

KSPS Community Advisory Board Minutes – 12/13/2018

CAB members attending in person: Becka Shelley (Chair), Emily Geddes (minutes), James Albrecht, Joyce Griffin-Sobel, Terrie Ashby-Scott, Shaun Higgins

Member attending by video conferencing: Bob Morrison

Members absent: Consuelo Larrabee (Vice-Chair), Vanessa Strange (Secretary)

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

Public attendees: John Caputo

Opening Business

This meeting was held at the Spokane Public Library located at 906 W. Main Ave.

A quorum being present, the meeting was called to order at 5:29 p.m. and began with introductions around the room.

The minutes from the November 8 meeting were approved (motion: Emily, second: Terrie). Emily will forward them to Dawn to be posted on the KSPS website, in compliance with Corporation for Public Broadcasting (CPB) requirements, and to Monica Samper, Friends of KSPS board secretary, in compliance with the bylaws.

Cary noted that Gary Stokes is not present because he is returning from meetings with the PBS Board of Directors and the Development Advisory Committee in Washington, D.C., and he will report at the January meeting.

Development Director Report

Dawn Bayman reported on the recent winter membership campaign that aired on all three broadcast streams (excluding PBS Kids 24/7) and ended on Monday. The campaign did well and only fell \$700 short of the \$150,000 goal, approximately the same as last year. Nationwide, campaigns have been down 20%, so KSPS did well holding its own. Dawn noted that our dollar-to-minutes-on-air ratio is very efficient.

Celtic Woman was the most successful pledge program, with three Rick Steves shows in the top five. Canadians represented 51% of the pledge amount. Cary noted that there were not as many complaints about the pledge drive this time, which may be due to the newer programs that aired.

Program Director Report

Cary announced that *Won't You Be My Neighbor?*, a documentary about Fred Rogers, will be aired once only on February 9, due to a restrictive agreement with HBO. PBS will create approximately 20 minutes of fill material for a national pledge drive to bring the runtime to two hours.

A locally produced program called *injustice at Home: Looking Like the Enemy* chronicles the struggles, experiences, and perseverance of the Japanese American community in Washington State during World War II, through discrimination, racism and injustice both inside and outside the evacuation zone. It will air on Tuesday, February 19. Other documentaries about Japanese American internment during WWII

will air as companion programs in support including *Moving Walls* and *And Then They Came for Us*. Cary is following up on some programs about the Japanese Canadian experience during WWII as well.

Dawn noted that KSPS has applied for a grant from the National Parks Service to help tell the story of the discrimination and resettlement challenges Japanese Americans encountered after WWII was over, focusing on those who were interned at Heart Mountain and Minidoka. The grant would also cover building educational curriculum to complement the program.

Nick on the Rocks, another locally produced show, focuses on the geology of Washington, Oregon, and Idaho. KSPS was able to secure an agreement with Central Washington University to allow *Nick on the Rocks* to be presented on KSPS-TV, the digital sub-channels, the non-commercial educational cable channel and on the station's website. Nick Zentner, the host, taped several promotional announcements for KSPS and will be the focus on a Northwest Profiles segment this spring.

Cary provided an update on holiday programming and upcoming programs in January as well as other projects in the works, including a documentary on photography features recently discovered works in the archives of Lon Gibby Studios, and short two- to three-minute shorts tentatively called *Cooking Memories*, which will initially be distributed digitally and eventually used as fillers on air. The pilot will feature our own Gary Stokes.

There are some concerns regarding an upcoming program about the scientist James Watson, which includes portions of an interview where he expresses some racist views. The program is scheduled to air on a Saturday afternoon; Cary will discuss with Gary whether to move the program later.

Other Discussion

Dawn mentioned that *Career Explore NW* continues to go well as more corporations are participating. Several industries, such as manufacturing and health care are filled or almost filled, and they are working on recruiting more companies from other industries like finance and engineering.

Our public attendee, John Caputo, asked about how viewers can best provide input regarding programming and suggested that KSPS make it easier for viewers to know how to give feedback. Opportunities to provide feedback include calling or emailing the station, filling out the comment cards that are sent out with pledge mailings, contacting a member of the Community Advisory Board, or attending a CAB meeting.

The meeting was adjourned at 6:30 p.m. The next CAB meeting will be held on Thursday, January 10, 2019 at 4:00 p.m. at the KSPS offices.

Action items

- Emily will forward the approved November minutes to Dawn and Monica.
- Cary will send out a link to *Injustice at Home* when it is available to all CAB members.