

KMOS-TV
November CAB Meeting Minutes
November 5th, 2019

The November CAB meeting was called to order at 12:02 PM by Bill Smart.

KMOS-TV members in attendance were Josh Tomlinson, Nicole Hume, Michael O'Keefe, Curtis Hartley, and Tony Guanella. CAB Members in attendance were David Peerbolte, Rick Langdon, Meryl Lin McKean, William Smart, Cindy Squire, Bill Rouborn, Galen Dody, Rosalie Spencer, and Doug Sokolowski.

Bill Smart motioned to approve the August Minutes. Rick Langdon seconded. The August Minutes were approved. Bill Smart welcomed Susan Smedley to Missouri and to the CAB Luncheon. Susan Smedley is UCM's new VP of Integrated Marketing and Communications. Susan briefly introduced herself and commented how impressed she is with the work that KMOS has done. Susan stated that she believes there is much more that binds us together in our humanity than that which divides us.

Station updates were delivered by Josh Tomlinson, General Manager. Production updates were delivered first. KMOS-TV recently won its third Emmy for Missouri Life. The station was also nominated for a NETA award. The NETA awards will be presented in January. There has been a tremendously positive response to the new KMOS produced show *Making*. There has been a 20 percent increase in page likes due to this show. Strong ratings are anticipated for *Making*. KMOS is seeking bids for a new transmitter; the current transmitter is twenty years old. The station is also moving forward with purchasing Allegiance membership software. Worldview, which is currently broadcast on channel 6.3, is ending its programming in February 2020.

Michael O'Keefe delivered programming updates. All PBS stations are undergoing a brand refresh. The logo is remaining the same, but it is being given a new look. The Contact guide is also being refreshed with a new, but similar, look. A UCM football game will be aired on November 16th on channel 6.3. The Corinth Film Series is a set of fifteen films that will be aired starting in January 2020.

Nicole Hume delivered membership updates. December is always a busy time for fundraising. Additional gift mailings will be created and mailed out soon. Major gift amounts will be higher this year due to two unexpected, large gifts this year. This will be the third year that KMOS participates in the COMO Gives Campaign. The Community Outreach position is currently vacant, and a search is underway.

William Smart moved to new business. The proposed 2020 meeting dates are:

February 18, 2020
May 12, 2020
August 18, 2020
November 17, 2020

All members were in favor of the proposed meeting dates.

The election of new executive committee members was discussed. It was proposed that the current chair and vice chair remain the same and that Rick Langdon become secretary. Rosalie Spencer motioned to approve. Cindy Squire seconded. The motion was approved.

A CAB by-law change was discussed that would require bi-yearly CAB meetings instead of quarterly CAB meetings. Cindy Squire stated that she prefers quarterly meetings because if there was only two meetings a year and she missed one, she would have missed 50 percent of the meetings. Meryl Lin McKean stated she preferred quarterly meetings because they largely coincide with ratings periods. It was decided that quarterly meetings were preferred by all board members. Bill Smart stated that he really enjoys meeting in community locations.

The meeting was then opened for comments from the Board.

Doug Sokolowski stated that he has been associated with KMOS for over twenty years, and he has noticed a lot more buzz about KMOS than he ever has before.

Rosalie Spencer commended the staff as a whole and Josh Tomlinson specifically for allowing students to have artistic freedom.

Cindy Squire congratulated the station on its Emmy award.

Galen Dody stated he was impressed with everything KMOS does with limited staff and resources.

David Peerbolte stated he enjoyed *Making* very much, and that he is also a fan of Passport.

Bill Rabourn stated he's impressed with everything the station is doing.

Rick Langdon stated he's pleased with the numbers. Everything seems to be going very well.

Meryl Lin McKean mentioned she heard Country Music discussed several times on the radio.

Bill Smart stated that a lot of people that weren't KMOS watchers are now KMOS watchers.

The meeting adjourned at 12:57 PM.