

KSPS Community Advisory Board May 14, 2020, 4pm Zoom

CAB members attending by teleconference: Consuelo Larrabee (Chair), Shaun Higgins, Terrie Ashby-Scott, Patty Crone, Bob Morrison, Vanessa Strange (Secretary)

Members Absent: James Albrecht

KSPS staff attending: Gary Stokes, Cary Balzer, Dawn Bayman

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

At 4:07 pm, the minutes from the March 13, 2020 meeting were approved (motion: Terrie second: Bob) Vanessa will forward them to Dawn to be posted on the KSPS website, in compliance with the Corporation for Public Broadcasting (CPB) requirements, and Monica Samper, Friends of KSPS board secretary, in compliance with the bylaws.

General Manager's Report and Discussion

- Most days all but 3-4 staff members are working from home
- KSPS has been able to run the whole operation with no one in the building
- The PBS annual meeting would have been in Seattle this week, but there was a virtual meeting with all the General Managers
- Ken Burns addressed that meeting over Zoom, he is coming out with projects on Ernest Hemingway, Ben Franklin, Mohammed Ali, American Revolution
- Two Health Matters were filmed, one in studio and one remotely
- Education department works with Spokane Public Schools for virtual lessons on World Channel, 20 minute segments, may go through the summer

Comments/Questions: Consuelo says KSPS has been a lifeline during social distancing. Patty asked if there was any feedback on the SPS partnership? Most comments have been about being sick of homeschooling, questions about age groups, but also mostly warmly received. Shaun comments on TV binging, and wonders if viewing is going down after the first several weeks of lockdown. Dawn said viewership is still way up all over.

- CARES Act provided some money to each station, and PPP to cover payroll

Chief Investments & Partnerships Officer Report:

- June pledge drive is coming up. Fundraising during the lockdown has been successful and people are responding with support. Winter may be long and difficult, so it's good to raise money now before more people's personal financial situations change later in the year.
- Sustainers are up as well, after some cancellations from people who lost their jobs
- More free PBS programming released for on demand, which has increased Passport usage also
- Bukola's education efforts well received in the community

Programming Director's Report and Discussion

- Programming updates distributed by email
- Cordcutters, more viewership to PBS now that they see
- Audiences are more engaged during the lockdown, there are more education blocks of programming
- The preview of new programs that would have been presented at the Seattle meeting didn't happen

Around-the-table comments

- Bob: similar COVID response in Canada in terms of healthcare, schools, oil prices are down, and oil sands deemed not viable anymore, unemployment 13% canada wide, probably higher
- Kudos to the station from Terrie
- Patty: Kudos to the station on viewership, strategic plan, people will remember the good work KSPS did during this time
- Bob:
- Kudos to staff on educational efforts, they have been enjoying *Call the Midwife*, *World on Fire*, *Dreamland* at his house

The meeting was adjourned at 4:58 p.m. The next CAB meeting will be held on Thursday, June 11, 2020 at 4pm via Zoom

Action items

- Vanessa will forward the approved March minutes to Dawn and Monica