

KSPS Community Advisory Board  
October 11<sup>th</sup> 2018 4pm, KSPS Studios, KSPS Board Room

CAB members attending in person: Becka Shelley (Chair), Consuelo Larrabee (Vice-Chair), Vanessa Strange (Secretary), James Albrecht, Terrie Ashby-Scott, Emily Geddes, Shaun Higgins

Member attending by video conferencing: Bob Morrison

Members Absent: Joyce Griffin-Sobel

KSPS staff attending: Gary Stokes (General Manager), Cary Balzer (Program Director)

Public attendees: none

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

4:06 pm The minutes from the Sep 18, 2018 meeting were approved (motion: Shaun, second: Terrie). Vanessa 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, Friends of KSPS board secretary, in compliance with the bylaws.

### **General Manager's Report and Discussion**

- For election season, the next several weeks of programming will feature candidates and bond issues on the ballot. KSPS will carry the last of the CMR and Lisa Brown debates at noon on 10/18 on the web.
- Becka represented the CAB at the last KSPS Board meeting.
- Federal funding is signed through the next two years, though that could change. In terms of development, the fiscal year is not off to a great start with membership still eroding. KSPS is looking at tactics to improve the situation.
- Repack of the last 5 translator projects may not be done by the time the snow falls. The equipment supply chain is backed up and weather may affect the timeline.
- Monica Samper, board member in Calgary, visited KSPS.
- The education department is doing great work, including a safety workshop at Gonzaga. Bukola will be on maternity leave in the near future. Her 2 GU interns will be working to keep things moving forward. The next PBS board meeting is in December.

Discussion: Consuelo asked about the format of local political debates and there was some discussion of the dynamics between candidates, hosts, and stations. Bob asked about the Washington State death penalty nullification and whether we might have a debate or program on that topic.

### **Programming Director's Report and Discussion**

- To further discuss the local debates, Cary discussed the difficulty coordinating candidates for debates and programs. Cary will email list of debate schedule.

- Cary spoke to Rick Steves and he will stop by for a pledge event on Nov 29th. The programs to be on the pledge drive are TBD. The History of Fascism in Europe program is coming out soon.
- PBS gave an update to the TGAR top ten books and there are 3.8 million votes cast so far. The October 23rd party will be at the Spokane Public Library downtown.
- Frontline documentaries coming up include some 2 part series including *Documenting Hate: Charlottesville and the New American Nazis*. Future titles include *The Facebook Dilemma*, *Left Behind America*, *Trafficked in America*, and *The Gang Crackdown*.
- Winter Membership campaign includes a new Roy Orbison program.
- Let's Go Luna! children's series is starting up November 21, and some programs will change slots a bit.
- Xavier Riddle and the Mystery of the Museums comes out in 2019.
- A new Sesame Street movie will be directed by Jonathan Krisel, creator of Portlandia.
- Gary mentioned that the PBS app is an easier way to get to Passport

### **Board rules/bylaws discussion** (attendance, nominating officer rules and process)

Regarding absences and removals, the rules say after missing 3 meetings in a row, particularly without letting anyone know of the absence constitutes removal. After the 2nd meeting is missed, the Chair will reach out to the member with the concerns.

### **Other Discussion**

- Becka passed out KSPS pins for all members to wear and spark conversations about the CAB out in the community.
- Ideas for public outreach: wear pins, talk to people about joining and giving input and do more tabling/ambassador events at library events and other community events throughout the year
- The annual off-site meeting will take place December 13 at the downtown Spokane Public Library at 5:30pm in the Level Up classroom on the 3rd floor. To publicize it to encourage members of the public, we could: place it on the Inlander calendar, co-host a Facebook event, library website calendar, Tweets, postcard flyer in the library

### **New Business**

- James was in Hawaii and took note of the slogan of the local PBS station "Home is Here." Gary said he would like to have a head of marketing for more branding like this. KSPS would not be able to hire someone full time, but could do a half pay/half trade situation. The group discussed possible solutions including a student or a marketing program making an ongoing project. James enjoyed a show called Bare Feet that included travel, dance, and food created by WNET.

### **Around-the-table comments**

- Shaun commented that fewer people are watching television on television, so they don't see the broadcast messaging, and they are not seeing the add-gifts and additional

pledges. Sustainers need to increase and we need new pledgers. During pledge drives, we could have more “spontaneous” guests and conversations.

- Emily asked if text donations possible and whether we can look at the current options available to use. She also brought up the strategy that political emails use- small asks (\$1, \$3, \$5) often and connected to current events.
- Consuelo enjoyed the POV documentary *Dark Money*, she was impressed by the high quality journalism. She also enjoyed the *Dr. Zhivago* showing and there was some additional discussion of possible upcoming crime series.
- Emily solicited some comments from friends on Facebook: They enjoy Masterpiece, local topics, and NewsHour.
- Terrie brought up the possibility of making the new Spokesman Review book *100 things to do in Spokane Before You Die* into a show or series.
- Shaun and others discussed the possibilities of a series about the Spokane River, including history, geography and other features mile by mile.

The meeting was adjourned at 5:37 p.m. The next CAB meeting will be held on Thursday, November 8, 2018 at 4:00 p.m. at the KSPS offices.

#### Action items

- Dawn will be at the November meeting, and we should come up with pledge ideas in addition to what we discussed (like texting, Patreon-style, email marketing, Go Fund Me-style, etc.)
- Brainstorm tabling and ambassador events
- Consider what segments of the viewing audience we may not be receiving feedback from and how to gather feedback from them;
- 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 and consider bringing someone to a meeting.