

KMOS-TV
Community Advisory Board
November 2022 Meeting Minutes
November 15th, 2022

The meeting was called to order at 12:04 pm.

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

KMOS-TV staff members in attendance were Josh Tomlinson, Tonia Werneke, Nicole Hume, and Scott Alvested

KMOS-TV student interns in attendance were Emma Bonnot and Brian Frye.

Board minutes from August were read and a motion to approve the August 2022 CAB Meeting Minutes was made by Cindy Squire. Bill Smart seconded the motion. No objections were made, and the August 2022 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the general manager's update. Josh reported that KMOS currently has 20 student workers this semester working in the areas of Production, Master Control, Engineering, Programming/Traffic, and Membership.

Election pre-show highlights were shared. 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. KMOS-TV maintains political neutrality.

The production crew has completed 12 episodes of *Making*. KMOS-TV hopes to combine seasons 1 and 2 into a program that can be aired nationally on Create channel.

Tower upgrades include elevator control replacement. These upgrades are being done by Tower Elevator Systems Inc.

KMOS-TV has received a number of awards recently which include two public media awards for outreach efforts for Adventure Day, 12 Telly Awards, 4 media awards, and Michael O'Keefe received the national award for Programmer of the Year! In addition, [Michael O'Keefe](#) will also be celebrating 40 years here at KMOS-TV!!

Josh Tomlinson delivered the programming update on behalf of Michael O'Keefe as he is away on the NETA conference where he was presented his Programmer of the Year Award. KMOS Passport is releasing additional episodes of the Antiques RoadShow. The station is looking into getting a "fast channel" where people can sign up for KMOS Passport directly through their streaming devices.

Miss Scarlett and the Duke will air a new season in January, 2023. This program continues to be the most viewed program on Passport. Season 3 will be available to stream Thanksgiving weekend!

Nicole Hume delivered the strategic partnership update beginning with fall fundraising efforts.

The Cartober campaign was a success, making this October the best one on record.

National State Planning Awareness information was distributed and created a pipeline of mid-level donors and a seminar is being planned for next spring on the topic.

COMO Gives is underway. This push generates numerous small gifts that add up quickly. Goal is to reach \$15,000 and will be pushed heavily after pledge.

Pledge will take place end of November through December.

Additional gift letters have been sent out and are starting to come back in addition to regular renewal letters.

The New Year's Pledge will focus on lifestyle and health topics.

Corporate Support update reports that media trades are coming back and new ones are being made. KMOS-TV received a grant to promote the Indie Lens pop-up.

New Business -

Vote taken to approve 2023 meeting dates of February 14, May 16, August 15, and November 14. Rosalie motions to approve these dates, Bill seconded the motion. None opposed.

Time to elect a new Nominating Committee for the next 2 year term. We have been operating under COVID emergency procedures so the committee has remained the same instead of moving forward with a new committee. Goal is to nominate and vote in a new committee by the next meeting.

Rosalie Spencer, Meryl Lin McKean, Doug Sokolowski, and Rick Langdon were then nominated to be part of the new Nominating Committee. Cindy Squire motioned to vote them in, Bill Smart seconded the motion. None opposed.

[Josh Tomlinson](#) then brought up the need to streamline the current bylaws. Current bylaws are more in line with those of a governing board, not an advisory board. By revamping them he hopes to make it more appealing for new members to join the board as the current bylaws make membership appear more time consuming than it should. Goal is to have these new bylaws in place by next year.

Discussion was had that new members from the Columbia area as well as more ethnic diversity would be ideal goals for the committee to search for new members.

The meeting was then opened for Board comments.

Rosalie started the discussion by commenting how pleased she was that Michael received the Programmer of the Year award. It was a great honor for both him as well as the station. The rest of the board members made similar comments regarding Michael's award and time at KMOS-TV and the need to recognize him for his accomplishments.

Doug Sokolowski praised *Making* going national on Create as another great honor to the station. Josh then went on to mention that the host and many of the craftsmen depicted in the episodes were UCM Alumni and that students were also heavily involved in the making of the program. Meryl Lin McKean suggested contacting Missouri State Tourism Board to help promote the show going national as it highlights local craftsmen across the state.

Doug Sokolowski motioned to adjourn the meeting. Rosalie Spencer seconded the motion. The meeting was adjourned at 12:46 pm.