



CAB Agenda and Notes – 4/19/2022

- A. CAB + Community Impact
 - B. Strategic Plan
 - C. Trust Brochure
 - D. Messaging Toolkit
 - E. Give STL Day
 - F. Legacy Match
 - G. *Drawn In*
 - H. *Alma's Way*
 - I. Content Strategy Survey
 - J. Meeting Frequency
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- A. Community impact
 - a. Community Impact team will now be working closely with CAB
 - b. Convening, learning from, and responding to the community
 - c. Main contact: Stephanie LaFleur, Development Coordinator, slafleur@ninepbs.org, (314) 512-9167
 - i. Please be in touch with questions, ideas, things PBS should know about
 - B. Strategic Plan
 - a. Previous Strategic Plan guided us through 2021
 - b. Nine PBS is partnering with Collaborative Strategies, Inc. to create a new Strategic Plan to ground our work and guide us as strong community leaders in this new and complicated world
 - c. Trying to plan for the unplannable, accommodate complexities like the pandemic, changing media consumption, social unrest
 - d. Will land with four strategic priorities that will be anchored by our team here
 - C. Trust Brochure
 - a. PBS received high marks in the annual survey of viewers in the U.S.
 - b. Most trusted for the 19th year in a row
 - c. **Suggestion:** gather similar data in our community surveys so we can have a more direct comparison
 - d. Stephanie to send the flyer as an attachment in follow up email
 - D. Messaging Toolkit
 - a. At the request of the Board of Directors, Nine PBS Marketing has created a website that can be linked to your smart phone's home screen with a thumbnail
 - b. The website is interactive so that you can see supporting facts connected to accolades of Nine PBS, can easily be kept updated
 - c. A tool to help volunteers, advocates, etc. communicate key messages re: Nine PBS content, community presence, etc.
 - d. Measuring success: observing clicks/website visits, survey CAB, Board of Directors, volunteers, staff re: their experience
 - e. **Suggestion:** push notifications or something to help folks remember it's a tool they have at their disposal
 - f. **Suggestion:** consider folks who live in areas with poor cell reception
 - E. Give STL Day

- a. May 5
 - b. Let folks know they can support Nine PBS in that way
- F. Legacy Match
- a. Nine PBS now has a legacy match program
 - b. Expand bequests, confirm current bequests, grow endowment, sustainability
 - c. We have partnered with current donors to create a matching pool to match 5% of donations people provide via their will
 - d. CAB is welcome to share this information far and wide
 - e. Legacy match flyer and form available online, Stephanie to send flyer as an attachment in follow up email
- G. *Alma's Way*
- a. Tremendous reception
 - b. Interactive website with games, activities, learning goals
 - c. "thinking it through" – a tool for Alma to work through issues and to help viewers learn responsible decision making
 - d. Culturally relevant and responsive, expanding representation: children need both "mirrors and windows" (seeing themselves reflected and also seeing into worlds that are different from their own)
- H. *Drawn In*
- a. An opportunity to expand representation of the children in St. Louis, providing those "mirrors and windows"
 - b. Comic books (digital and physical), video vignettes, community events
 - i. Comic books to be available through the St. Louis American (42,000 copies), SLPS students pre-k thru 2nd grade, ~300 students attending Nine PBS community events
 - c. Community sessions facilitated by Nine PBS but hosted by community partners
 - i. EyeSeeMe African American Children's Bookstore (happening currently)
 - ii. Lessie Bates Neighborhood Community Center – Virtual (happening currently)
 - iii. Harris-Stowe State University – Main Campus (launching in May)
 - iv. St. Louis County Library – Lewis and Clark Branch (launching in May)
- I. Content Strategy Survey via Mentimeter
- a. Nine PBS realizes there is a lot to celebrate about our region. Which of these areas should we prioritize through our local content?
 - i. Celebrations about organizations/people working together to address issues = 46%
 - ii. Local food scene = 12%
 - iii. Arts and entertainment = 23%
 - iv. St. Louis history = 19%
 - b. Nine PBS also knows our region faces a multitude of pressing challenges. Which of these areas should we prioritize through our local content?
 - i. Education/Early Education = 32%
 - ii. Jobs/Economy = 12%
 - iii. Healthcare/COVID = 4%
 - iv. Crime/Violence = 20%
 - v. Racism/Inequity = 32%
 - c. Any other areas we should consider in terms of content creation?
 - i. Immigration
 - ii. Local creators and artists (non-professional)
 - iii. Regional neighborhoods

- iv. Evolution of the region (how NGA, Midamerica, etc. investment is changing the region)
- v. What's good about the region
- vi. Behavioral health
- vii. Civic engagement
- viii. Housing issues in St. Louis
- ix. Workforce shortages across a range of sectors
- x. Urban rural divide (how does viewership drop off as you move farther from St. Louis)
- xi. Mental health resources

J. CAB Ideas

- a. Meeting frequency: 2 – 3 times is favored, the 3rd meeting should be added into the summer before school starts
- b. Mixture between preference of in-person vs. Zoom
- c. Facebook group as a point of connection
- d. **Decisions needed:** target board size, leadership structure, ensuring that the entire board doesn't turn over at once, attendance expectations

Follow Up Items

Trust Brochure

Legacy Match

Community Engagement Model