

*"It is with great pleasure that I can contribute something to such a wonderful TV station as KMOS. I never miss listening to Lawrence Welk on Saturday and Sunday. The music and dancing can't be beat. I can't tell enough people about it. I also enjoy the Paul Pepper Shows."*  
*Mary W.*

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.

## 2022 KEY SERVICES

KMOS-TV engaged with Missouri citizens in 38 counties through the broadcasts on four over-the air channels, the annual Young Writers' Contest and several local events. Family-friendly content is streamed to families over the air, online and on mobile devices.

## 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.

## KMOS COMMUNITY ADVISORY BOARD

Composed of citizens from the KMOS coverage area, the board meets quarterly to learn about KMOS activities and to provide feedback. More at [KMOS.ORG](http://KMOS.ORG).

Meryl Lin McKean, Warrensburg, Chairperson  
 Rick Langdon, Sedalia, Vice Chairperson  
 Marshall Abney, Warrensburg, Secretary  
 Tammy Chute, Jefferson City  
 William (Bill) Smart, Ionia,  
 Rosalie Spencer, Rolla  
 Cindy Squire, Centralia  
 Douglas Sokolowski, Sedalia

## Explore KMOS in the Community

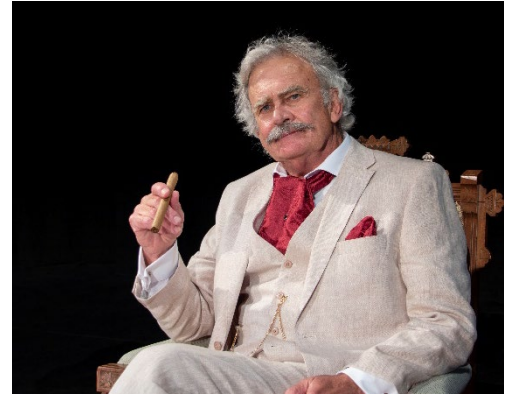
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## BROADCAST

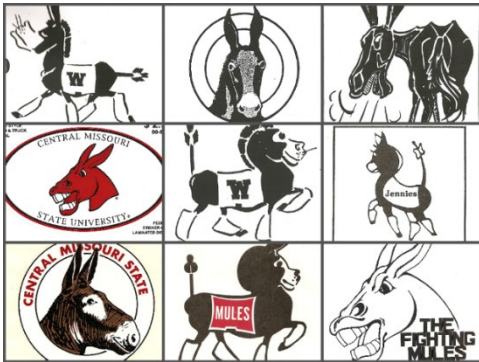
### Missouri! A Bicentennial Celebration

**Premiere August 12, 2021**

In celebration of Missouri's 2021 bicentennial anniversary, KMOS-TV and Ozarks Public Television produced a two-hour historical documentary for broadcast on all four Missouri PBS stations. Coinciding with the anniversary of Missouri's statehood on August 10, 1821, it featured a sweeping snapshot of Missouri - beginning with its settlement and early territory days. Historians involved in the project: Gary Kremer, State Historical Society of Missouri; Jon Taylor, University of Central Missouri; Brooks Blevins, Missouri State University; Brad Belk, Missouri Southern State University; James Giglio, MSU; Arthur Mallory, former Missouri Commissioner of Education; Jeremy Neely, MSU; and William Piston, emeritus at MSU.



*Actor Holmes Osborne, as Mark Twain, introduces each chapter of the documentary.*



*150 Years of Iconic Mule Mascots*

### Mule Tracks: UCM After 150 Years

**Premiere October 19, 2021**

In celebration of the 1871 founding of the University of Central Missouri, originally known as State Normal School No. 2, KMOS-TV produced an in-depth history drawing on official archives, historian interviews, and recollections of current and former university leaders. Narrated by Marion "Woody" Woods (1450 KOKO/98.5 The Bar,) "Mule Tracks: UCM After 150 Years" details significant events in the evolution of the university's academic structure and the growth of the campus. The program was promoted on campus through a public screening as part of Homecoming festivities.

Beginning with the establishment of the State Normal Schools by the Missouri legislature, this documentary follows the progression of the institution through many changes. Historians interviewed: Ashley McGuffey, author "University of Central Missouri - 150 Years of Education for Service;" Dr. Delia Cook Gillis, Dr. Jon Taylor, Dr. Amber Clifford-Napoleone, Dr. Sara Brooks Sundberg, and Bruce Uhler, Johnson County, Missouri historian.



*L-R Alexis Parrott, Bryan Frye, MO State Senator Greg Razer, Scott Faughn, Paris Norvell, Benjamin Kohlman, Jordan Birk.*

### This Week in Missouri Politics

**KMOS premiere on March 27, 2022**

*Missouri Times* Publisher Scott Faughn produces and hosts a weekly discussion program that features legislators, state officials and commentators discussing the state of Missouri politics. This program originated and continues to air online and on various commercial and cable outlets. It launched on KMOS in March 2022 when KMOS agreed to assist in producing a portion of the programs, providing students with an excellent opportunity with a high-profile professional production.

## COMMUNITY 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 2021:** As many of our communities were still in the midst of the COVID-19 Pandemic, KMOS engaged our communities by hosting virtual screenings of PBS KIDS programs each month titled Third Thursdays. During these virtual events, participants were able to receive a special KMOS PBS Curiosity Kit for attending.



*Community screening of "Ali."*

**SEPTEMBER 2021:** While observing safe practices and social distancing, KMOS PBS took part in the annual 'Get The Red Out' block party event on the campus of the University of Central Missouri. KMOS PBS promoted the Ken Burns, Sarah Burns, and David McMahon series of the life of Muhammad Ali by holding a special screening event at the Columbia United Church of Christ with several in attendance that sparked great dialog. KMOS PBS Third Thursdays continued as online virtual events.

**October 2021:** KMOS PBS promoted the Muhammad Ali with a special screening event in Jefferson City at Capitol City Cinema and hosted the first film of the Indie Lens Pop-Up series with a screening of Stormy Lake at Capitol City Cinema in Jefferson City. Virtual screening events were held for Muhammad Ali, and Third Thursday PBS KIDS. KMOS Community Engagement staff also started monthly outreach efforts with the Columbia, Missouri First Friday Development group of are non-profit organizations.

**November 2021:** Community Engagement staff worked with community partners and established new relationships by attending the Jefferson City Leadership Summit hosted by the Jefferson City Chamber of Commerce. For the first time in two years, a live pledge event was conducted. Community partners from West Central Independent Living Solutions helped volunteer for the event.

**January 2022:** KMOS PBS restarted the KMOS PBS KIDS Writers Contest in January of 2022. Outreach and engagement efforts focused on partnerships with teachers, teacher organizations along with general audiences. Writing Entries were received through March 30. Winning entries would be placed on the KMOS website and would receive Amazon Kindle tablets and books provided by Scholastic. This initiative was sponsored in part by Trails Regional Libraries. Continuation of the Indie Lens Pop-Up Series occurred with film screenings at Capitol City Cinema.

**February 2020 – April 2022:** KMOS PBS continued to host Indie Lens Pop-Up film screenings in Jefferson City along with monthly virtual 'Third Thursday' PBS Kids programs.



*WILS volunteers take calls from KMOS donors.*



**KMOS PBS Adventure Day****June 23, 2022**

Working with the Missouri Department of Conservation staff at Runge Conservation Nature Center in Jefferson City, KMOS developed, organized, and hosted a community event designed to encourage members of our community to engage with nature and explore the trails and activities at Runge Nature Center.

This single-day event culminated with a special screening of the PBS program *America Outdoors with Baratunde Thurston*. In all, over 450 people attended the day-long event to experience various outdoor activities which included: archery, fishing, exploring a creek for macroinvertebrate life, discovering insect life in a field, and so much more!



*The Kaiser family of Jefferson City pose with Nature Cat.*



*MDC staff provided instruction and safety lessons in archery.*



*Searching the creek for aquatic residents.*

With this community event, KMOS-TV continued its mission of working with our partners to promote the great people, places and resources that make central Missouri such an amazing place to live, work, learn and play and provided the local area with an educational outlet that sought to engage and educate area youth and families about nature, area wildlife, and outdoor recreation.

KMOS-TV partnered with Hitachi Energy for sponsorship support, along with other community partners, media partners and others for promotional support.

## EDUCATIONAL ENGAGEMENT

### KMOS PBS KIDS Writers Contest



KMOS PBS reworked and relaunched the KMOS PBS KIDS Writers Contest for 2022. Children from all over central Missouri in kindergarten through 3rd grade were invited to write and illustrate their own stories and submit them to KMOS! The contest, sponsored in part by Trails Regional Libraries, was designed to promote the advancement of children's reading skills through hands-on, active learning.

The goal was to engage children and celebrate the power of creating stories and illustrations as they submit their own original pieces. KMOS PBS received 38 entries from all over the KMOS broadcast area. Winners received Amazon Kindle tablets and books provided by Scholastic, and have their stories placed on the KMOS website.

*An illustration from "Rudolph the Red-Nosed Easter Bunny"*

These winning entries can be read online at [KMOS.org](http://KMOS.org):

Kindergarten: The Adventures of Mia and Chris by Macie A.

1<sup>st</sup> Grade: Ape at the Opera by Margo K.

2<sup>nd</sup> Grade: The Forest Party by Emma F.

3<sup>rd</sup> Grade: Rudolph the Red-Nosed Easter Bunny by Sydney S.

### Educational Services

KMOS distributed PBS LearningMedia content, lesson plans and projects to parents and educators, as well as over 500 PBS KIDS Summer Learning materials to schools, parents and other educators.

The station engaged in a campaign of Literacy Promotion through donation of books, PBS KIDS STEAM Kits, KMOS Curiosity Kits, and other reading resources and more with help from these community partners:

- Odessa R7 Public Schools
- CEA Earth Day Committee
- Boys and Girls Club of Central Missouri
- Big Brothers and Big Sisters of Central Missouri
- Big Brothers Big Sisters of Johnson County
- Dresden Public Schools





## PROFESSIONAL EXPERIENCE FOR STUDENTS AT UCM



*Mohammed Hammouda is congratulated by Susan Smedley, VP-Integrated Communications & Marketing at UCM.*

Student involvement has been key for KMOS-TV since it was first acquired by the university in 1978. Since then, students of many backgrounds and academic pursuits have gained practical experience working with professionals while attending classes.

While many are involved in learning and working in video production, other students supplement their classroom experience by working on print publications, station publicity, member relations, equipment maintenance, programming and traffic, accounting, on-air operations and promotions. They learn about these opportunities by meeting staff at campus job fairs, in-class presentations, and the university's employment website.

To support student efforts, the KMOS Community Advisory Board has endowed, with additional public contributions, scholarships that honor two individuals who were instrumental in the early years of KMOS. The John E. Bradley and Fred Hunt Scholarships are presented to outstanding student employees. In 2022 the recipients were Mohammed Hammouda and Alexis Parrott.

On April 26, 2022 KMOS held a banquet to present the scholarships and to celebrate the contributions of the current student employees with an awards ceremony and screenings of their video projects.

In February of 2022 KMOS producers recorded a performance by the Sedalia Symphony, which is to be edited and broadcast later in the year. The annual Children's Concert featured the symphony, under the baton of conductor Jerrode Marsh, performing a program designed to introduce young people classical music, including *The Carnival of Animals* by Camille Saint-Saens.



*Jerrode Marsh leads the Sedalia Symphony in *The Carnival of Animals*.*

## CONTACT KMOS

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).

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[www.facebook.com/KMOS-TV](https://www.facebook.com/KMOS-TV)



### Delivering the Broadcast Signal

The commitment by KMOS to continue to provide quality service to central Missouri continued in late 2021 with the installation of a new transmitter to replace equipment originally installed at the beginning of the digital transition in the early 2000s. In November the engineers and contractors replaced the 2,000 ft transmission line and removed the unused channel 6 antenna from the top of the tower. This lightens the load on the tower and significantly reduces the potential damage to the transmitter building posed by ice that forms on and falls from the structure.

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

