

KCPBS BOARD ROLES AND RESPONSIBILITIES

Members of the board assume four major roles and responsibilities:

- **Setting Policies for KCPBS.** The board is the policy setting body of the organization. The CEO has the responsibility to bring to the board's attention major policy issues and to carry out those policies on an operational level.
- **Fiduciary Responsibilities.** The board is responsible for overseeing the financial status of the station. The Executive Committee and Finance Subcommittee provide guidance on management of the station's investments.
- **Supervision and Oversight of the CEO/President.** The board has the authority to hire and dismiss the Chief Executive Officer (referred to as the President & CEO).
- **Ambassadors for KCPBS.** The board is a critical link between the station, the people served by the station and those who support the station financially. Board members are most often very active and visible in the community. We hope that, whenever appropriate, board members will seize opportunities to talk about the station and receive feedback from others about the station's programs and services. We strongly encourage board members to arrange meetings with potential supporters of KCPBS.

OTHER GOALS FOR BOARD MEMBERS

A body of literature and research exists on what makes a good board member for a non-profit organization. Not surprisingly, no two non-profits are exactly alike. Also, people serving on boards bring different strengths to an organization.

KCPBS recognizes and respects the individuality of those who are asked to voluntarily serve as a board member. Below is an outline of a few hopes we have for those who serve:

- **Commitment to mission of public television.** All members of the board should share a commitment to the mission of public television—to provide the very best of noncommercial educational, informational, and entertainment programs and services to all within our service area on a non-discriminatory basis.
- **Willingness to express that commitment by giving a reasonable amount of time to KCPBS.** The board meets 6 times a year. We recognize our directors are community leaders with busy schedules and we hope they will make attendance at board meetings a priority.
- **Willingness to express the commitment to public television through financial support.** It is important for directors to be a supporting member of the station. The board is made up of members at a variety of levels; KCPBS encourages membership at the Producers' Society level of \$1,250 or more annually. We ask that no board member give below \$250 annually.
- **Willingness to assist by providing expertise.** The board's roles and responsibilities extend beyond fundraising, and members often bring experience and expertise to the organization that can be invaluable to staff. We hope that all directors will offer their advice and counsel to the station whenever appropriate and serve on standing or ad-hoc committees in the interests of making KCPBS the very best it can be.
- **Willingness to serve as a fundraiser for KCPBS.** Board members help open doors with corporations, fundraising, government officials, community groups, and individuals.
- **Confidentiality.** It is important that board members strictly maintain the confidentiality of all privileged or sensitive information provided in order to safeguard the organization's reputation and integrity.

The board of directors exist to secure and promote the financial, legal and ethical well-being of the organization and to ensure that organizational activities fulfill the mission of Kansas City PBS, The Bridge, and Flatland.

As a member of the board of directors, I understand that I have a duty of care to always work in the best interests of the organization, a duty of loyalty to put the good of the organization first and avoid any conflicts of interest and a duty to be faithful to the central goals of the organization and to follow its governing documents.

In turn, board directors expect the organization to be responsible in the following ways:

- Provide me with regular financial reports and analysis and updates on significant organizational activities.
- Provide me with opportunities to discuss important organizational issues with the board Chair and the President & CEO.
- The President & CEO and staff will respond in a straightforward manner to questions that I feel are necessary to carry out my responsibilities to the organization; and work with me in good faith toward achievement of our shared goals.