

KSPS Community Advisory Board Minutes – 6/8/17

Members attending in person: Shaun Higgins (Chair), Emily Geddes (Secretary), Becka Shelley, Consuelo Larrabee, Terrie Ashby-Scott

Members attending by phone: Bob Morrison

Members absent: Katy Durning (Vice-Chair), Marvo Reguindin

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

Public attendees: James Albrecht

Opening Business

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

The minutes from the 5/11/17 meeting were approved (motion: Consuelo, 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 Linda Finney, Secretary of the Friends of KSPS board, in compliance with the bylaws.

General Manager Report

Gary reported on attending the PBS Annual Meeting last month.

The budget proposed by President Trump includes a complete defunding of the Corporation for Public Broadcasting with full funding (\$445 million) for this fiscal year and funding sufficient to close the CPB (\$30 million) for next fiscal year. Local PBS stations currently receive between 10% and 40% of their funding from the CPB. KSPS receives \$1.1 million, or 18% of our annual operating budget from CPB. While the president's proposal is not final and Congress must approve any budget, this is concerning and new sources of revenue may need to be found and expense adjustments made. Gary encouraged CAB members to visit www.protectmypublicmedia.org, to stay informed, to contact elected representatives, and to spread the word to other community members.

The recent visit by Paula Kerger, the president of PBS, went well and \$30,000 was raised for the endowment fund.

PBS Kids 24/7 will be a full-fledged over-air channel by 9/1/2017. Some equipment purchases are necessary before the migration from Comcast channel 19 can happen, and new programming will need to be scheduled for channel 19. Comcast will officially be notified by the end of the month so they can meet their commitments under "must carry".

Gary noted that currently both the main KSPS station and Create are broadcast in HD, while World is in standard definition. In order to have sufficient bandwidth for PBS Kids 24/7, the main station will stay at 1080 (HD), and Create, World, and PBS Kids 24/7 will all air at standard definition.

The new Education Director position has been posted and several qualified applications have been received from a diverse pool. The posting will close soon and interviews will begin.

The current pledge drive is not going well. The goal is \$167,000 and the projections have us only reaching \$107,000 in donations. Canadian donations in particular are low. Gary noted that the pledge model is flawed in that it only reaches television viewers during the pledge programming, missing those who access content online or via Passport who don't see the pledge spots. New musical programming has traditionally been a major driver of pledges; however, encore showings are not as successful. While

event tickets connected to pledge programming are a great incentive that drives donations, requests for other donor gifts have declined.

This weekend KSPS will provide live-streaming coverage of all seven area high school graduations, Friday night through Monday. This is a great public service for our community, particularly with our military population, allowing relatives who live far away to participate in these important family occasions.

Program Manager Report

Cary showed the “sizzle reel” recap of 2016 programming that was shown at the recent annual meeting and provided a brief overview of some upcoming programs from PBS. In particular, there is a great deal of excitement surrounding the upcoming Ken Burns series *The Vietnam War*.

PBS News and Public Affairs noted substantial viewing gains post-election, including a 20% increase for *PBS NewsHour*, 31% increase for *Frontline*, and a 17% increase for *Charlie Rose*.

PBS Kids reported a 33% viewing increase as a result of PBS Kids 24/7 launching in March. Several new children’s shows are in production or development, such as *Pinkalicious & Peterrific*, *Luna Around the World*, and *Xavier Riddle and the Secret Museum*. Next year is the 50th anniversary of *Mr. Roger’s Neighborhood* and PBS Kids and The Fred Rogers Company are planning a celebration.

As part of the PBS Summer of Adventure, *Wild Alaska Live!* produced by a partnership between the BBC and PBS and hosted by the Kratt brothers, will air for three episodes in July. Other shows in the series will include *The Story of China*, *Big Pacific*, *The Great Yellowstone Thaw*, *Nature’s Great Race*, *Weekend in Havana*, *Rare - Creatures of the Photo Ark*, and *Ireland’s Wild Coast*.

There will be a special episode of *NOVA*, “*Eclipse over America*”, on August 21 at 8:00 p.m. in conjunction with the total solar eclipse.

In response to threats to funding for public television, stations are encouraged to emphasize the importance of the services they offer to the local community, including high-quality children’s programming that is available to all income levels and demographics.

The CAB had a surprise visit by Peg and Cat from *Peg + Cat* and Jet from *Ready Jet Go!* They will be attending KSPS Character Day at River Park Square this Saturday.

Other Discussion

The agenda and plans for refreshments for the October 2017 CAB meeting will be finalized at our next meeting in September. Public notifications on the website, to local print media (*Spokesman-Review* and *Inlander*) and in *Prevue* have been taken care of. Possible agenda items include showing the sizzle reel, a brief explanation of the CAB, the federal budget, the Ken Burns’ *Vietnam War* series, and upcoming programming. A Q&A session was also suggested. Becca will forward Brian’s contact information to Gary & Cary so they can schedule a time to test and confirm the location’s technological A/V capabilities.

Shaun noted that the initial terms of the CAB members in “Group A” (Shaun, Marvo, and Terrie) will expire in September 2017. As vice-chair, Katy will contact these three CAB members regarding their interest in standing for election to a second term.

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The Carl Maxey documentary was nominated for a regional Emmy. Though it didn't win, it is the second nomination for KSPS in two years, demonstrating that the excellent work of KSPS is being recognized.

KSPS is currently working on a documentary regarding homelessness. A live townhall will be held in conjunction with its airing in November 2017.

The next CAB meeting will be held on Thursday, September 14, 2017 at 4:00 p.m.

The meeting was adjourned at 5:30 p.m.

Action items

Emily:

- Forward approved May minutes to Dawn and Linda.

Becka:

- Forward contact information for Brian at North Spokane County Library to Gary and Cary.

Katy:

- Contact Shaun, Marvo, and Terrie regarding standing for re-election when their terms expire in September 2017.

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.