATION SPOTLIGHT

San Diego California



The Lodge at Torrey Pines

The Lodge at Torrey Pines offers an unparalleled architectural and culinary experience. 5-Diamond service provided by The Lodge appeals to the most discerning traveler, for more information visit LodgeTorreyPines.com.



Radisson Suites RB



Our San Diego hotel's prime Rancho Bernardo location in scenic north San Diego County puts you near great shopping and golf courses. Enjoy our year-round heated pool and whirlpool, as well as a complimentary evening cocktail, free shuttle service and complimentary high-speed Internet access. Our hotel in San Diego, California offers warm hospitality, an inviting atmosphere and excellent services sure to please both business and leisure travelers.

Town & Country Resort

When it comes to selecting a San Diego, California resort for your vacation or business trip, the Town and Country Resort is the obvious choice for quality and excellence. Come stay with us in Mission Valley, and experience the Town and Country.



Catamaran

The Catamaran Resort Hotel located in the heart of San Diego's Mission Bay offers sensational ocean and bay views set amongst acres of tropical gardens, with exceptional cuisine, secluded beaches, a world-class Spa and romantic moonlight cruises. Surround yourself with spectacular sunsets, white sandy beaches, and the sights and sounds of nature- all in one place.

Bahia Resort

Welcome to our paradise. The Bahia Resort Hotel surrounds you with sun-drenched beaches, tropical gardens and hidden waterways in the heart of San Diego's Mission Bay.



Embassy Suites San Diego Downtown

This all suite hotel features a twelve story tropical atrium, cascading waterfalls and streaming koi ponds. This premier hotel is set among the beautiful bay and walking distance to Seaport Village, USS Midway, Maritime Museum and the vibrant Historic Gaslamp Quarter. Guests enjoy a complimentary full cooked-to-order breakfast and nightly manager's reception.



EMBASSY SUITES®

San Diego Bay - Downtown