



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KMOS-TV joined community celebrations throughout our viewing area, including the Olde Tyme Apple Festival parade in Versailles.

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 2012, 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 works to promote literacy in our community through the dissemination of 1,500 books donated by *Scholastic* and *First Book*. Members of our Outreach and Education staff partner with charities serving foster children and low income families. Some of the books were also distributed to participants in the KMOS Writers Contest (see page 4), and *Reading Buddies* students in kindergarten and fourth grade.

PBS KIDS Characters always find a loyal following of happy children and parents at community events. KMOS-TV sponsored appearances by several of the walk-about characters at home shows, library story times, awards celebration, street fair and parade, including:

Curious George - Builder Association Expo, Columbia. *2,000 attendees*
Clifford the Big Red Dog - Trails Regional Library, Warrensburg. *75 attendees*
Word Girl - KMOS Kids Young Writers Awards Celebration, Warrensburg. *120 attendees*
Clifford the Big Red Dog - Get the Red Out Street Fair, Warrensburg. *3,000 attendees*
Curious George - UCM Homecoming Parade, Warrensburg. *5,000 attendees*

Many communities in our area hold large civic celebrations in which KMOS-TV is proud to participate. These include Christmas parades held in Eldon, Columbia, Clinton, Lexington, Sedalia and California. We celebrate our nation's founding at Clinton's Olde Glory Days, and welcome autumn at the Olde Tyme Apple Festival in Versailles.

For viewers who enjoy primetime dramas, KMOS-TV provided a sneak peak of the season premiere of the sensational *Downton Abbey - Season 3*. The event, held at the Macklanburg Playhouse at Stephens College in Columbia, was attended by 120 viewers. This screening provided KMOS-TV staff with a new opportunity to meet residents in the largest city in our broadcast area, as well as helped to forge a new partnership with the College Playhouse.

The Ragtag Cinema in Columbia enjoys a partnership with KMOS-TV, and has co-sponsored several screenings. During this year, the films presented came from the documentary series P.O.V. *Nostalgia for the Light* and *Campaign*. Both events were free to the public, and attracted about 20 attendees in the intimate theatre. This partnership has created a cross promotion opportunity to reach each other's audience. The Ragtag Cinema is instrumental in producing Columbia's annual True/False Film Festival.

KMOS-TV offers tours of our facilities to groups. Last year, we introduced nearly 60 children, ages 4 to 15, to the world of broadcasting.

KMOS keeps connected with families through the KMOS Kids Club. A benefit of membership with the station, the Club provides quarterly newsletters with information about KMOS Kids programming, educational activities, and other age-appropriate information that promotes literacy, social skills, and other values central to childrens' programming.



ON THE AIR

Central Missouri Tomorrow – This quarterly program features interviews with influential and forward-thinking Missourians. Host Chuck Ambrose, University of Central Missouri president, leads these discussions, which include:

Technology in K-12 Education with guests Melissa Randol, Deputy Executive Director, Missouri School Boards' Association; Chris Belcher, Superintendent of Columbia, Missouri Public Schools, and Kelly Krause, Librarian, Knob Noster Middle School.

Local Food Markets with Jeanne Schwartz, Show-Me Produce and Beverly Rollings, Sedalia Area Farmer's Market.

Future of the Military with Missouri Senator David Pearce and Brig. Gen. Scott Vander Hamm of Whiteman Air Force Base.

KMOS Live Study Abroad A live call-in program offered information for students (and their parents) thinking about international study. A panel of experts offered advice on the air, and students, faculty and staff members from UCM's International Office answered caller questions.

Show-Me Ag Host Kyle Vickers visits with producers and agri-business leaders to discuss issues of importance to our agricultural infrastructure and economy. *See page 5 for more information.*

Season to Season Outdoors This weekly program, premiering in 2012, promotes the enjoyment of Missouri's outdoor heritage as professional outdoorsman Tony Edgar and his crew fish and hunt across Missouri.

David Clewell: Missouri's Second Poet Laureate This special featured an interview with the second poet to serve in this position. Clewell is an American poet and creative writing instructor at Webster University.

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., is a co-production of KOZK, KCPT, KETC and KMOS.

We are the Guard: Always Ready, Always There - A profile of Missouri's citizen soldiers and airmen who serve at home and abroad, produced by Missouri National Guard Public Affairs.

Central Missouri Tomorrow

This program provided a look at the future of the military with Missouri Senator David Pearce and Brig. Gen. Scott Vander Hamm of Whiteman Air Force Base. The discussion, led by UCM President Chuck Ambrose (right), includes the importance of access to higher education, specifically as it relates to the challenges faced by today's servicemen and women.



Young Writers' Contest

Each year, KMOS facilitates the KMOS KIDS Writers Contest for children in kindergarten through third grade. The contest is utilized widely by teachers, librarians, and parents that home school their children as part of their curriculum to encourage development in writing skills and creativity in illustration.

KMOS received 230 entries from across our viewing area. 1st, 2nd and 3rd place winners were acknowledged at an awards celebration, in which there were 120 attendees including family members, and teachers.

Participation awards, book marks, children's books and the child's original story are given to each participant with a letter of encouragement! books to the participants.



Community Impact

"Our family thoroughly enjoyed attending the awards reception – participating in all the activities and games and meeting the other families and staff/judges present. Her aunt flew in from Maryland to attend. Amy was grateful to receive her medal, certificate, book and backpack filled with so many generous prizes. Thank you for recognizing our daughter's beginning efforts at writing with this award. Thank you also for continuing to encourage literacy in young children.

Warmest regards, The Weston Family"

Thank you for the medal!

The art supplies are fun!



from: Luke Crawford



Show-Me Ag

Host Kyle Vickers visits with producers and agri-business leaders to discuss issues of importance to our local, regional and national agricultural infrastructure and economy.

Issues include:

The decade-long decline of hog production in Missouri, which affected the supply of pork.

The Monsanto “America’s Farmers Grow Communities” program which provides funds for non-profit organization in rural communities.

The increasing global demand for goat meat, dairy products and fiber.

The future of sustainable agriculture with Rob Myers and Justin Ogle.

An update from the Missouri chapter of the Future Farmers of America, founded over 80 years ago.

How students at the University of Missouri are reducing landfill while profitably marketing their own compost.

A visit on the centuries-old, and very useful, tradition of beekeeping.

An examination of volatile grain and livestock prices that set near record highs in late 2011.

Partnerships:

Bradford Research Farm
Food and Agriculture Policy Institute
Future Farmers of America
Midwestern Beekeeper's Association
Monsanto
Record Harvest
West-Central Missouri Goat Association



Sharon Oetting (left) and Kyle discuss the decade-long decline of hog production in Missouri - affecting the supply of pork, which is consumed by more people than any other meat produced in the world. *September 2011.*

Kyle Vickers is a farmer in Vernon County, Missouri, whose farm is a diversified grain and livestock family operation. He helped organize the Missouri Farmers Union, served as chairman of the Missouri Agricultural Stabilization and Conservation Service Committee and went on to serve eight years as Deputy Director of the Missouri Department of Agriculture.



2012 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“My kids are hooked on WordWorld...It seems to be improving my daughter’s speech and she is just 3. My son just loves to do it along with her.”

– KMOS Kids Parent

Courtesy of ©2007 Word World, LLC. All Rights Reserved.

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.

Mail KMOS-TV
Wood 11
University of Central Missouri
Warrensburg, MO 64093

Phone 800-753-3436

Email kmos@kmos.org



International students at UCM enjoy the Homecoming Parade and take a moment to meet Curious George.

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

KMOS is proud to know that many viewers consider the station the only one they let their family watch. That KMOS is, for many, the only station they can receive reinforces our resolve to deliver on our mission.
