



KSPS Public Television provides programs and events that entertain, engage, and educate to enrich all the communities we serve.

### Minutes

#### Friends of KSPS Board Meeting

25 March 2021, 4:30 PM

**Members Present:** Adam Munson, Jeffrey Adams, Linda Finney, Kim Lloyd, Roberta Brooke, Craig Gracyalny, Addy Hatch, Klay Dyer, Shannon Scheiwiller, Rosemary Selinger, Monica Samper, Vinnie Alfonso

**Visitors:** Shaun O’L Higgins, Robert Morrison

**Members Absent:** Marti D’Agostino, James Alexie,

**Staff Present:** Gary Stokes, Dawn Bayman, Sandra Kernerman, Allison Hansen

**Call to Order:** Board Chair Jeffrey Adams called the meeting to order at 4:36 pm; a quorum is present.

**Public Comment:** none

**Consent Agenda:** Motion to approve minutes: Rosemary, 2nd: Addy Hatch, Discussion: Roberta Brooke attended the meeting. No further discussion. Approved corrected minutes unanimously. Motion to approve GM report / development report: Roberta, Craig 2nd, approved unanimously

**Financial report, Adam Munson:** 1.3M ahead of budget: PPP funds that have become revenue, approximately \$600K bequest money. We continue to move forward in a “fiscally strong fashion.” Gary comments: upcoming PBS budget will include a 1% increase in dues. Many stations are not doing as well as we are and may ask for reduced or excused dues. Motion to approve the Jan/Feb financials: Adam, Monica 2nd.

#### **Community Advisory Board report: Bob Morrison and Shaun Higgins**

Bob thanked KSPS Board and staff for keeping KSPS fiscally healthy during the covid-19 crisis. The CAB has submitted a proposal for KSPS to develop a community current affairs/concerns program. The proposal asks KSPS to begin the process of exploring feasibility of developing this program (show).

Shaun commented on the need / value:

- Not just Spokane
- Not just what happened last week. Has a broader range that addresses larger issues: water use, major projects, trade agreements, pipelines, fundamental equality issues, tribal issues.
- KSPS has no commercial interests in these issues, merely educational, uniquely in a position to pursue the story
- the point is an informed electorate
- Regional interests
- Market gap
- Expands the topical reach of the station
- Engages diverse audiences
- Gary's epiphany: we don't have to bring people into the studio, now we can easily bring people in via remote meeting technology.
- Grant worthy programming. Addresses need for informed civic discussion, international discussion. Corporate sponsorship? (Innovia?)
- Partner with KPBX? They are investing in a news room and reporters.
- Need producer, moderator, commitment to creating the show.
- Begin small and work up to a weekly show.
- Must commit to a certain run of shows to allow community engagement to develop.
- Must market and promote the show.

How do you define region? Not so much the broadcast area, but deals with issues within reach of our broadcast. eg: Tribal issues are regional and national, and we may need to find participants to speak to the issues, outside of our region. We would want to address the commonalities of the issues, outside of our viewing region. Find people to share their expertise. What about timber trade or management of the Columbia River? US and Canadian wisdom and viewpoints are the stories there.

Discussion:

What exactly would the CAB want from the KSPS board today? The CAB would like the Board to move through the suggestions in the proposals.

Concern expressed by Monica: please research that there is an audience willing to watch a show like this. The station must attract a younger audience, how does this work with that need? Bob and Shaun noted that there will be a market assessment. May allow younger voices to be heard and take part in the conversation. This may be something that can be taken care of in production.

Stream the conversation, cross generational discussions.

Gary comments: You will still need video. ZOOM format is easy, but wouldn't be that interesting to look at. Tie into the pillars: each quarter has a different pillar topic: Education / Workforce Development / Arts / Civic Health. There will be thought behind each topic, gives us time to tell

a good story. More economical, allows time to properly produce. Tell the stories you need to tell, told in the way they should be told.

Would it have to be self-supporting? Organization available that may have funds that would be willing to support.

Grant writing? Staff? We would need to hire for both. (Bob Morrison)

Costs? 2 hires (producer, producer videographer). Need a host. Can keep costs in hand.

Roberta: suggest that the Board give authorization to pursue. Jeff: Is there a cost to find out? No. Feasibility study? Maybe that costs something.

Rosemary: Now is the time to explore. It is too soon to discuss costs. Proceeding with "scoping" doesn't cost anything right now. Grants / Corporate / Individual donors.

Bob noted that there are exit ramps built in all the way along.

Jeff: thanks to the CAB for the development of a thoughtful and clear presentation, fulfilling their mission.

Motion to proceed with the exploration of the CAB proposal to create public affairs programming: Roberta, Rosemary 2<sup>nd</sup>, passes unanimously.

**GM report, Gary Stokes:** apprenticeship moving ahead; friends in Tacoma have identified prospects for engineering/operations. Broadband / education / emergency notifications: maybe a statewide proposal for broadband in the next several months, to secure legislative funding. Diversity / equity / inclusion and PBS programming: discussions at PBS are ongoing and will be reflected in upcoming programs. May need a capital purchase for studio cameras, studio equipment.  
Merger between Shaw and Rogers still being discussed.

**Development Report, Dawn Bayman:** \$160K final March pledge total; 30% came in 2-3 days after the show. CENW 35 profiles done, 40 in the pipeline. Major giving still lags, working to fill open FTE position. Prevue opt in: 25% so far have opted in; may go to 40% by the time all post is in. Get to a stable number in 6 months or so. We'll save money. Processed over 5000 cards. There are new estates. Thinking about doing a thank-a-thon in the new FY. Budget planning underway.

Pillar talk: Income based on each pillar:

Ed: \$33K, \$97K,

Workforce: \$152K, \$90K pending

A&C: \$20K, \$30K, \$10K, \$5K

Civic Health:

(PBS now talking about A&C, Civic Health).

Are we still using the dashboard? We are tracking, but not using the dashboard, which was run through Donald—we do not have the software

**Board Committee, Jeffrey Adams.** Jeff presented a proposed committee design and structure. Further discussion and vote at next Board meeting. Committees: Executive, Governance, Finance and Development will deal with function of organization. An additional four committees to on Education, Arts & Culture, Workforce, and Civic Health. Jeff proposes hybrid model of including Board member, staff members (liaison), and community members, (non-voting). Help to identify board candidates. Please consider where you would like to serve prior to next board meeting.

**Jeff new email:** [jeff@smithadamsp.com](mailto:jeff@smithadamsp.com)

**Jeff adjourned the meeting at 6:05.**

**Next board meeting: 20 May 4:30 PM**