



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KMOS-TV programming reaches viewers in 38 of Missouri's 114 counties. Since the digital conversion began, many viewers have installed TV antennas instead of, or in addition to cable and satellite – just for KMOS.

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



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.

In 2013, KMOS-TV engaged with Missouri citizens in 38 counties through our local broadcasts, annual Young Writers' Contest, local appearances, and parades. Most people, however, know KMOS through the broadcast of PBS programming as well as our niche programming on KMOS Create and MHz Worldview.

With a broadcast signal that covers 178,000 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.



ON THE GROUND

KMOS-TV keeps in touch with families through the quarterly publication of our KMOS Kids Newsletter sent to families. It features articles on PBS characters, and upcoming PBS KIDS programming, Ready To Learn (RTL) activities, PBS KIDS web sites, new technologies, and suggested book lists for children.

KMOS partnered with Early Childhood Opportunities Center in Warrensburg, and the Whiteman Air Force Family Library, to provide them with Trans-media Libraries. These include iPads and Kindle Fire devices loaded with PBS KIDS apps, PBS KIDS area rugs, PBS KIDS screen signs, books and visits by the walkabout Clifford The Big Red Dog. This project reached approximately 350 children and their families.

KMOS facilitated the distribution of approximately 3,000 books to nonprofit organizations to for local low income, or high needs families.

The first ever KMOS Quilting Exposition was held over two days in April, and featured over 40 quilts on display. Approximately 120 people were in attendance to view the artistry of the quilts and to meet local vendors and those from around the state.

KMOS was on hand for the first annual "Baby Expo" presented by the Columbia Tribune and Boone Hospital in Columbia. Showcasing PBS Kids programming, the booth attracted children in a venue that catered mainly to parents and allowed parents to learn about the educational programming and activities offered by KMOS-TV.

KMOS-TV partners with local organizations and businesses by providing appearances of PBS walkabout characters, and RTL activities and books in support of their efforts. Included this year:

Clifford the Big Red Dog

- UCM "Get the Red Out," Warrensburg. Attendance over 3,000.
- Columbia Home Show Expo, Columbia. Attendance 350.
- Project Homeless Connect - Johnson county, Warrensburg. Attendance 500.
- Early Childhood Opportunities Center, Warrensburg. Attendance 200.
- Whiteman Air Force Base Family Library, WAFB at Knob Noster. Attendance 55.

Curious George

- Animal Shelters in Columbia. Attendance 200.
- Boone County Library, Ashland. Attendance 150.



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ON THE AIR

AgriLegacy – This series features information on steps that agricultural families can take to protect and keep their assets with the family. Financial planners Galen Dody and Wes Hentges host the program, looking at what they term the “15 common disasters in estate and succession planning for agribusiness owners.” See page 5 for more information.

KMOS Live Countdown to UCM A live call-in program offered information for students (and their parents) who are considering college. A panel of experts offered advice on the air, and students, faculty and staff members from UCM answered caller questions.

Season to Season Outdoors This weekly program promotes the enjoyment of Missouri’s outdoor heritage as professional outdoorsman Tony Edgar and his crew fish and hunt across Missouri.

Show-Me Ag Host Kyle Vickers visits with producers and agri-business leaders to discuss issues of importance to our agricultural infrastructure and economy. Featured topics, and the respective guests, included:

- The Midwestern Beekeepers Association, a group of hobbyists and professional beekeepers, who work to educate each other, farmers, and the general public about the best methods for maintaining and utilizing these incredible creatures.
- Jake Schlitt, an Operations Supervisor for Monsanto in Marshall, to discuss how the company provides a fund in support of the projects in the rural areas where their products are put to work.
- We will also visit Miami, Missouri where their school district has directly benefited from Monsanto’s “America’s Farmers Grow Rural Education” program.
- A look at how recent variability and severity of weather patterns has produced a drought, and a look at this year’s growing season. Pat Quinan, climatologist with the University of Missouri extension and Commercial Ag Program shares past records and predictions.
- A look at how the Patient Protection and Affordable Care Act will be implemented, and its anticipated effects on rural Missouri.
- Kyle visits with Dr. Jeff Firman, a Professor of Poultry Nutrition in the studio, and we introduce you to the Smith family of Cackle Hatchery in Lebanon, MO.
- Working dogs have been developed over centuries to help folks carry out their daily lives. Border Collies are especially bred to herd livestock and are arguably one of the smartest and most trainable breeds. Some of the best Border Collies in the world were recently right here in Central Missouri for a competition to exhibit the skills of both dog and trainer.
- Joining Kyle in the studio is Thad Fleming, Organizer of the 2013 National Cattle Dog Finals. We also visit with the “Hub” Holmes, President of the US Border Collie Handlers Association.

In addition to the local productions listed above, KMOS-TV is proud to partner with other producers to tell Missouri’s story. These include broadcasts of:

Missouri State of the State Address presented by Governor Nixon to the joint assembly.

Jeff City Journal is a weekly conversation with Missouri legislators on new and pending laws. This weekly series, broadcast across Missouri during the legislative season each Sunday at 10 a.m., was a co-production of KOZK, KCPT, KETC and KMOS.

A Special “Cat in the Hat Green Eggs and Ham Feast”

KMOS-TV invited local families to this event, featuring the appearance of a walkabout Cat in the Hat, a sit-down breakfast, followed by two hours of constructive and educational activities. The total number of attendees was 120 children and adults.



Talent Show

This public event was a showcase for university students to display their talents in an evening of family fun for the community. KMOS partnered with the UCM Office of Student Activities in coordinating this event, which included sampling of culinary creations - in a talent category of its own.



KMOS Kids Writers Contest

After receiving and judging nearly 300 entries from across the state, KMOS went on the road to present certificates to the participants at schools with high levels of participation (Green Ridge R-VIII and Columbia Independent School.) KMOS also traveled to our Jefferson City for a similar event, held at the State Library. Secretary of State Jason Kander (right) honored us with a visit and read one of the first place stories to the attendees.

