

**KSPS Community Advisory Board December 10, 2020,
3:30pm, 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

Members Absent: n/a

KSPS staff attending: Gary Stokes, Cary Balzer

A quorum being present, the meeting was called to order at 3:35 pm.

At 3:35 pm, the minutes from the November 12, 2020 meeting were approved (motion: Consuelo second: Shaun) 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

- PBS board meetings
 - Discussion of COVID effects on work over the next year
 - DEI (Diversity, Equity, Inclusion) training, programs
 - Upcoming conferences will be virtual

- Clean audit, next year's budget planning coming up with uncertainty about the economy

Comments/Questions:

- n/a

Chief Investments & Partnerships Officer Report:

- n/a

Programming Director's Report and Discussion

- Programming updates distributed by email
- Challenges in the next year for programming costs
- Pandemic has shut down many productions
- Viewer response reflects frustration
- State of the Union address date not set, usually first week of February
- New season of *Finding Your Roots*

Comments/Questions:

- Shaun asked what the best pledge programs were, and Cary answered: American Public Television offerings with Abba, John Denver, BeeGees

Around-the-table comments

- Shaun: The Tudor Christmas pledge show was a great example of hosts making pledge-related programming lively
- Consuelo: Did not enjoy *50 Years of Masterpiece*
- Bob: Also did not like *50 years of Masterpiece*
- Patty: wondered about Rick Steves for pledge drives

The meeting was adjourned at 5:05 p.m. The next CAB meeting will be held on Thursday, Jan. 14, 2020 at 4pm via Zoom

The notes from the CAB's 12.3.2020 retreat will be added as a 3rd page here.

Action items

- Vanessa will forward the approved November minutes to Dawn and Monica
- CAB will brainstorm current affairs show topics and they will be compiled by James for the next meeting

KSPS CAB Retreat notes 12.3.2020 (*indicates addition from discussion on 12.10)

Item 1: KSPS Communities underserved/underrepresented in KSPS programming

- BIPOC (representation, systemic racism, history, income inequality)
- Immigrants (Russia, Eastern Europe, Hmong, Laos, Marshall Islands)
- People with disabilities (physical and mental) (Representation AND accessibility-CC, signing, etc.)
- LGBTQ
- Economically disadvantaged (families, veterans, elderly, homebound, healthcare, lack of education)

Note: One solution that could help with all of these is a local (regional, including Canada) current affairs show.

Item 2: Underrepresented communities on the CAB

- BIPOC (Black, Indigenous, People of Color)
- Disabled
- Education field
- LGBTQ
- Medical
- Teens to 40 somethings
- Elderly
- Business
- Giving/philanthropy
- Low income/working class
- Tradespeople
- Performing Arts/Musicians
- Parents of young children
- Neighborhoods

We decided to keep all of these and try for any and all possible. We need to develop strategies on how to recruit, starting with what we may have in the CAB already and then prioritize from there.

*Gary suggested asking people we know to attend meetings to give advice; they wouldn't need to join the board. There was discussion of how to invite folks who are active in the communities we talked about and the need to acknowledge their skills/experience.

Item 3: Channels most effective in getting best input and feedback on programming

- Questions about marketing at KSPS: what is the status of the marketing department?
 - Can in-kind advertising be done?
 - Targeted advertising: Inlander, Black Lens, radio stations in the viewing area, small-town newspapers, Native American media

- Suggestion: Use channels 7.1, 7.2, 7.3 with in-between programming spots highlighting viewer's comments and suggestions, show ticker of what's on the other channels
- Surveys: Need more info on how this has gone in the past, have different platforms been explored (Google Forms, Survey Monkey, other companies) Possible targets for surveys: email/online/social media sites/Sustainers: What to do more of, less of, what was useful, new ideas, how often? quarterly, monthly, bi-annually, annually
- The CAB would like more information about how communication between stations works, we get the impression that it happens, but would like to know if there is data sharing, if it's informal, how often, etc. (to share what works in their market, what they are doing well, etc.)

*Cary's answer on 12/10: there are meetings with Public TV Programmers Association, 2 calls a month, ongoing relationships with various station programmers, networking

*Current events show- could be a solution to a lot of the things we brought up and we will start brainstorming topics at Bob's suggestion and Gary or Cary will draw up some ideas on how this can happen

Here's where we ran out of time, we could briefly go over on 12.10.2020:

- Use CAB at KSPS events.
- Livestream or link to a video of CAB meetings.
- Hearing from specific community groups (LGBTQ, elderly, etc) who can provide a broad perspective on programming