



*City of Arts & Innovation*

# News Release

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**Dell Roberts Featured on Riverside TV's "A Good Life" Film Series**

*Legendary local youth advocate, educator, coach has spent six decades serving Riverside*

RIVERSIDE, Calif. – Dell Roberts, an icon in the Riverside community for his six decades of service to the community, including 38 years with the Riverside Unified School District, is featured in the latest installment of “A Good Life,” on Riverside TV, the City of Riverside’s in-house television production studio.

The documentary series, which premiered in October, focuses on people who have had a positive impact on the quality of life in Riverside. The initial episode focused on Dr. Ron Loveridge, the UCR professor who served more than 30 years as Mayor and on the City Council.

The one-hour Dell Roberts segment will premiere at 8 p.m. on Sunday, May 19<sup>th</sup>, on Riverside TV. Riverside TV can be viewed locally on Charter Spectrum channel 3, AT&T channel 99, and Frontier channel 21. Programming also is available at [WatchRiverside.com](http://WatchRiverside.com) and [YouTube.com/CityofRiverside](http://YouTube.com/CityofRiverside).

“Dell Roberts is the ‘gold standard’ when it comes to being an informed, engaged and community-focused Riversider,” Mayor Rusty Bailey said. “Speaking from personal experience, I know Dell has made a difference in my life, from my high school days to my current service as Mayor. Dell Roberts is a true blessing on our city.”

Riverside TV broadcasts 24 hours a day 7 days a week and has a reach of more than 500,000 locally. Rebroadcast dates and times will be posted on the schedule link at [WatchRiverside.com](http://WatchRiverside.com).

Each episode of “A Good Life” chronicles the life of an individual who has made a significant impact on the City of Riverside, its people, policies, or profile, through a lifetime of public service and community involvement.

A legendary youth advocate and community icon, Roberts worked for 38 years at the Riverside Unified School District as a football coach, campus supervisor, and assistant principal in charge of discipline at Poly High School from 1965-1989, and as assistant administrator in charge of discipline and campus security for the District from 1989 until his retirement in 2003.

Roberts founded the Black Students Union at local area high schools in 1968, the Riverside Black History Committee in 1979, and the Black History Parade in 1980. Roberts and wife, Carmen, run the Adrian “Dell” & Carmen Roberts Foundation in Riverside, which creates and provides cultural activities throughout the year. These events include the recent “Empowering Young Women Conference,” which provides mentoring and positive role models for hundreds of young women, age 12 to 21, each year.

“My daily prayer is that all people will be kinder to each other,” Roberts said, in his typically understated way.

The series is a production of Riverside TV, which recently won eight awards for its programming, including five first-place finishes, from the California and Nevada chapter of the National Association of Telecommunications Officers and Advisors.

“Our goal is not just to list their many accomplishments, some of which are a matter of public record, but to engage them in a deeply personal conversation about who or what inspired them to a life of public service and action,” said Tim Roche, Riverside TV host and narrator for the series. “We want to know how they define ‘A Good Life,’ the advice they have for those who want to follow a similar path, their hopes for the community, and what they have learned along the way from both successes and challenging times.”

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*Carmen and Adrian "Dell" Roberts (l-r)*