

**KSPS Public Television  
Development Committee  
November 12, 2015**

**Members Present:** Nancy Ledeboer, Linda Finney, Pati Dahmen, Bob Morrison (ohone), Kathleen Mackenzie,

**Members Absent:** Mary Joan Hahn,

Cameo by Gary Stokes

**Call to order:** 4:05

**Year end campaign updates:**

New members, lapsed, email and hardcopy, year-end MD. Our donor base is not as cyclical as many organization, much more ongoing, but with concentrations in March, August, December. Pledge starts November 27th through December 13th. Plan on 'cherry picking' in January. Many new shows upcoming

November pledge goal \$190K

We'll have a "Giving Tuesday" presence. Not huge returns last year, but need to be there. Large giving Days, (like that in Seattle) have not been hugely successful with Public Broadcasting.

**Downton Abbey preview screenings:**

Calgary and Edmonton: Alberta Film Board needed to rate and approve rights for use. WGBH Boston said no permission to screen in Canada. Something later with programs that have been already aired may work out. So Downton events will be at the Bing only. PBS and WGBH are providing a lot of supplemental materials that will work for pledge, plus pledge breaks. Finale is March 6th, perhaps we'll do a major marathon of everything.

**Antiques Roadshow:**

Monday, January 4th, Spokane shows, Marcia Bemko will come out to an event to debut the shows. Bing Theater, January 4, 7pm. What should we do?

OK for \$10 tickets.

Brainstorm discussion ensued.

**50th Anniversary:**

*Friends Like Us:* get membership to 50,000 by the actual anniversary. Peer-to-peer being worked out.

*Thank You Tour:* Jason talking to car dealers, RV rentals or lease. Lease unlikely, but maybe a rental. Talks in progress. We need to identify a major supporter. Timeline: launch April, 2016. Year-long campaign. Numbers necessary in February. George Brookman will help, but not chair in Canada. Estimated cost: \$250,000. Committee still confident that the tour is a great idea.

*Directed Fund Campaign:* 50th anniversary contributions will be sought to the Patty Starkey Programming Fund, and the endowment. RFPs for financial management of the new endowment accounts went out at the end of October. Replies are coming in.

**Carl Maxey: A Fighting Life**

Recent developments include a referral from the Loren Miller Bar Association to their Foundation for funding, as well as a request from Spokane Teachers Credit Union to participate. The LMBA would like to help us with a screening event in Seattle, probably in late February or March. We are attempting to coordinate with many organizations to produce a series of events, including a screening of the film at the Bing on February 18, 6:30 pm, and a public forum at the Gonzaga Court Room on February 19, 10 am. The Spokane County Bar has agreed to provide labels and a cover letter endorsing the project for funding to over 1,000 active and retired members of the Bar. We have also been invited to screen the film in Seattle, dates TBA. There are good opportunities to get additional exposure for the film, through NETA and possibly PBS, that don't necessarily generate revenue. Ways to generate revenue: DVD sales are about it.

**For the good of:**

Trink O'Connor and Lynn Treffry are retiring. Search is on to replace Trink; Lynn's responsibilities will be spread out among the development staff. Dawn, Jason and Sandy will participate in the interviews.

Bob Morrison report on Canada: Canadian dollar still below 0.77. If the US raises interest rates in the States, more bad news. Keystone pipeline, new Prime Minister, disappointing. "Pick and Pay" due in March. Gary's conversation with Shaw sounded positive, sounds like they will want to keep us in the basic package.

**Meeting adjourned at 5:30.**