

**Members attending:** Shaun Higgins (presiding), Becka Shelley (as acting secretary), Marvo Reguindin, Terrie Ashby-Scott, Consuelo Larrabee

**Members absent:** Katy Durning, Bob Morrison, Emily Geddes

**Members attending by phone:** None

**KSPS staff attending:** Gary Stokes (General Manager), Cary Balzer (Program Director), Dawn Wiley Bayman (Development Director) Pati Dahmen (Chair, Friends of KSPS Board of Directors)

**Public attendees:** None

### **Opening Business**

A quorum being present, the meeting was called to order at 4:13pm.

The minutes from the 12/08/16 meeting were approved (motion: Consuelo, second: Marvo). Becka will have Emily forward them to Dawn to be posted on the KSPS website, in compliance with the Corporation for Public Broadcasting (CPB) requirements.

### **General Manager Report**

Victoria is scheduled to start this coming weekend. No word yet from Washington D.C. on the future of CPB and if any funding will change or if it will remain the same. World channel 8-2, which will now be WSU instead of UW, officially aired January 1, 2017. While we gained this channel, Vamay may depart as the contract expires March 8<sup>th</sup>. Friends of KSPS board retreat will be held the end of February. They will review items such as the strategic plan to see if it may need to be improved, modified or if parts are still relevant. Gary states this fiscal year they are \$120,000 in the black and therefore hopeful and on track to hire an educator coordinator.

\*Note: part of Gary's report was discussed prior to a quorum being present.

### **Program Manager Report**

Cary stated the TCA (Television Critics Association) session will be soon in Las Vegas. He will learn what titles will be available to KSPS. Victoria, as Gary stated, will air this coming weekend. Ken Burn's Vietnam is still set to air later in 2017. There may be programs associated with this KSPS can air as well. January 22 Mercy Street will premier its second season. The show will start at 7pm, earlier than preferred due to the common carriage feed. It will also include a viewer discretion memo prior to the start of the show. Marvo asked if viewership increases with more adult/controversial shows such as

this. It is not known if that specifically increases view ratings. Sherlock will air its last episode of the season but it is not known if it will be the final episode of the series. There has been hearsay from the BBC and actors on whether it will be ending or potential future seasons will ensue. Last Tango in Halifax Christmas special was aired in December. It is TBD whether it will continue as the writer of the series has fulfilled her contract. Sir David Clementi will be the new BBC Trust Chair. OFCOM will be taking over the BBC content. Future content to be featured locally include Brandy Yanchyk's Becoming Albertan, and Employment Matters and Employment Matters 2. A series on FNX about Native American artist will be looked into, may air a few of the episodes. Bob Asbury with Cutboard Studio in Liberty Lake produced Way of the Columbia which explores the history and economic impact of the Columbia and its tributaries. Cary is currently looking into this as a program option. Some new leads on potential Northwest Profiles subjects include one on WW1 Horses and its ties to the NW. Doc Martin is suspected to start filming in May, potentially airing late 2017 early 2018. Gary says May 11<sup>th</sup> is the target date to air the Nespelem Diaries.

#### **Director of Development Report**

Dawn joins us to give details on the development and underwriting aspect of KSPS. The development department's duty is to raise money from sources other than KSPS. KSPS has had 150,000 donors since the late 1970's. There are 28,000 current members that donated last year and 5,000 current sustaining members, in which about half are Canadian members, but the Canadian members are declining. Foundations, grants, bequests, endowments, special events and corporate matching events are imperative in addition to member pledges and sustainers.

8% of KSPS's income comes from corporate support and underwriting. FCC guidelines for PBS fall under a non-commercial license. Underwriting messages can not include a call to action, make claims of quality or list products to sell. Shaun asked if there is underwriting restrictions on the KSPS website, Dawn and Gary say no, but they can still be specific in those underwriters. Pati asked how much time is devoted to an underwriter commercial message, Dawn stated the maximum is 3 minutes, but there are shorter increments for messages as well. Ideally, they work with the underwriter directly as opposed to an ad agency for underwriting messages. KSPS can demonstrate to potential underwriters that the audience, typically higher educated and affluent, give the messages better attention. Marvo asked if BECU or Rockwood are underwriters. They are not, and Marvo suggests waiting until the current acquisition of Rockwood by Multi-Care takes effect as they are a well known non-profit. He gave Dawn some potential contacts as well. Pati asked if Numerica Credit Union is a current underwriter, Dawn says yes they are.

Shaun asked about U.S. versus Canadian underwriters. There is a relatively new Canadian underwriter, Car Star, but they have U.S. outlets. T.V. underwriting messages are more involved than radio. For KSPS, those messages involve scripting, production, visual graphics and can start at the cost of \$2,000. For an on air radio message, the scripting is minimal and the starting price can be around \$500.

### **Other Discussion**

Gary brought up our previous discussion and concern with some self help programs credibility particularly ones during pledge drives. The board had discussed some programs which were removed during those pledge drives but ultimately they saw a decline in pledges where some of those programs would have been.

Marvo asked how useful the letters encouraging members to change from a credit card to EFT for payment have been. Dawn states they have had a very good response.

The Wall of Healing will be brought in as part of the 50<sup>th</sup> anniversary and in partial conjunction with Ken Burn's Vietnam. It will be placed at Mirabeau Park, where it will be available for viewing 24 hours a day. Dawn states they will need about 120 volunteers while it is here.

Round table discussion on ideas for programming: Consuelo suggests we get the previous program about Grant Elementary's music teacher to the rest of Grant Elementary to see. She would like to see some highlights on the large immigrant population that comes together for sports, such as soccer and softball and also food. She would also like to see more on Canada and also the deaf community.

Becka asked if Gleason was something that could be aired, Cary states that Amazon currently has the rights to it and they can look into it when those have expired. She also suggests a program related to a recent Inlander edition covering the scandals in history of Spokane. Cary and Gary explain that it can be complicated with programming and the difference between having an idea that needs to be produced and an idea that has already been made into a program.

Terry shared a couple ideas of people for Northwest Profiles. Sandy Williams who publishes a local African American publication, Mari Clack who started Women Helping Women, Skyler Oberst and also Robbie Paul, WSU Director of Native Health. She would like to see more programs related to diversity, the history of native tribes and the African American influence in the community.

Marvo stated he would like to add Listening Tour again to our agenda. We may be able to utilize the Listening Tour at community centers.

Shaun shares he would like to see KSPS lead the way in a community forum discussion involving local Native American tribes. Have them discuss differences and what they do for certain issues they have.

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He'd also like to see a more regional aspect of journalism. Potentially have a discussion forum between mayors of Eastern Washington cities to hear what they do for certain issues like water rights and crime.

Gary noted that he would like to see more local Spokane area type news, like Spokane Weekly.

We will attend to Consuelo's comments and questions on the by-laws at the next meeting.

Gary showed the new KSPS kids tablet that will be available for purchase.

Next meeting scheduled February 9, 2017.

Meeting adjourned 5:56pm