

KMOS-TV
Community Advisory Board
February 2024 Meeting Minutes
February 13th, 2024

The meeting was called to order at 12:05 pm.

Community Advisory Board Members in attendance were Rosalie Spencer, Rick Langdon, Cindy Squire, and Doug Sokalowski.

KMOS-TV staff members in attendance were Josh Tomlinson, Tonia Werneke, Nicole Hume, Michael O'Keefe, Nellie de Laurier and Brandi Miller.

Board members reviewed the proposed February 2024 CAB Meeting Agenda and a motion to approve was made by Cindy Squire. Rosalie Spencer seconded the motion. None opposed and the February CAB Meeting Agenda was approved.

Board minutes from November 2023 were reviewed and a motion to approve the November 2023 CAB Meeting Minutes was made by Doug Sokolowski. Rosalie Spencer seconded the motion. None opposed and the November 2023 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the General Manager's Update:

The student producers are wrapping up their work on a new series entitled "Focus On" where they feature local business and organizations. These 6:30 minute segments will be combined into 30 minute shows which will air over the upcoming summer.

Two Student produced feature length documentaries were aired on Emerge 6.3 this month. Both of these projects are entirely student driven from concept to completion.

Production team is currently working on the newest season of "Making".

KMOS-TV has reached the final stages of the selection process for the award of the FEMA Grant of \$900,000 to go toward the cost of completing updates to the transmission chain. This grant is specifically for stations categorized as small, rural, and/or tribal. KMOS-TV falls within the first two categories. If KMOS-TV is awarded this grant, plans are to use it to replace the existing broadcast antenna to upgrade it to ATS3 capability.

KMOS-TV underwent a mock FCC inspection and passed with no issues or commitments from the inspectors.

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Nicole Hume delivered the Strategic Partnership Update:

Community Engagement events include a watch party and Zoom event for Gospel as well as continued Indie Lens Pop-Up screenings. The 2024 Writers Contest is underway and with the deadline for submissions being March 31st, 2024.

Winter fundraising efforts brought in a total of \$117,018.65 November 2023-January 2024. The bulk of the donations were through the Membership program. The most popular giving level was a reflection of Passport access at the \$60 giving level with 912 members. Success in Membership fundraising can also be attributed to expanding the reach of our Lapse Letter that encourages past members to renew their membership once again.

PBS Learning Media promotes digital learning through access to educational resources. We can now promote local businesses who support educational activities on our Learning Media web page. Our most recent addition being the Missouri National Education Association.

COMO Gives continues to generate a steady stream of donations. It allows/encourages smaller donations from individuals that together make a big impact. This year's campaign brought in \$11,235.00.

Vehicle donations also do well in 2023. KMOS received 17 vehicle donations that brought in a total of \$21,723.80.

Michael O'Keefe delivered the Programming Update:

Michael provided the board with a copy of the annual Local Content and Service Report that highlights how KMOS-TV impacts the local communities it serves. A copy of this report is also available at KMOS.org.

Michael gave a brief rundown of the most popular shows and their rating in different time slots for the last quarter of 2023. This Audience Overview showed data for both on air broadcasting and digital viewing. Broadcast viewing of PBS kids is down while digital viewing has increased. Most popular digital viewing was for dramas such as All Creatures Great and Small and Miss Chorolott and the Duke. Emerge 6.3 showed an increase in viewers and surpassed Create 6.2 in October 2023 for the first time. Michael congratulated Nellie de Laurier for her work on the program schedule for this station.

KMOS PBS Show Me Cinema launched in January showcasing different movies every Saturday at 8pm on channel 6.1 and every third week of each month on channel 6.3.

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New Business -

Draft of the proposed changes to the Bi-Laws was presented to the board for review. Members were encouraged to make suggestions and comments regarding the changes before the next meeting where a vote will be taken to adopt said changes.

Reminder was given that the next CAB meeting will be held on May 14th, 2024 at the University of Central Missouri.

The meeting was then opened for Board comments.

Cindy Squire commented how much she appreciates the student development as well as the amazing programs and activities KMOS has brought to the Jefferson City area.

Josh Tomlinson highlighted that additional student content could be found on the student run YouTube channel "Red Digital" where students currently have 3 live talk shows and a DND gaming program in addition to the other independent projects they have created.

Doug Sokolowski expressed his excitement about the streaming numbers reported. He views these numbers show the true impact KMOS-TV has on the community. He commented further that the CARS donations are doing great. He also stated he is excited for "Focus On" to air as his parents were at Jacks Legacy when students were filming there!

To conclude the meeting motion was made by Rosalie Spencer to forward the November 2023 CAB Meeting Minutes to the University of Central Missouri's Board of Governors. Cindy Squire seconded the motion and none opposed.

Meeting was adjourned at 12:53