

KMOS-TV
Community Advisory Board
May 2021 Meeting Minutes
May 18th, 2021

The meeting was called to order at 12:05 P.M. by William Smart.

Community Advisory Board Members in attendance were Marshall Abney, William Smart, David Peerbolte, Rosalie Spencer, Meryl Lin McKean, and Don Kiefer.

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

A motion to approve the February 2021 CAB Meeting minutes was made by Rosalie Spencer. Meryl Lin McKean seconded the motion. No objections were made, and the February 2021 CAB Meeting minutes were approved.

Josh Tomlinson delivered the General Manager's update. This was the first CAB meeting that was able to be held in-person in over a year. This year is Josh's fifth year as General Manager. Josh began by reviewing production items and updates. Longtime producer Eric Bodeker came to KMOS as a student and has accepted a producer position at the Office of Integrated Marketing and Communications on campus. KMOS is currently working on two documentaries. The first is a two-hour long *Missouri Bicentennial Documentary*. At a production shoot on Friday, May 21st, Holmes Osborne will be on campus to film intros and play Mark Twain. The documentary will air on Thursday, August 12th on all Missouri PBS stations. The second documentary is a *UCM History Documentary*. The UCM McClure Archives produced a book that will serve as a companion piece to this documentary. The documentary will be completed by October in order to air during UCM's Homecoming Weekend. This summer, *KMOS Classroom Summer School* will be aired again. Currently, *KMOS Classroom 2.0* is in the works. *KMOS Classroom 2.0* will enable student teachers to earn a certificate in Remote Learning.

The work on the broadcast chain continues. The transmitter was replaced last year and has resulted in significant utility savings. The next part of the maintenance cycle involves tower maintenance; the Channel 6 antenna will be removed and the transmission line will be reconditioned. KMOS-TV is transitioning to a preventative maintenance schedule instead of a reactive maintenance schedule.

Michael O'Keefe delivered the programming update. The update was intentionally short. At the end of May, the station will air the *National Memorial Day Concert*. There are several upcoming programs on channel 6.3: *Ernie Pyle: Life in the Trenches*, *Homecoming: Sgt. Hamilton's Long Journey*, as well as three separate D-Day programs. This June will be Pledge time. Other notable programs coming include *Inside the Mind of Agatha Christie* and *Hercule Poirot with David Sachay*. The PBS Annual Meeting was recently held virtually, and a new Ken Burns program on the life of Mohammed Ali is coming this fall.

Nicole Hume delivered the development update. The station is always working hard to find new ways to engage with the community. Alicia Brockhaus is our new Membership Coordinator. Nation-wide donations were expected to go down, but donations went up, and KMOS-TV raised nearly \$50,000 during the March Pledge event. This shows people truly do value PBS. A big focus is on June Pledge, and the station will also be pledging all throughout the summer on a much smaller scale. Currently, the station is pledging *Downton Abbey* and *All Creatures Great and Small*. KMOS-TV's membership base has increased two-fold from 2015. Station leadership is very pleased with the new Allegiance software. Community engagement had to transition to a virtual format, and the station has received positive feedback from this format.

The Development Team is seeking a Corporate Support Coordinator.

William Smart then moved to new business.

Rosalie Spencer motioned to add Marshall Abney to the Board. Don Kiefer seconded the motion. All board members were in agreement. The motion carried, and Marshall Abney joined the Community Advisory Board.

There was a discussion concerning the need to convene a new executive committee nominating board, including the Chair, Vice Chair, and Secretary. Josh Tomlinson explained the role of the executive nominating committee and discussed the structure of the committee. Rosalie Spencer stated she is willing to continue to serve.

William Smart motioned to retain the nominating board and replace Bill Rabourn. The motion passed with no dissent.

Marshall Abney volunteered to serve on the nominating committee. The Board voted unanimously to appoint Marshall Abney to the nominating board.

The next CAB meeting is scheduled for August 17th, 2021 in Warrensburg on the UCM campus.

The meeting was then opened for Board comments.

Rosalie Spencer stated that it was good to see everyone in person.

Meryl Lin McKean commented on how few students from the DMP program are working at KMOS. She requested an update on the student workforce.

Marshall Abney commented on the possibility of working with other boards on campus regarding students and internships.

Don Kiefer commended the staff on adapting to the conditions of the last year. He says this last year added new ways of doing things in addition to the old.

David Peerebolte stated that he continues to hear people he knows say that KMOS has quality programming and does great things.

William Smart was impressed with the cost savings related to the transmitter. He is looking forward to the new Ken Burns documentary.

William Smart adjourned the meeting at 1:07 P.M.