#### <u>May 2024</u>

# **KMOS-TV Community Representation Statement**

## Statement of position

As a PBS Member station that is owned and operated by the University of Central Missouri, KMOS-TV values the entirety of its viewers, members, staff, students, and management. KMOS-TV will always endeavor to bring the unique stories about the local people and communities it serves through its online and on-air content.

KMOS continues to actively recruit a representative group of staff and students through local job fairs and organizations (such as, but not limited to, the University of Central Missouri's Association of Black Collegians) to attract student staff, interns, and volunteers to work at KMOS.

KMOS regularly works with the community to bring stories of minority and underserved audiences to its viewers across central Missouri.

KMOS staff, from its full-time members to its part time students, is representative of all demographics within the KMOS viewing area. Including Black Americans, Africans, Hispanic Americans, Caucasian Americans, the differently-abled and members of the LGBTQ community. KMOS' governing board is the UCM Board of Governors which includes minority members.

KMOS regularly reviews its community representation statement and mission internally as well as with the KMOS Community Advisory Board and members of the University of Central Missouri's leadership team.

## **KMOS Educational Mission**

As part of the University of Central Missouri, KMOS-TV serves as a real-world learning lab for UCM students in providing a unique educational experience for students regardless of age, race, color, religion, sex, sexual orientation, gender identity or expression, marital status, pregnancy or parental status, national origin, veteran status, genetic information, disability, or any other legally protected class. Student participation can take the form of volunteering, student employment, practicums and internships. With this expansive variety of opportunities, it is the practice of KMOS-TV to ensure that the diversity of the University and its viewing area is represented in its student talent pool.

## **KMOS Hiring Practices**

KMOS-TV firmly believes in finding the right person for the job, and in doing so every position it fills is advertised to the broadest extent practical, ensuring that KMOS-TV has a significantly diverse pool of qualified candidates from which to choose. KMOS-TV, as part of the University of Central Missouri, is an equal opportunity employer.

### KMOS Governing/Advisory Boards

KMOS-TV's leadership board is the UCM Board of Governors, members of which are appointed by the Governor of Missouri with the advice and consent of the Missouri Senate. As a state entity it is prohibited from discriminating against appointees of this board on the bases of age, ethnicity, culture, religion, national origin, economic status, sex, race or gender.

KMOS-TV also maintains a Community Advisory Board, and as codified by the CAB bylaws KMOS-TV will undertake good faith efforts to ensure the Community Advisory Board reasonably reflects the diverse needs and interests of the community served by the board.

## **Community Representation Statement Review**

KMOS-TV will annually review its community representation statement to ensure that it is compliant with all local, state and federal laws and requirements, including the requirements of the Corporation for Public Broadcasting. Further, KMOS-TV will regularly review census and other demographic datasets of its viewing area to ensure that the diversity of its population is represented in its staff (student and professional) and advisory board. It is the goal of KMOS-TV to make all of its broadcast content, community events and educational outreach available to the widest most diverse audience possible.

# RESOLUTION PUBLIC SESSION BOARD OF DIRECTORS CORPORATION FOR PUBLIC BROADCASTING WASHINGTON, D.C. Monday, October 16, 2023

7 approved; 1 absent

## WHEREAS,

The Communications Act requires CPB to support diverse non-commercial educational content for unserved and underserved audiences and to make public media's content available for free to rural and urban audiences throughout the United States.

## WHEREAS,

Locally owned and operated public media stations are uniquely connected to America's communities and positioned to reflect and serve the diverse and varying populations of their communities.

## WHEREAS,

CPB management has consulted with a panel of radio and television station representatives regarding changes to CSG policy that has informed management's recommendations to the CPB Board.

#### NOW, THEREFORE, BE IT RESOLVED THAT

The CPB Board of Directors hereby adopts CPB management's recommendations for changes to the CSG Diversity Statement Requirement:

CPB encourages stations to continue to reflect and include their communities in station employment, membership on boards primarily responsible for station governance, community advisory boards (if required) and to provide educational, informational, and cultural content that meets the needs of the community populations they serve. Station activities and practices in support of these objectives must be consistent with the Equal Employment Opportunity provisions in the Community Service Grant General Provisions and Eligibility Criteria<sup>1</sup> and with other applicable federal and state laws.

To affirm this ongoing commitment, stations are required to adopt a "Community Representation Statement" that documents their support of these goals and how they plan to achieve them. The Community Representation Statement must be posted on the station's website or made available at its central office. Stations must biennially review their Community Representation Statements with their governing body and modify them as necessary to reflect significant changes in their communities' populations served and their strategies to serve them.

<sup>&</sup>lt;sup>1</sup> Currently in Section 20 of the General Provisions and Eligibility Criteria.

KMOS Coverage Area Census Information F	Y2024			
Subject	KMOS Cove	rage Area	Misso	
	Number	Percent	Number	Percent
Total population trends and projections				
1990	764,232	-%	5,117,073	-%
2000	869,278	-%	5,595,211	-%
2010	950,256	-%	5,988,927	-%
2020	972,298	-%	6,151,548	-%
2021	974,658	-%	6,168,187	-%
2030 (projected)	1,064,084	-%	6,746,762	-%
Population change (percents indicate growth or loss between years)				
1990 to 2000	105,046	12.53%	478,138	9.30%
2000 to 2010	80,978	5.51%	393,716	7.00%
2010 to 2020	22,042	-0.33%	162,621	2.70%
2020 to 2021	2,360	-0.31%	16,639	0.30%
Natural increase (births minus deaths)				
1990 to 2000	23,853	-%	219,553	-%
2000 to 2010	31,236	-%	239,495	-%
2010 to 2020	21,149	-%	154,484	-%
2020 to 2021	-1,173	-%	-5,631	-%
Net migration				
1990 to 2000	81,193	-%	258,585	-%
2000 to 2010	50,048	-%	152,868	-%
2010 to 2020	959	-%	10,057	-%
2020 to 2021	7,835	-%	19,337	-%
Population by select age cohorts (as of July 1, 2022)	.,			
Total	974,658	-%	6,168,187	-%
Under 5 years	57,098	5.86%	367,578	6.00%
5 to 17 years	153,174	15.72%	1,003,851	16.30%
18 to 24 years	114,173	11.71%	558,006	9.00%
25 to 34 years	123,917	12.71%	824,107	13.40%
35 to 44 years	112,395	11.53%	762,624	12.40%
45 to 54 years	107,259	11.00%	719,740	11.70%
· ·	127,686			
55 to 64 years		13.10%	825,928	13.40%
65 to 84 years	155,551	15.96%	955,761	15.50%
85 years and older	21,045	2.16%	133,953	2.20%
Under 18 years	210,272	21.57%	1,371,429	22.20%
65 years and older	176,596	18.12%	1,089,714	17.70%
Population by race and ethnicity (as of July 1, 2022)				
White alone	870,390	92.71%	5,095,927	82.60%
Black alone	51,871	3.25%	727,065	11.80%
American Indian or Alaska Native alone	6,802	0.73%	37,409	0.60%
Asian alone	18,072	0.92%	138,565	2.20%
Hawaiian or Pacific Islander alone	1,889	0.16%	10,836	0.20%
Multiracial	25,634	2.22%	158,385	2.60%
Hispanic	37,980	3.28%	276,072	4.50%
Non-Hispanic	934,318	97.12%	5,875,476	95.30%
Households by type (2017-2021 ACS)				
Total households	366,973	-%	2,433,819	-%
Family households	234,549	65.87%	1,541,667	63.30%
Married-couple households	183,548	52.13%	1,160,947	47.70%
With own children under 18	65,438	17.28%	428,589	17.60%
Single-mother households	35,255	9.44%	272,154	11.20%
Nonfamily households	132,424	34.13%	892,152	36.70%

Persons living alone	107,117	11.45%	731,014	12.20%
Unmarried-partner households	51,001	20.86%	380,720	24.70%
Average household size	81	-%	2.5	-%
Housing (2017-2021 ACS)				
Total housing units	458,415	-%	2,782,081	-%
Occupied housing units	366,973	78.98%	2,433,819	87.50%
Vacant housing units	91,442	21.02%	348,262	12.50%
Vacancy rate for owner units	-	-%	-	1.30%
Vacancy rate for rental units	-	-%	-	5.60%
Population by size of city/town (2021)				
Living in incorporated places of 2,500 or greater population	419,843	30.59%	3,701,048	60.00%
Living in incorporated places smaller than 2,500 population	88,115	14.79%	398,942	6.50%
Living in unincorporated areas	466,700	54.62%	2,068,197	33.50%
Other population items				
Persons per square mile	1,595	-%	90	-%
Female population	479,005	49.50%	3,113,793	50.70%
Living in group quarters	49,955	4.14%	163,118	2.70%
Income and poverty (2017-2021 ACS)				
Median household income	\$51,670	-%	\$61,043	-%
Average household income	\$68,646	-%	\$83,152	-%
Median family income	\$66,101	-%	\$77,976	-%
Average family income	\$81,888	-%	\$100,355	-%
Per capita income	\$27,260	-%	\$33,770	-%
Persons below poverty level	133,344	14.39%	762,023	12.80%
Children below poverty level	36,710	18.72%	229,574	16.90%
Travel to work (2017-2021 ACS)				
Workers age 16 and older who commute to work	417,261	-%	2,666,813	-%
Drive alone to work	349,732	79.51%	2,310,641	79.40%
Take public transportation to work	1,442	0.22%	30,417	1.00%
Walk to work	17,705	2.68%	55,963	1.90%
Work at home	26,705	6.04%	244,106	8.40%
Average commuting time (minutes)	25	-%	24	-%
Educational attainment (2017-2021 ACS)				
Population 25 years and older	639,897	-%	4,187,819	-%
Did not attend high school	19,988	3.66%	115,606	2.80%
Some high school, no diploma	41,715	7.45%	261,933	6.30%
High school graduate or GED, no college	220,925	39.11%	1,276,601	30.50%
Some college, no degree	131,907	20.58%	905,553	21.60%
Associates degree	53,031	8.34%	342,927	8.20%
Bachelors or graduate degree	104,874	13.15%	789,957	18.90%
Full- and part-time employment by selected industries (2021)	101,011	10.1070	100,001	10.0070
Total employed	553,518	-%	3,772,958	-%
Accommodation and food services	37,876	5.64%	259,281	6.90%
Administrative and waste services	19,918	2.85%	198,019	5.20%
Construction	32,063	6.82%	212,614	5.60%
Educational services	6,093	0.64%	91,030	2.40%
Finance and insurance	24,872	3.63%	214,873	5.70%
Government, local	42,347	9.06%	261,421	6.90%
Government, state	50,438	3.38%	98,577	2.60%
Government, federal (civilian)	10,108	1.29%	60,845	1.60%
Health care and social assistance	36,888	4.44%	451,365	12.00%
Management of companies and enterprises	4,584	0.24%	65,134	12.00%
Management of companies and enterprises	4,584	0.24% 8.58%	284,020	7.50%
Other services, except public administration	27,622	5.37%	284,020	5.30%
CUICE ACTIVICES, EAUGUL DUDILE dUTITITISTI dUDI	21,022	0.01 70	200,133	0.00%

Real estate and rental and leasing	22,998	3.52%	175,247	4.60%
Retail trade	58,936	10.96%	375,287	9.90%
Wholesale trade	10,989	1.96%	131,443	3.50%
Unemployment (2021)				
Unemployed persons	16,859	3.94%	134,081	4.40%
Unemployed persons, previous year	16,859	3.94%	134,081	4.40%
Personal income by selected industries (2021, BEA, in thousands	of dollars)			
Total personal income	\$553,518	-%	\$3,772,958	-%
Accommodation and food services	\$34,322	1.50%	\$7,966,761	2.30%
Administrative and waste services	\$24,854	0.90%	\$9,341,838	2.70%
Construction	\$57,817	3.78%	\$14,996,311	4.40%
Educational services	\$10,154	0.22%	\$3,867,705	1.10%
Finance and insurance	\$56,671	1.83%	\$18,441,493	5.40%
Government, local	\$87,603	5.64%	\$17,652,485	5.20%
Government, state	\$112,327	2.56%	\$6,053,684	1.80%
Government, federal (civilian)	\$32,390	1.33%	\$6,752,692	2.00%
Health care and social assistance	\$121,239	2.60%	\$29,125,384	8.50%
Management of companies and enterprises	\$44,161	0.23%	\$8,511,374	2.50%
Manufacturing	\$86,278	6.20%	\$23,377,163	6.90%
Other services, except public administration	\$36,758	2.18%	\$8,398,049	2.50%
Professional and technical services	\$38,380	1.16%	\$22,179,103	6.50%
Real estate and rental and leasing	\$4,668	0.38%	\$2,674,541	0.80%
Retail trade	\$65,278	3.85%	\$14,347,559	4.20%
Wholesale trade	\$29,153	1.39%	\$12,654,020	3.70%
Agriculture and farms (2017 Census of Agriculture)				
Total number of farm operations	31,328	-%	95,320	-%
Market value of agricultural products sold (\$ thousands)	\$3,230,926	-%	\$10,525,938	-%
Agricultural production expenses (\$ thousands)	\$2,578,621	-%	\$8,524,426	-%
Farms with sales less than \$10,000	15,873	50.59%	51,166	53.70%
Farms with sales between \$10,000 and \$50,000	8,741	28.01%	24,222	25.40%
Farms with sales between \$50,000 and \$100,000	2,408	7.72%	6,858	7.20%
Farms with sales greater than \$100,000	4,306	13.65%	13,074	13.70%
Children and families				
Graduations (2020)	9,131	93.76%	58,890	91.30%
Low birth weight infants (2016-2020)	4,445	7.73%	31,683	8.70%
Substantiated child abuse/neglect cases (2020)	890	.92 per thousand	4,375 3.2	per thousand
Births to teens, ages 15-19 (2020)	551	.56 per thousand	3,556 8.8	per thousand
Children in families receiving SNAP benefits (2020)	58,551	28.05%	413,505	30.20%
Food insecurity for children (2019)	31,970	16.42%	204,320	14.80%
Missouri Kids Count composite rank (out of 115) (2022)	1,672	-%	-	-%

#### **Grantee Information**

ID	1802
Grantee Name	KMOS-TV
City	Warrensburg
State	МО
Licensee Type	University
Licensee Type	University

1.1 Employment of Full-Time Television and Joint Employees

Jump to question:  $1.1 \checkmark$ 

Jump to question: 1.1  $\checkmark$ 

Please enter the number of FULL-TIME TELEVISION and JOINT employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Television and Joint Employees

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000 - TV Only							0
Officials - 1000 - Joint							0
Managers - 2000 - TV Only					2		2
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only					4		4
Professionals - 3000 - Joint							0
Technicians - 4000 - TV Only					1		1
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total	0	0	0	0	7	0	7

1.1 Employment of Full-Time Television and Joint Employees

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000 - TV Only					1		1
Officials - 1000 - Joint							0
Managers - 2000 - TV Only					1		1
Managers - 2000 - Joint							0

Jump to question: 1.1  $\checkmark$ 

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Professionals - 3000 - TV Only					2		2
Professionals - 3000 - Joint							0
Technicians - 4000 - TV Only					2		2
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only					0		0
Service Workers - 5500 - Joint							0
Total	0	0	0	0	6	0	6
1.1 Employment of Full-Time To	elevision and Joint	Employees		Jump to que	estion: 1.1 🗸		
Major Job Category / Job Code					h Disabilities		
Officials - 1000 - TV Only							

Officials - 1000 - Joint

Managers - 2000 - TV Only

Managers - 2000 - Joint

Professionals - 3000 - TV Only

Professionals - 3000 - Joint

Technicians - 4000 - TV Only

Technicians - 4000 - Joint

Sales Workers - 4500 - TV Only

Sales Workers - 4500 - Joint

Office and Clerical - 5100 - TV Only

Office and Clerical - 5100 - Joint

Craftspersons (Skilled) - 5200 - TV Only

Craftspersons (Skilled) - 5200 - Joint

Operatives (Semi-Skilled) - 5300 - TV Only

Operatives (Semi-Skilled) - 5300 - Joint

Laborers (Unskilled) - 5400 - TV Only

Laborers (Unskilled) - 5400 - Joint

Service Workers - 5500 - TV Only

Service Workers - 5500 - Joint

#### Total

1.1 Employment of Full-Time Television and Joint Employees

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

2 White Males 1 White Female

1.2 Major Programming Decision Makers

Jump to question: 1.1 V

3

1

2

0

Print Survey

Jump to question: 1.3  $\checkmark$ 

Of the full-time employees reported in Question 1.1, how many, including the station general manager,	
have responsibility for making major programming decisions?	

1.2 Major Pro	ogramming Decisio	on Makers				Jump to	o question: 1.2 🗙
	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers					1		1
Male Major Programming Decision Makers					2		2
Total	0	0	0	0	3	0	3
1.2 Major Pro	ogramming Decisio	on Makers			Jump to quest	ion: 1.2 💙	
major program decisions about result in a doub programming d	ming decisions. Incluc t program acquisition ble-counting of some f lecisions should be in	or racial group the head le the station general m and production, progra ull-time employees; em cluded in the counts for e employee Question 1.	anager if appropriate m development, on-a ployees having the re this item and again,	e. Major programming ir program scheduling	decisions include , etc. This item should		

## 1.3 Employment of Part-Time Television and Joint Employees

Please enter the number of PART-TIME employees, both TV-only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Pa	rt-Time Televisio	n and Joint Emplo	oyees			Jump	to question: 1.3 🗸
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000				0	1		1
Technicians - 4000	1	1		1	6		9
Sales Workers - 4500							0
Office and Clerical -	0				0		0
Craftspersons (Skilled)							0
Operatives (Semi-							0
skilled) - 5300 Laborers (Unskilled) -							0
5400 Service Workers - 5500							0
Total	1	1	0	1	7	0	10
1.3 Employment of Pa Major Job Category /	rt-Time Televisio African American	n and Joint Emplo Hispanic	oyees Native American	Asian/Pacific	White, Non-Hispanic	Jump More Than One Race	to question: 1.3 🗸
Job Code	Males	Males	Males	Males	Males	Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000	1			2	9		12
Sales Workers - 4500							0
Office and Clerical - 5100				1	0		1
Craftspersons (Skilled) 5200							0
Operatives (Semi- skilled) - 5300					0		0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	1	0	0	3	9	0	13

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1.3 Employment of Part-Tim	e Television and	Joint Employees		Jump to question:	1.3 🗸
Major Job Category / Job Code				Persons with Disal	oilities
Officials - 1000					
Managers - 2000					
Professionals - 3000					
Technicians - 4000					
Sales Workers - 4500					
Office and Clerical - 5100					
Craftspersons (Skilled) - 5200					
Operatives (Semi-skilled) - 5300					
Laborers (Unskilled) - 5400					
Service Workers - 5500					
Total					0
1.4 Part-Time Employment					
Of all the part-time employees lis	ted in Question 1.3,	how many worked les	s than 15 hours per we	Jump to question: eek and how many	1.4 👻
worked 15 or more hours per we	ek, but not full time?				
1.4 Part-Time Employment				Jump to question:	1.4 🗸
Number working less than 15 ho	urs per week				14
1.4 Part-Time Employment				Jump to question:	1.4 🗸
Number working 15 or more hour	rs per week				9
1.5 Full-Time Hiring				Jump to question:	15 🗸
1.5 Full-Time Hiring No full-time employees were hire	ed (check here if app	licable)		Jump to question:	
1.5 Full-Time Hiring Major Job Category /	Minority	Non-Minority	Minority	Jump to question: Non-Minority	1.5 🗸
Job Code	Female	Female	Male	Male	To
Officials - 1000					
Managers - 2000		1	0		
Professionals - 3000					
Technicians - 4000					
Sales Workers - 4500					
Office / Service Workers - 5100-5500					
Total	0	1	0	0	
1.6 Full-Time and Part-Time	Job Openings			Jump to question:	1.6 🗸
Enter the total number of full-time previously filled positions and ne regardless of whether they were whether it was filled by an interna the promotion of an employee wh newly created position to be filled	e and part-time oper wly created positions filled during the year al or an external can no stays in essential	s. Include all positions r. If a job opening was didate. Do not include ly the same job but ha	that became available filled during the year, in as job openings any po s a different title (i.e. w	ude both vacancies in during the fiscal year, nclude it regardless of ssitions created through here there was no vacancy or	
1.6 Full-Time and Part-Time				Jump to question:	1.6 🗸
Number of full-time and part-time	job openings				12
1.7 Hiring Contractors				Jump to question:	1.7 🗸
During the fiscal year, did you hir	e independent contr	actors to provide any	of the following service	s?	
1.7 Hiring Contractors				Jump to question:	1.7 🗸
				Check all that	apply
None					
Development Activities					

4/11/24, 10:39 AM		Print Survey	
Legal Services			<b>~</b>
Human Resources Services			
Accounting/Payroll Services			
Computer Operations			
Engineering			$\checkmark$
Comments			
Question	Comment		