

KMOS-TV
Community Advisory Board
November 2023 Meeting Minutes
November 14th, 2023

The meeting was called to order at 12:00 pm.

Community Advisory Board Members in attendance were Meryl Lin McKean, William Smart, Rosalie Spencer, Rick Langdon, and Marshall Abney.

KMOS-TV staff members in attendance were Josh Tomlinson, Tonia Werneke, Nicole Hume, Michael O'Keefe, and Brandi Miller.

Board members reviewed the proposed November 2023 CAB Meeting Agenda and a motion to approve was made by Marshall Abney. William Smart seconded the motion. No objections were made, and the November 2023 CAB Meeting Agenda was approved.

Board minutes from May 2023 were read and a motion to approve the August 2023 CAB Meeting Minutes was made by Marshall Abney. William Smart seconded the motion. No objections were made, and the August 2023 CAB Meeting Minutes were approved.

Josh Tomlinson delivered the General Manager's Update:

Josh is still working on updating the Bi-Laws. His efforts to reach out to other stations has resulted in the creation of a multi-station coalition to prepare a streamlined draft of new Bi-Laws.

KMOS-TV has applied for a FEMA Grant of \$900,000 to go toward the cost of completing updates to the transmission chain. This grant prioritizes small, rural, and/or tribal. KMOS-TV falls within the first two categories.

KMOS-TV has received an increase in funding for FY2024 from both the Corporation of Public Broadcasting and the Missouri Arts Council.

Several new production projects are being completed by our students. Feature length documentaries include "Indie: Independent Artists in the Music Industry" produced and edited by student Thomas Delzeit and "Under the Trans Umbrella: Trans Identities in Missouri" directed by Icarus Roberts and produced by students Icarus Roberts and Leilani Craig. Both projects are entirely student driven from concept to completion. The student producers are also working on a new series entitled "Focus On" where they feature local business and organizations. These 6:30 minute segments will be combined into 30 minute shows which will air over the upcoming summer.

Production awards received by students include a Telly for K-POP Rising Produced by student Leilani Craig and an Emmy for a segment of "Making" on the Missouri School of Blacksmithing produced in part by former student Tim Orr.

KMOS-TV
Community Advisory Board
November 2023 Meeting Minutes
November 14th, 2023

Nicole Hume delivered the Strategic Partnership Update:

Upcoming Fundraising pushes include Giving Tuesday, Winter Pledge and CO-MO Gives campaign. A focus on Native American Heritage includes a programming showcase of Ken Burn's "American Buffalo" and Community outreach to include Read-a-longs of "Molly of Denali" to take place at various Trails Regional Libraries in our region.

Community Engagement events planned include once again doing the Indie Lens Pop-Up screenings and 2024 Writers Contest to start in January.

Michael O'Keefe delivered the Programming Update:

Michael provided a list of Program Previews for the upcoming months which include 3 programs in honor of John F Kennedy which will air on the 60th anniversary of his assassination, episodes of "Upstart Crow" and a new Film package that includes 96 films to air on Saturday nights at 8pm beginning in January 2024. Michael also announced that a second season of "Traveling Auctioneers" is now being offered for new acquisition.

Michael gave a brief rundown of the most popular shows and their rating in different time slots.

Michael introduced KMOS-TV's newest member, Brandi Miller who has taken the position of Promotions Coordinator.

New Business -

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

The meeting was then opened for Board comments.

Rick Langdon commented that he is proud of the work being done at KMOS-TV in regard to local programming such as "Making" and the new "Focus On" series.

Rosalie Spenser asked if we would be getting any new board members. Josh Tomlinson responded that we have no new members at this time but we did have guest Doug Harris in attendance at the meeting.

Marshall Abney asked about Passports impact on viewership. Josh Tomlinson responded stating that use of Passport has skyrocketed driving the rise in membership numbers.

KMOS-TV
Community Advisory Board
November 2023 Meeting Minutes
November 14th, 2023

Meryl Lin McKean asked if views on the app were included in the ratings info Michael O'Keefe reported on in the Programming Update. Josh Tomlinson explained that each app provided viewership numbers in a wide variety of formats based on which device was used to access that app. While Nielsen ratings is not yet able to fully aggregate those numbers to include them in the ratings information, the trend does tend to show viewership online mirrors that of being reported for on-air.

Marshall Abney commented that he was pleased with the ability to live stream KMOS-TV's main channel and asked if the Create channel could also be live streamed. Josh Tomlinson stated that the ability to live stream Create could be coming soon.