

KSPS Community Advisory Board September 10, 2020, 4pm
Zoom

CAB members attending by teleconference: Consuelo Larrabee (Chair), James Albrecht (Vice Chair) Shaun Higgins, Terrie Ashby-Scott, Patty Crone

Members Absent: Vanessa Strange, Bob Morrison

KSPS staff attending: Gary Stokes, Cary Balzer

KSPS staff absent: Dawn Bayman

Opening Business

A quorum being present, the meeting was called to order at 4:04 pm.

At 4:07 pm, the minutes from the June 11, 2020 meeting were approved (motion: Shaun second: Terrie) 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.

There was a call for a motion to elect the slate of officers as proposed: Chair, James; Vice-Chair, Consuelo; Secretary, Vanessa Motion- James 1st and Patty 2nd. Vote: all in favor and motion carried. Motion to re-up Shaun and Terri's terms. Motion - Shaun 1st and James 2nd and motion unanimously approved.

General Manager's Report and Discussion

- Budget approved by the Board, effective 9/1/20. New fiscal year means we have to be fiscally sound, manage budget in a conservative way. Doesn't mean an infusion of money.
- 2nd position for education tentatively approved. Gary is working on funding and hopes the new hire starts on 1/1/20. There may be an interest nationwide due to Bukola's outreach. She's had significant accomplishments as well as established many relationships in and outside of the community. Gary will send out job specifications to committee.
- Early Childhood and Career Explorer is expanding to the Tri-Cities.
- Education – KSPS is the only station that PBS has a local education presence. State stations have been using our resources.
- Hope to get monies from legislature when they are back in session.
- 4th Pillar – Health changed to Civic Health. Provides opportunities for people to reasonably talk to each other.
- Providence sponsoring 1 hour Health Matters.
- Arts Pillar – recording several artists (poets to pianists) over last several weeks. KSPS will be outlet for performers as well as those who miss the arts. 20 recordings total – will determine how to fold into programming.

Comments/Questions:

For the 4th Pillar, Shaun suggested, from a marketing standpoint, to consider "Community Well-being." James agreed with this suggestion.

Chief Investments & Partnerships Officer Report:

- Passport doing very well with Canadian viewers, which launched 8/10/20.
- 16% increase in sustainers, 4% in membership and 51% in major giving income.
- Corporate sponsorship down.

Programming Director's Report and Discussion

- Programming updates distributed by email.
- Service outages in several remote locations due to fires. Hope to resolve soon but access is restricted.
- PBS announced 85 stations that can be live streamed for free. KSPS hoping they'll be available 10/1. Gives viewers access to additional content at no extra cost.
- American Masters is on Tuesday. Replaying archives for a limited time, such as Jacques Pepin, but not promoted well.
- PBS is featuring a half hour special, American Portrait. Asking viewers to tell them what it's like to be an American.
- PBS Kids - Bukola will have access to online learning.
- KSPS hosting a virtual debate for US Representative 5th District on 10/15 at 7:00 pm.
- PBS News Hour producing prime time special for 3 presidential debates and 1 VP debate – 90 minutes each.

Other Business

- Consuelo and James submitted the Annual CAB Summary Report to go before the Board on 9/24. A few highlights of the report are:
- CAB met 10 times, 3 most recent via Zoom
- Quorum at every meeting
- Have met program goals
- Vigorous discussions on Business Plan
- Purpose to remind why the CAB exists
- Disappointed local events put on hold
- Pleased about Passport viewership increase.
- Need more people that have XYZ to bring to Board: members recommend background in education, the arts, science and health are desirable.

Around-the-table comments

- James: Pre Historic Road Trip – liked host traveling around. Enjoyed Forces of Nature, Convention – didn't watch
- Shaun: Convention – didn't watch. PBS Newshour – wondering when Judy will announce successor, Western update is very informative. Arts programming and Great Performance are quite good.
- Terri – Polio The Crusade show was interesting. Enjoys Antique Road Show.
- Patty – Democratic Convention –the state votes were an interesting display of the states. Only watched part of Republican convention. Enjoy Pati's Mexican Table. PBS Universal Health Care series for informative.

- Consuelo: Updated committee on the Ice Age Floods playground. KSPS should consider local programming on geology.

The meeting was adjourned at 5:10 pm. The next CAB meeting will be held on Thursday, October 8, 2020 at 4pm via Zoom

Action items

- Vanessa will forward the approved June minutes to Dawn and Monica
- Gary will send committee job specifications for Educator position