

KMOS-TV provides Missouri citizens with commercial-free, high-quality, substantive programming which enriches, enlightens, informs and entertains.

KMOS Vision

To be an innovative public media organization that strengthens central Missouri by engaging, educating, and entertaining citizens.

KMOS Mission

KMOS serves the citizens of central Missouri with high-quality educational content and experiences online, over-the-air, and in our communities.

We cultivate UCM students' professional development and encourage creative exploration through a multi-disciplinary learning lab that supports the classroom environment.



Inspiring youngsters to accomplish any task at hand, Bob the Builder performs for residents of Jefferson City and other attendees of the annual Multicultural Festival.

LOCAL VALUE

KMOS-TV is a valuable asset to central Missouri, which is comprised of primarily rural communities. Many residents depend on broadcast television, and express their appreciation for our non-commercial news, music, and for the high-quality children's programming.

2017 KEY SERVICES

In 2017, KMOS-TV engaged with Missouri citizens in 38 counties through our local broadcasts, annual Young Writers' Contest, local appearances, and parades. With the addition of a fourth channel, KMOS added an essential service for Missouri channels in the form of the KMOS PBS Kids service. Family-friendly content is streamed to families over the air, online and on mobile devices. The other three channels are HD broadcast of PBS programming, lifestyle and how-to programming on KMOS Create and international news and entertainment over MHz Worldview on KMOS.

LOCAL IMPACTS

With a broadcast signal that covers 178,000 TV households in a 20,000 square mile area, KMOS-TV connects residents with commercial and subscription-free information otherwise unavailable. Through these and the activities outlined on these pages, KMOS-TV continues to build relationships between and within the many communities in our large coverage area.

Events in the Community



Multicultural Festival in Jefferson City
KMOS supports community celebrations like the annual festival that takes place in the capital city's downtown. Attendees were treated with a stage show featuring PBS Kids favorite Bob the Builder. In addition they enjoyed taking their pictures with him as they visited with KMOS staff on that October day.

Bob the Builder Coloring Contest

Prior to the Multicultural Festival, KMOS conducted a contest in which participants sent in their renditions of official Bob the Builder coloring sheets. Prizes were awarded for the top three entries.

Family Literacy event Warrensburg

Each year KMOS participates in this literacy-promoting event with a PBS character appearance. This year The Cat in the Hat was on hand to meet and greet the children 2-5 years old at the March 14th "Silly with Seuss" family literacy event. In partnership with Warrensburg Parents As Teachers and Warrensburg Parks & Rec.

Clifford The Big Red Dog

Everyone's favorite colossal canine visited students in Green Ridge and Columbia Independent Schools

Distribution of donated children's books

Each year KMOS-TV works with regional book clearinghouses and other partners to increase regional literacy rates and help families by arranging for the donation of, and distributing more than a thousand books. This year, the total number of books distributed through this arrangement totaled 1,954.



Foster Knox Child Care - 50

Leeton R-X Schools - 57

Silly with Seuss - 215

UCM Farm - 57

Boys and Girls Club - 252

Pettis County R-12, Dresden - 82

Columbia Independent School - 61

Green Ridge - 71

Independent Writer's Contest Entrants - 23

Johnson County Christian Academy - 12

Awards Ceremony - 30

Versailles - 13

Versailles - 185

Whiteman Air Force Base - 48

Angel Tree - 475

Big Brothers, Big Sisters - 40

Foster Knox Child Care - 58

State Fair 2017 - 150

Keen Reading - 75

Cyberchase “Step It Up!” Initiative



KMOS received a grant to provide schools with tools and inspiration for increasing physical activity among the students. This included pedometers and promotional materials, as well as school visits by the Cyberchase walkabout character Digit.

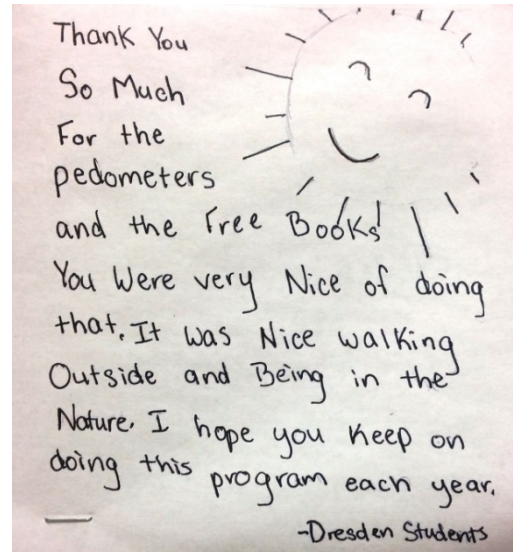


The Boys and Girls Club of West Central Missouri is comprised of children from 10 communities in the area. Their participation included a visit from Cyberchase character Digit!

This five week school-based challenge was designed to get children to increase their physical activity during the school day through simple exercises and engaging math based activities. Over the course of five weeks, each participating child increased their steps and monitored their physical activity.

Participating schools were: Whiteman Air Force Base Youth Center (which charted the route to the State Capitol), Morgan County R-II, Boys & Girls Club of West Central Missouri, Pettis County R-XII (Dresden).

Students in the Whiteman Air Force Base Youth Center took on the challenge to virtually walk to the Missouri State Capitol.



Students from Dresden (Pettis County R-XII) wrote notes of appreciation (above) and pose with their principal.

According to teacher Laura Piercy, students in Morgan County R-II completed 2,839,177 steps!

“My feet hurt thinking about how much they moved. But the kids seemed to enjoy it. It let them visualize how much they were (or weren’t) moving. It held them accountable.”

Celebrating Future Media Producers

As a licensee of the University of Central Missouri, KMOS has the honor to supplement the classroom experience for students preparing for their careers – in media and beyond. We benefit in turn from their talents, industry and in knowing them as individuals. In a banquet for KMOS student employees, several were recognized by their peers with awards in the following categories.



Front Row (l-r) Teofilo Puerto, Brock Masters, Ron' Zena Hill, Alekhya Mohan Puppala, Prashanti Gutha, Lindsey Adell. Back row, Andrew Popp, Gareth Greenfield, Jacob Clark, Tyler Moody, Aaron Lightfoot, Rushi, Ryan Amos and Krishna Karamsetty.

Outstanding Administrative Support - Ryan Amos

Best Editing - Jacob Clark

Best Shooting - Gareth Greenfield

Best On-Air Talent - Ron' Zena Hill

Best Production Team Player - Tyler Moody

Fred Hunt Award for Master Control Excellence - Lindsey Adell

In addition, two students received scholarships named in honor of KMOS-TV's first General Manager, John Bradley. Ron'Zena Hill and Alekhya Mohan Puppala have both excelled in their positions in our Master Control, and in the Traffic and Continuity Department, respectively.

ON THE AIR - PROGRAMMING

In January, 2017 KMOS-TV added a critical new stream of content to our multichannel broadcast operations. The KMOS PBS Kids Channel was launched in concert with the national 24/7 program stream for the benefit of families who seek kid-friendly programming in the evenings and on demand. Research shows that families with major health issues, and those whose work schedules include late night shifts would benefit from overnight availability of Kids programming.



Coverage of the Democratic and Republican Conventions and of Election Night were among our most-watched programs during the summer and fall, reflecting the local level of interest and engagement in the national political discourse. KMOS ensured scheduling of these events totaling 38 hours, which included the presidential debates and Election night coverage. In addition, programs like *PBS NewsHour*, *Washington Week* and *Charlie Rose* provided additional perspective and information.

With alternative reports and sourcing, the daily series *Democracy Now* provides details not covered by the *NewsHour* or other mainstream outlets. International news coverage of U.S. elections was a regular part of the programming on MHz Worldview (channel 6.3).

ON THE AIR - PROGRAMMING



KMOS presents Missouri Life – Produced in partnership with Missouri Life magazine, to highlight several central Missouri towns. Each program examined the local history, introduced audiences to notable citizens and businesses, and other cultural aspects. The response to the first two seasons prompted KMOS to create new episodes for 2017. With assistance from each of the featured communities, KMOS led viewers on explorations through the history, streets and institutions found in the towns of Moberly and Cape Girardeau, and the following counties: Callaway, Newton, Chariton, and Pulaski. Work is commencing for 2018!

Lowdown Created by student producers attending University of Central Missouri, this bi-monthly series highlights various aspects of the university from a student point of view.

Show-Me Ag – This local production has featured stories on Missouri agri-business, and interviews with producers, distributors and others involved in this crucial part of our state's economy. Each program, hosted by farmer and former state agriculture administration official Kyle Vickers, is comprised of a studio-based conversation and usually pre-recorded reports from a variety of locations throughout the state. The 2017 season featured these and other topics, with respective guests:

Cover Crops Sami Tellatin, Sustainable Agriculture Research & Education.

Missouri's Parks, Soils and Water Sales Tax Brandon Butler of the Conservation Federation of Missouri and Daniel Brigman, Knob Noster State Park.

Prairie Conservation Max Alleger and Dave Niebruegge, MDC, and landowner Johnie Brauer of Mora, Mo.

Women in Agriculture Guests: Julie Brooks of the Johnson County USDA Farm Service Agency and Cara Reikhof of GR Farms in Higginsville.

Veterinary Feed Directive Guest: Greg Payne, MU College of Veterinary Medicine

FFA and Vocational Agriculture Guests: MO FFA Assoc. State Advisor, Leon Busdieker and MO State FFA President, Colton Spencer.

Agri-drones Guests: Kent Kauffman from The Farm Research Center, Chad Middaugh of AgTech, a retailer of agri-drone technology.

Small Farm Innovation Guests: Phillip Boydston, a Farm Outreach Worker and Susie (pictured) and Jim Hallar of Holden, Missouri about their ever-expanding goat business.



2017 KMOS KIDS Writers Contest



Over 155 stories were received in this annual contest for Kindergarten through third grade students. The stories submitted by the young authors and illustrators are very creative, and demonstrate community interest in services that support childhood literacy and education. The entries were reviewed by a panel of education majors attending UCM. Finalists in each grade are recognized at a reception, where they record the stories on video for posting online.

Top stories for 2017

Kindergarten

- 1st Place – Kellen, Concordia, “Buddy the Hero Dog”
- 2nd Place – Nick, California, “The Hungry Banana”
- 3rd Place – Alayna, Versailles, “The Story of the Five Horses”

First Grade

- 1st Place – William, Jefferson City, “Big Billy and Little Willy at the Air Force Base”
- 2nd Place – Luul, Columbia, “The Dragon Birthday”
- 3rd Place – Anastasia, Columbia, “How the Cheetah Got It’s Spots”
- Honorable Mention – Kai, Columbia, “Ning Ning”

Second Grade

- 1st Place – Clara, Wardsville, “Not Your Typical Polar Bear”
- 2nd Place – Henley, Columbia, “Bee Nice”
- 3rd Place – Vicente, Columbia, “Ravi’s Journey”
- Honorable Mention - Eleanor, Columbia, “Lizzy the Liar”

Third Grade

- 1st Place – Karsten, Stover, “Isaac Sees Clearly Now”
- 2nd Place – Ava, Jefferson City, “Don’t Take an Ostrich Ice Skating”
- 3rd Place – Rylee, Green Ridge, “Strawberries in a Jam”
- Honorable Mention – Tristan, Linn, “Happy Anniversary”

DON'T TAKE AN
OSTRICH
ICE SKATING
By: Ava





KMOS-TV serves the citizens of central Missouri, and in return receives support from the community in fulfilling its mission of providing high-quality educational content and experiences.

Members of the Jefferson City Police Department joined in the fun when Bob the Builder appeared at the Multicultural Festival in October.

Your feedback is the best way for us to measure how well we are serving central Missouri. Please do not hesitate to let us know how you feel about our programming, events or services. We welcome comments and questions by phone, email and regular post. In addition, you can learn more about KMOS-TV programming and services by visiting www.kmos.org.

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