



## CAB Agenda and Notes – 8/2/2022

- A. Strategic Plan
- B. Teaching in Room 9
- C. Living St. Louis
- D. Donnybrook Next Up
- E. Future Meetings

In Attendance: Abbey Taylor, Jim Bilhorn, Jorge Riopedre, Judith Arnold  
Nine Staff: Angie Carr, Amy Shaw, Brooke Butler, Jim Kircherr, Stephanie LaFleur

- 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

- E. October meeting
  - a. Tuesday, October 18, 11:30 AM
  - b. Discussion around CAB structure