



AGENDA: KSPS DEVELOPMENT COMMITTEE

October 22, 2015, 4pm, KSPS

1. Report on Movie events in Calgary and Edmonton – Sandy

2. Upcoming retirement and new people in Corporate Support - Dawn

3. Downton Abbey Preview Screening events – Dawn
 - Dec 12, 2pm – Calgary, Plaza Theatre
 - Dec. 13, 2pm – Spokane, The Bing
 - Dec. 13, 2pm – Edmonton, Princess Theatre

4. Antiques Roadshow from Spokane premiere broadcast – Jan. 4, 8pm
 - a. 2 more Spokane shows: Jan 11 & 18
 - b. Planning a premiere screening event on Jan. 4 at the Bing, simultaneous with the first broadcast

5. Friends Like Us campaign – Dawn/all

6. KSPS Thank You Tour – Dawn/all

7. Upcoming pledge drives – this coming weekend, Nov. 27-Dec. 13 – Dawn

8. Year-end campaign – Dawn

9. Meeting schedule

**KSPS Public Television
Development Committee
Agenda and Minutes
October 22, 2015**

Members Present: Kathleen Mackenzie, Pati Dahmen, Mary Joan Hahn (phone)

Members Absent: Nancy Ledeboer, Linda Finney, Bob Morrison

Call to Order: 4:10

Recap of Canada trip: the Dr. Zhivago movie events were a success with just a little tweaking necessary to make them as efficient as possible. About 120 attending in Edmonton, 196 in Calgary. Sandy met with major donors. George Brookman asked about sending PREVUE to corporate underwriter employees. It is not possible to get personal addresses, but we will make several copies of Prevue available to underwriters. George was asked to take a leadership position with the KSPS Thank You tour in Canada, he is considering.

Downtown Abbey pre-screening events in Calgary and Edmonton: to be held at three historic theaters: The Bing, The Princess, The Plaza. Free to the public, minimum suggested donation of \$15. In Canada we'll keep it very simple: seat people, opening remarks, recognize costumes, Downton music, trivia, recorded message from Gary for Calgary and Edmonton, then Downton Abbey clips and roll the preview. Peggy Urlacher and Dawn Bayman will host the event on December 12 in Calgary and in Edmonton on December 13. It was suggested to have Peggy dial in for a board meeting and development committee to meet board members and have direct input to the development committee. The Spokane Downton event will be a little more complicated with costume contest and other events to be announced.

Trink has announced her retirement, final day just before Thanksgiving. The job is posted as of October 16th, according to FCC requirements. The posting closes on November 9th.

We have hired digital support representative: Carl Heidle: part time until January due to his teaching obligations at NIC and Spokane Falls CC. He has many contacts, great ideas and is a graphic artist. There is much more emphasis on digital opportunities for companies. Carl will take the lead on website updates, (40% is on the mobile), organizing and streamlining our digital offerings.

Antiques Roadshow premieres in Spokane, on January 4. We'll host a broadcast premiere party at the Bing on January 4th, Marcia Bemko, producer of the show, will attend.

Friends Like Us: is a new campaign to expand the membership base. Achieve 50,000 total members by 4-24-17 approximately doubling current membership. It is an "Each one reach one" structure. Things that have to happen: we need a logo, a look, talking points, online platform for peer to peer fundraising, like Susan Komen

We are obsoleting the 'members' strategy from our outreach. We'll change messaging to gifts, support, FRIENDS. We'll also eliminate emphasis on \$48 gifts, broadening the base to include all gifts. Program guide starts at \$48. We'll be **Friendlier, provide more access.**

KSPS Thank You Tour Extensive planning concerning an enormous project ensued.

Pledge: this weekend. Shows have a good history of success. Update: the goal has been tentatively met, still processing pledges.

Year-end gift request drops just before Thanksgiving.

Board involvement: Pretty good shape. Board members will be encouraged to be sustainers. When ready to launch Friends Like Us: board members take the lead to send the emails. Also, we have board member business cards available.

Video assets: all of which is interesting to underwriters and will be expanded by Carl:

Dawn will do a tour of our on-line assets at the next board meeting. Have board members bring their devices.

Carl Maxey is coming along very well. The Spokane County Bar Association will send out funding letters on our behalf. **February 18:** premiere at the Bing; **February 19,** morning at Gonzaga Court Room for public forum about civil rights in WA, speakers by ACLU-WA. NAACP and YWCA will also be involved as promotional partners.

Development Committee meeting schedule: **2nd Thursday of the month. 4:00. Next meeting November 12, 2015, 4:00**