

KSPS Community Advisory Board
November 8th 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, Shaun Higgins,
Member attending by video conferencing: Bob Morrison
Members Absent: Joyce Griffin-Sobel, Emily Geddes
KSPS staff attending: Gary Stokes (General Manager), Cary Balzer (Program Director)
Dawn Bayman (Development Director)
Public attendees: none

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

At 4:01 pm, the minutes from the October 11, 2018 meeting were approved (motion: Terrie, second: Shaun.) Vanessa 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.

General Manager's Report and Discussion

- It's been a busy last few weeks hosting many events
- The Altruist audit (Empire Health Foundation funded) is complete and the results say that KSPS is meeting responsibilities to viewers, could do more if more resources were available, employee satisfaction is high, and staff is doing the best they can with current resources. The recommendation is to re-tool with a business plan and find benefactors to achieve new goals. Execution of the plan will need to be funded (around \$100K) and KSPS is looking into grants and donors. Funds will hopefully be secured by the first of the year. Altruist is Seattle-based, so they know what the NW is like. They worked with KUOW recently and helped them execute a business plan, a good example to demonstrate how they can help KSPS. Altruist will include meetings with multiple stakeholders as part of their plan.
- Gary will send a link to the report from Altruist to CAB members
- KSPS board approved moving forward on exploring funding for this
- Gary will attend the PBS board meeting in December in Washington DC (10th-15th)

Cary's comments on Altruist audit: good questions and honest answers from staff, honest feedback.

Dawn's comments: Altruist has a different type of fundraising expertise, so we can get new ideas from them. The audit should produce positive changes, so that KSPS can change as needed. Altruist uses community input, meetings, and has experience internationally.

Discussion: Shaun brought up questions about other organizations Altruist may or may not be working with. Bob wondered if this is the best use of this large amount of money. Gary is confident that it is worthwhile to develop sustainability for KSPS in the future and to develop a strategy.

Development Director, Dawn Bayman:

- \$130k has been raised for Career Explore Careerexplore.org including \$25k from the Hagen Foundation
- Dawn is looking for businesses interested in participating as examples of unconventional jobs
- GSI, Spokane Workforce Council, SPS ESD101, Valley CTE are all involved in Career Explorer. The Journal of Business is doing a story on it.
- Pledge Drive is 11/24-12/9
- Rick Steves is coming 12/29 and will be pledging on KSPS, 4 shows from new series
- *Chasing the Moon* is coming up, there are some good options for underwriting, pledging, events, and involvement with the Pacific Science Center and Museum of Flight
- The Downton Abbey movie is coming out in September 2019, event ideas include buying out theaters and other pledge opportunities
- Looking for interns all year round in fields like marketing/communication/social media, fundraising, producer/director, education

Discussion: Terrie said there are scholarships for 2 year/technical school coming up that could be added to careerexplore.org from Washington State Opportunity Scholarship. Bob emphasized that inclusion on Career Explore benefits the companies as they have an on-air video with logo, providing exposure for the companies. He encouraged everyone to send info for more companies to Dawn for future possibilities.

Programming Director's Report and Discussion

- Distributed programming report for December
- *The Cleaners* from Independent Lens rated MA airs Tues Nov 13 Midnight. The program was moved to Midnight due to content, and it will include a warning at the beginning. The documentary is about the people who monitor Google, emails, FB, other social media content.
- *Sacred*, a 90 minute special, is coming up Monday, Dec 10. There are some minor flags, so it is rated TV-14.
- *Kennedy Center Mark Twain Prize* is Nov 19
- *Let's Go Luna!* has started and one parent said her 2 year old child is afraid of the character, but no similar feedback has come in. The PBS Kids app is recommended for more suitable viewing.
- Friday 11/9 is the *Sound of Music* from Great Performances
- PBS has hired Vice Pres of Programming, Maria Ruiz from WGBH

Discussion: Shaun and Bob suggested scrolling warning across *The Cleaners*. Cary and Gary have discussed this and have decided to move the time slot and have the warning at the start. There was some discussion of balancing censorship issues with content from Independent Lens.

Ideas for public outreach:

- Library events, Lilac City Live

- traveling ambassadors exhibit to be taken to events
- Inlander events calendar for more ideas

New Business

- New applicant for CAB via letter, Becca will encourage them to fill out the application.

Around-the-table comments

- Vanessa announced panels about aspects of brain injury will be held at the library, starting Dec 4 in partnership with EWU.
- The TGAR party was a great event for readers and viewers
- Becca would like the CAB to table at library events in the future
- Gary noted the impressive new Calgary Library
- NW Profiles ideas from Shaun: North Spokane library artists in residence, other library programs
- Consuelo had positive feedback for *American Masters*, *Hidden Killers*, *Shakespeare Uncovered*, and is grateful to have KSPS to watch in the hospital.
- James' viewer feedback included praise for the *Great American Read's* format, *NOVA* topics, and is looking forward to more of *Oregon Field Guide*.
- Shaun said *Sinking Cities* is well done with impressive technology.
- Vanessa said folks at the library are looking forward to upcoming holiday specials.
- Bob enjoyed *NOVA*, *Shakespeare Uncovered*, *800 words*, *Jamestown*, and is looking forward to watching *Sinking Cities*.

The meeting was adjourned at 5:32 p.m. The next CAB meeting will be held on Thursday, December 13 2018 at 5:30 p.m. at the Downtown Spokane Public Library in the 3rd Floor Level Up classroom.

Action items

- Vanessa will secure the teleconferencing setup at the library for Bob
- Vanessa will put out the next meeting notice through library channels and community calendars
- Becca will contact Nancy Goodspeed for the rest of the application process