

**KMOS-TV Community Advisory Board (CAB)**  
**Meeting Minutes**  
**August 21, 2018**

The meeting was called to order at 12 PM at the Katy Depot in Sedalia, Missouri. CAB members present: Galen Dody, Bill Smart, Tammy Chute, Rosalie Spencer, David Peerboldt, Bill Rabourn, Cindy Squire, Doug Sokolowski, and Sarah Hughes. KMOS Staff members present: Josh Tomlinson, Nicole Hume, Karen O'Keefe, and Tony Guanella.

Galen Dody began the meeting with the approval of the May meeting minutes. David Peerboldt motioned for approval. All members were in agreement, and the minutes were approved. The next order of business was reports from the KMOS Director and staff.

Josh Tomlinson, Director of Broadcasting Services, announced two station vacancies. Cherie Hiatt, the former Financial Operations Coordinator, accepted another position within the University. Kevin Newsome, Broadcast Systems Engineer, has accepted a position with Honeywell in security design. Josh emphasized the fact that although the loss of these two staff members is a challenge for the station, it is positive due to the fact that both were recruited to new opportunities.

KMOS received two Emmy nominations for the following Missouri Life episodes: Cape Girardeau and Callaway County. After three days, almost \$12,000 has been generated during the current pledge period. He attributed this success to the utilization of TRAC Media Services and Forest Direct for gift processing. Another positive trend is the growing audience during Thursday prime time locally produced programming. These programs include Missouri Life and Show-Me Ag. A PBS Fall 2018 highlights sheet was also distributed to all Board members.

Nicole Hume, Assistant Director for Strategic Partnerships, outlined the performance of Corporate Support. Tony Guanella, Corporate Sales Officer, has maintained current underwriters while finding new underwriters including Restoration Eyecare for The Great American Read, Jefferson City Flying Service for the Legends of Airpower, Jim Raysik Chrysler, Dodge, Jeep, Ram for Lawrence Welk, Veterans Upward Bound for patriotic programming, and Reed & Sons Jewelers for The Royal Wedding. New in-kind media partners include KWOS Radio and the True/False Film Festival.

The Great American Read (TGAR) has been the focus of community engagement and education. The Development Team have attended and plan to attend the following events: May 22 – Columbia Daniel Boone Regional Library (TGAR), June 28 – Clinton Olde Glory Days, August 16 – Missouri State Fair, August 22 – Warrensburg Volunteer Fair, August 28 – Jefferson City Missouri River Regional Library, September 6 – Warrensburg Get the Red Out, September 10 – Jefferson City Capitol City Cinema, October 2 – Jefferson City Missouri River Regional Library, October 13 – Sedalia Business Expo, October 18 – Columbia Daniel Boone Regional Library, and October 23 – Jefferson City Capitol City Cinema. A campaign developed to encourage viewers to vote includes community screenings, web promotion through kmos.org, social media, e-newsletters, print, and television/radio spots. KMOS is also on Pinterest.

After department reports, Galen Dody continued to new business. The following individuals were nominated and accepted opportunities to serve on the Executive Committee: Bill Smart – Chairperson, Cindy Squire - Vice Chairperson, and Tammy Chute – Secretary. All nominees were accepted by a unanimous voice vote. The next CAB meeting will be October 23, 2018. Proposed 2019 meeting dates were discussed as follows: February 19, May 21, August 20, and November 11. Rosalie Spencer voiced a concern that the meeting scheduled for November 11 would be conducted on

Veteran's Day. Josh Tomlinson stated that he would find an alternative date for that meeting. Josh also stated that the KMOS Sedalia tower would be removed from its current site by the end of the year. After questions and comments from the Board, the meeting adjourned at 12:45 PM.