CAB Agenda and Notes – 8/2/2022

A. Strategic Plan
   a. Board-approved as of June
   b. A joint venture with Collaborative Strategies
   c. short, action-oriented so that it can live and still be applicable
   d. Core Purpose as our north star: Nine PBS magnifies and deepens understanding of our community to help our region flourish.
   e. Four core values based upon staff input, a short list so that we can focus true effort toward them: equity, community, trust, learning
   f. A subversively simple plan – it is hard work making sure all people in the community flourish

B. Teaching in Room 9
   a. Meeting the gap of the digital divide, kids out of school for pandemic
   b. As schools have resumed, we shift it to pre-k because over 50% of kids ages 3 to 4 are not in childcare/early ed
   c. Daycare deserts
   d. Prohibitively Expensive daycare

C. Living St. Louis
   a. Rebranding, refreshing so that it expands beyond a magazine show
      i. Social media has been a great success, reaching new audiences in different ways with in-depth content in shorter spans of time
   b. Discussion around how younger generations moved away, but don't plan to move back – is there a way that LSL can showcase the things uniquely STL, worth staying and/or coming back
   c. LSL creates an abundance of amazing stories around history, one possible refresh is to extend more into stories of the present – What is happening now?

D. Donnybrook Next Up
   a. Can go more in-depth in particular topics than LSL can
   b. Do we need younger panelists? More diversity?
   c. Less applicable to the rural audience
      i. Nine serves 100 counties and has 2.8M viewers - although we are a small staff, we seek to understand how we can create content that is representative of more viewers. If we seek to do it, we seek to do it well – high-quality/engaging content

In Attendance: Abbey Taylor, Jim Bilhorn, Jorge Riopedre, Judith Arnold
Nine Staff: Angie Carr, Amy Shaw, Brooke Butler, Jim Kircherr, Stephanie LaFleur
E. October meeting
   a. Tuesday, October 18, 11:30 AM
   b. Discussion around CAB structure