

KPBS ADVISORY COUNCIL

PURPOSE: To provide the Management Council of KPBS with community expertise, oversight and advocacy to increase private giving and help provide programming, operating and capital equipment funds for KPBS Television and Radio. The Advisory Council will be kept informed of and consulted about new programming initiatives and updates about our Strategic Plan. The Advisory Council will help to identify prospective donors of gifts of \$25,000 or more annually to the stations to support programming, reporters and producers, general operating overhead and capital needs. Board members will serve for three, two- year renewable terms with one year off after the sixth year before being considered again for membership.

The General Manager, Associate General Manager and Station Manager will serve as members of the council.

RESPONSIBILITIES: Each member of the Development Advisory Council is expected to:

- Interpret and promote KPBS to the community and speak knowledgeably about the stations' programs and goals. The board should serve as goodwill ambassadors for the stations.
- Help create opportunities for the general manager to meet potential donors.
- Help KPBS management attend local events and galas.
- Serve on one committee
- Help identify and qualify prospective major donors, including corporations and foundations, form the member's own sphere of influence and provide introduction and entrée to the prospects on behalf of KPBS.
- Participate in the cultivation, solicitation and stewardship of major donor prospects as requested.
- Express leadership by making KPBS one of his or her top philanthropic priorities.
- Make a minimum annual gift of \$25,000 to KPBS for a project of the member's choice.
- Consider making a multi-year pledge of support.
- Attend and participate in board meetings and committee meetings.
- Actively promote and participate in KPBS events.

Signed _____

Printed Name: _____ Date: _____

MEETINGS AND AGENDAS

Council meetings will initially be held monthly for three months (and quarterly thereafter) at KPBS or at another mutually agreeable location not to exceed 90 minutes.

The goal of the meetings will be to inform the Council about:

- KPBS Goals and Projects
- Funding Opportunities
- Current Budget Information, including recent major gifts
- Prospect Identification and Cultivation
- KPBS Strategic plan including programming and community engagement opportunities.
- Input regarding our Programming and Strategic Initiatives

The meetings will be recorded with minutes which will be distributed to each member. Committee chairs will determine their individual meeting schedules.

Members will work with the members of the KPBS Management Council to arrange meetings with prospective donors. The Associate General Manager will coordinate meetings. She will also distribute minutes and provide progress reports as well as notify members about funding opportunities regularly via e-mail. SDSU University President Stephen Weber will be invited to attend a meeting bi-annually.

COUNCIL OFFICERS AND COMMITTEE ASSIGNMENTS

Council Officers

CHAIR

VICE CHAIR, NOMINATING AND ORGANIZING

VICE CHAIR, MARKETING (Communications and Donor Relations)

Committee Assignments

Nominating and Organizing: This committee is responsible for identifying and recruiting distinguished community members with a demonstrated interest in and commitment to KPBS and who have philanthropic intent.

Communications and Donor Relations: This committee enhances the image of KPBS by establishing measurable strategic goals and programs to achieve those goals. The committee also provides counsel on prospect identification and issues.

COUNCIL NOMINATION PROCESS

Identification: The goal will be to identify 15 potential members of the council.

The recruitment process will occur year round and the Board will be asked to submit statements of interest or nominations on an ongoing basis.

Research Phase: Informal contacts will be made regarding nominees followed by a review by the Nominating and Organizing Committee. The Chair of the Nominating and Organizing Committee submits a summary of candidates to the KPBS General Manager for approval to move to the recruitment phase.

Recruitment:

- The board will be notified of intent to contact nominees.
- Submit roster of nominees for council consideration.
- Solicit feedback, identify any conflicts of interest.
- One-on-one meetings with nominees will be held by the General Manager, Chair, Station Manager and Associate General Manager and the board member who recruited the candidate to determine interest.

Election and Installation:

- Nominating and Organizing Committee bring forth members elect for installation.