

KSPS Community Advisory Board Meeting Minutes 5/12/16

Attending: CAB members Shaun Higgins, Emily Geddes, Katy Durning, and Becka Shelley; Gary Stokes (General Manager), Cary Blazer (Program Director)

Not attending: CAB members Leo Stevens, Marvo Reguindin, Terrie Ashby-Scott, Monica Samper

Meeting called to order at 4:10.

As there was not a quorum present, approval of the notes from the March 2016 meeting and the minutes of the April 2016 (both of which have been emailed out to the CAB) has been postponed until the June 2016 meeting.

Becka Shelley, one of our new CAB members, introduced herself and was welcomed to the board. Gary noted that she has already volunteered at many KSPS events.

Cary Blazer reported on programming.

- “Inside the White House”, an hour-long special about the White House and the families who have inhabited it, is airing on Tuesday, July 12. Concerns had been raised that since Hillary Clinton is a presidential candidate, equal time requirements would be difficult to meet. However, there is only 17 seconds of coverage regarding Clinton during the special.
- During “Charlie Rose”, which aired at 11 p.m. last night, an expletive said during a clip was missed by the production staff and slipped through. Since the show repeats the next day at noon, it had to be pulled and a replacement found.
- Cary will be attending the Public Television Programming Association annual meeting this coming weekend in Chicago during which he will have the opportunity to meet with PBS executives and other industry leaders to give feedback.
- Next week is the PBS annual meeting which both Cary and Gary will be attending. They will be able to look at upcoming programming for this fall as well as for 2-3 years out.
- Programming for KSPS must take into consideration two different time zones as well as two different countries, which can cause complications. For example, Canadian viewers and those in Montana are in the Mountain Time Zone, while the rest of the viewing area is in the Pacific Time Zone. Gaining international streaming rights is a challenge as well.
- Cary shared some recent ratings information from comScore. A Ken Burns documentary that aired during the last week of April did well, reaching 23,000 households. Masterpiece held its own in April with Grantchester being viewed by 4600 households and the Selfridge’s by 4300 households. A three-hour special that Cary decided to run as an experiment on the afternoon of Mother’s Day, “Twice Born: Stories from the Neonatal Unit”, was seen by 1500 households.
- KSPS will be live-streaming numerous high school graduations in June.
- The top show last week was Antiques Roadshow. Other popular shows include Nova, This Old House, Nature, Miss Fisher’s Murder Mysteries, and the movie package. Five of the top twenty shows are purchased outside PBS. KSPS has a nice blend of content.
- One problem area is the weekday children’s block 3:00-5:00; two new animated shows are not performing well there, though they do better in the morning.
- Upcoming projects include a local documentary about an artist colony near Colville with which Clifford Still, a local artist, was involved. In conjunction with this documentary, Cary is gathering

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related programming such as a 2014 documentary about Clifford Still and a series done about 15 years ago called Living Treasure about successful local artists.

Gary Stokes reported on general station issues:

- Gary will forward a script for the on-air CAB recruitment spot to the CAB as soon as it is complete.
- Letters were sent to major donors in the Fort McMurray area affected by the recent fires and emails sent to follow-up on how they are doing. Outreach will continue while the community is in need.
- Gary and Cary are attending the annual PBS meeting next week. Topics to be discussed include the spectrum auction, the CPB funding allocation and election coverage
- The Carl Maxey documentary was screened and well-received on the west side with the Loren Miller Bar Association hosting and Morgan Maxey, Carl Maxey's grandson, in attendance on the panel.
- Gary will be traveling to Canada in June to meet donors and to interview/vet members for the governing board.
- April 27 was volunteer appreciation day. Patty Dahmen was recognized as Volunteer of the Year.
- Gary recently met with WSU-Spokane. They are interested in expanding their on-air presence, possibly taking over channel 18 when it is vacated. KSPS manages the Comcast local channels (14-19) for the City of Spokane. In return, the City Council covers the cost of some equipment purchases that support those channels.
- According to the leasing contract with Spokane Public Schools, KSPS is to provide \$220,000 of production services to SPS. The high school graduation coverage is part of these services.
- The Hifumi-en Foundation preserves Japanese history. They have requested help recording interviews with survivors of Japanese internment camps during World War II. KSPS has submitted a proposal to them to record these interviews with the possibility of creating a documentary down the road.
- Passport, an online streaming service, is a great benefit offered to Sustainers. KSPS hasn't been promoting it much because of concerns that our Canadian viewers will be upset, since it's only available in the U.S. However, it has been so successful elsewhere that promoting it will be more beneficial than not.
- PBS Kids 24/7 is launching in the fall. Currently, KSPS doesn't have the router space necessary to broadcast another channel. A major equipment buy would be required. This decision will be made by the governing board.

Discussion on youth outreach:

- Shaun suggested that since the three CAB members who have had the most input on youth outreach were not present, this discussion be tabled until next month.

CAB member feedback:

- Gary asked that CAB members compile their thoughts and feedback regarding programming into a single email to send either directly to him or to Shaun. Also of interest are any community

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concerns or areas of interest not being addressed currently. The CAB can schedule additional meetings if desired by members as well.

- Katy said that the INBA recently had a discussion regarding gender pay equity that would be a matter of local community concern. Gary suggested it as a topic for the next Ask City Hall program.
- Shaun mentioned a program called Spokane This Week that aired about 10 years ago. A rotating cast of local news professionals discussed various local issues. It was broadcast live, was relatively inexpensive to produce, and drew KSPS into current events. Cary commented that a Canadian version was done as well. Gary said he'd look into the possibility of a similar show.
- Emily presented some comments from an informal survey she did of her friends on Facebook. Her friends suggested more Bill Nye, 3-2-1 Contact and Superwhy, more locally produced programs, more exercise programs like Sit and Be Fit (expanding into yoga or pilates).

Gary shared a few statistics regarding KSPS fundraising. Only 10% of regular consumers support KSPS. Nationwide, KSPS pledges fewer days than 80% of other PBS stations. If everyone who watches KSPS for one hour a year pledged at the \$48 level, KSPS would never have to pledge again. The United States has the lowest level of support for public media of any industrialized nation.

Meeting was adjourned at 5:50.

Action items:

- All CAB members: compile thoughts/feedback regarding programming, community concerns, areas of interest not currently being addressed into a single email and send to Gary or Shaun.
- Gary: forward script for on-air CAB recruitment spot when completed