

KMOS-TV
Community Advisory Board
May 2022 Meeting Minutes
May 17th, 2022

The meeting was called to order at 11:55 A.M.

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

KMOS-TV staff members in attendance were Josh Tomlinson, Curtis Hartley, Nicole Hume, Michael O'Keefe, and Gracie Ratterrie.

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

Josh Tomlinson delivered the general manager's update. Josh recognized the student workers and the students who won awards at the banquet. Multiple student projects have been submitted for Telly Awards.

The production crew is working on Season 2 of *Making*. KMOS-TV hopes to combine seasons 1 and 2 into a program that can be aired nationally. Additionally, research on ASTC 3 is ongoing.

KMOS-TV is currently working with *The Missouri Times* on *This Week in Missouri Politics*. The program is aired twice on Sundays as part of the public affairs block. Most of the guests have been Republicans because Republicans currently have a supermajority in Missouri. The show does a good job of having guests from both sides of the political spectrum. Furthermore, Josh discussed the trend of boards becoming polarized and being contacted by people asking for quotes.

Meryl Lin Mckean inquired about student workers in the fall. Josh explained the future prospects, as many of KMOS-TV's students will be returning in the fall.

Michael O'Keefe delivered the programming update. Michael stated that the St. Louis station is looking to see if they can organize a Missouri senate debate. The annual Memorial Day concert hosted by Gary Senise will air Memorial Day weekend. KMOS-TV has acquired new programs about Queen Elizabeth, as it has been seventy years since Queen Elizabeth ascended to the throne. *The Great American Recipe* will air on Fridays, starting in June. *America Outdoors with Baratunde Thurston* is a series about diversity and how different people use land. The *Going Wrong* series is a twelve part comedy series that will air on Thursdays.

Nicole Hume delivered the strategic partnership update. A press release about *The Great American Recipe* was shared with the Board. Gracie was introduced as the station's new intern. Membership numbers are staying steady; there are currently 4,700 active members. Passport remains very popular. Online subscriptions and vehicle donations are increasing.

There were nearly forty entries for the Children's Writers Contest. Winners have been announced and are on the KMOS-TV website. KMOS-TV continues to send out free educational activity kits. STEM kits have been sent out to local community organizations. A community engagement event with Nature Cat is being planned to promote *America Outdoors*.

The next CAB meeting will be on August 16th, 2022 at a location to be determined.

The meeting was then opened for Board comments.

Rosalie Spencer asked about Downton Abbey promotions. Josh replied that the station will be getting the movie as a promotion.

Doug Sokolowski asked about enhancing pledge drives. Josh stated that the course the station has been taking is the course that will likely be kept.

Meryl Lin Mckean asked if the station is promoting donations of securities. The station does have year round promotions for security donations.

Rick Langdon asked about the recording of the Sedalia Symphony. The station is currently working on finishing it, and it is close to being ready to be aired.

Don Kiefer thought the growth in vehicle donations was impressive especially given the changes in tax law.

Bill Smart motioned to adjourn the meeting. Rick Langdon seconded the motion. The meeting was adjourned at 12:35 P.M.