

KSPS Community Advisory Board Minutes – 4/12/18

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

Members attending by video conferencing: Bob Morrison

Members absent: Terrie Ashby-Scott, Joyce Griffin-Sobel

KSPS staff attending: Cary Balzer (Program Director), Gary Stokes (General Manager – partly in person, partly by phone), Dawn Bayman (Director of Development) Ann Hurst (Chair, Friends of KSPS Board of Directors – by video conferencing)

Public attendees: none

Opening Business

A quorum being present, the meeting was called to order at 4:00 pm.

The minutes from the 3/8/18 meeting were approved (motion: Consuelo, second: James). 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, Friends of KSPS board secretary, in compliance with the bylaws.

Program Manager Report

Cary mentioned several upcoming programs of interest including:

- *Royal Wedding Watch*, airing May 14-18 leading up to the live broadcast of the royal wedding on Saturday, May 19.
- Season 4 of *Grantchester* later this summer. This will be the final season starring James Norton.
- *In Principle*, a new conservative political talk show featuring the team of columnist Michael Gerson and commentator Amy Holmes, which will air weekly starting Friday, April 13.
- A new half-hour public affairs series called *Firing Line with Margaret Hoover*: a “new generation” of the original *Firing Line with William F. Buckley, Jr.* that will incorporate clips from the original series.

The FNX (First Nations Experience) launch on channel 19 went well. KSPS is pleased with the technical quality and content. Consuelo indicated that she has watched FNX and has been impressed by the programs.

Cary has received a great deal of viewer feedback recently and reviewed some of the feedback with the CAB.

In February, the BBC launched BritBox. There is concern it may lead to a decline in viewership as many of the British shows that are currently a big draw on KSPS are also available as part of this subscription service.

General Manager Report

Gary announced that the CPB has approved the second payment of the year and it should be in-house shortly. He noted that today is the deadline for the federal Equal Employment Opportunity (EEO) audit required by the FCC, and KSPS is also currently in the process of compiling the budget for next year.

Gary attended the PBS Technology Conference last week and offered kudos to our operations team, only the second in the country to successfully test the new cloud-based delivery system for programming.

Director of Development Presentation

Dawn presented information regarding our recent pledge drives.

Income from pledge drives, particularly from Canadian viewers, has been declining. For example, last year's March pledge drive brought in approximately \$300,000. This year's March pledge drive yielded only \$188,000.

In late 2014, Alberta experienced an economic crash. This, combined with the strong "cord-cutting" trend, contributes to lower pledge drive donation levels from Canada, which has dropped from \$825,000 in 2013 to \$420,000 in 2017. By comparison, during the same time frame, pledge drive income in the United States has increased slightly. In the past, pledge drives have been vital for bringing in new members but are becoming less effective. On the bright side, 27% of members are now sustainers, providing an ongoing stream of income.

Passport has been a great tool for bringing in new members in the United States; 32% of new members were brought in by Passport. However, more Canadian viewers have "cut the cord", shifting their viewing habits more online, which makes the inaccessibility of Passport in Canada more frustrating. Canadian viewers lead American viewers in using technology; giving via email is higher in Canada than the United States. The average gift from a Canadian viewer is also higher than the average gift from an American viewer.

Regarding strategies moving forward, Dawn shared that they are investigating new ways to serve online viewers with web-only programming (*Jamestown*, for example, is only available on Passport), ticket offers and program curation. They are maximizing their promotion of Passport to US members because it is such a strong draw, but minimizing the exposure to Canadian viewers. They are testing pledge programs and schedules to reach non-traditional pledgers such as overnight and early morning pledge drives and using new types of shows and thank you gifts. In addition, they are continuing to grow other sources of income including major donors, planned giving, corporate support, and grants.

Discussion followed the presentation regarding suggestions and additional ideas for increasing pledge donations including:

- Freshening up pledge programming;
- A "slam" event (i.e., live variety show) held in Calgary with local personalities;
- More events like "Snack Time with Mr. Rogers" and the "Bob Ross Paint & Sip", to bring in a different, possibly younger, demographic;
- Holding cooking classes in conjunction with programming such as *Washington Grown*;
- Additional events or thank you gifts linked with pledging during cooking shows such as a day with a local chef or a seat at a chef's table during a benefit dinner.

Other Discussion

Consuelo asked if KSPS's Facebook page was compromised or vulnerable in the recent Cambridge Analytica debacle. Dawn responded that the information KSPS has on Facebook is public information and there are no security concerns at this time.

Bob asked for clarification regarding the Lifelong Learning Committee's duties and how they intersect with the purpose of the CAB. Both groups are tasked with identifying community needs, problems, issues, or concerns and helping to find solutions, and facilitating community conversations. An important responsibility is also gathering input from segments of the viewing audience that KSPS doesn't hear from; Dawn mentioned that the feedback loop among KSPS members is strong and there is a survey done of members every January. The struggle is to find ways to reach out and get feedback

from those who are viewers but not yet members. Regarding surveys, Gary indicated that he will investigate the cost structure as part of the budgeting process and asked that members of the CAB volunteer to assist in processing the responses received.

Gary pointed CAB members to the PBS ombudsman site (<http://www.pbs.org/publiceditor/home/>) as a great resource for current commentary on issues that affect public television. It was suggested that this website be promoted on the KSPS social media pages so more viewers will be aware of it as well.

Regarding geoblocking, which prevents KSPS from offering our Canadian viewers Passport or online content, Gary stated that this is a national and industry-wide problem, not just applying to PBS. As more content is available online, and more conversations on the topic occur, the restrictions will eventually be removed (for example, Australia recently ended geoblocking); however, for now it is the unfortunate reality.

The meeting was adjourned at 5:46 p.m. The next CAB meeting will be held on Thursday, May 10, 2018 at 4:00 p.m. at the KSPS offices.

Action items

Emily:

- Forward approved March minutes to Dawn and Linda.

All CAB members:

- 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.