



# Entertain **Educate** Engage

KMOS  PBS®





**6.1 HD PBS**

**6.2 KMOS Create**

**6.3 KMOS Emerge**

**6.4 PBS Kids**



# Our Mission

**KMOS-TV's mission is to be an innovative public media organization that strengthens central Missouri by engaging, educating, and entertaining citizens.**

# Our Vision

**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.**





# KMOS REACHES

## 129,401

INDIVIDUAL VIEWERS FROM 5 AM-5AM

## 79,104

HOUSEHOLD PER WEEK  
(1.51 PEOPLE PER HOUSEHOLD)

## 93%

OF NON-INTERNET HOMES

## 82%

OF RURAL HOMES

PBS AFFLUENTS  
**RANK #1** IN:

- ✓ HAVING A POST GRADUATE DEGREE
- ✓ SPENDING ON CRUISES
- ✓ HOME REMODELING
- ✓ TV, PHONE, & INTERNET
- ✓ OWNING MUTUAL FUNDS
- ✓ USING A FINANCIAL PLANNER
- ✓ PLAN TO TAKE A DOMESTIC TRIP/VACATION



SOURCE: Nielsen NPOWER, 9/25/2017 - 9/23/2018, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., lower income=HH w/inc <\$25K, rural= Cty Sz C&D. All PBS Stations.

Source: 2019 Ipsos Affluent Survey, USA. Adults 18+ with \$125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CNN, CBS, CNBC,





# SPONSORSHIP

By sponsoring KMOS, you will be making a very visible contribution to our community. Our audience tends to be more **educated, affluent & involved** in the community. They believe that organizations that support public broadcasting have a commitment to quality and excellence. By sponsoring, you will build **brand trust** and **loyalty** and drive a message of **quality** to this targeted audience.



**KMOS-TV** is a service of the  
University of Central Missouri since 1979.



UNIVERSITY OF  
CENTRAL  
MISSOURI

Founded in 1871 in Warrensburg, Missouri more than 151 years later,  
UCM has grown to serve more than **10,000** students.





# CONTACT

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