

KSPS Community Advisory Board March 9, 2023  
4 p.m., Zoom

CAB members attending by teleconference: Shaun Higgins, Marianne Patton, Christopher Powell, James Albrecht (Chair), Patty Crone, (Secretary)  
Members Absent: Consuelo Larrabee, Bob Morrison  
KSPS staff attending: Debbie Brennan, Skylar Reep  
KSPS staff absent: Gary Stokes, Dawn Bayman

A quorum being present, the meeting was called to order at 4:08 p.m.

The minutes from the February 9, 2023 meeting were approved (1st: Shaun 2nd: Chris) Patty will forward minutes to Dawn to be posted on the KSPS website, in compliance with the Corporation for Public Broadcasting (CPB) requirements in compliance with the bylaws.

General Manager's Report and Discussion (Skylar Reep reporting)

- Civics Bowl is wrapping up and going very well.

Comments/Questions:

Station Manager Report & Chief Investments & Partnerships Officer Report (Skylar Reep)

- Membership in February is healthy. Up 8% from previous year.
- Pledge drive forecast is 15% behind.
- Major donor information can be emailed to CAB if interested.
- Cohorts: working on digital cohorts and a Roku ad buy.
- Giving study overseen by Public Media innovation group.
- Public Media Giving days are 5/1 & 5/2.

Comments/Questions:

Discussion took place on how ad buys work with apps and the goals of the ad buy with Roku. Shawn discussed timing of pledge drive and it's competition (March Madness, Oscars) and should consider visiting other days if not already doing. Debbie said this is being looked at and some of the pledge drive days have been reduced. Marianne asked about Career Northwest spots playing at Boutique Theater. Marianne will forward info to Skylar.

Programming Director's Report and Discussion

- March pledge ends Sunday the 12th. Soft push, 7-11 no pledge
- Pioneers of Television - 6 part series, lots of interviews - Dynasty, late night TV, Dick Van Dyke and more.
- 4/23: Courage in Corsetts - Winning the Vote in WA State
- 4/1 (Sat at 11 am): Christina Cooks - Back to the Cutting Board

- 4/26 - 5/17 (Wed at 9 p.m): David Rubenstein - Iconic American 4 Parts. Examines history of America through iconic features and how they came about. July - August 2nd part of series.
- 4/23 (8 p.m.). Sanditon Season 3 final season.
- 5/12: Great Experiences 50th Anniversary

Comments/Questions:

Around-the-table comments

- Shaun: Cross Creek this Saturday Night - able to bring uninterrupted showing.
- Chris: Monopoly show was masterful. Nitty Gritty Dirt Band and Jackson Brown were great shows as well as The King's Speech. John Denver felt like an archival show instead of a concert. Looking forward to Civics Bowl.
- Marianne: Agree with Chris on Monopoly. Looking forward to Cross Creek. Enjoy Amanpour. Ireland music is wonderful. Would have liked to have seen the Civics Bowl taping.
- Patty: Nature Horses fascinating history on various types. Enjoying the Newshour - Laura Barron-Lopez very good. To Dine with Kate Sullivan FBI Hostage Negotiator interesting. Would like to see full documentary of Black Ballerina. Enjoyed taping of Civics Bowl - challenging questions.
- James: Monopoly interesting with weird characters! Looking forward to new Pati Jinich series.

Comments/Questions:

New Business

- None

Old Business

- None

The meeting was adjourned at 5:02 p.m. The next CAB meeting is on Thursday, April 13 at 4 p.m. via Zoom