

KMOS-TV
Community Advisory Board
August 2024 Meeting Minutes
August 13th, 2024

The meeting was called to order at 12:02 pm.

Community Advisory Board Members in attendance were Rick Langdon, Cindy Squire, Doug Sokalowski, Meryl Lin McKean, and William Smart.

Prospective new Community Advisory Board Members in attendance were Doug Harris and Jamila Khalil.

KMOS-TV staff members in attendance were Josh Tomlinson, Tonia Werneke, Nicole Hume, Michael O'Keefe, Scott Alvested, Nellie de Laurier, and Alicia Brockhaus.

Board members reviewed the proposed August 2024 CAB Meeting Agenda and a motion to approve was made by Meryl Lin McKean. William Smart seconded the motion. None opposed and the August CAB Meeting Agenda was approved.

Board minutes from May 2024 were reviewed and a motion to approve the May 2024 CAB Meeting Minutes was made by Doug Sokolowski. William Smart seconded the motion. None opposed and the May 2024 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the General Manager's Update:

KMOS-TV was awarded the Next Generation warning System Grant in the amount of \$880,085 from the Corporation of Public Broadcasting (CPB), funded by the Federal Emergency Management Agency (FEMA). This grant will be used to install a new antenna, encoders, and transmission lines at the tower site in an effort to provide enhanced emergency alerting within the coverage area. These improvements will also get the station ready for ATSS3 Broadcasting.

In the upcoming months, work will begin to replace the 3000 foot elevator cable at the transmission tower. The current cable is 25 years old and is starting to show signs of wear. The \$75,000 bid for this project was awarded to Tower Elevator Service Group.

Students will be returning to campus next week for the Fall semester. Several of the returning student workers will be graduating at the end of the semester so we will be on the search for new students to take their place. KMOS currently employs approx 15 student workers in the production area and an additional 10 students for support in other areas within the station.

During the Primary Election on August 8th, 2024 several of our students had the opportunity to serve as stringers to report local election results to the Associated Press.

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KMOS was recently awarded two Silver Telly Awards and two Bronze Telly Awards:

Silver Telly - Making 304

Silver Telly - Under the Trans Umbrella

Bronze Telly - Making: Artist Robert Langford

Bronze Telly - Uncover Lost Treasure: Journey to the Thrifting World

KMOS-TV has hired a new Full Time Producer. Tim Oar will be joining the station on August 19th, 2024. Tim was a former KMOS production student while he attended the University of Central Missouri where he earned his Bachelor's degree in Digital Media Production. He then taught Digital Communications at State Fair Community College before his most recent role as Marketing and Outreach Manager for Rise Community Services.

The KMOS production studio updates and renovations have been completed. This is the first major renovation project to the studio since 1979. Board members are invited to tour the new studio after the meeting.

Nicole Hume delivered the Development updates:

Thursday August 15th, the KMOS Membership team will be hosting a booth at the Missouri State Fair in Sedalia.

Fall fundraising is gearing up and will include several campaigns. KMOS recently sent out an acquisition mailer to 15,000 households within the viewing area in the hopes of acquiring new membership. Other fundraising includes August pledge, Cartober, and Giving Tuesday.

Passport continues to be a large contributor to membership retention. KMOS currently has a 72% membership retention with a total of approximately 4300 current members.

Michael O'Keefe delivered the Programming updates:

KMOS program schedule has been flexible to accommodate the changing needs regarding election related programming. The PBS News Special covered the Republican National Convention July 15-18 and will air the Republican Convention August 19-22. Other election coverage includes a Frontline Special *Biden's Decision* which aired on August 6th and many upcoming programs to include the Presidential debate.

KMOS Programming Acquisitions continues to gain an audience. Nielsen ratings show 10 acquisition programs in the top 25 programs watched.

Scott Avested delivered the Community Outreach updates.

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PBS Learning Media app is gaining traction as a free resource to aid teachers in the classroom. This online tool provides educational content, curriculum, lesson plans, and more and can be tailored to meet local educational standards by entering location information. Educators in Missouri will receive content aligned with Missouri DESE standards where educators in other areas will get customized content that align with their local standards.

KMOS is beginning a promotional push for the Annual Writers Contest that will run January - March 2025. This program was relaunched a couple years ago and has seen year over year growth with many great stories being submitted. This past year we had 40 entries from children in grades K-4th.

KMOS is launching a new Teacher Shout-Out campaign to recognize local educators through social media and special recognition sent to their schools.

This summer KMOS sent out over 500 summer reading kits to help young students stay educationally engaged and reading through the summer months.

KMOS partnered with Trails REgional Library for a series of Molly of Denali Read-Alongs. KMOS Appeared at multiple branch locations for a special reading and viewing of Molly of Denali and Little Dog Lost.

KMOS PBS partnered with the Warrensburg Chamber of Commerce to provide new teacher welcome kits for the Warrensburg School District.

This year KMOS PBS partnered with William Woods University in Fulton, the Communications Department at UCM and other partners to screen a new series of independent film screenings as part of the Indie Lens Pop-Up to begin in January 2025.

KMOS PBS was among seven stations to receive funding from PBS to promote and engage our communities as part of PBS's multi-year climate change programming initiative. KMOS has developed two primary components to accomplish our goals for this grant. Component one being the gathering of user-generated style content, and the second is working with KMOS Production on the development and creation of new segments of the 'Focus On' series that are themed around climate and our environment.

Upcoming community events:

August 15, 2024 - Missouri State Fair

September 7, 2024 - UCM's Get the Red Out block party.

September 13, 2024 - Services for Independent Living (SIL) in Columbia - Estate Planning.

September 20, 2024 - Runge Conservation Nature Center in Jefferson City "Wild Kratts Under the Trees"

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KMOS is proud to announce two new underwriting trade partnerships with KJLU-FM in Jefferson City and the Sedalia Democrat, as well as a new paid agreement with the Mizzou International Composers Festival.

Last January KMOS was part of a trial cohort with PBS to allow local promotional content on digital and streamed content through the PBS app and connected devices such as ROKU. Last month (July) we saw 19,882 impressions of these local spots.

KMOS will once again participate in the CoMoGives fundraising campaign. Last year KMOS brought in \$11,235 from 102 donors thanks to this end of year campaign. This year's goal is \$15,000.

New Business -

Cindy Squire motioned to vote in two new Community Advisory Board Members: Jamila Khalil, Sedalia and Doug Harris, Warrensburg. Doug Sokolowski seconded the motion. None opposed.

Proposed dates for 2025 CAB meetings were announced for the board to review. An official vote will be taken at the November meeting to finalize these dates.

Reminder was given that the next CAB meeting will be held on November 12th, 2024 at the University of Central Missouri in the Elliot Union, room 237B.

The meeting was then opened for Board comments.

Cindy Squire formally welcomed new members Doug Harris and Jamila Khalil and stated she is excited to meet KMOS's new Producer Timothy Oar at the next meeting.

Rick Langford stated the award of the \$880,000 FEMA grant was an impressive feat and is excited to see the improvements that will be made.

Doug Sokolowski committed that the new teacher recognition program is an excellent idea.

To conclude the meeting, a motion was made by William Smart to forward the August 2024 CAB Meeting Minutes to the University of Central Missouri's Board of Governors. Meryl Lin McKean seconded the motion and none opposed.

Meeting adjourned at 1:00 pm.