

KMOS-TV Community Advisory Board
Minutes of Meeting
May 25th, 2018

The meeting was called to order at 12:30pm at the University of Central Missouri Elliot Student Union in Warrensburg, MO. CAB members present: Galen Dody, David Peerbolte, Bill Rabourn, Rosalie Spencer, Cindy Squire and Sarah Hughes. KMOS Staff members present: Josh Tomlinson, Cherie Hiatt, Michael O'Keefe and Tony Guanella.

Galen began the meeting with the approval of the October meeting minutes. Bill Rabourn motions for approval, Rosalie seconds the motion and all members are in agreement, the minutes are approved. Next order of business is reports from the KMOS Director and staff.

Josh Tomlinson, Director of Broadcasting Services and GM of KMOS-TV, gave an update on current funding with the University of Central Missouri. In fiscal year 2018, KMOS took a 16% decrease in funding from UCM and for FY19 will take an additional 16% budget cut. All departments at UCM have experienced budget cuts due to the current financial situation not only KMOS. Mr. Tomlinson then presented budget and organization charts to the board to demonstrate the financial status with the university over the last 10 years. As KMOS proceeds into the 2019 fiscal year, 2 vacant positions will be eliminated, Assistant Director of Technology and Production Manager.

KMOS has experienced substantial funding and position cuts over the last 10 years but we are producing more these days than in past years. We have done immensely more with much less. Student and viewer services have not been affected but improved. The next charts presented showed the current fundraising efforts. Pledge is up significantly compared to last year. KMOS invested in Trac Media Pledge Advantage to streamline the scheduling of pledge programs, selecting the right programs for our viewers. General membership and passport are going up by 29%. The payment system for KMOS has been transferred to ACD to improve processing to increase fundraising. The UCM Foundation is currently going under a major overhaul and we're hopeful that this will help make KMOS even more successful.

The production department produced the first episode of Inside Education with Dr. Ambrose and received a bronze Telly award. Season 4 of Missouri Life has began shooting focusing on the following areas: Lebanon, Chariton County, Clinton, St. Genevieve, Independence and Behind the Page (A look at the making of the Missouri Life magazine). The show "Wicked Awesome Stuff" has began producing for the second season. Show Me Ag and Lowdown are currently on hiatus but will return this fall.

The engineering department has completed the conversion of the old radio space into Red Digital Studios, a collaborative student workspace. The Sedalia tower will be decommissioned and removed in August. With the advances in technology the tower is no longer needed. Fiber delivery has been used for the last year to carry our signal and has worked flawlessly. It's also a 40 year old tower and would cost more to fix up than taking it down.

Josh Tomlinson has completed phase one of an area demographic study of the KMOS viewing area. These findings along with Nielsen ratings will allow us to pinpoint what and where people are watching certain shows. Potentially will help to pinpoint fundraising efforts.

Programming Director, Michael O'Keefe, gave an update on the current programs on KMOS. PBS will be starting a Summer Adventure programming beginning in July, including *10 that Changed America*, *No Passport Required*, *Kingdoms of the Sky*, *Earth's Natural Wonders: Life at the Extremes*, *The Outback* and *Wonders of Mexico*. Viewers have responded well to KMOS' investment in British Comedies over the last year. Season 3 of *Doc Martin* and *Keeping up Appearances* will air soon. Another new British show coming to KMOS is *Mum*. Local programming for KMOS has done well on Thursday nights. Over 3000 households alone tuned in for *Inside Education*. *Lowdown* and *MO Life* were in the top 25 programs for February. We have a good strong formula for Thursday night programming and will continue to work hard to keep telling the stories of Central Missouri.

Corporate Sales officer, Tony Guanella, gave an update on the underwriting department at KMOS. Tony came on board last October after retiring from the military. Before his service, he worked in the radio and broadcasting sales and is excited to be back in this field. He is working to establish KMOS further in the communities that we serve. With Columbia and Jefferson City we're good, but focusing on other areas like Clinton, Warrensburg, Marshall and Mexico. Tony has been attending as many events as he can and supporting numerous chamber of commerce events. Letting people know who we are and networking to gain more underwriters.

Underwriting renewal business has been very consistent and Tony has also been bringing new companies on board. Such as the Veteran Upward Bound Program on campus has signed two contracts to support KMOS programming. Jim Raysik in Clinton has signed on to sponsor Lawrence Welk. Boone Hospital has returned as a sponsor and Reed & Sons signed an additional contract to sponsor the Royal Wedding.

Tony also works with Nicole Hume on the upcoming Great American Read project to receive grants and underwriters sponsoring the program. Restoration Eyecare is one of the sponsors of TGAR. The Development team also held the first public screening in Columbia with more to come in a few months.

After department reports, Galen moves the meeting to Old Business. Earlier this spring an electronic vote appointed the first CAB student member, Sarah Hughes. An in person vote for joining is held for Sarah, board all approved. Next item of business is to appoint a nominating committee to bring forth new members and elect the executive committee. Four people are to volunteer for the committee and Josh Tomlinson will be touch with next steps to nominate officials. David Peerbolte, Bill Rabourn, Rosalie Spencer and Cindy Squire volunteer to be on the committee.

The next CAB meeting will be August 21st, 2018 in the University of Central Missouri Student Union.

After questions and comments from the board, the meeting adjourned at 1:10pm.