

KMOS-TV
Community Advisory Board
February 2023 Meeting Minutes
February 14th, 2023

The meeting was called to order at 12:00 pm.

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

KMOS-TV staff members in attendance were Josh Tomlinson, Tonia Werneke, Nicole Hume, and Michael O'Keefe

Board minutes from November were read and a motion to approve the November 2022 CAB Meeting Minutes was made by Rosalie Spencer. Bill Smart seconded the motion. No objections were made, and the November 2022 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the general manager's update. Josh began by addressing a concern brought up at the November meeting by Meryl Lin Mckean regarding lip sync issues during certain broadcasts. After further investigation into the issue it was discovered that it may have been a result of PBS switching to backup receivers which caused the interference. Josh then recommended that anyone experiencing similar issues contact the station immediately to report any broadcast issues they experience to help resolve them in a more timely manner.

Tower elevator controls replacement project is tentatively scheduled to begin in May 2023 by Tower Elevator Systems Inc. Other Tower upgrades will include replacement of Tower beacon lights. Hopes are that the flashing light replacements will have proper flashing intervals to eliminate the need for the lights which remain on constantly as this will show a reduction in power costs. This project is still in the bidding phase.

KMOS-TV has hired 5 new Production student workers, all of which are Digital Media Production majors. We are excited to have them join the team!

Our Production students worked on promotional spots for the PBS Kids programming changes on the main channel 6.1 that went into effect February 6th. Two of these students got the opportunity to do Voice Over work on those promotional spots: Cassidy Lesire and Leilani Craig.

Student projects American Democracy, K Pop, Retro Powell Gardens are now available for viewing on Red Digital Studios.

One of our student workers has been selected to appear on a reality television show! While this is a very exciting opportunity for them, no further information can be released at this time.

The production crew has begun working on Season 3 of *Making*. Status is still pending for Seasons 1 and 2 to be aired nationally on Create channel.

Nicole Hume delivered the membership and strategic partnership updates:

PBS announced the results of its 2022 Trust Survey which stated that for the 19th year in a row PBS has been voted #1 in Public Trust and 86% of respondents agree that PBS stations provide “*Excellent Value to communities.*”

The end of this spring term will result in multiple staffing changes for the membership teams student workers. Both Emma Bonnet and Gracie Ratterree will be graduating in May. Current student worker Lowell Pilliard will be taking over for Emma as Marketing and Social Media Assistant. To replace Gracie we have hired a new student employee, Nathan Young. Nathan will be working alongside Gracie for the remainder of this semester for training.

Emma was hired by Burns and McDonnell in a Graphic Design position to start after graduation. She stated the job appointment was a direct connection to the work she did here at KMOS.

Membership is working on implementing an Online Portal Interface that will allow members to login and view their donation history, print tax receipts, and update personal information.

Donations received November 2022 - January 2023 totalled \$160,926.28. Membership renewals accounted for 62% of this total. During December alone renewals increased nearly \$10,000.

COMO Gives 2022 raised \$12,427 and those numbers are not included yet in the above donations total as we have not yet physically received the funds.

Membership has been working to identify *lapsed donors* and reaching out to them. These efforts have paid off and we are seeing an increase in these donors returning. At present we have approximately 4000 active donors..

March is our biggest pledge of the year so membership is working hard to get ready for it which will include a Live Pledge night scheduled for Thursday March 2nd, 20203.

Corporate Support continues to provide business revenue and media trades to support our promotional activities. Since December 2022 we have contracted with the following businesses:

Cumulus Media, Columbia
Echo Autism, Columbia
Reed & Sons Jewelers, Sedalia
Murdock Banner Financial Group, Warrensburg
Trails Regional Library, Warrensburg

Restoring Hope, West Plains MO - Regional Offices

Through our trade agreements we have complimentary tickets available for shows at the Missouri Theatre and Arrow Rock Lyceum Theater.

This year's Indie Lens Pop Up has a new partnership with William Woods University in Fulton for screenings. Capital City Cinema in Jefferson City has also renewed their partnership with us for this event giving us two locations for screenings.

The KMOS annual Writers Contest is underway for children in grades K-4. Submissions are being accepted through March 31, 2023.

Q&A from the Board regarding the membership and strategic partnership update:

Cindy Squire asked if we are reaching out to the COMO gives donors to convert them to KMOS membership. Nicole answered by stating we do send thank you emails to each of the COMO giver and these efforts could lead to conversion but that is not currently being tracked.

Meryl Lin McKean asked if the participation numbers for the Indie Lens Pop up have risen post COVID. Nicole responded that participation in Jefferson City is still down but we have seen good participation at William Woods partially due to incentives being offered to the students who attend from the school itself.

Michael O'Keefe delivered the programming update.

A physical copy of the Local Content and Service report was given to all present. A digital copy of the report is available at KMOS.org

A video clip of the *Elvis Presley: '68 Comeback Special* that will air at 7:30pm on February 25th was shared. In addition KMOS will be airing other programs showing performances from John Denver and Rod Stewart making KMOS your source for concerts!

February 6th KMOS changed the daytime line up to air PBS Kids in the mornings up until 1pm skipping the mid day break we previously had scheduled in. Statistics show that kids watch more through streaming services than on air. This schedule change coincided with the premier of a new PBS Kids program *Work it out Wombats*.

Michael then shared ratings information from 14 counties in our eastern viewing area where our viewing area does not overlap with Kansas City's KCPT station. On Monday-Tuesday nights *Antique RoadShow* was rated as the #1 show reaching 7,000 households, *This Week in Missouri Politics* reached 10,000 households, and #1 for December was *Frank Lloyd Wright; The Man who Built America* reaching 11,000 households.

New shows coming soon include: *Traveling Auctioneers*, *Help! We Bought a Village*; *Secret of the Royal Palaces*; *The Indian Doctor*; and *Frontier House*.

New Business -

Vote taken to approve new CAB Executive Committee:

Chair - Rick Langdon

Vice Chair - Marshall Abney

Secretary - Tonia Werneke

Rosalie motions to approve, Cindy seconded the motion. None opposed.

Reminder given that the next CAB meeting will be held on May 16, 2023 with location to be determined. Discussion was in favor of Jefferson City as a possible location. Tammy Chute stated she may be available to host.

The meeting was then opened for Board comments.

Meryl Lin McKean congratulated Michael O'Keefe for the reward he received being named Programmer of the Year.

Josh Tomlinson added to this comment by announcing that Michael was recently appointed to the Board for the Public Television Programming Association. More congratulations were given by all for this appointment.

Don Kiefer commented that he is happy to see *This Week in Missouri Politics* did so well in the ratings as not many stations cover news from Jefferson City. Josh expanded on the topic further pointing out that while only a few of the episodes are produced at KMOS, we air all of them.

Meryl Lin McKean highly recommended DW for European News coverage.

Cindy Squire wanted to express her appreciation for all of the KMOS staff for all that we do.

Cindy Squire motioned to adjourn the meeting. Marshall Abney seconded the motion. The meeting was adjourned at 12:51 pm.