



2014 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 2014, 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 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 and books. This project reached approximately 350 children and their families.

KMOS interacted with attendees at the Columbia “Baby Expo,” an event for growing families. Staff members showcased PBS Kids programming in a booth that attracted children in a venue that catered mainly to parents. This allowed parents time to learn about the educational programming and activities offered by KMOS-TV while children were engaged with PBS program content.

Residents of the region gathered for an elegant event inspired by Masterpiece’s Downton Abbey. Throughout the course of the evening, capped by a screening of the series season premiere, attendees engaged with staff members and station supporters over dinner, and were treated to a program of holiday carols performed by a local choir.

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, upcoming PBS KIDS programming, Ready To Learn (RTL) activities, PBS KIDS web sites, new technologies, and suggested book lists for children.

KMOS facilitated the distribution of approximately 3,000 books and transmedia apps to seven regional nonprofit organizations for local low income, or high needs families. These organizations included Boys and Girls Clubs of Columbia, Angel Tree in Johnson County and the Lion’s Club Hope for Christmas.

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
- Parents as Teachers Literacy Night

Sid the Science Kid

- Sponsorship of live stage show in Warrensburg, with character meet and greet



2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

ON THE AIR

Missouri State of the State Address featured Governor Nixon delivering his annual assessment of the state's situation, and budget proposal to the joint assembly. Produced by the legislative video services, this broadcast throughout central Missouri provided Missourians a chance to join in the event.

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 in 2014 were:

- A look at recent actions by the Missouri legislature regarding a statewide vote on what some call "the right to farm law." Explore the issue from different angles with representatives of The Humane Society and Missouri Farmers Care.
- Although Missouri is experiencing record crops as elevators and grain bins are bursting, many communities experience poverty and severe issues of hunger and food scarcity
- Global economics are making things extremely volatile, with grain prices and livestock setting record highs, we track worldwide agriculture trends for the U.S. government and private business.
- Take a look at some modern methods to ensure Missouri stays at the top of the industry with Chuck Massengill, immediate past president of the Missouri Cattleman's Association, a farmer, and a veterinarian.
- Explore how other state's laws (like California's chicken regulations) affect Missouri agriculture with state Attorney General Chris Koster.
- Some producers of sheep and goats are becoming commercial producers with decent returns and strong markets. Visit with specialists from Lincoln University and MU, as well as local lamb and chevon producers.
- This month we are talking botanical gardens with garden expert P. Allen Smith, Pete Millier, director of the Mizzou Botanic Garden.
- Discussion of recently proposed EPA rule designed to clarify what waters of the United States are to be regulated and some farm groups are saying that the government is overreaching its authority.

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.

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. In the spirit of promoting this heritage to the next generation, one episode each season is devoted to sharing the skills to children. KMOS was recognized as a leader in Children's television for its involvement in the event and production of this episode, See the next page for details.



Spreading Holiday Cheer and Literacy

Volunteers with the Johnson County Community Christmas Angel Tree accepted a donation of books for distribution to area families who may be struggling to provide their children with a happy holiday season. Mary Clevenger and Mark Pearce made the presentation to Johnson County Community Christmas Angel Tree volunteers.



Family Literacy Night

Preschoolers and their families attended an evening of literacy presented by Parents as Teachers of Warrensburg, Knob Noster, and Centerview, Warrensburg R-VI Early Childhood programs. Other partners were Warrensburg Parks and Recreation and Delta Zeta Sorority, who joined in to distribute free books and promote reading readiness skills in a fun interactive way as they made and played with puppets, make handprint poems, books and acted out nursery rhymes.



KMOS promotes Outdoor Skills, Safety

The Missouri Broadcasters Association recognized KMOS-TV with an award for first place in Children's Programming for an episode of *Season to Season Outdoors*. It covered an event designed to teach challenged youth skills and safety related to hunting and fishing. The event was created through a partnership between KMOS-TV, U.S. Army Corps of Engineers, Missouri Department of Conservation, and Lakeland High School Future Farmers of America, and was hosted by show creator Tony Edgar (pictured, with participants.)





2014 LOCAL CONTENT AND SERVICE REPORT SUMMARY



Award ceremonies for the KMOS Young Writers Contest were conducted in at the Green Ridge Elementary School, and in Columbia at Barnes & Noble where Karsten Eckhoff (2nd from left, front row) was awarded 1st place for his story “Bill’s Hat is Very Stuck.” This KMOS Kid was doubly honored as his story placed 2nd in the national competition!

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 37 counties, is licensed to the University of Central Missouri, which has a long tradition of “Education for Service.”