

KMOS-TV
Community Advisory Board
February 2022 Meeting Minutes
February 15th, 2022

The meeting was called to order at 12:05 P.M. by Meryl Lin McKean. Josh reminded everyone this is an open meeting, and the minutes are posted online.

Community Advisory Board Members in attendance were Meryl Lin McKean, Bill Smart, Doug Sokolowski, Rosalie Spencer, Cindy Squire, Don Kiefer, and Rick Langdon.

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

A motion to approve the November 2021 CAB Meeting Minutes was made by Rosalie Spencer. Bill Smart seconded the motion. No objections were made, and the November 2021 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the general manager's update. Josh stated that UCM no longer has a university wide mask mandate. KMOS-TV received two Public Media awards in the marketing category for *KMOS: The Story of Us*. This was yet another year the station received national recognition. KMOS-TV has two students from the THRIVE program, and all the KMOS-TV students were invited to attend the meeting. There is a student census included in the board packets. The station currently has 19 student workers.

The Audited Financial Statements (AFS) have been approved. Additionally, the SAS and SABS reports have been submitted. The recent tower maintenance project was completed; the tower is now straight within 1/100th of an inch, which is impressive for a 2000 foot tower. The next major tower project is light replacement. The KMOS-TV studio is also being upgraded. Some of the items being upgraded include new lights, desks, seating/sets, and epoxy floors.

A new season of *Making* is underway, and the production team is currently filming. A student assistant is helping the production team with filming. The station will also be filming the Sedalia Symphony's Children's Symphony in February.

The next CAB meeting will be at Hotel Bothwell in Sedalia, Missouri.

Michael O'Keefe delivered the programming update. Michael stated that the station had a Pearl Harbor night in December, and it was the number one rated night for the station. The station is looking for more special event nights like this. A new Passport program *Mcleod's Daughters* is going to be added to Passport soon. It is an optimistic, upbeat, and country based Australian drama that is only on Passport.

Michael discussed a Ken Burn's documentary that will be airing April 4th and 5th. Michael also shared a programming/membership map with the board. He discussed the three types of streaming: live stream of 6.1, free video on demand, and Passport. Passport growth is occurring.

Nicole Hume delivered the strategic partnership update. Nicole hired a new student to help with membership tasks. All of the Passport and programming efforts have been increasing membership. Nicole then discussed all the different ways that donations can be made. There's been a trend toward members making more online contributions. The annual *COMO Gives* campaign had a goal of \$12,000, and the goal was met. Nicole stated that Pledge Events are coming up, including the March Pledge, a live pledge night on March 2nd, and various other pledge events.

Corporate support is going well and continuing to increase. There is a new contact with Cumulus Media. The station continues to work with True/False, Arrow Rock Lyceum, Mule Skinner, and SIL.

The Children's Writers Contest is underway. The development team will be attending various events in the near future.

The meeting was then opened for board comments.

Cindy Squire commented that she has used the online giving program, and it is very user friendly.

Rick Langdon asked about potentially doing a spot about how easy it is to give online.

The next meeting will be May 17th at Hotel Bothwell in Sedalia, Missouri.

Meryl Lin was concerned about the lack of donations during the Pledge Drive she hosted in December. She wanted to hear why the station thinks that Pledge Events are still important.

Josh believes that there's no other way to replace the income we get from the Pledge Events, and the December Pledge Event was far from being a total loss.

Michael shared that the conversation on the importance and effectiveness of pledge drives is one that all PBS stations have been having for years.

Nicole shared that just a few years ago the online side of things was unknown, but now it is a major source of revenue for the station. Pledge is a critical piece of KMOS-TV's real world learning lab. Community engagement is also benefited, as groups like to be involved.

Meryl Lin shared some ideas that she saw other stations use.

Josh shared his feedback; he stated that live-pledge events are typically loss-leaders (due to the costs of staffing, organizing, and actually operating the live-pledge event).

Doug Sokolowski, who has hosted pledge once, speculates that the real issue is how stations keep pledge events lively and engaging for both the viewers and the hosts. He wondered if there can be some way to work with community partners to make pledge events more dynamic for both parties.

Don Kiefer stated that as a viewer he dislikes the pledge drives. He prefers the normal schedule, but he does understand the need for the pledge drives.

Cindy Squire suggested possible community partners. She also suggested it would be neat to see the students who help create the pledge be featured on television.

Doug Sokolowski stated that he was intrigued by how well the Pearl Harbor programming did. He wondered if there is a possible local connection to George Whiteman.

Rosalie Spencer motioned to adjourn the meeting. Rick Langdon seconded the motion. The meeting was adjourned at 1:01 P.M.