

**KSPS Public Television
Development committee meeting
October 28, 2014, 4:00, KSPS Board Room**

Members Present: Pati Dahmen, Bob Morrison, Mary Joan Hahn

Staff Present: Gary Stokes, Dawn Bayman, Sandy Kernerman

Meeting convened at 4:05

A quorum was not present, no business was conducted, information only.

Rick Steves: November 22nd. Talk at Centerplace in Valley, goal: sell out the event, 4-500 people. 99 already signed up with initial promotion. LC and sustainer free, members \$10-15 or join and get a ticket Holy land, Israelis and Palestinians today. His new show is Palestine and Israel. Lecture then live pledge

Downton Abbey Red Carpet Preview: trying for a fun event that makes some money. We have the first hour of Season 5 which we are required to screen for free, but we can build an event around it that produces revenue. Plan: go to Lincoln Center, have a red carpet preview, tea, cameras, antique car, testimonials, backdrop, costumes, Dr. Bradley, WSU will talk about vintage fashions, have vintage clothing on display, hopefully we'll get keynote speaker, Lisa Heathcote, food stylist for Downton Abbey.

Thomas the Tank Engine recap: great free, event, grant funded, the interactive Thomas display came with 3 people to manage the set. We expected 3-400 people, 788 kids attended.

Kids Forward: as covered at Board meeting, 11/11at 7 pm is the first documentary with our own follow-up program. 1st vignettes being produced next month. National production of the other 5 promised documentaries from Raising of America has been delayed. We are working to develop our own plan for more programs produced by KSPS. Grant from Empire Health, \$11K, Thomas \$10K, American Graduate Day \$10K. We have options to use or not use ROA documentaries and are working on our own production plan. We will keep the Empire Health Foundation informed and involved as we go forward.

Corporate: Board members have been helping to open doors, but we're not always getting organizations with capacity to support to underwrite on KSPS. There are companies that should be on our air, we need to get them on the air so were starting the Corporate Community program: \$500-2000 per year. This will involve shared spots with company logos which we can place all over the schedule. Dawn will send an email about this to board members ahead of the November meeting, with details about the program and asking them to bring ideas to the meeting.

Board giving, discussing board gift, percentage, requirements, etc. Pati to send an email discussing the importance of 100% board giving.

It's My Station: coming soon to our station. We're going to become more KSPS, and less PBS, not the other way. Stress our community role.

Meeting Schedule: 2nd Tuesday, 4pm of Board meeting months. Next meeting January 13, 4pm, 2015.