

KMOS-TV  
August Meeting Minutes  
August 18<sup>th</sup>, 2020

The meeting was called to order at 12:07 P.M. by William Smart. The meeting was held virtually via Google Meet.

Community Advisory Board Members in attendance were William Smart, Rosalie Spencer, Doug Sokolowski, David Peerbolte, Rick Langdon, and Tammy Chute.

KMOS-TV staff members in attendance were Josh Tomlinson, Nicole Hume, Michael O'Keefe, and Curtis Hartley.

A motion to approve the May 2020 CAB Meeting minutes was made by Rick Langdon. Rosalie Spencer seconded the motion. There was no further discussion. The motion carried, and the May 2020 CAB Meeting minutes were approved.

Josh Tomlinson delivered the General Manager's Update. Tony Guanella, sales officer, resigned from his position in June of 2020. His position will not immediately be filled. KMOS-TV is a unit of the University of Central Missouri, and all KMOS-TV staff members were required to take part in a university wide furlough. Work of any kind is prohibited from being performed while on furlough. The total number of staff furlough days for KMOS-TV is 114. The number of days per staff member varies from six to twelve based upon salary.

KMOS-TV has recently won seven Telly Awards (three silver awards and four bronze awards) for its television show *Making*. KMOS Classroom has been very well received. Fan mail for the teachers has been received by the station, and two of the hosts have received job offers as a result of the program.

A new transmitter was installed at the KMOS-TV tower. The over-the-air broadcast signal has never been at a higher quality. This transmitter will last for the next two decades. KMOS-TV channel 6.1 will soon be available via the PBS App.

Michael O'Keefe then delivered the Programming Update. KMOS-TV will be airing prime time coverage of the Democratic and Republican conventions. Starting September 22<sup>nd</sup>, 2020, biographies of Joe Biden and Donald Trump will be aired. KMOS-TV plans to air the three presidential debates and the vice-presidential debate. There is the potential for a Missouri gubernatorial debate as well. On October 13<sup>th</sup>, 2020, there will be a two-hour special titled *Driving While Black*. The station will also air a three-part program about nature. The next pledge drive starts on August 29<sup>th</sup>, 2020.

Nicole Hume then delivered the Membership Update. KMOS-TV has recently purchased a new membership software platform called Allegiance. Allegiance provides greater analytical

capabilities than the station has previously had. The station has seen an increase in renewals. Over the past year, 44 percent of membership donations came from renewals. December and March are the two months in which KMOS-TV experiences the highest level of gifts. Over three hundred members whose memberships had expired have rejoined. Nicole then thanked the entire KMOS staff for their help and support of pledge.

Josh Tomlinson, Nicole Hume, and Scott Alvested are continuing to work on securing underwriting in Tony Guanella's absence. There has been a decline in underwriting revenues because the station no longer has a dedicated sales position, many of the entities the station targets are facing financial difficulties as a result of COVID-19, and it is generally difficult to arrange face-to-face meetings as a result of the COVID-19 Pandemic.

Community engagement activities grinded to a halt due to COVID-19. Since then, the station has reevaluated the ways in which it can interact with the community. The station has recently started using Ovee to engage remotely with the community.

William Smart stated that a lot of businesses are seeing a financial crunch right now and that hopefully it will get better soon.

Bill Rabourn contacted Josh Tomlinson and requested to step down from the Community Advisory Board. Josh suggested that he be placed on Senior Active Status. There were no objections to moving Bill Rabourn to Senior Active Status, and he was moved to Senior Active Status.

The next CAB Meeting will be held in November of 2020 at the UCM campus in Warrensburg, Missouri.

The meeting was then opened for comments.

Doug Sokolowski thinks the station has done an impressive job over the last few months, and this situation is something that we never could have expected. He also stated that he really enjoys watching KMOS Classroom.

William Smart stated that the educational programming has been great and thanked everyone for taking the time to attend this meeting.

The meeting was adjourned at 12:44 P.M.