

KMOS-TV
Community Advisory Board
February 2021 Meeting Minutes
February 9th, 2021

The meeting was called to order at 12:02 P.M. by William Smart. The meeting was held virtually via Google Meet.

A roll call was conducted by Curtis Hartley.

Community Advisory Board Members in attendance were William Smart, Meryl Lin McKean, Rick Langdon, Rosalie Spencer, Cynthia Squire, Bill Rabourn, Tammy Chute, and Doug Sokolowski.

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

Marshall Abney, President of Central Bank, was also in attendance.

A motion to approve the November 2020 CAB Meeting minutes was made by Rick Langdon. Cynthia Squire seconded the motion. No objections were made, and the November 2020 CAB Meeting minutes were approved.

Josh Tomlinson delivered the General Manager’s update. He began by highlighting the station's accomplishments. KMOS-TV was nominated for two Emmy Awards for *Making* and won an Emmy for best instructional informational story. KMOS-TV also won three Public Media Awards. The station also had a very successful viewership year; the station saw a 2 percent ratings increase from the previous year and a 40 percent increase in viewership in the 18-49 age group. Channel 6.3 Emerge has seen a quadrupling of its viewership; viewership rose from 6,000 viewers to 25,000 viewers. The station has also seen a significant increase in the use of live streaming services. A UCM history documentary is currently in production. KMOS-TV is partnering with other Missouri public television stations to produce a documentary about Missouri for the Missouri Bicentennial. Karen O’Keefe will retire at the end of March, and a celebration will be held at Traditions Restaurant.

Michael O’Keefe delivered the programming update. *PBS News Hour* is providing coverage on the impeachment hearings on channel 6.3 Emerge. *Black Church: This Is Our Story* will air February 16th and 17th of 2021. Galen Dody hosted *Farm Family Future*, and it will air again during March pledge. *Downton Abby* is returning to PBS in March of 2021. The show will be available for streaming on KMOS Passport. *Fauci: The Virus Hunter* will air several times in March of 2021 including on St. Patrick’s Day.

Scott Alvested delivered the development update. Nicole Hume was on furlough during the week in which the February CAB Meeting took place. The Community Engagement Coordinator has incorporated more virtual elements into his outreach activities than was originally intended. *KMOS: An American Portrait Special* is available for streaming via the KMOS-TV YouTube

Page. Every third Thursday of the month a virtual streaming event is held via Ovee which allows the station to interact with viewers remotely. A new website landing page has been created for Black History Month by the station. Social media growth continues. Underwriting work has continued to progress despite the challenges presented by the pandemic.

William Smart then moved to new business.

The next meeting is scheduled for May 18th, 2021 in Warrensburg on the UCM campus. The Board is hopeful that the meeting can occur in-person.

The meeting was then opened for Board comments.

Meryl Lin McKean stated that she was impressed with all the work the station has been doing. She and her sister watched the Public Media Awards, and it was very obvious that KMOS took to heart its public commitment during the pandemic.

Rick Langdon stated KMOS keeps moving forward and has done great work during the pandemic. He looks forward to seeing everybody at Karen's retirement in March.

Tammy Chute hopes to see everyone keep up the great work.

Doug Sokolowski commented that everyone is doing a good job.

David Peerebolte stated the local programming is at a first-rate level.

William Smart wanted to thank Karen O'Keefe for all the work she has done during her 25+ years of service.

William Smart adjourned the meeting at 12:44 P.M.