

KSPS Community Advisory Board Minutes – 9/14/17

CAB members attending in person: Shaun Higgins (Chair), Emily Geddes (Secretary), Becka Shelley, Consuelo Larrabee

Members attending by phone: Bob Morrison

Members absent: Terrie Ashby-Scott

KSPS staff attending: Cary Balzer (Program Director), Dawn Bayman (Development Director)

Public attendees: none

Opening Business

A quorum being present, the meeting was called to order at 4:05 pm.

The minutes from the 6/8/17 meeting were approved (motion: Consuelo, second: Becka). Emily will forward them to Dawn to be posted on the KSPS website, in compliance with Corporation for Public Broadcasting (CPB) requirements, and to Linda Finney, Secretary of the Friends of KSPS board, in compliance with the bylaws.

General Manager Report

As Gary was not able to attend, he emailed his station manager report to CAB members before the meeting. Dawn reviewed highlights of the report as follows:

The Wall That Heals was very successful. Approximately 13,500 visitors came, which is double the average for other communities. Dawn praised the volunteers who assisted, including Consuelo and Becka from the CAB. In particular, she noted that many veterans came and shared their stories. Cary described a moving encounter he had with a 96-year-old man who was a pilot in World War II, the Korean War and the Vietnam War.

Cary anticipates higher-than-normal viewer feedback regarding the upcoming Ken Burns series *The Vietnam War*. The series includes many triggering images and stories of violence as well as significant swearing, race issues, and political issues that may be of concern to some viewers. A hotline number and directions to access additional resources will be shown during a two-minute window in the credits. Resources are already available at KSPS.org.

Several related programs will air in conjunction with *The Vietnam War* series, including a Vietnam veteran forum that was taped at the Wall That Heals, a *Heath Matters* program about veterans' health affairs, and a national follow-up reflections program, as well as individual specials from stations around the country. A special about the production of the series called *The Making of Vietnam* has already aired several times.

The fiscal year end membership campaign did well. Corporate support and grants were both up, too. A massive email campaign garnered \$30,000, the equivalent of an extra weekend of pledge drive.

Regarding the recent tragedy at Freeman High School, resources about how to talk to children about traumatic events is available on KSPS.org and is being promoted through social media and on-air spots.

The Kratt Brothers live show will be at the INB Performing Arts Center on September 24.

Program Manager Report

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Also related to the Freeman High School shooting, Cary mentioned that there is a *Health Matters* episode on teen mental issues scheduled for early 2018 that he may shift to November instead.

Cary briefly reported on the live townhall for Rep. Cathy McMorris Rodgers held in August. There were, unfortunately, some language issues with one participant in particular. The station does not have the time-delay equipment, so there was some concern that the profanity had been broadcast. Gary consulted with the station's attorney.

PBS Kids 24/7 is off to a good start since the soft launch on July 24. The official launch was September 4. There has been positive feedback regarding the availability of children's programming. There has been a delay on Comcast's part moving it to channel 314, so the Comcast launch will occur at a later date.

Fit Kids Day on August 4 was a great event. Attendance has increased every year, to 980 this summer.

The new Education Director, Bukola Breczinski, has gotten a great deal done in a short time, including meeting with many principals and educational leaders in the Spokane area. She's working on increasing KSPS's web presence for educational resources and may attend our October meeting.

Cary noted that the airing schedule of *The Vietnam War* during October and November will push *Frontline* from its regular spot on Tuesday evenings to Wednesday evenings. They will be notifying viewers via on-air spots.

Additional information regarding upcoming programming can be found in the notes sent separately.

Reappointments, Officer Nominations/Elections, New Member Applications

With Marvo's resignation, only Shaun and Terrie's terms on the board were up for reappointment. Emily moved that Shaun and Terrie each be reappointed for a full term of three years. Consuelo seconded and the vote to approve their reappointments was unanimous.

With Katy's resignation, the position of Vice Chair was empty. Becka's nomination for the position was moved by Consuelo, seconded by Bob and approved unanimously.

Shaun agreed to stand for re-election as Chair and Emily agreed to stand for re-election as Secretary. The full slate of officers was moved by Bob, seconded by Consuelo and approved unanimously.

Vanessa Strange's application had been received and reviewed by CAB members. Consuelo moved that her application be approved and she join the CAB effective at the October meeting. This was seconded by Becka and approved unanimously.

James Albrecht attended the last CAB meeting in June and has been an enthusiastic and reliable volunteer for KSPS. He has indicated interest in joining the CAB. However, as an application has not yet been received, a vote will be deferred until a later meeting. Consuelo will follow up with him regarding his application. Dawn offered to act as a reference.

Other Discussion

Regarding the October 2017 CAB meeting, Becka reported that she has confirmed the "lab" room at the North Spokane County Library for 5:30 on October 12. Cary will do an onsite visit to check equipment for presenting the sizzle reel. Gary will do a brief introduction regarding KSPS, as well as introducing the

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new Education Director. Audience feedback will be solicited and a Q&A session held. Becka volunteered to purchase simple refreshments: cookies and water or punch.

Public notifications on the website, to local print media (*Spokesman-Review* and *Inlander*) and in *Prevue* have been taken care of. On-air announcements will be broadcast and it will be promoted in emails to KSPS members and on social media as well. Becka suggested creating a Facebook event to which those interested can RSVP. This will allow us to gauge expected attendance to ensure that the reserved room is the appropriate size. If response is high, the event can be moved to a larger room, and Eventbrite can be utilized to distribute free tickets

Emily indicated that she has a conflict and will not be able to attend. Minutes will need to be taken by another person in attendance.

The next CAB meeting will be held on Thursday, October 12, 2017 at 5:30 p.m. at the North Spokane County Library.

The meeting was adjourned at 5:23 p.m.

Action items

Shaun:

- Contact Vanessa Strange to inform her of her appointment to the CAB and invite her to attend the October meeting.

Emily:

- Forward approved June minutes to Dawn and Linda.

Becka:

- Procure refreshments for the October CAB meeting.

Consuelo:

- Contact James Albrecht regarding his application.

Cary:

- Make on-site visit to the North Spokane County Library to confirm and test equipment for displaying the sizzle reel.

All CAB members:

- Consider what kind of locally created programming would be beneficial to the community;
- Continue gathering feedback on programming from friends, family, community members;
- Continue recruiting new applicants.