

KMOS-TV  
Community Advisory Board  
May 2024 Meeting Minutes  
May 14th, 2024

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

Community Advisory Board Members in attendance were Rosalie Spencer, Rick Langdon, Cindy Squire, Doug Sokalowski, Tammy Chute, Meryl Lin McKean, and William Smart.

KMOS-TV staff members in attendance were Josh Tomlinson, Tonia Werneke, Nellie de Laurier, Brandi Miller, Alicia Brockhaus, and Joni Shelton.

Board members reviewed the proposed May 2024 CAB Meeting Agenda and a motion to approve was made by Tammy Chute. Bill Smart seconded the motion. None opposed and the May CAB Meeting Agenda was approved.

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

Josh Tomlinson delivered the General Manager's Update:

KMOS held its annual Student Awards Banquet where student workers were recognized for their hard work over the past year.

**Outstanding Administrative Support Student** - Logan Missey

**Staff Award for Outstanding Student** - Nathan Young

**Outstanding Programming Assistant** - Manideep Pabba

**Fred Hunt Award for Master Control Excellence** - Christian Lampher

**Best On-Air Promotion** - Ellie Boman

**Best Photography** - Leilani Craig

**Best Editing** - Thomas Delzeit

**Best On-Camera Talent** - Nolan Baker

**Production Team Player** - Leilani Craig

**Thrive Intern of the Year** - Jake Woofter

**Best Documentary** - KC Pride Fest

**Best Non-Documentary Program** - Realtime Roundtable

**Fred Hunt Scholarship** -Noah Hynds

**John Bradley Scholarship** - Sai Vudadula

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During the annual Digital Media Production Red Carpet Gala work completed by KMOS students was highlighted as part of the program.

Student produced feature length documentaries "Independent Artists in the Music Industry" and "Under the Trans Umbrella: Trans Identities in Missouri" have been submitted for Emmy consideration. These productions were entirely student produced from inception to completion.

The student producers have completed the first season of "Focus On" where they feature local business and organizations. Over the summer work will begin on season two where students will have the opportunity to expand their reach and feature business and organizations in Columbia and Jefferson City.

The KMOS student producers will be working on a special edition of Focus On this summer. It will feature how local organizations are dealing with changing weather patterns. It will be a part of the nationwide PBS climate initiative.

Production of "Making" is currently on hold after the sudden passing of Producer Christy Millen.

KMOS is working on an archive project to convert all materials to digital media to be stored in a central location. The first phase of this project was to convert University Magazine episodes dating back to 1988.

The KMOS production studio is undergoing updates and renovations. This is the first major renovation project to the studio since 1979. Renovations include a new lighting grid, multiple backdrop curtains, sound deadening panels, and a new lighting system. Renovations total approximately \$160,000. This project is being funded by money raised by KMOS and does not include any money from the University or the University Foundation.

KMOS Department heads Michael O'Keefe and Nicole Hume, along with Outreach Coordinator Scott Alvested are currently attending the PBS Annual Meeting in Las Vegas, NV. In their absence, departmental updates will be given by members of their teams: Nellie de Laurier, Brandi Miller and Alicia Brockhaus.

Nellie de Laurier delivered the Traffic and Programming updates.

Nellie de Laurier focused the Traffic and Programming update on an explanation for the board of her role at KMOS as the Traffic Coordinator. As Traffic Coordinator she completes logs for Master Control to air programming on all channels. She also pulls Nielsen ratings and prepares Topic Issue reports for the FCC to show which programs being aired meet programming requirements to deliver specific educational topics to viewers.

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In addition to this role, Nellie is also in charge of scheduling programming for channel 6.3. In 2020 Emerge channel 6.3 was added to the KMOS schedule. This channel was designed to

deliver a variety of educational programs. Nellie's formula to diversify programs on 6.3 is to provide 38% of programs to cover News and Current events at various times of the day, 38% Drama, Replays, and Acquisitions, and the remaining 24% of programs are chosen based on Viewer Feedback, Timely programming, as well as Arts and Student Productions.

Nellie also works with Michael O'Keefe to look for new program acquisition opportunities and then maximize the return on investment of those acquisitions by airing them as often as the contract allows in time slots that will make the most impact to viewers. One of the most recent large acquisitions has been the Movie Night Package which has been used to create the KMOS Show Me Cinema.

Brandi Miller delivered the Promotion update.

As the Promotion Coordinator, Brandi Miller promotes the station through social media, newsletters, program guide, print and digital promotional assets and the KMOS website.

To assist sign ups to the Membership Portal, pop-ups were added to the KMOS website to make the sign up link easy to access. The pop-ups were activated in early February and have aided in the 153% increase in Membership Portal sign ups since its launch in January.

To promote the new Show-Me Cinema film series Brandi has been researching trivia related to each movie being aired and using that trivia to create graphics for Facebook and Instagram.

These graphics have generated higher than average reach, impressions, and interactions on these platforms.

Michael O'Keefe, Nicole Hume and Brandi Miller have been working on an audit of the KMOS website to implement improvements based on research and testing. PBS and NextAfter worked together to conduct a "Mystery Donor" audit on a number of stations. This information was used as a starting point for the internal audit. One suggestion was to have a strong "value proposition" for the station donation page and email newsletter sign-up. KMOS is currently in the process of A/B testing by showing different versions of value propositions to our audience and measuring the results against each other to determine which is the most effective.

As a result of the website audit, changes are already being implemented to the home page to improve navigation. These changes include a KMOS Sign-In tab for easy access to the KMOS Membership Portal and KMOS Passport. New navigation graphics to some of our most commonly accessed pages have also been added. These improvements will make it easier for website visitors to find what they are looking for.

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Alicia Brockhaus delivered the Membership update.

Two of the students receiving recognition during the Student Awards Banquet are part of the KMOS development team, Student Membership Assistant Nathan Young and Media Content Student Sia Kiran Vududala. Both of these students show great support to the team and assist us to fundraise and promote KMOS-TV.

The Membership team has narrowed their focus over the past 12 months to encourage higher retention rates by providing members a more seamless experience. The implementation of the Membership Portal to provide members an easy way to manage their membership details is one of the initiatives to accomplish this goal. Since its launch in January there has been a 25% decrease in failed payments and hope to see a further decrease in the following months as the portal gains momentum.

The membership team partnered with Promotion Coordinator Brandi Miller to create a centralized location on the KMOS website to increase awareness of additional “ways to give”. Currently 70% of members are paying electronically and 5.8% are renewing with Donor Advised Funds, IRA’s and charitable gifts. The Membership team is exploring options to encourage an increase in KMOS employer matched gift contributions.

One way to bring awareness of these additional ways to give is through the new Membership Welcome series. This consists of a sequence of six emails over a six month period to new members that join KMOS. These emails introduce new members to the Membership Team and provide useful information on navigating their KMOS membership benefits such as PBS Passport, the Membership Portal, and alternative ways to renew their membership.

As of the end of April, KMOS reports a total of 4,672 active contributors. This is a 23% increase from April 2023. Within that increase. KMOS has had a total of 31 members rejoin as a result of our Spring Lapsed Acquisition mailer, bringing in a total of \$7,690. this is a 620% increase over last year's total's with data still having time to climb further in the coming months.

In addition to retaining current members, the Membership Team is also looking at ways to bring in new members. Teaming up with Greater Public they plan to send out a New Acquisition Mailer targeting 615 zip codes within our viewing area. This mailer should reach out to more than 10,000 households.

KMOS participated in our first Public Media Giving Days campaign and brought in just shy of \$3000 with 20 new pledges during the two day campaign.

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Josh Tomlinson added that when he became Director of KMOS 8 years ago membership totals were hovering around 1800 active members. This shows how much hard work the Membership team has made to increase membership over the years.

New Business -

Proposed changes to the Bi-Laws were reviewed by the board. Doug Solowski recommended adding an amendment stating the Bi-Laws should be reviewed every five years. The remainder of the board members agreed this was a good addition to the proposed changes. After ironing out the wording of the new amendment a vote was taken. Motion to approve the changes and place the new Bi-Laws into effect was made by Meryl Lin McKean. Bill Smart seconded the motion. None opposed.

Reminder was given that the next CAB meeting will be held on August 13th, 2024 at the University of Central Missouri.

The meeting was then opened for Board comments.

Rick Langdon commented that it was nice to hear from Nellie, Brandi and Alicia in the absence of Michael and Nicole.

Rosalie Spencer stated that she was amazed at the steady growth and improvement of KMOS and expressed she was thankful to be a small part of that.

Cindy Squire expressed her thanks for additional power to the antenna because she is now able to watch KMOS during storms.

Josh Tomlinson responded by stating that KMOS was one of the first stations to have access to a new fiber delivery path which allows for a more reliable signal during storms.

Meryl Lin McKean expressed how valuable the addition of channel 6.3 was during the COVID-19 pandemic in providing educational programming to viewers with schools being shut down. She also stated that she has personally enjoys watching the Show Me Cinema series.

Doug Sokalowski stated he likes how the station is using pop-ups to create a positive user experience on the website as they are typically viewed negatively. He also stated that through today's department presentations and the overlap in reporting he can see that KMOS is a great team environment where each department works together.

Meeting was adjourned at 1:11 pm.