

KMOS-TV  
February CAB Meeting Minutes  
February 18, 2020

The February 2020 CAB meeting was called to order at 12:04 PM by Bill Smart.

KMOS-TV staff in attendance were Josh Tomlinson, Nicole Hume, Michael O'Keefe, Curtis Hartley, and Tony Guanella.

CAB members in attendance were Bill Smart, Rosalee Spencer, Bill Rabourn, Galen Dody, Cindy Squire, Doug Sokolowski, Don Kiefer, David Peerbolte, Rick Langdon, and Meryl Lin McKean.

Rosalee Spencer motioned to approve the November minutes. Doug Sokolowski seconded. The February minutes were approved.

Station updates were delivered by Josh Tomlinson, General Manager. KMOS-TV is now available via YouTube. The analytics are promising. Viewers are choosing to view our station when they have a choice between stations. The production team won a NETA award for *Wicked Awesome Stuff*. KMOS will be replacing its transmitter; the current transmitter is twenty years old. Final bids have been received, and, pending Board of Governors approval, a contract will be entered into this spring. A new transmitter will prepare KMOS for ATSC 3.0. ATSC 3.0 will allow for ultra HD broadcasting, more sub channels, two way communication, and integration with video-on-demand type programs. Many exciting possibilities will eventually be available with ATSC 3.0. Josh ended his presentation by commenting on the importance of viewer input and by showing a trailer for *Only the Educated are Free*.

Tony Guanella delivered a corporate support presentation. Page five of the Contact Guide lists all KMOS-TV underwriters. There has been in growth in under writers wanting to place a banner on the KMOS website. There has also been an increase in the number of government agencies that are underwriting with the station.

Michael O'Keefe delivered a programming update. Michael presented a short promo for *Front Line*. He then shared a brief history of KMOS-TV and announced that MHz Worldview will no longer be available after February 29, 2020. KMOS-TV has created a new channel called 6.3 Emerge. This channel will be completely locally programmed. Michael ended his presentation by showing a promo for 6.3 Emerge.

Nicole Hume delivered a development update. Scott Alvested is the station's new Community Engagement Coordinator. The station has recently secured a sizeable planned gift. The membership team has started using Constant Contact. Renewal letters are currently being processed.

Upcoming meeting dates were discussed. The upcoming meetings are:

May 12, 2020  
August 18, 2020  
November 17, 2020

The meeting was then opened for comments from the Board.

Rosalee Spencer thanked Michael O'Keefe for his work on 6.3 Emerge.

Galen Dody stated that KMOS is really impressive, especially for having such a low number of staff members.

Cynthia Squire congratulated the production team.

Rick Langdon is impressed with how KMOS-TV leads the way in a lot of areas.

Doug Sokolowski stated that he's impressed with all of the neat things the station has going on all at once. He welcomed Scott to the team.

Meryl Lin McKean inquired about the ratings and asked about a student driven show.

Don Kiefer is always impressed, amazed, and thankful the professionalism shown by the KMOS staff.

Bill Smart stated that he thought the transmitter news was exciting.

The meeting was adjourned at 12:55 PM.