

KMOS-TV Community Advisory Board (CAB)
Meeting Minutes
October 23, 2018

The meeting was called to order at 12:00 PM at the KMOS-TV station in Warrensburg, Missouri. CAB members present were Bill Smart, Rosalie Spencer, David Peerbolte, Bill Rabourn, and Cindy Squire. KMOS-TV staff members present were Josh Tomlinson, Nicole Hume, Karen O'Keefe, Michael O'Keefe, Curtis Hartley, Nellie de Laurier, Andy Avery, Alley Audrey, Ray Walters, Mary Clevenger, Roy Millen, Christy Millen, and Eric Boedeker.

The meeting began with the approval of the August meeting minutes. Bill Smart motioned for approval. Rosalie Spencer seconded, and all members were in agreement. The August minutes were approved.

KMOS-TV leadership delivered reports. Josh Tomlinson, General Manager of KMOS-TV, discussed several topics during his presentation to the board. He first introduced two new staff members: Curtis Hartley (Financial Operations Coordinator) and Audrey Alley (Broadcast Systems Engineer). Production staff were recognized for their win of a Regional Emmy for Missouri Life: Callaway County. The University of Central Missouri (UCM) will be releasing new guidelines for its Strategic Allocation Model. The relationship KMOS-TV has with UCM's Office of Technology enabled the station to be one of the first to go online with a new PBS system. KMOS-TV has partnered with UCM's School of Music to set up Heart Recital Hall as a streaming site. The station was able to broadcast a Division II football game on October 20th, 2018. Tony Guanella was recognized for his efforts in increasing new underwriting for the station. Membership numbers were then discussed. There is a 29 percent increase for FY 2018. Josh Tomlinson concluded with production updates and by stating that this has been a very good year for KMOS-TV.

Michael O'Keefe then discussed programming. He discussed the recent PBS Pipeline Highlights and the new format of the Contact guide. Neilson has changed the way KMOS-TV viewership is tracked. Previously, viewers had to record their viewership in a book. Now, a signal is embedded within KMOS-TV broadcast streams.

Nicole Hume provided updates on corporate support and community outreach. Pledge events will occur twice during the fall of 2018. Direct mail is sent to all members each month if their membership is due for renewal. Members receive an additional letter in December. The station is participating in the COMO Gives Campaign. KMOS-TV has worked to promote STEAM educational activities. Station staff will be attending the Warrensburg Literacy Festival. Station staff have been busy over the summer months participating in activities promoting The Great American Read.

After leadership reports were concluded, new business was conducted. The removal of Elaine Horn from the Senior Active Board was discussed. She no longer lives in Missouri and will not be attending future meetings. Rosalie Spencer motioned to remove Elaine Horn. Bill Rabourn seconded. The motion passed with no dissent.

Future meeting dates of February 19, 2019; May 21, 2019; August 20, 2019; and November 5, 2019 were discussed. No conflicts were apparent. Bill Rabourn moved to approve the dates. Rosalie Spencer seconded. The dates were approved with no dissent.

The board expressed its desire to have Interim President Roger Best attend the next CAB luncheon. Rosalie Spencer motioned to send an invitation to the President's Office. Cindy Squire seconded. The motion passed with no dissent.

The board terms are completed for Galen Dody and David Peerbolte. Rosalie Spencer moved to move these board members to senior active status. Bill Rabourn seconded. The motion passed with no dissent.

Josh Tomlinson stated that the next meeting will be held on February 19th, 2019 in Union Ballroom 237B on the UCM campus. Dennis commented that the reputation of broadcast services on the UCM campus is more favorable than it ever has been. Rosalie Spencer commented that she is pleased to see awards being won. Cindy Squire commented that she is pleased to see UCM activities broadcast.

The meeting was adjourned at 12:45 PM.