



CAB Notes – 10/15/24

CAB in Attendance: Chris Randall, Jacquelyn Randle, Jay Scherder, Jim Bilhorn, Lamont Shannon, Leah Richmond, Milton Wilkins, Rachel D'Souza

Nine PBS Staff in Attendance: Josh Guffey, Stephanie LaFleur, Whitney Hess, Zach Scott

A. Welcome & Community Check In

B. Nine PBS Updates

- a. [Going Your Way](#) – Nine PBS special aired Monday, 10/14
 - i. The personal, medical, and spiritual issues surrounding end-of-life care
 - ii. Viewable in the PBS app
 - iii. Will air again, nationally, in spring 2025
- b. Edcamp Unconference
 - i. Annual PD opportunity for regional educators
 - ii. Occurred Saturday, 10/12
- c. Nine PBS 70th Birthday Celebrations
 - i. Sonia Manzano joined us in celebration – Maria from *Sesame Street*, executive producer/voice actor on *Alma's Way*
 - ii. Opening pitch at the Cards game Friday, 9/20
 - iii. Hispanic Heritage Festival Saturday morning, 9/21
 - iv. Birthday dinner in the Public Media Commons Saturday evening, 9/21
 - v. Birthday Block Party in the Public Media Commons Sunday morning, 9/22

C. Digitization at Nine PBS

- a. Whitney Hess, Senior Technician, whess@ninepbs.org
- b. Zach Scott, Media Archivist, zscott@ninepbs.org
- c. We've been around for 70 years and have created a huge archive of materials that is outdated and degrading technology
 - i. The content needs to be converted to a digital format so it can be preserved for future generations. This includes adding metadata so the content can be easily searched.
- d. Digitization is not print at the moment, but we will move onto our magazine content when we're done w/ digital and analog medium
- e. Partnerships
 - i. American Archive of Public Broadcasting (AAPB)
 1. Library of Congress + GBH (Boston station)
 - ii. Missouri History Museum
 1. They have state-of-the-art space that is climate controlled. A portion of our oldest material is being cared for at their facilities.
 - iii. KSDK
 1. Nine PBS has worked closely with KSDK over the years to help digitize their oldest content.
 2. Between Nine PBS and KSDK, some of the only STL history we have is ours or theirs because other outlets have lost their archive to time, elements, etc.
- f. Digitized content follows the standards of the Library of Congress
 - i. Ensuring each file can be opened in perpetuity (on Mac and Android)
 - ii. Preparing for the future of changing technology
- g. After digitization, we digitally restore the footage to 4K
- h. The assets are then moved to our transmitter site (climate controlled, fire resistant)
- i. We are pushing now to digitize 1,000 assets – will be on AAPB's website, Missouri History Museum, and Nine PBS
 - i. Public affairs, history, discussion
 1. *Donnybrook*
 - ii. Black community-focused shows, 1982-1997



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1. *Postscript*
 2. *Spectrum*
 3. *Mosaic*
- j. Nine PBS has ~22K hours left to digitize to complete our total archive
- D. Digital Approaches to Content at Nine PBS
- a. Josh Guffey, Sr. Director of Content, jguffey@ninepbs.org
 - b. Technology is changing, the audience is fracturing with many different ways to access content
 - i. How can we be responsive to that responsibly?
 - ii. How do we think digitally first?
 - c. Our legacy shows *Living St. Louis* and *Donnybrook* do well on-air.
 - i. We've also seen when they are online, they play well there, too!
 1. How can we use this knowledge to connect with the 25-44 year old demographic?
 2. How can we use our social media to push our content out
 - d. A secondary approach: new content that we create will be on [YouTube](#) first, and broadcast second
 - i. YouTube audience first, 8 to 15 mins long, and then a second life as a *Living St. Louis* segment or combine multiple stories together to form a long-form special
 - ii. *Nine PBS Reports*: public affairs, stand-alone episodes that will be 8 to 15 minutes long, contextual sweep of a single news story that might have many developments
 1. Our first episode is on amendment 3
 2. Second explores SLPS: transportation difficulties, leadership changes
 - iii. *What do I do with this?*
 1. Digital first series around recycling, responsibly disposing of things like furniture, electronics, reducing consumption
 - iv. Election questions
 1. 60-90 second videos where we answer questions like
 - a. Why vote on Tuesday?
 - b. Why do the parties have the mascots they have?
 - c. Absentee voting
 - e. Aspirational: what would we love to do?
 - i. SoCal is a great leader in this field
 - ii. *Won't you be my Gamer* – they livestream playing video games while they host a conversation with a community member
 1. For example, they livestreamed playing a mobile game about food/restaurant management and they had a chef join to play and discuss topics at large
 2. Once a month they have a 4 hour paid livestream
 3. *Donnybrook* can really benefit from a similar approach –a live YouTube broadcast and a participatory chat with live Q&A for paid subscribers
- E. Updates from CAB members
- a. [Mission St. Louis: Show Me Peace](#) – Chris Randall
 - i. Intervention to stop violence before it occurs
 - b. [BHR](#) – Chris Randall
 - i. Recently launched 4 new resources to support mental well-being in our region
 - c. [Facing Race](#) – Rachel D'Souza
 - i. National conference will be in St. Louis Nov. 20-22, 2024
 - d. [BRIC Institution](#) launch, Nov. 7-9 – Rachel D'Souza
 - i. Bullet Related Injury Clinic in Delmar Divine
 - ii. "The BRIC is for ANYONE who is dealing with a bullet injury themselves or in a loved one. even just the threat of an injury."
 - e. MFH convening – Rachel D'Souza



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- i. MFH is cocreating with teens around the rates of self-harm and suicide
- f. University City High School – Lamont Shannon
 - i. They've incorporated [the Peace Place](#)
 - 1. Space for students to find tools for relaxation, mindfulness, and calm
 - 2. The class of 1974 donated more than \$25K to support that push
 - a. Amazing to see the cross-generational support, the older gen accepting the complex needs of today's kids and teens and actively supporting those spaces