



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.

LOCAL VALUE

KMOS-TV is a valuable asset to central Missouri, which is composed 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 childrens' programming.

2020 KEY SERVICES

KMOS-TV engaged with Missouri citizens in 38 counties through the broadcast of K-5 classroom lessons, unique local programming, and virtual events.

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.



Once Missouri schools closed for the spring due to the COVID-19 crisis, KMOS and the University of Central Missouri College of Education began preparations for a virtual summer school to be broadcast throughout central Missouri.

The result was a schedule of 72 hour-long lessons for students K-5, designed to allow them to catch up on lessons they missed and prepare for the Fall semester. While families were offered a variety of options, most were commercial in nature. KMOS and UCM created this free alternative with help from publishers like Scholastic, and financial support from Bank of America.

KMOS Classroom lessons were designed by UCM College of Education faculty and recently graduated students. The lessons were supplemented by resources available through PBS LearningMedia, and broadcast throughout central Missouri and available statewide Facebook Live, and at KMOS.ORG on the PBS Video App. Social media reached over 60,000 people with 2,942 engagements.



Awards

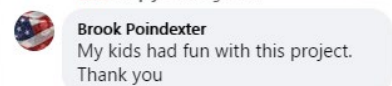
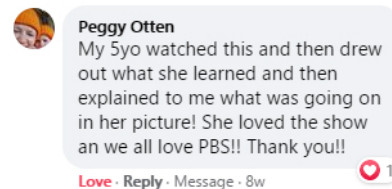
KMOS Classroom: Summer School was recognized during the 2020 NETA Conference and CPB Public Media Thought Leader Forum with awards in two categories: Community Engagement: Local Project Education: COVID-19 Education

Nominated in two other categories:

Overall Excellence: Excellence in Innovation
Content: Education/Schools.



The UCM College of Education has a longstanding tradition of producing quality educators since its founding in 1919, and the institution's beginning in 1871 as the State Normal School



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ON THE GROUND

KMOS works in partnership with organizations and agencies throughout the region to create community-based educational activities that support our low income, high needs families and those in rural areas of the KMOS market. Our outreach events provide opportunities for families to participate in fun-family oriented educational activities that promote learning – they are free of charge and open to the public.

AUGUST 2019 Missouri State Fair: KMOS staff distributed PBS KIDS fun educational items, parent booklets, Sesame Street Food for Thought for families, PBS KIDS mini books and apps info, e-books, PBS KIDS DVDs and PBS KIDS Summer Learning materials.

Engagement activities surrounding *Ken Burns' Country Music*: KMOS-TV partnered with TownSquare Media (Sedalia), The Hayden Liberty Center (Sedalia) and Capitol City Cinema (Jefferson City) to hold several FREE screenings and panel discussions in the communities of Jefferson City and Sedalia during August and September. TownSquare Media is an American radio network and includes KXIX 105.7 FM that covers central Missouri mainly focusing on talk radio and country music. This partnership helped us to achieve several outcomes as it was an excellent vehicle for KMOS to reach rural listeners that we are not always able to due to our genre.

SEPTEMBER 2019 Get the Red Out: KMOS participated in this annual event where the station was able to entertain and educate the community by bringing books, educational give-aways, leaflets, information and educational children's toys and assets.

MARCH 2020 *Cat In The Hat* Meet and Greet at the Home Show- KMOS participated in the Columbia Area Home Builders Association Home Show. At this event KMOS was able to engage with families by providing educational materials and provided a Cat in the Hat meet and greet along with Dr. Seuss storytime activities.



Other Educational Outreach and Engagement - Other educational services included distribution of PBS LearningMedia content, lesson plans and projects to parents and educators. KMOS also distributed 460 PBS KIDS Summer Learning materials to schools, parents and other educators. Due to the move by many schools to virtual learning, KMOS worked to engage schools, school administrators, teachers and parents promoting PBS LearningMedia as a resource for virtual learning and teaching.

Literacy Promotion through 624 books donated with help from partners at these events:

- Missouri State Fair Prison Ministry
- Get the Red Out! HBA Home Show
- Johnson County Angel Tree

2020 Moves KMOS to Virtual Engagement

The 2019/2020 KMOS-TV year can really be broken into two halves, the first half being July-December and the second half being December-June. December to June was an incredibly difficult and shockingly abnormal time for everybody as Coronavirus took hold of the nation and plans had to be changed and KMOS-TV was not immune to this.

In an effort to continue to reach the community KMOS-TV went online with a virtual screenings of films and programs. We promoted these virtual events through Facebook, Instagram and Twitter and had information about each screening on our web page. E-newsletters were distributed widely. This was very much a learning experience for KMOS-TV as we signed up to OVEE, Zoom and learned to use a variety of other technologies in order to reach out to the community at large.

Indie Lens Pop-Up Screenings Bedlam - April 2020

Eating Up Easter - May 2020

The Vote - June 2020

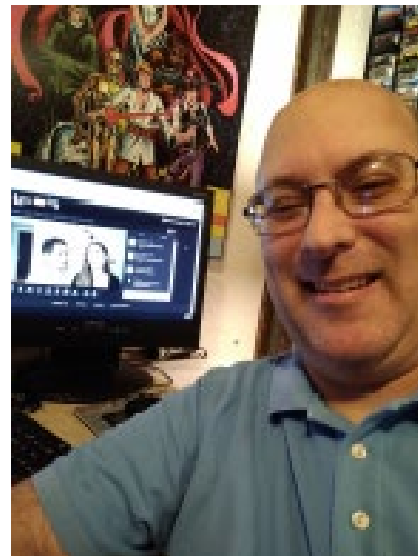


PBS KIDS Online Viewings

Hero Elementary A sneak peek at the first two episodes of the new PBS KIDS program which premiered in June. Several KMOS prize packs were sent to every participant of this online engagement.

2020 Move to Include

The week of June 22, 2020 marked the 30th anniversary of the signing of the Individuals With Disabilities Act (IDEA). KMOS-TV was proud to establish a partnership with West-Central Independent Living Solutions (WiLS) in sponsorship of a series of powerful stories and films as part of the Move To Include movement. This newly established relationship with a community partner has led to subsequent opportunities for engagement. In addition, virtual meetings have been held and mini zoom and OVEE screenings in preparation for further collaboration and grant opportunities.



Community Engagement Coordinator Scott Alvested interacts with online audiences during "Virtual Screenings".



ON THE AIR

KMOS Now: COVID-19 Broadcast in March, 2020 – just as the COVID-19 pandemic closed schools and businesses across the nation – this live call-in show featured a discussion of the medical and health aspects of the COVID-19 outbreak in central Missouri. Hosted by veteran Health reporter Meryl Lin McKean, this program was nominated for a 2020 Public Media Award.



Producer Christy Millen (l) prepares host McKean as Tony Guanella listens

The guest experts for KMOS Now: COVID-19 were:

Darinda J. Dick, MSN, RN, President/Chief Executive Officer of Western Missouri Medical Center; Deb Krieger, Regional Services Director and Disaster Preparedness Coordinator, Care Connection for Aging Services; Dr. Paul D. Polychronis, Board Certified Counseling Psychologist; and Troy Armstrong, MoCEM-Level 2 Emergency Management Director Johnson County Emergency Management Agency.

Only the Educated are Free: The Journey of Michael A. Middleton



In 2015 the University of Missouri experienced a change in leadership in response to protests related to racist events and workplace benefits. Civil rights attorney Michael Middleton stepped into the role of president after students pressured Tim Wolfe to leave the position. Produced by the university, this program featured interviews with family members and colleagues who tell Middleton's story - from Mississippi in the 1950s, undergraduate and law student at Mizzou through his career.

Making

Hosted by blacksmith Matt Burchett, this six-part series explores the world of artisans and craftspeople in Missouri, taking viewers behind the creativity and revealing the talents of our neighbors. It is also a source of inspiration, encouraging everyone to tap into their own interests and potential to open ourselves to create and to share with others. The artisans and studios included:

- 101 – Blacksmiths' Association of Missouri / Snowflake Glass / McCracken Saddles and Tack
- 102 – Kansas City Woodturners / Peggy Jean's Pies / Village Glass Works / Bent Tree Gallery
- 103 – Kansas City R-2 Builders Club / Sarah Nguyen / Hemme Brothers Creamery / Public House Brewing
- 104 – Print League KC / Messner Bee Farm / Hear the Art Studios / Green Truck Bakery
- 105* – Central Missouri Renaissance Festival / UCM Theatre / Thunder Lodge Trading Co. / Tom McGinnis
- 106 – Cherry Pit Collective / The Candy Factory / Matthew Zupnick / Reed & Sons Jewelers

*Program #105 earned a 2020 Mid-America Regional Emmy® Award in November 2020

Show-Me Ag

This long-running series, hosted by Kyle Vickers, features conversations with farmers and ranchers, agribusiness analysts and others who share information and perspectives on this key Missouri industry. Programs broadcast this year covered the following topics:

How changing perceptions of hemp allowed for the return of the industry to Missouri. Guest: Joe Zahner, Missouri Hemp Association.

The growing egg production industry, fueled by demand in and out of Missouri. Guest: Jo Manhart, Missouri Egg Council.

How cutting-edge genomics combined with other practices make cattle more desirable. Guest Jared Decker, Associate Professor of Computational Genomics at the University of Missouri and State Genetics Extension Specialist.

An annual feature on Show-Me Ag, a discussion with Pat Westhoff, director of the Food & Agriculture Policy Research Institute, on worldwide agriculture trends.

An overview of how feral hogs compete with native wildlife, spread disease, and destroy crops and the land they occupy. The Missouri Department of Conservation (MDC) expanded efforts to deal with the growing problem. Bill Graham, Metro Media Specialist with MDC.

Missouri State Bicentennial Documentary



UCM history professor Jon Taylor is interviewed by OPT producer Brent Slane in the KMOS studio.

In July 2019 KMOS reached out to fellow PTAM members (Public Television Association of Missouri) in Saint Louis, Kansas City and the Ozarks to initiate a coordinated approach to telling Missouri stories. Representatives from each station met in Jefferson City to set a course to join the statewide celebration in 2021. PTAM became a member of the Bicentennial Alliance, and is working on a documentary and other elements that will air across Missouri in 2021.

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.

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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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LEARNING TO A GREATER DEGREE