

KMOS-TV  
Community Advisory Board  
August 2023 Meeting Minutes  
August 15th, 2023

The meeting was called to order at 12:00 pm.

Community Advisory Board Members in attendance were Meryl Lin McKean, William Smart, Rosalie Spencer, Don Kiefer, Rick Langdon, Cindy Squire, and Marshall Abney.

KMOS-TV staff members in attendance were Josh Tomlinson, Tonia Werneke, Nicole Hume, and Michael O'Keefe.

Board members reviewed the proposed August 2023 CAB Meeting Agenda and a motion to approve was made by Rosalie Spencer. Cindy Squire seconded the motion. No objections were made, and the August 2023 CAB Meeting Agenda was approved.

Board minutes from May 2023 were read and a motion to approve the May 2023 CAB Meeting Minutes was made by Rosalie Spencer. Marshall Abney seconded the motion. No objections were made, and the May 2023 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the General Manager's Update:

Josh reported that the Tower Light Replacement project was successfully completed in July. The new system will save the station approx \$12,000 a year in maintenance costs as well as lowering the electric bill. Additionally the new lights are designed to reduce bird strikes to the tower.

The new Tower light project was one of many recent upgrades to KMOS that have resulted in the station becoming increasingly greener through energy savings as well as reduced bird strikes. While the main goal of these upgrades was not based on a green initiative it has been what Bob Ross would call a "happy accident".

Tower elevator control replacement project is scheduled to begin on September 5th, 2023 by Tower Elevator Systems Inc.

The CPB will be granting \$40 million to public television and radio stations to replace and upgrade infrastructure. It is a competitive grant with applications due November 8th. KMOS hopes to use the grant for an antenna replacement project.

Josh Tomlinson has been monitoring the national budget proceedings in regards to how it could affect the station. He reported that there was a bill that went through the House that stated \$0 funding for CPB while the Senate had a bill go through stating full funding for CPB. As CPB is a large source of funding for KMOS, Josh will continue to monitor the situation.

The State of Missouri budget went through for full funding for public broadcasting. At the conclusion of the General Manager's Update, Cindy Squire asked if the writer's strike would have any effect on KMOS. Josh Tomlinson reported that at this time the strike has no direct impact to KMOS but if it draws out it may slow the release of new programming in the future.

Michael O'Keefe delivered the Programming Update:

Michael began by introducing student Traffic Assistant Bryan Frey who received the Bill Kountz Jr. Media Fellowship to help with expenses as he spent the summer completing a PBS Internship. Bryan wrote a brief summary about his experience that was then passed out to CAB members in attendance.

Brandi Miller will be joining the KMOS team on September 5th filling a new position of Promotions Coordinator. Brandi has a background in Print Promotions and will be a valuable asset to the team.

Fall 2023 Programming highlights include new acquisitions such as *Upstart Crow* and *Ken Burns: American Buffalo*.

Nicole Hume delivered the Strategic Partnership Update:

Upcoming Fundraising pushes include 'Cartober, National Estate Planning Awareness week, and CO-MO Gives. Membership base continues to increase in part due to these fundraising efforts along with offering Passport streaming and EFT payment method.

Community Engagement events planned include once again doing the Indie Lens Pop-Up screenings, an event partnership with Runge Nature Center, and a booth at the Missouri State Fair.

Josh Tomlinson delivered an update on CAB Bi-Laws Review:

Compliance was the main focus of the discussion. The CAB is to operate independently of KMOS. Station overreach has been the main infraction received by other stations. To avoid any potential issues in this area Josh has suggested that if the Board wishes KMOS staff to continue preparing the agenda that it should be presented and approved by member vote. Another area of concern is a line of Open communication between the CAB and the University of Central Missouri's Board of Governors. A suggestion was made to directly send the BOG the Quarterly Meeting Minutes as a show of this communication line. The Service and Nomination portion of the Bi-Laws is still under review.

Cindy Squire raised a question about the Meeting Minutes being sent to the BOG. Since Meeting Minutes are already being posted on the KMOS website for the public to view, was it

necessary to send them to the BOG as well? Josh Tomlinson replied that yes the Meeting Minutes as well as many other compliance related items are available for the public to see on the KMOS website, sending the Meeting Minutes Directly to the BOG shows a direct line of communication is open and available between the two Boards.

New Business -

A vote was taken to approve KMOS staff preparing the Meeting Agenda. A motion to approve was made by Rosalie Spencer. Meryl Lin McKean seconded the motion. No objections were made, and the motion was approved.

A vote was taken to approve sending the CAB Meeting Minutes to the University of Central Missouri's Board of Governors. A motion to approve was made by Marshall Abbney. Don Kiefer seconded the motion. No objections were made, and the motion was approved.

A review of the KMOS diversity statement done by the Board.

Proposed meeting dates for 2024 we presented as follows:

February 13th, 2024

May 14th, 2024

August 13th, 2024

November 12th, 2024

A motion to approve these dates was made By William Smart. Cindy Squire seconded the Motion. No objections were made and the motion was approved.

Reminder was given that the next CAB meeting will be held on November 14, 2023 at the University of Central Missouri.

The meeting was then opened for Board comments.

Don Kiefer stated that he recently got broadband for the first time to stream programs and was excited to see KMOS available on YouTube TV. Josh Tomlinson pointed out that he may also be able to download the PBS app to view KMOS as well.

Rosalie Spenser congratulated Bryan Frey on his recent internship at PBS and receiving the Bill Kounts Jr Media Fellowship.

Rick Langdon asked if Mr Bean was gone from the program line up. He recently discovered that show and wanted to see more. Michael O'Keefe assured him Mr. Bean would still be aired.

Merle Lin McKean offered her assistance to Corporate Support initiatives if needed.

Cindy Squire expressed her pleasure that support of small towns and rural areas was so readily available.