

## KSPS Community Advisory Board Minutes – 3/8/18

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

**Members attending by phone:** Bob Morrison

**Members absent:** Terrie Ashby-Scott

**KSPS staff attending:** Cary Balzer (Program Director), Gary Stokes (Station Manager), Bukola Brezczinski (Education Director)

**Public attendees:** none

### Opening Business

A quorum being present, the meeting was called to order at 4:00 pm. Shaun welcomed Joyce Griffin-Sobel to her first CAB meeting as a board member.

The minutes from the 2/8/18 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.

### Education Director Presentation

Gary introduced Bukola Brezczinski, KSPS's Education Director, who shared a presentation regarding the goals and initiatives for KSPS's educational outreach. The goals include:

1. Educate the public about different communities in the region;
2. Promote life-long learning;
3. Increase educators' and parents' access to and engagement with KSPS programs;
4. Strengthen partnerships with educators, schools, families, and community organizations.

Current initiatives include:

1. The Kip Tokuda Grant for \$68,000. It will be used to develop the film "Injustice at Home: The Japanese American Experience of the World War II Era" and additional educational materials. The video and materials should be completed by September 2018.
2. Resources regarding Native American history and culture. Washington's educational standards require students to learn about this topic but many of the available resources focus on tribes on the west side of the state. Bukola is in the early stages of developing curriculum in cooperation with local tribes with an eventual goal to expand to tribes further afield and into Canada.
3. CareerExploreNW. This will be an informational website with videos featuring local industries, business, colleges, and educational programs. McKay Manufacturing is the first sponsor. Healthcare will be the next industry to be featured.
4. Segmenting programs for classroom use. Focusing on 25 current documentaries, two interns are assisting Bukola in creating 3-5 minute video segments and learning guides that are aligned to national and state educational standards and can be integrated into the classroom. Resources are accessible at [ksps.org/education](http://ksps.org/education) which also has different resources featured monthly.
5. Community outreach efforts. This includes station tours and an aquifer workshop.

Thanks to Bukola for attending the CAB meeting to share her many accomplishments and insights. CAB members are invited to email her with any additional ideas for outreach or educational initiatives.

### General Manager Report

Gary noted that efforts are continuously underway to preserve federal funding. It is important to make the case for continued funding at every opportunity and resist the urge to become complacent. ProtectMyPublicMedia.org is a good website for learning about ways to support public media.

There was some discussion about the possible effect of a potential trade war on the ability of KSPS to deliver services and content across the border to Canada.

There has been a significant decline in pledges recently, particularly from Canadian viewers. Possible reasons include the cord-cutting trend and the pledge drive during the Mr. Rogers' special being at the same time as the Gonzaga University basketball game.

About 70 people attended the recent Snack Time with Mr. Rogers Party and approximately \$3000 was raised. Becca attended and reported that it was a fun event.

### **Program Manager Report**

Cary reported that Beth Hoppe has left PBS to join ABC News. This leaves an opening for the chief programming executive and general manager of general audience programming position, which has traditionally been filled from outside the organization. There are a couple of good internal candidates this time, however, so the position may be filled from within.

Channel 19 will be transitioning to FNX, First Nations Experience, a nationally distributed 24/7 TV channel exclusively devoted to National American and World Indigenous content. The proposed launch date is Sunday, April 1, 2018.

Upcoming programs of note include:

- The Jewish Film Showcase, airing *Carvalho's Journey* and *Ahead of Time: The Extraordinary Journey of Ruth Gruber* in March
- *Father Brown* season 6, which premieres April 5
- *Masterpiece's* "Little Women" on May 13
- *American Masters* "Bombshell: The Hedy Lamarr Story" on May 18
- *The Great American Read*, which kicks off on May 22
- *Native America*, a new four-part series premiering fall 2018

### **Other Discussion**

Gary revealed the winners of our CAB Great American Read contest. With 16 correct guesses each, Shaun and Terrie are the proud recipients of Mr. Rogers-themed sticky notes, *The World According to Mr. Rogers*, and a copy of any Ken Burns documentary. Congratulations!

The meeting was adjourned at 5:50 p.m. The next CAB meeting will be held on Thursday, April 12, 2018 at 4:00 p.m. at the KSPS offices.

### **Action items**

*Emily:*

- Forward approved February minutes to Dawn and Linda.

*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.