

**KSPS Public Television
Development Committee
April 6, 2017**

Members present: Kathleen McKenzie, Pati Dahmen, Shannon Scheiwiller (Zoom), Klay Dyer (Zoom)

Staff Present: Dawn Bayman, Sandy Kernerman, Shawn Claypool, Gary Stokes

Meeting called to order at 4:08 pm

March pledge update: slightly exceeded goal, best pledge programming: Joe Bonamassa. Calls are coming in concerning upcoming federal budget discussions. We are using the appropriate PBS and CPB messaging. Canadian donations are still depressed, 54% of the March pledge. Sustainer rate 26%. Klay willing to help with getting the word out about federal cuts in Edmonton, possibly op-ed piece and/or a press release.

Paula Kerger Visit: review logistics of the visit. Thank you Board for your help with tables, 89 tickets sold to date. We are investigating corporate underwriting. The rundown for the Friday evening event was reviewed. Discussion ensued concerning fundraising at the event. There have been three pre-submitted questions for Ms. Kerger.

Update from Gary about the PBS Board meeting / Good of the committee. Funding discussions will be added into PBS annual meetings, and the development day meetings. There will also be strategizing about the possibility and impact of cuts and not total defunding. Defunding will lead to increased fundraising competition between various stations. There is the possibility of territory merge and consolidations. Strategic planning is taking place at the system level concerning what is working, and not with regard to messaging. The PBS Foundation has an endowment that MAY be used to help out. Also must consider the impact to the system as a whole.

Advent of national promotion of Passport / US only: Klay says that Canadians are used to "US only" and are not likely to be extremely offended.

Meeting adjourned at 5:00

Next meeting: Thursday JUNE 1, 2017, 4:00, KSPS Board Room