

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.



The Paddlewheeler America is serenaded by a local Dixieland band while docked at the Mississippi River landing in Cape Girardeau, one of many communities featured in the third season of Missouri Life.

### 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.

### 2018 KEY SERVICES

KMOS-TV engaged with Missouri citizens in 38 counties through broadcast of local programming, initiatives related to the national broadcast of *The Vietnam War*, our annual Young Writers' Contest, local appearances at regional events and the state fair, as well as participation in community parades.

### 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.

**THE VIETNAM WAR**  
A FILM BY KEN BURNS & LYNN NOVICK

In September 2017 KMOS-TV joined PBS stations nationwide in the broadcast of the 10-part documentary on the Vietnam War. In the lead-up that summer and fall, KMOS collaborated with the University of Central Missouri and other partners in the region to reach veterans and others to pass on the history and legacy of the Vietnam War Era, and to honor and recognize those who sacrificed for their country.

For the exhibit of the traveling Wall That Heals Vietnam War Memorial (June 29-July 2), KMOS used grant funding for interactive kiosks upon which visitors could watch interviews with local veterans. These interviews were conducted by UCM History/ Sociology students, recorded by KMOS and archived at the McClure Archives and Museum at UCM and online at [kmos.org](http://kmos.org).



Left-right: Sadie Williams and Gary Grisby; Johnny Brooks and Sydnee Kimmel with KMOS producer Christy Millen; James Burson.

From active duty personnel representing all branches of the U.S. Armed Forces stationed in Vietnam, stateside, or elsewhere in the world, to those who chose conscientious objector status – each of the individuals sharing their stories described experiences deeply influenced by the contentious political, social and historical developments of the late 1960s and early 1970s. Although there were similarities, each story is unique, personal, and moving.

We thank all for their service and for sharing their stories. The names of the individuals are listed below, along with the names of their interviewer.

Vi Bielefeldt / Dylan Straughn  
Earl Boutell / Gina Schlobohm  
James Burson / Noelle Brooks  
Johnny Brooks / Sydnee Kimmel  
Joseph Courtney / Dr. Amber Clifford-Napoleone  
Marvin Stanley Cox, Jr. / Timothy Kurz  
Russell “Buddy” Cusick / Zach Horton  
Steven Del Vecchio / Charles Burrow  
Thomas Graham / Michael Pierson  
Gary Grigsby / Sadie Williams

Richard Walter Jung Jr. / Brad Unkel  
Richard D. Keller / Dr. Amber Clifford-Napoleone  
Steven Larson / Dr. Amber Clifford-Napoleone  
Gary McKay / Branden Wilber  
Eddie Osborne / Kaylah Griffith  
Jim Piatt / Blake Carminucci  
Sam Raber / Dr. Amber Clifford-Napoleone  
Duard “Putt” Swope / Summer Livingston  
Richard Weaver / Michaela Brawley

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**Community Preview Screenings with Discussion**

KMOS presented public previews of one of the episodes on three occasions, each followed by a panel discussion with veterans and others who provided personal reflections and perspective for audience members.



**August 24, 2017 – Columbia**

Columbia College Veterans and Military Services

Moderator Columbia College Professor of History Dr. Brad Lookingbill.

- Dr. Chuck Abromovich - US Army, (1967) two Purple Hearts;
- Jacqui Chagnon - Civilian Aid Worker, War Legacies Project (68-70)
- Colonel John W. Clark - US Air Force (POW 67-73)
- Jerry Cook – US Army 169 Engineer Battalion (In Country 68-69)
- Chris Egbert – US Navy (two 12-month tours. USS Forrestal, 1967)
- Colonel Mike Randerson – US Air Force



**August 23, 2017 - Jefferson City**

T.D. Pawley Theatre, Martin Luther King, Jr. Hall - Lincoln University

Moderator Dr. Thomas Gubbels, PH.D Associate Prof. of History, Lincoln University.

- Ron Bogg: US Army, Specialist 5th Class (1969-1970)
- Jacqui Chagnon: Civilian Aid Worker, War Legacies Project
- Don Hentges, US Army 101st Airborne Division (1967-1969) and President, Jefferson City Veterans Council
- Phil Kalaf, US Navy Radioman (1968-1972) and Commander VFW Post 1003 Jefferson City
- Duard "Putt" Swope: US Navy Electronic Warfare Tech. (1968-80)
- Thomas A. Ward, US Navy Engineman 2nd Class - (1966 to 1970)



**June 30, 2017 – Warrensburg (with Wall That Heals Exhibit)**

Twomey Auditorium, University of Central Missouri

Moderated by Jeff Huffman - Veteran & Director Military & Veteran Services, UCM.

- Russell "Buddy" Cusick - Vietnam War Veteran – Sedalia
- Jacqui Chagnon - Civilian Aid Worker - Warrensburg
- Ron Pierce - Veteran & Senior Director, PBS Veterans Initiative - Washington D.C.
- Sam Raber - Vietnam War Veteran - Warrensburg
- Jack E. Rogers, Ph.D - Director of Forensics, Speech & Debate, UCM



### Events in the Community

**Lifestyle & Business Expo, Capital Mall, Jefferson City** – A one day of community engagement with Jefferson City business population.

**Preview screenings promoting Victoria on Masterpiece, Season 3** - Hayden Liberty Center Association for the Arts in Sedalia, and in Columbia at Stephens College.

**Home Business Association Expo, Parkade Center in Columbia** – This event provided KMOS with the opportunity to meet representatives from businesses in and around Columbia, and included a popular booth focused on using over-the-air television aerials (left).

### Education and Literacy

#### Family Literacy Event Warrensburg

Each year KMOS participates in this literacy-promoting event with an appearance of The Cat in the Hat to meet and greet the children 2-5 years old at the family literacy event, in association with Warrensburg Parents As Teachers and Warrensburg Parks & Recreation.

#### Clifford The Big Red Dog

Everyone’s favorite colossal canine visited students served by Lafayette County’s “Brighter Futures” program for children and families in need.

#### The Great American Read Launch

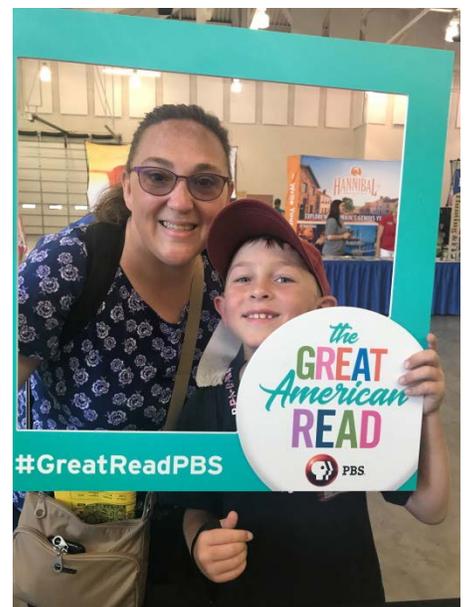
Joined PBS stations nationwide to promote a new literacy campaign, locally with the Daniel Boone Regional Library in Columbia - and in Clinton at the annual Ol’ Glory Days.

#### Wild Kratts Live

Partnered with Jesse Auditorium at University of Missouri to provide a meet and greet opportunity with the cast of Wild Kratts LIVE stage show for the winners of the KMOS Writers Contest.

#### 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.





**2018 KMOS KIDS Writers Contest**

This annual contest for first through third grade students brought creative stories from young authors and illustrators in 45 central Missouri towns and cities.

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 at [kmos.org](http://kmos.org).

The top 10 winners were awarded with tickets to attend a Wild Kratts show in Columbia.

**Top stories for 2018**

**First Grade**

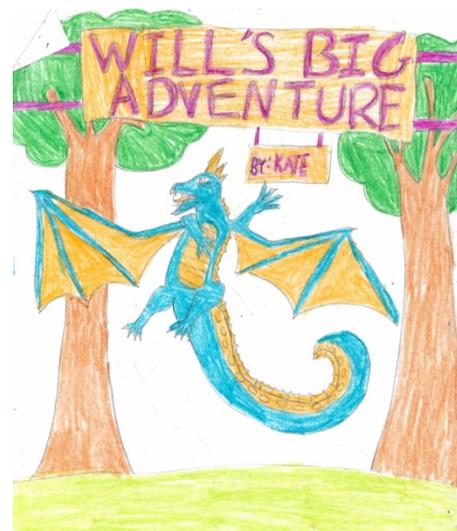
- 1st Place – Camryn, Columbia, “Denise’s Unicorn Adventure”
- 2nd Place – Kellen, Concordia, “Treehouse Adventures”
- 3rd Place – Nick, California, “The Monkey and the Mango”
- Honorable Mention – Heath, Columbia, “The Gorilla that Wanted to Play Football”

**Second Grade**

- 1st Place – William, Wardsville, “Don’t Take a Pickle to a Squirrel Fight”
- 2nd Place – Kai, Columbia, “The Dragon Rider”
- 3rd Place – Anna, Columbia, “Getting a Pet”
- Honorable Mention – Isaac, Columbia, “A Day In the Life of a Barn Mouse”
- Honorable Mention – Anastasia, Henley, “Interview with Spinner the Spider”

**Third Grade**

- 1st Place – Vicente, Columbia, “Sandy’s Victory”
- 2nd Place – Abigail, Columbia, “Scotty Finds Love”
- 3rd Place - Kate, Columbia, “Will’s Big Adventure”
- Honorable Mention – Georgia, Columbia, “Paige’s Journey to the Artic”
- Honorable Mention – Lily, Columbia, “Lily’s Teddy Bear”



**KMOS partnered with other non-profit organizations to distribute the following items at events:**

- Books - 1,050
- PBS KIDS free app postcards - 500
- Book marks – 1,000
- Stickers – 2,000
- PBS KIDS Activity books/ posters - 250
- Pencils/ erasures - 650
- Family literacy Parent Pages - 100
- Summer Learning Activity Resources - 250
- KMOS Program Guide circulated to 245 area schools
- PBS Learning Media e-newsletter sent out to over 300 educators.

**Non-profit organizations partnering with KMOS 2018**

- Big Brothers, Big Sisters
- Angel Tree of Johnson County
- UCM Keen Reading
- Salvation Army
- UCM Earth Day
- Lafayette County School
- Early Childhood Opportunity Center
- Parents As Teachers
- Warrensburg Parks and Recreation
- Warrensburg Special Education Department
- Johnson County Prison Ministry

**ON THE AIR – PROGRAMMING**

**Inside Education: State of Higher Education**

KMOS produced and offered to other Missouri public television stations a special round-table discussion featuring leaders of higher education institutions in Missouri. Led by UCM President Dr. Chuck Ambrose, the conversation featured covered the state of higher education, challenges facing schools. The participants (pictured l-r) Kimberly Beatty, Metropolitan Community College; Mun Choi, MU System; Dr. Ambrose; Clif Smart, Missouri State Univ.; Dwaun Warmack, Harris-Stowe State University.



**Eagle Bluffs: An Environmental Success Story**

In partnering with a local producer, KMOS was able to share a fascinating story about civic engagement changing local infrastructure to benefit the community and the environment. Viewers looked back to the 1990s when citizens of the region sought to prevent release of wastewater into the Missouri River, resulting in a partnership that treats the water and creates a scenic and important haven for wildlife.



In preparation for season four they went to the city of Independence where they met Harry Truman re-enactor Neil Johnson (left), and wagon driver Ralph Goldsmith (back).

**Missouri Life** – Produced in partnership with Missouri Life magazine, this series highlights central Missouri communities through their local history, notable citizens and businesses, and other cultural aspects. In the third season, host Meredith Hoenes led viewers on explorations through the history, streets and institutions found in Pulaski County, Boonville, Callaway County, Cape Girardeau, Moberly, and Newton County.

**Wicked Awesome Stuff**

Ray Walters, KMOS engineer and self-proclaimed nerd, shared his interest in the intersection of technology, human curiosity, and innovation in this limited series. Ray and his team cover each story with an eye to interest viewers unfamiliar with the subject, while engaging those who are.

In the first season he opened the world of tabletop gaming and Dungeons and Dragons; explored the cutting edge excitement of Maker Faires; took viewers inside Planet Comicon; felt the thundering aircraft during the local airshow Wings over Whiteman; saw first-hand the total solar eclipse and talked with Dr. Angela Speck, MU Professor of Astrophysics and Director of Astronomy. In the final episode Ray was joined by a fellow engineer to share insights into improving reception and viewing of television over-the-air.



Host Ray Walters (l) discusses the mission and specifications of the A-10 Thunderbolt with Lt. Col. Jeremiah Parvin, 2008 recipient of the Distinguished Flying Cross with Valor for his actions in Afghanistan.



Left-right: Suzanne Alewine, Toniann Richard, talk with host Kyle Vickers about rural health care.

## 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 pre-recorded reports from a variety of locations throughout the state.

The 2017-18 season covered the Missouri State Fair; national initiatives supporting local urban food

supplies; increased awareness to protect pollinating insects; the challenges in providing broadband service in rural Missouri; innovations in agronomy through technology; aquaculture and hydroponics in the state; the push to improve Columbia's farmers' market; policy and government response to changes in rural access to health care; behind the scenes at the Western Farm Show; supporting local producers and processors with business advice; the historical impact of the U.S. Extension Service.

## 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. The student producers take on stories and regular features that speak to other students, which makes for an engaged learning process, and program. Some of the producers were profiled in the program, and in short vignettes posted online at [kmos.org](http://kmos.org).

## Viewers Make a Difference in KMOS Schedule

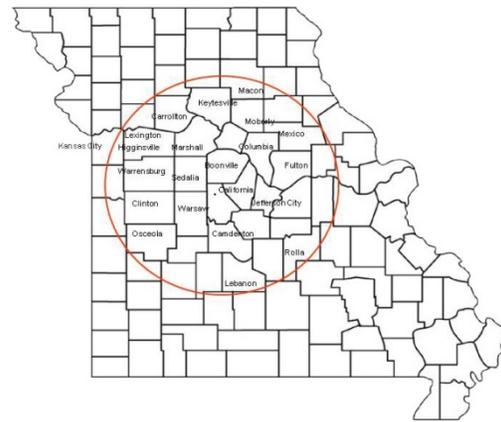
In October 2017 KMOS answered calls from the community to include British Comedies in the regular schedule. For years many viewers who have moved into the area from other communities would contact us to ask why KMOS does not air programs like *Keeping Up Appearances*, *As Time Goes By* or other well-known comedies from across the pond. Until this year, our response cited lack of funding for acquisition of programs outside of the PBS offerings.

In 2017, however, the station made a concerted effort to find the wherewithal to finally bring several BritComs to the schedule, to the delight of the community. These include *Doc Martin*, *Keeping Up Appearances*, *Marley's Ghosts* and *Mum*.

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.



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](http://www.kmos.org).



**Mail** KMOS-TV  
Wood 11  
Box 800  
University of Central Missouri  
Warrensburg, MO 64093

**Phone** 800-753-3436  
**email** [kmos@kmos.org](mailto:kmos@kmos.org)

KMOS-TV, reaching Missourians in 38 counties, is licensed to the University of Central Missouri, which has a long tradition of "Education for Service."

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