

“Tonight we watched the splendid Nature program on pandas, research, habitat, etc. THIS makes us sleep well at night, knowing through KMOS and PBS more about our natural world than we can experience ourselves.

Instead of being in Mexico, MO anxious about the election, hiding behind our masks from COVID, tonight we spent the hour with passionate naturalists...in the forests of wilderness China. It doesn't get any better than that!”

Sue A. - Mexico, MO

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 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.

2021 KEY SERVICES

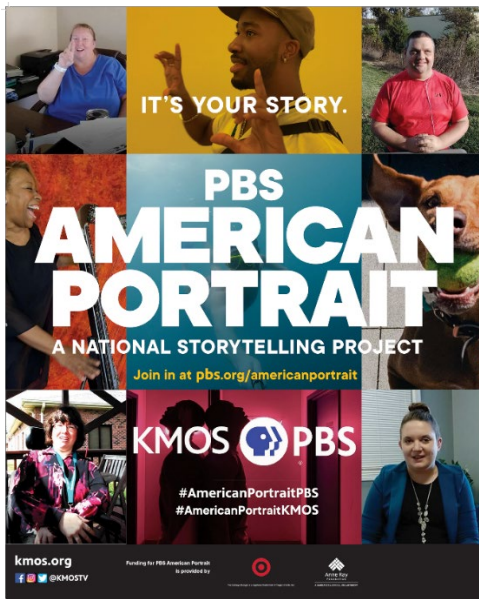
KMOS-TV engaged with Missouri citizens in 38 counties through the broadcast of local programming, our annual Young Writers Contest, local appearances at regional events and the state fair.

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.



EDUCATIONAL OUTREACH AND ENGAGEMENT



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 2020: KMOS PBS applied for and was awarded a \$15,000 grant from PBS for the PBS American Portrait project. With this grant, KMOS PBS promoted the national American Portrait initiative, and worked with local community partners and audiences to develop a localized program titled *The Story of Us: A KMOS American Portrait Special*. This locally produced program sought to highlight and tell the story of individuals in our communities that are living with disabilities and show that they are important members of our society and are part of the rich tapestry that makes up America.

SEPTEMBER 2020: KMOS PBS started to work on the PBS American Portrait grant projects that included reaching out to our communities to solicit audiences to submit their own stories and responses to themed questions such as: “The tradition I carry on is _____”, “My Saturday night looks like _____”, and “I took a risk when _____”. These responses utilized ‘User-Generated Content’ or UGC, and were submitted to PBS through the American Portrait web portal. Local submissions were then made available to KMOS and placed on the KMOS American Portrait landing page at kmos.org. KMOS engaged in local outreach and worked with community partners West Central Independent Living Solutions (WILS) of Warrensburg, and Services for Independent Living (SIL) in Columbia, MO. The KMOS PBS Community Outreach staff worked with these entities to obtain responses and user generated content from individuals living with disabilities as these two entities work closely with this population.

October 2020: KMOS PBS promoted a series of virtual townhalls in conjunction with PBS Newshour in response to questions about the upcoming presidential and state elections.

November 2020: On November 12, 2020 KMOS PBS in partnership with WILS and SIL of Columbia hosted a special online convening event to showcase a short interstitial of the locally produced *The Story of Us: A KMOS American Portrait Special*. This interstitial was followed by discussion with a group of panelists from the two organizations to answer questions about the struggles that individuals living with disabilities work through and to provide resources for individuals and those seeking to provide assistance. Over 35 individuals participated in this virtual convening event.

January 2021: On January 26, 2021 KMOS PBS premiered *The Story of Us: A KMOS American Portrait Special*. Over 90 video submissions from more than 50 individuals living with disabilities were used to create this half hour long program. The premier of the program was aired over broadcast, live stream at kmos.org and on the KMOS Facebook page. Promotion of this program occurred through social media, print, radio, on-air promotional spots on KMOS channels and through community engagement awareness with local organizations, schools, churches and more.

"It was an honor for WILS consumers to be able to share their stories and we are so thankful to KMOS for allowing us to play a small part in this project."

"Having a disability is just one aspect of human diversity. The American Portrait Project allowed WILS consumers the opportunity to share more about themselves."

Amy Jenkins

WILS Director of Strategy and Communications

SUMMER LEARNING

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 555 PBS KIDS Summer Learning materials to schools, parents and other educators.

As in previous years, KMOS facilitated the donation of books, PBS KIDS *Molly of Denali* Family Game Kits, PBS KIDS *Elinor Wonders* Why Rainy Day packs, PBS KIDS *Hero Elementary* Class Packs, reading resources and more with help from these community partners:

- Johnson County Angel Tree
- Lafayette County C1 Public Schools
- Boys and Girls Club of Central Missouri
- Foster Knox Child Care Center
- Big Brothers Big Sisters of Johnson County



Tales & Tails Partnership

In May of 2020, KMOS PBS partnered with Trails Regional Library to promote a library initiative designed to encourage reading and writing about our animal friends. Trails Regional Library asked young readers to submit stories about their pets and other animals along with illustrations that helped to tell the child’s story. From submissions, two winners were selected to have a portion of their story read and aired on KMOS PBS. The two winners, Abram (pictured) and Marlena were invited to the KMOS PBS studios to do voice-overs reading portions of their stories. Each child was provided with a tour of the station and a KMOS PBS KIDS prize pack for coming in and being selected as the winners of the contest.

KMOS Classroom: Summer School

When most Missouri schools for the spring of 2020 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, which aired throughout the summer on KMOS-TV, and were available online.

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 via Facebook Live, and at KMOS.ORG on the PBS Video App. Social media reached over 60,000 people with 2,942 engagements.



2020/2021 Virtual Engagement

The 2020/2021 KMOS PBS continued to host virtual screening events in order to keep our communities safe yet engaged during the COVID-19 pandemic.

KMOS PBS hosted 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. Through use of the OVEE platform available to KMOS PBS through our partnership with ITVS we were able to host these online events.

- KMOS preview of *Elinor Wonders Why* – September 3, 2020
- KMOS Third Thursday: *Odd Squad* - September 17, 2020
- Harbor from the Holocaust – September 24, 2020
- KMOS Third Thursday: *Xavier Riddle* – October 15, 2020
- *American Portrait: Family of Us* – October 27, 2020
- *American Portrait: Generation Nation* – December 15, 2020
- KMOS Third Thursday: *Wild Kratts* – December 17, 2020
- KMOS Third Thursday: *Nature Cat* – January 21, 2021
- KMOS Third Thursday: *Pinkalicious* – February 18, 2021
- *The Story of Us: A KMOS American Portrait Special* – February 18, 2021
- KMOS Third Thursday: *Hero Elementary* – March 18, 2021
- KMOS preview of *Donkey Hodie* – April 22, 2021
- *Asian Americans* – May 20, 2021
- KMOS Third Thursday: *Donkey Hodie* – June 17, 2021

Focus on Aging

In March and April of 2020, KMOS was proud to partner with other producers to showcase a series of programs and films aimed at debunking myths about aging, providing inspirational stories, and resources for all as we age, and even serve as caregivers. KMOS PBS worked with local community partners West-Central Independent Living Solutions (WILS), Services for Independent Living (SIL), and Aging Best in order to promote these programs to a wide variety of audiences that have a special interest in this topic. The featured programs included: *Boomer's Guide to Growing Older*, *Aging Matters: Loneliness & Isolation*, *Revolutionizing Dementia Care*, *Fast-Forward: Look Into Your Future, When My Time Comes*.

BROADCAST

MISSOURI GOVERNANCE

Missouri State of the State Address

On January 27, 2021 Governor Mike Parson addressed the state assembly with news on accomplishments of 2020, and plans and budget for the new year.

Missouri Gubernatorial Forum

In advance of the November 3, 2020 election, Governor Mike Parson faced his challengers for the office: State Auditor Nicole Galloway (D), Rik Combs (L) and Jerome Bauer (GP). October 9, 2020. The forum was produced and presented by KOMU 8, University of Missouri, and the Missouri Press Association.



2020 ELECTION COVERAGE

KMOS provided national coverage of important political races, voter reaction, and events provided by the PBS NewsHour and Frontline documentaries. These include:

PBS NewsHour Election Night Coverage – In addition to nightly coverage of the presidential candidates throughout the period, Judy Woodruff and the NewsHour team provided election results and updates on races across the country all evening, including the Missouri Gubernatorial Race. November 3, 2020

PBS NewsHour Convention Coverage The NewsHour team broadcast the virtual conventions, each produced by its respective party, with analysis and journalistic reporting to add context to the proceedings. Democratic – Milwaukee, WI August 17-20 | Republican – Washington D.C. August 24-27. 2020

Presidential and Vice-Presidential Debates – PBS NewsHour provided coverage of the two debates between President Donald Trump and challenger Joseph Biden (D) - September 29 & October 22 as well as one Vice-Presidential debate between incumbent Mike Pence and Senator Kamala Harris (D) October 7, 2020

PBS NewsHour Live Insurrection Coverage When the congressional certification of the presidential electoral votes was interrupted by a violent uprising by supporters of President Trump, PBS NewsHour provided live coverage with reporters inside and around the Capitol, and studio analysis and interviews. January 6, 2021

American Reckoning: PBS NewsHour Report Following the January 6 attack on the U.S. Capitol, PBS NewsHour explores what led to the current political divide between Americans, the impact of President Donald Trump's rhetoric and what's needed for the nation to heal. January 15, 2021

Frontline *United States of Conspiracy* How trafficking in conspiracy theories went from the fringes of U.S. politics into the White House. The alliance of conspiracy entrepreneur Alex Jones, Trump advisor Roger Stone, and the president, and their role in the battle over truth and lies. January 2021

Missouri Bicentennial Production

For the occasion of the 200th anniversary of Missouri's statehood (August 10, 2021), KMOS has partnered with Ozarks Public Television in Springfield, MO on the production of a documentary covering the history of the Show-Me State. The documentary, which will be composed of commentary from historians and archival images, is to be scheduled to air simultaneously on all Missouri public television stations, and then available to watch online.

Radio Friends with Paul Pepper

In a partnership with public radio station KBIA in Columbia, KMOS broadcasts weekly conversations between Radio host Paul Pepper and representatives of local organizations, businesses, hospitals and associations. The programs are compilations of the best segments from the daily radio/internet programs. Airs Sunday mornings with repeats on Friday nights and Saturday afternoons.

**Mid-America Regional Emmy Awarded to KMOS
Informational/Instructional: Feature Segment**

In the foreground, L-R KMOS producers Roy Millen, Christy Millen, and Eric Boedeker. Host Matt Burchett stands in the back.

In November 2020, the KMOS production *Making*, hosted by Matt Burchett, was recognized with a Regional Emmy® Award presented by the Mid-America Chapter of the National Academy of Television Arts & Sciences during the online 44th Annual Mid-America Emmy® Awards Ceremony. The Thunder Lodge Trading Company in Arrow Rock, featured in the fifth program of the series, was the winning entry.

Premiering in October, 2019, *Making* was created to introduce viewers to talented artisans, makers and crafts folk working in Missouri.

COVID 19 COVERAGE

Throughout the year KMOS included broadcast of national programs that provided sound medical information regarding the global coronavirus pandemic. In addition, these programs (and others) provided context in the face of misinformation and disinformation that threatened to prolong the pandemic and its harmful effects.

Frontline

The Virus that Shook the World - Living the year of the pandemic, filmed around the world, from lockdowns to funerals to protests. Using extensive personal video and local footage, how people and countries responded to the virus, across cultures, race, faith and privilege. April 26 & 27, 2021

Healthcare Divide - An investigation with NPR into growing inequities in American healthcare exposed by COVID-19. How pressure for profit and uneven government support is widening the divide between rich and poor hospitals and endangering care for the most needy. May 18

Death is Our Business / Love, Life & the Virus - At Black-owned funeral homes in New Orleans, COVID-19 reshapes the grieving process. How the pandemic has transformed mourning in a city known for its jazz filled funerals. Also, the story of a mom's fight to survive the virus and see her newborn. March 2021

Second Opinion with Joan Lunden *Coronavirus* - Before the beginning of 2020, many people had never heard the word "coronavirus." But coronaviruses are not new. Researchers have been studying coronaviruses for decades. As COVID-19 appeared in 2019, lives changed forever. However, long before the World Health Organization announced the COVID-19 pandemic, coronaviruses had been making people sick in familiar ways, such as with the common cold. This episode discusses COVID-19, as well as all coronaviruses. June 2021

DW In Good Shape: The Health Show

Immunization - Thanks to vaccines, once-feared diseases have been brought under control or even eradicated. Vaccination still provides protection against harmful infections like polio or measles. We look at which vaccines we should get and the potential risks. July 2020

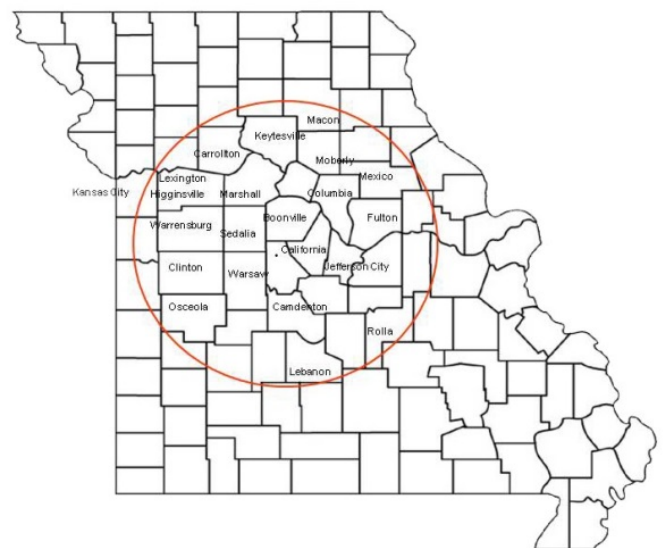
Bad News - Wars, disasters, and coronavirus: Bad news dominates the media. Studies show that the flood of negative headlines affects people's health. September 2020

Impact of Coronavirus - Survivors of a coronavirus infection can be left with long-term effects. Also on the show: coping with coronavirus measures such as social distancing, and the different approaches to creating a vaccine. October 2020

Fauci: The Virus Hunter – Given the prominence of Dr. Anthony Fauci in the public campaign against COVID-19, KMOS presents an in-depth look at Dr. Anthony Fauci's life story and career. This program sheds light on the many battles fought, challenges overcome, and significant discoveries made during Fauci's esteemed career. March 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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