

KSPS CAB meeting 3/10/16

Present: Shaun Higgins, Gary Stokes, Terrie Ashby-Scott, Emily Geddes, Leo Stevens (by phone)

Not present: Marvo Reguindin

Meeting began at 4:10

Gary reported on his **recent trip to China**, city sent a delegation to visit largest and first Lantern Festival. Documentary crew also on trip. Lots of relationship building.

**Downtown “binge watch” kick off pledge drive.** Goal was \$50K, which was hit by Saturday afternoon. Raised \$129K in pledges by the end, and raised overall pledge goal. There were 9.6 million national viewers, and our local numbers were extremely high as well. Asked about fulfillment rates on pledges, Gary responded most fulfill their pledges. There is an attrition rate of about 7% who do not. 50% were new members, which is larger than normal.

**Carl Maxey event.** Gary was master of ceremonies. Emily attended and noted that the choir was excellent. The event was well-attended and not the “typical audience” in that it attracted new people. The film was well-received. Additional events will be held by the NAACP and on the westside. Leo noted that he is often on that side of the state and to let him know how he can help.

**MediaFest.** Next big event on March 30. Spokane Public Schools and Northwest Association for Responsible Media have representatives from radio, newspaper, videography, television journalism, public media, social media.

**PBS Kids 24/7.** This is a new option that will be up to the stations to carry. It won’t cannibalize current programming. We currently have PBS Create, which is a pass thru we have little control over, and PBS World, which has pockets of airtime we control.

**50<sup>th</sup> anniversary plans.** Gary will provide these to the CAB when they are available.

**Discussion regarding building the CAB.** Emily presented some example applications and received feedback from the CAB on how to revise them to meet the CAB’s needs. Gary will email her the CAB document to attach to the application. She will create a draft application and email it to the CAB members by Friday, March 18.

Two people have contacted KSPS interested in applying for the CAB: Becky and Monica. Shaun will forward the application to them when it is available. In addition to the announcement in *Preview*, an on-air spot will start later this spring after the pledge drive is over and will run at key times.

CAB members were reminded to ask in their circles for feedback regarding KSPS programming and other input. Meeting adjourned at 5:15.