

**KSPS Community Advisory Board March 14, 2019, 4pm**  
**KSPS Studios, KSPS Board Room**

CAB members attending in person: Becka Shelley (Chair), Consuelo Larrabee (Vice-Chair), Vanessa Strange (Secretary), Emily Geddes, Terrie Ashby-Scott

Member attending by video conferencing: Bob Morrison

Members Absent: James Albrecht, Shaun Higgins

KSPS staff attending: Gary Stokes (General Manager), Cary Balzer (Program Director)

Public attendees: none

Note: On March 12, Joyce resigned from the CAB as she is moving back to New York.

A quorum being present, the meeting was called to order at 4:07 pm.

At 4:08 pm, the minutes from the February 14, 2019 meeting were approved (motion: Terrie, second: Emily.) Vanessa will forward them to Dawn to be posted on the KSPS website, in compliance with Corporation for Public Broadcasting (CPB) requirements, and to Monica Samper, Friends of KSPS board secretary, in compliance with the bylaws.

**General Manager's Report and Discussion**

- CAB members are invited to meet with Altruist on March 28th at 3pm.
- KSPS is hiring for a position in the development department for grant writing and fundraising.
- For the 16th consecutive year, PBS and its member stations have been named #1 in public trust among American institutions in a nationwide annual survey.
- There is a trend towards viewers not watching broadcast television, but rather a device for streaming. PBS Living is launching on Amazon Prime for \$2.99/month. In the future, there are three possibilities to stream KSPS:
  - either a branded stream without local content
  - a stream with some selected local content
  - the same as the broadcast, but this requires we have the rights to stream all the content currently broadcasting. This would cost 11-15% more to a program to have the streaming rights in addition to broadcast rights.
- All of these options would be geoblocked, and requires additional funds. KSPS doesn't own the content, so it's not as easy as it sounds to do a Netflix or Hulu-style streaming service.
- Another possibility is a KSPS original content only streaming service that KSPS would own.

**Programming Director's Report and Discussion**

- The latest programming report of upcoming shows was distributed.

- The Mueller report will be on NewsHour and Frontline.
- The Banff film festival in June will feature Paula Kerger, PBS President and CEO.

#### **Ideas for public outreach**

- March 21 Lilac City Live at the library

#### **Around-the-table comments**

- Emily is looking forward to the new Call the Midwife.
- Consuelo shared an example of a KCTS invitation for legacy members that paired a luncheon with a Nova program viewing.
- Bob suggested switching out controversial pledge offerings when needed. Bob thought the Joni Mitchell program was too heavy on other artist's performances.

The meeting was adjourned at 5:26 p.m. The next CAB meeting will be held on Thursday, April 11, 2019 at 4pm at the KSPS studios.

#### **Action items**

- Becka will table for the CAB at the Mar 21 Lilac City Live
- Prep for Mar 28 Altruist meeting
- Vanessa will forward the approved January minutes to Dawn and Monica.