

KMOS-TV  
Community Advisory Board  
November 2024 Meeting Minutes  
November 12th, 2024

The meeting was called to order at 12:01 pm.

Community Advisory Board Members in attendance were Rick Langdon, Tammy Chute, Doug Sokolowski, Meryl Lin McKean, Rosalie Spencer, Marshall Abney, and Doug Harris.

KMOS-TV staff in attendance were Josh Tomlinson, Tonia Werneke, Scott Alvested, Brandi Miller, Alicia Brockhaus, Joni Shelton, and Susan Smedley.

Board members reviewed the proposed November 2024 CAB Meeting Agenda and a motion to approve was made by Meryl Lin McKean. Rosalie Spencer seconded the motion. None opposed and the November CAB Meeting Agenda was approved.

Board minutes from August 2024 were reviewed and a motion to approve the August 2024 CAB Meeting Minutes was made by Doug Sokolowski. Marshall Abney seconded the motion. None opposed and the August 2024 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the General Manager's Update:

Josh announced that Nicole Hume is no longer with KMOS. She has accepted a position at Missouri S&T in Rolla MO within their Foundation. We wish her all the best in her new position. Josh expressed his appreciation to the Membership and Outreach teams for their great work and patience as he fills in for Nicole during this transition time. KMOS is reviewing the needs of the newly vacated position and working with UCMs HR department to update the position description.

Michael O'Keefe and Nellie de Laurier are attending the PTPA (Public Television Programmers Association) Conference this week where Michael was named Mentor of the Year by the PTPA.

KMOS-TV is currently working through the procurement phase on our CPB FEMA grant. Our new antenna is currently in the manufacturing stage with plans to begin installation this summer.

Our new producer, Tim oar, is currently working on a documentary about the fentanyl crisis in the midwest.

The production students have several projects underway.

- *Miss Amazing* is a short documentary about one of our Thrive Interns, Katie Morrison and her work with Miss Amazing. The organization provides opportunities for the girls and women with disabilities across Kansas to build self-esteem.
- This semester *Sportspage* has returned to the air on KMOS. Entirely produced by students at KMOS, *Sportspage* features host Brad Hadnk (Sophomore and sports editor

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for the Beat) interviewing students and coaches that make UCM athletics one of the premiere programs in the MIAA.

- The UCM Communications and Theatre departments are performing a production of the radio play “It’s a Wonderful Life”. KMOS is working to obtain the rights to shoot and air this during the holiday season.

Two weeks ago KMOS shot *The Missouri Election Special* in our studio. It featured Dave Helling, Mike Mahoney, Rep Keri Ingle and Stephanie Bell. This program was directed by KMOS student Icarus Roberts. This is the first time a student has directed one of our major election programs.

Alicia Brockhaus delivered the Membership updates:

KMOS has seen a 11.4% increase over last year's contributor totals. This increase can be attributed in part to the acquisition mailer that was recently sent out as well as to promotion efforts of the Show Me Cinema series.

KMOS has seen a 62% decrease in failed payments. Gift Processor Joni Shelton’s hard work and dedication to rectify payment issues has had a significant impact on member retention.

Upcoming fundraising campaigns include CoMo Gives, Giving Tuesday, Fall Pledge, and our end of year Additional Gift acquisition mailer. Last year these campaigns brought in just over \$50,000 between existing members as well as new and rejoining members. In addition to these planned campaigns, KMOS expects to see a year end increase in IRA distribution and charitable gifts.

The Cartober campaign just wrapped up showing a large increase in vehicle donations. The 2024 donations doubled in both value and quantity over the previous year.

In 2023 KMOS launched the Membership Portal that gives members access to membership details such as their giving history, contact information, the ability to renew membership, update payment details and download tax receipts. Currently 15.9% of members have utilized this tool and with the upcoming tax session we expect to see an increase in this number as we promote the tax receipt feature.

Brandi Miller delivered the Promotions updates:

Brandi Miller shared how KMOS-TV is performing across different social media platforms: Instagram, Facebook, YouTube, Threads, and LinkedIn. Most platforms showed an increase in views but a decline in engagement. Brandi shared how she plans to utilize different strategies across multiple platforms to increase engagement. These strategies included using more Stories on Instagram, cross promotions, and posting original content on a more regular schedule on YouTube.

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Scott Avested delivered the Community Outreach updates.

During the past few months, KMOS has promoted content to educators on the PBS Learning Media app around civics and the election, Hispanic and Native American Heritage month, as well as STEM related content. The app has had 677 new signups during this time frame.

KMOS is currently promoting the Annual Writers Contest that will run January - March 2025. This past year we had 40 entries from children in grades K-4th. This year we hope to see 60 entries as several schools have expressed interest in making it part of the Spring curriculum. We are also seeking sponsors for the program. Trails Regional Library and Boonslick Library have both expressed interest.

On Saturday November 2nd, KMOS teamed up with the Liberty Center Association for the Arts to host "Be My Neighbor Day". Daniel Tiger from the PBS program "Daniel Tiger's Neighborhood" made an appearance at the event along with area community helpers including the Sedalia Police Department, Pettis County Sheriff's office, Sedalia Fire, Boonslick Library, and the Open Door Food Pantry. Over 280 people from all over the viewing area attended this event.

This year KMOS PBS is partnering again with William Woods University in Fulton, the Communications Department at UCM and other partners to screen a new series of independent film screenings as part of the Indie Lens Pop-Up to begin in January 2025. KMOS was able to secure \$4800 in grant funding to help support and promote this series.

KMOS is wrapping up the initiatives involved with the Climate Awareness grant from PBS. As part of this grant 3 Climate station videos were created, 3 "Focus On" series videos were completed by production students and are now available on the PBS App as well as [PBS.org/climate](https://www.pbs.org/climate), and KMOS partnered with community entities for 5 community screenings of climate themed programming.

KMOS has established a new trade agreement with the Missouri United Methodist Church Concert Series and renewed our underwriting relationship with Robert Rollings Architects in Sedalia. In addition we are working on a renewal agreement with the True/False Film Festival.

KMOS is now able to insert local membership and sponsorship messages on content streamed through the PBS App and PBS.org through connected devices. We are starting to see a cyclical uptick in impressions from these spots.

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New Business -

Board members reviewed the proposed dates for 2025 CAB meetings: February 11, 2025, May 13, 2025, August 12, 2025, and November 4, 2025. Motion to approve the 2025 CAB Meeting dates was made by Rosalie Spencer, Marshall Abney seconded the motion. None opposed and the 2025 CAB Meeting dates were approved.

A vote was taken to approve KMOS staff preparing the draft meeting agendas for CY2025 meeting. Motion was made by Marshall Abney and Rosalie Spencer seconded. None opposed and the motion was approved.

Reminder was given that the next CAB meeting will be held on February 11, 2025 at the University of Central Missouri in the Elliot Union, room 237B.

The meeting was then opened for Board comments.

Rosalie Spencer commented that it is amazing how much KMOS staff accomplish between Meetings.

Meryl Lin McKean stated that when she recently renewed her Passport subscription she received an email very similar to a new member. She stated that this could be confusing to some members. Josh Tomlinson responded stating that KMOS is currently looking at the volume of messages going out on various items and will keep this feedback in mind during this review process.

Tammy Chute asked if Brandi Miller could please send links to the different social media platforms so that the board could help comment and share in an effort to help spread engagement.

Rick Langdon commented that the department reports presented by the KMOS staff were excellent and informative.

Doug Sokalowski was impressed with the social media push efforts and stated he had attended the "Be My Neighbor Day" event and was very impressed with the engagement effort put into it by the KMOS Staff.

To conclude the meeting, a motion was made by Meryl Lin McKean to forward the November 2024 CAB Meeting Minutes to the University of Central Missouri's Board of Governors. Doug Harris seconded the motion and none opposed.

Meeting adjourned at 12:58 pm.