

KSPS Community Advisory Board June 8, 2023

4 p.m., Zoom

CAB members attending by teleconference: Shaun Higgins, Marianne Patton, Christopher Powell, James Albrecht (Chair), Patty Crone, (Secretary), Consuelo Larrabee, Bob Morrison (Vice-Chair)

Members Absent: None

KSPS staff attending: Gary Stokes, Debbie Brennan, Skylar Reep, Dawn Bayman

A quorum being present, the meeting was called to order at 4:03 p.m.

The minutes from the May 11, 2023 meeting were approved with corrections (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

- Provided info from annual PBS meeting.
- Some upcoming shows
 - 7/9 Sunday evenings: Granchester Season 8
 - 7/9: D.I. Ray is back
 - 7/18: Southern Storytellers and Antique Road Show
 - 10/12 & 13: American Buffalo - Ken Burns newest documentary.
 - Henry Louis Gates host of new documentary Gospel. Impressed with the breath of diversity in presentations and with different viewpoints.
- Preparing next year's budget. Good position into 23/24.
- Reconstituted management team - very impressive team that is creative and talented.

Comments/Questions:

Station Manager Report

- Dawn provided a recap of the PBS meeting to CAB.
 - Takeaways: Sessions with executives of You Tube and learned about #s. Use more You Tube!
 - Improve search engine optimization.
 - Jonna Kelly - new document about PBS brand and brand voice will be shared with CAB.
- Management Retreat at Central Library:
 - Good plans on 4 Pillars.

- Major goal of building audience.
- Good ideas from suggestion box.
- All Staff Meeting: What are you most proud of? Received great ideas and camaraderie leaving the meeting. Going in right direction.
- Frontline reaching younger audience on You Tube.

Comments/Questions:

Gary mentioned Team KSPS working on graduations.

Chief Investments & Partnerships Officer Report

- Judy Woodruff event sold out almost immediately. There was a Community School component at station and at Davenport. Attendees had a positive experience.
- Pledge: KSPS 1/2 way through pledge drive and 47% ahead of goal. Goal was conservative.
- You Tube: Goal to increase ad revenue. Can monetize You Tube in other ways with viewers that are not ad supported.
- Budget: Interested in launching door to door campaign. Expensive but investment is in sustainers and younger mission centered sustainers. Other stations doing and have success and the GM's have said do it!

Comments/Questions:

Bob asked about door to door cost and told its outsourced at approximately \$300K. Year 3 is when you start seeing positive returns. Discussion continued regarding cost, how long campaign is and outcome of campaign.

Programming Director's Report and Discussion

- Evolution Earth: 5 part series starting in September.
- Nature Season 42 features the Platypus Guardian.
- Finding Your Roots featuring new celebrities.
- American Experience: Fly With Me
- Hotel Portofino: Season 2 premieres October 15.
- World on Fire: Starts October 15.
- All Creatures Great And Small: Season 4 starts in 2024.
- Kennedy Center Season 2 starts in October
- Capitol 4th on July 4.
- August Pledge is the 13th through 20th. Pause at 7 pm to give back prime time.

Comments/Questions:

Around-the-table comments

- Chris: Looking forward to World on Fire. Loved the Josephine Barker show - fascinating woman. The 1973 Carol King concert was interesting. Viewed as a historical document. Masterful job on remixing.
- Consuelo: Enjoyed Kate Humble walks around Britain and Attenborough.
- Patty: Watched After Uvalde, Little Richard.
- Marianne: Enjoyed Wild Scandinavia, Senior Prom. Nova: Brain hit it out of the park.
- Shaun: Saturday Night Cinema colleagues pleased regarding free time during pledge drive. Debbie found good movies! Focus on news programs - continue watching the positive changes.
- Bob: Thanks to Debbie for bringing Il Paradiso Seasons 3 & 4. Enjoyed Fiddler on the Roof. American Experience: Little Richard very good. Pat Boone interesting way to interview him. Loved Baseball again. Your Brain a great series. Financial show very good. Looking forward to Frontline Clarence and Ginni Thomas and Niagara Falls shows.
- James: Bloomsday Trade Show, WA potato and WA Grown magazine interesting. Appreciate the Spokane Antiques Road Show reruns. Liked Memorial Day special. Pointed out that the Preview Magazine dates for Saturday Night Cinema removed, which Dawn will have corrected. Volunteered at Stevens Elementary with Brayden who is great with the kids. Arthur Cleans His Room was the most popular book given away!

New Business

- No meetings in July and August. CAB returns on Thursday September 14.
- 9/28: KSPS Board - 1st meeting. James to attend for annual CAB report.

Old Business

- None

The meeting was adjourned at 5:15 p.m. The next CAB meeting is on Thursday, September 14 at 4 p.m. via Zoom