

KMOS-TV
Community Advisory Board
November 2021 Meeting Minutes
November 9th, 2021

The meeting was called to order at 12:00 P.M. by Meryl Lin McKean.

Community Advisory Board Members in attendance were Tammy Chute, Marshall Abney, Rosalie Spencer, Meryl Lin McKean, Rick Langdon, and David Peerbolte.

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

A motion to approve the August 2021 CAB Meeting minutes was made by Rosalie Spencer. Rick Langdon seconded the motion. No objections were made, and the August 2021 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the general manager's update. Josh stated that the station has just finished the Mule Tracks Documentary. Roy Millen and Christy Millen were the only two producers that worked on the documentary. Currently, KMOS-TV is performing tower work. The channel 6 antenna, weighing 5 tons, has been removed. The engineers and PCI are cleaning and refitting the transmission line in 20-foot segments. When completed, the tower will be able to withstand a $1 \frac{3}{8}$ inch ice load. Also, the transmission line needed to be pressurized and will now be using nitrogen. This will position the station to have the tower prepared for the future and reduce power costs. The tower is 2000 feet tall and the tallest in the state.

Josh shared that the CPB grants were released, and KMOS-TV received \$984,000 this year. This is \$60,000 more than last year's grant total. The grant consists of a base amount, with one part based on population and one part based on fundraising efforts.

The KMOS-TV student workers were in attendance for the meeting. Josh has taken over the responsibility of hiring and training the production student workers. Josh shared a few video highlights of the students' work and stated he is very impressed with the content they have produced.

Michael O'Keefe delivered the programming update. Michael stated that PBS is providing additional assistance and opportunities for pledge events. The next pledge event for KMOS-TV will be November 27th through December 5th. Although Pledge is just four times per year, it is a year round event. A *New Year, New You* event for 2022 will start on January 1st.

Michael discussed Passport, a membership-based streaming service. Membership for Passport has grown over time and streams a lot of PBS content. This allows people to binge watch shows. Next year, the number of episodes of streamable content will double. The most popular shows on Passport are dramas. KMOS-TV has the largest library of drama content in the state.

BBC is selling KMOS-TV rights to show *Dickensian* on Passport, and it will only be available on Passport. This will allow KMOS-TV to offer something on Passport that other PBS stations do not offer.

Nicole Hume delivered the strategic partnership update. Nicole introduced Peter Spexarth, KMOS-TV's new Corporate Support Coordinator. Peter started on September 1st and has done a great job bringing in new underwriters. Nicole mentioned that KMOS-TV has a vehicle donation program. While it does not bring in a lot of money, the station does have good participation in the program.

Currently, KMOS-TV is in the busy mailing season. Renewal letters, additional gift letters, and holiday letters are being sent to members. KMOS-TV is seeing an increase in web donations. This could be the result of the station making the donation page more user-friendly. There has been a membership increase of 25% this year.

KMOS-TV participated in the Get the Red Out event on UCM's campus. During homecoming week, there was a screening for *Mule Tracks*. Currently, another *Indie Lens* series in Jefferson City is in full-swing.

In regard to the next pledge event, new headsets and laptops have been purchased.

Meryl Lin McKean inquired about actual dollar trends from year-to-year. Nicole stated that membership and fundraising dollars are both increasing.

The meeting moved on to new business.

A motion to approve the meeting dates for the 2022 calendar year was made by Tammy Chute. Marshall Abney seconded the motion. No objections were made, and the meeting dates were approved.

The next CAB meeting is scheduled for February 8th, 2022 in Warrensburg on the UCM campus.

The meeting was then opened for Board comments.

Meryl Lin McKean hoped that Bill Smart would make a speedy recovery.

Rosalie Spencer suggested a card shower for Bill Smart. She also thought that the grant increase is wonderful.

Marshall Abney stated that *Mule Tracks* and the documentary were amazing. He inquired about Passport being used in the public schools. While KMOS-TV is prohibited from giving out Passport memberships by an agreement, PBS Learning Media is available free of charge to

public schools. Marshall questioned if an underwriter could provide funds to pay for school subscriptions to Passport.

Tammy Chute is promoting the new Clifford movie. She stated the movie is being released on November 9th, 2021.

Rick Langdon believed everyone has done a great job. He is excited that live pledge is back. Rick inquired about the amounts raised during live pledge events versus pre-recorded pledge events.

David Peerbolte said the group should be happy about the membership numbers going up. David appreciates Passport and believes the station is adapting very well.

Meryl Lin McKean suggested the station highlight that membership gifts help students. She congratulated the station on *Mule Tracks*. During pledge, Dr. Best and Meryl Lin McKean will be the pledge hosts.

Marshall Abney motioned to adjourn the meeting. Rosalie seconded the motion. The meeting was adjourned at 12:44 P.M.