



## CAB Notes – 4/16/24

- Welcome & Community Check In
- Nine PBS Updates
- Nine PBS Upcoming

CAB in Attendance: Chris Randall, Dan Herich, Jay Scherder (Zoom), Jim Bilhorn (Zoom), Jorge Riopedre, Madeline Oberman (Zoom), Michele Mosley (Zoom), Milton Wilkins (Zoom), Rachel D'Souza, Rick Dorsey

Nine PBS Staff in Attendance: Lindsey Manshack, Matt Huelskamp, Stephanie LaFleur

Visitors in Attendance: Ricky Hopkins, Sr. (Zoom)

- A. Welcome & Community Check In
- B. Nine PBS Updates
  - a. Impact Reports
    - i. [Early Learning](#)
    - ii. [Mental Well-Being](#)
    - iii. [Drawn In](#)
    - iv. [Organizational Year in Review](#)
  - b. Edcamp Unconference educator professional development
    - i. Spring Edcamp a success in March w/ 60 attendees and great survey results
  - c. Upcoming Power Hours and Partnerships
    - i. Summer stretch includes Nine PBS-led Power Hours, partner-led Power Hours, Parents & Coffee, educator PD
  - d. *Drawn In*
    - i. 4 new issues
    - ii. From Jan. to March, Nine PBS distributed 21k copies across the 4 issues to all SLPS students pre-k through 3rd
  - e. *Teaching in Room 9*
    - i. Fall 2023: New Format
      - 1. Designated set, production team, host, virtual field trips
    - ii. Spring 2024: Emerging Partnership
      - 1. Webster University School of Communications and their state-of-the-art AI wall
  - f. 70th Birthday: <https://www.ninepbs.org/70/>
    - i. Nine PBS is 70 in September
    - ii. Celebrations and invites to come
  - g. [Listen, St. Louis with Carol Daniel](#)
    - i. With guest: [Dr. Mati Hlatshwayo Davis](#), Director of Health for the City of St. Louis
- C. Nine PBS Upcoming/Open Discussion
  - a. Climate Content
    - i. Open conversation: day to day actions that reduce carbon footprint and reduce landfill waste? Other things on mind around climate?

1. Many people feel overwhelmed with climate anxiety, so short pieces around what people can do will help empower people that they can make a difference.
  2. May be an opportunity to connect with a younger audience who really care about this topic.
  3. The ways in which we can shift our collective thinking towards city centers: green commutes, great rivers greenway and ways local peoples can make a difference
  4. Recent stories of bleaching of coral reef in the ocean
  5. How do we bring people in to really care about climate change. How to make connections with people's real lives (example: you like almonds? Well if we don't make changes we won't have almonds.) If it doesn't affect them personally, it can be hard to move people to action
  6. Another example: hurricanes in Florida has caused insurance increases, which impact people across the country.
  7. Sometimes we have to be tougher with people
  8. May be nice to focus on the wins as well. When making the switch to LED lights, people felt they were taking things away from them. But now people don't complain as much. So don't focus on taking stuff away from people.
- b. America Amplified
- i. The St. Louis region relies on Nine PBS to act with integrity, be transparent, and tell authentic stories. During the 2024 election year, Nine PBS will tell stories focusing on issues important to our rural communities in both Missouri and Illinois and how those issues affect votes cast at the ballot box. Our coverage will be shaped by directly engaging with people and organizations that reside within these communities. The stories we tell will magnify and deepen an understanding of their experiences to help our region flourish.
  - ii. Open Conversation: what issues would you like to see get more attention from media?
    1. Stories of LGBTQ families – kids and caregivers in the face of MO legislation
    2. Mental Health system (families, providers)
      - a. What's being done to fix the system?
      - b. Who are the key players in this space?
      - c. Some help is only available from 9-5, but people need 24-hour services
    3. Anniversary of Michael Brown's death
    4. Polling places and election day systems/processes/infrastructure
      - a. Talking with local election workers and getting their experiences
      - b. Concerns around an aging population of poll workers; getting younger people to volunteer during elections
      - c. STL Board of Election Commissioners has a program for juniors and seniors to work in the election office



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- d. The election board has an educational program that travels to community meeting sites to share how legit and secure the voting process really is
  5. Fighting misinformation is a battle. It's a success that PBS is most trusted. Nine serves as a stronghold of truthfulness of information.
  6. This content would be nice to have on TikTok for young audiences. Those short segments from an entity that people can trust.
  7. Working with the schools is important to reach kids to teach them about the election process and trust.
  8. There's a new generation being groomed to have a lack of trust, so you need to spend a lot of time and energy in schools or on TikTok (where they spend their time).
  9. Ad time on YouTube could be a good place to reach kids, because they are watching ads about insurance why not put helpful info for kids there.
  10. public education is having a shift in St. Louis with school age children leaving St. Louis, which is impacting public, private, and charter schools. They are interested in learning more about that.
  11. Tax abatements impact schools
  12. Widespread demographic changes in St. Louis and projections of St. Louis in 10 years becoming a white-dominated city.
- c. Member News:
- i. 21c Museum and Hotel: strong commitment to [community impact](#)
    1. Monthly coffee series bringing together nonprofit leaders in our region to collaborate
      - a. A new nonprofit benefits from coffee sales each month, typically that nonprofit then leads conversation at the corresponding coffee hour
      - b. Free, open to the public, simply RSVP [here](#)
      - c. Next meeting: "Why Women Mentor", Apr. 24, 8 AM – The Sophia Project is leading
      - d. Can also contact Chris Randall,
  - ii. Delmar Divine Spirit of Delmar DivIne Collaboration Award reception on Thursday, May 2 - awarding two \$20,000 prizes: one for collaboration among Delmar Divine agencies (internal), and another for collaboration between a Delmar Divine agency and a non-tenant agency (external)
  - iii. What's Right with the Region Awards – Thursday, May 9, 5 – 8 PM