

**April 8, 2021 KSPS Community Advisory Board, 4pm,
Zoom**

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

Members Absent: n/a

KSPS staff attending: none

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

At 4:05 pm, the minutes from the March 2021 meeting were approved (motion: Consuelo 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.

Summary of discussion on the public affairs program presentation and how it went: Bob and Shaun went to the last KSPS board meeting and presented on the public affairs program, Shaun and Gary emphasized that the demand is out there and the board members who commented were enthusiastic. Board members suggested an evaluation or assessment of some sort. Everyone is happy to proceed with the idea; Gary and the rest of the station will work through the process. Shaun praised the fact that Bob grounded the idea and drove it forward. See addendum for "Five Points in Support of a New KSPS Regional Public-Affairs Program From Remarks of Shaun Higgins to KSPS March 2021 Board Meeting"

Around-the-table comments

Marianne mentioned she was having challenges navigating the Passport features, and wondered if others also experienced this and had some suggestions. Shaun suggested that the station make an effort to highlight Passport features, navigation, and tutorials. There was some discussion on the difficulties everyone is having with Passport. We found a tutorial online, we will look into it. We may need a tutorial from an expert to learn the tricks of navigating more efficiently in Passport.

Bob mentioned that Sit and Be Fit recently had a Tai Chi instructor and a physio expert as guests, a positive addition. He commented on SS-GB, a series based on the novel with the premise "what if the Nazis had conquered the UK?"

Consuelo likes the Irish cook, and likes America's Test Kitchen filming from their homes, less elaborate than the studio version

Shaun appreciates the encore presentations to catch up on the episodes, even if it is out of sequence, very convenient.

Marianne commented on Black church in America, This is our Story, This is our Song. She told us she did a civil rights tour of the south, visiting significant sites, and plans another one for August, incorporating some of the sites and information from this program.

Terrie is still enjoying Finding my Roots.

Vanessa mentioned the possibility of the library's genealogist doing a similar project with local "celebrities."

James is watching Create, cooking shows, saw the 100th episode of WA Grown.

The meeting was adjourned at 4:54 p.m. The next CAB meeting will be held on Thursday, May 13, 2021 at 4pm via Zoom

Action items

- Vanessa will forward the approved March minutes to Dawn and Monica
- James passed on a message from Dawn, CAB members are asked to write a paragraph or two on the impact of this programming. James will send out an email to remind us to do this.

**Five Points in Support of a New KSPS Regional Public-Affairs Program
From Remarks of Shaun Higgins to KSPS March 2021 Board Meeting**

1. The big issues facing the Inland Northwest are increasingly complex in nature (climate change, water rights, conservation, land management, tribal/non-tribal relations, homelessness, infrastructure, cross-border trade issues, drug- and human-trafficking, et.al.) These issues are increasingly managed through multi-jurisdictional cooperation and coordination, among and between, states, nations (U.S.-Canada), and localities, as well as with federal and international regulations, agreements, and jurisdiction.
2. While so many issues are regional, media coverage of the issues is not—and it is less so now than in the past. This situation has worsened as commercial media—particularly regional newspapers—have reduced circulation footprints, not only in terms of distribution, but also in the number of regional correspondents, bureaus, and general reporting staff. Coverage is routinely limited to isolated local reports, in local media, reporting at different times, and these local reports are seldom seen by the citizens in other regional localities, and almost never cross-border. Metaphorically, if a “big issue” is an elephant, only parts of it are being examined by “blindfolded” localities—and seldom simultaneously.
3. KSPS’ broadcast reach and its mission uniquely qualify it to take the lead in providing in-depth coverage of multi-jurisdictional, regional issues. It has done so before, with programs that emulated PBS’ “Washington Week in Review,” portions of “Northwest Profiles,” and back-in-the-day regional documentaries tackled by reporters like Alison Kartevold. While other regional stations may be seen in Canada (and regionally), they do not generally have the networks of viewer-donor-volunteers KSPS enjoys in these areas.
4. This type of programming can be produced at less real-dollar cost now than in the past, and a wider range of experts and spokespeople can be brought to the table. Lessons of the pandemic and the capabilities of Zoom, Skype and other technologies have eliminated the need to bring experts to a studio, eliminating travel costs and enabling experts on an issue to join a conversation from any place in the region (or the world). These factors provide quality programming at lower cost, featuring the best-possible range of expertise, and production that is more convenient and less time-consuming way possible for both station and participating experts.
5. Still, there will be costs. That said, we believe Public Affairs funding can be attained not only through grants (such as the fund that helps pay for reporters for The Spokesman-Review), but also from interested and capable, high-income individuals, and from corporations and NGOs with Public Affairs budgets and a desire to position themselves as concerned corporate citizens and important players in shaping the future of our region.