

KMOS-TV Community Advisory Board

Minutes of Meeting

May 25th, 2017

The meeting was called to order at 12:45pm at the University of Central Missouri Union in Warrensburg, MO. CAB members present: Galen Dody, David Peerbolte, Bill Smart, Bill Rabourn, Rosalie Spencer and Ivan Oestreich. KMOS staff members present: Josh Tomlinson, Cherie Hiatt, Nicole Hume, Michael O'Keefe and Tom Phillips.

Galen began the meeting with the approval of the February meeting minutes. Rosalie motions for approval, David seconds the motion and all members are in agreement, the minutes are approved. Next order of business was to discuss the non-attending members. There are 3 board members who have failed to show up to previous meetings. Per Article V, Section 5 of the bylaws, if you miss three consecutive meetings you may be dismissed from the board. The three members will be sent a letter from Galen Dody, chairperson, requesting if they would like to continue to be on the board they must contact him to discuss their commitment. Ivan clarified this applied to current board members not senior active. Cherie Hiatt confirmed it was for current board members. David motions for approval to mail the letter, Bill Rabourn seconds and all members in agreement the motion passes.

Next on the agenda was to appoint the Nominations Committee. As vice chairperson, Bill Smart is the committee chair. Bill Rabourn volunteered to also be a part of the committee. Two more members will need to join the committee, if interested they must contact Bill Smart. Bill also told everyone if they had any suggestions on board members to email him. David Peerbolte and Nicole Hume had a few potential contacts which they will pass along to Bill.

Josh Tomlinson gave the Director's report to the board. Josh is now the Director of Broadcasting and General Manager of KMOS-TV. Josh expressed his appreciation to the board members and KMOS staff during his interim role. The John Bradley Scholarship was awarded to two students this year, Ron'Zena Hill and Alekhya Mohan Puppala. As discussed in the February meeting we are dealing with numerous budgetary issues from our sources. The CPB has been granted forward funding for two years however the state of funding after those two years is still undetermined. The University is going through a budget retraction due to state budget cuts and decreases in international and domestic enrollment. No staff reductions are planned but the budget for next year is not yet finalized so we will not know until the end of fiscal year. KMOS will be going through a reorganization to place it back to its core mission. All fundraising efforts will be put into Broadcast Development. Our revenue generation is greatly under realized compared to our peers so we have a lot of room to grow.

The student advisory board position is still in the works and hoping to have a member at the fall meeting. A practicum class for KMOS-TV will be taking place this summer and the students will be helping with outreach and development events.

Michael O'Keefe, the programming director, gave an update on the upcoming pledge event and programs to expect in June. A few pledge highlights include: A Conversation with Bill Moyers, Weddings of Downton Abbey, American Epic Sessions, JFK: The Lost Inaugural Gala and Sgt. Pepper's Musical Revolution. A few highlights

from the shows coming this summer include: The Story of China, Great Yellowstone Thaw, Big Pacific, Nature's Great Race, Rare-Creatures of The Photo Ark, Ireland's Wild Coast and Wild Alaska Live with the Kratt brothers. The top three programs for our area are: Antiques Roadshow, Victoria and NOVA. This fall Michael is introducing British comedies to our channel including Doc Martin.

Nicole Hume, head of Development, gave an update on events KMOS are hosting for this summer. The Educational Outreach department is currently wrapping up the writer's contest. We had 154 entries with 15 of them selected as winners! Thank you to Scholastic for their incredible support of this project and other donors as well. There will be an awards ceremony on June 10th. We received a grant for Cyberchase Step It Up!, which has reached over 600 children in Central Missouri Schools and community organizations. This project is to encourage math activity combined with exercise.

Friday, June 30th we will host a screening of The Vietnam War, Ken Burns' documentary as a part of Commemorative Weekend for UCM. There will also be a panel discussion to follow and a kiosk exhibit. Wednesday, August 23rd we will host another screening and panel discussion at Lincoln College in Jeff City. On Thursday, August 24th we'll be at Columbia College in Columbia for another screening and panel discussion. The last screening and panel discussion will be held on Friday, September 8th at State of Missouri's Military Museum.

Nicole is continuing to work as the interim underwriting coordinator and keeping everything running smoothly during this transition. We are currently in the process of hiring a sales coordinator. We've had great success with Passport and will continue our efforts to promote it.

Tom Phillips, Manager of Production and Content, gave an update on the current activities of our production team. The team has a very busy summer and fall scheduled with creating local content weekly. Missouri Life season 3 is up to 7 episodes currently, with 2 already been shot. Other shows in the works include: Show-Me Ag, Lowdown, and Wicked, Awesome Stuff. The last show listed is a new pilot thought up by producer, Eric Boedeker and KMOS engineer, Ray Walters. Wicked Awesome Stuff is a KMOS-TV original production that focuses on a wide array of topics ranging from tabletop gaming to the upcoming solar eclipse happening in Missouri this summer. Encompassing technology, hobbies and happenings, Wicked Awesome stuff seeks to bring attention to "stuff" in Missouri and Kansas that's incredibly interesting and engaging to audiences.

Producer, Christy Millen is also working on numerous underwriting and promo productions. The production team will be filming the 3 panel discussions this summer and assisting with the Wall That Heals when it comes to UCM on June 29th thru July 2nd. Production has been working with Dr. Amber Clifford to interview Vietnam era Veterans. These interviews will be great learning resource and available for people to see. There will also be a show produced on the writers contest showcasing the awards ceremony and each kid will read their story on air.

The next CAB meeting will be October 24th, 2017 in the University of Central Missouri Union.

The meeting adjourned at 1:30pm.