

**KSPS Public Television
Development Committee Meeting
August 20, 2015
4:00**

Members present: Kathleen Mackenzie, Mary Joan Hahn, Pati Dahmen

Staff: Shawn Claypool, KSPS event coordinator, Dawn Bayman, Sandy Kernerman, Gary Stokes

Called to order: 4:08.

Endowment: discussion concerning the policy documents for the KSPS managed endowment account. Please review the documents, send corrections. Finalized documents to be submitted for Board approval at the September board meeting. High priority is the RFP so we can find the manager for the account.

Update re: fiscal year end: we expect to make our Membership goal for the FYE campaign. Discussion: Upcoming programming is excellent and will be very engaging. Fawlty Towers marathon upcoming. Lots of activity with partnerships. Doing anything about fires? Not being seen in Central Washington. We'll do a 10 second ID, with sympathy.

50th Anniversary: see handout.

Mary Joan Hahn: Gonzaga experience:

5 key points:

1. Clear goals. At Gonzaga opted for a raise visibility and friends, not a call for support.
2. Clear themes.
3. Use advisory groups: university leadership, community constituents
4. Storytelling: many ways: published a book (hired), micro website, news stories, speakers bureau to take the story to civic groups, etc. to tell the story personally, make connections, (story idea for KSPS: the changes here have been invisible, kudos, but now we are a community station)
5. Visibility campaign to put you where you aren't usually seen. Hoop Fest, Bloomsday water station (what about a running team in characters?), etc. Lots of events, alumni, launch at commencement, community breakfast, Zaga-palooza,

High profile speakers, Thomas Friedman, Jane Goodall. Speakers were either paid for by a company, or hosted by the University, then tickets provided revenue.

Avoid too many events, but do a great job on what you do.

Brainstorming re: KSPS Speakers? Events?

Next meeting: September 17: decided that we will need more frequent meetings while the 50th Anniversary planning is underway.