UCM Foundation Funds Equipment for KMOS-TV Social Media Efforts

WARRENSBURG, Mo. (Sept. 25, 2014) — Thanks to an opportunity grant from the University of Central Missouri Foundation, students can now shoot, edit and upload videos instantly to the social media accounts of KMOS-TV, the university’s public broadcasting station. Dorothy McGrath, manager of television and community programming, applied for the grant, which funded the purchase of three iPads for the initiative.

So far the iPads have been used to upload footage to the Facebook site of Sportspage, a weekly television program highlighting UCM athletics. There are plans to extend efforts to cover a larger range of campus stories in the future.

“In the past, to upload videos to social media we had to use our professional cameras to shoot and edit, a process that could take up to a day to complete. With the iPads, we can upload these stories in minutes,” said McGrath.

Students involved in the initiative are gaining experience outside the classroom in video production and social media promotion. With the iPads, McGrath hopes to expand a large amount of KMOS-TV’s content to the web, including local and regional events throughout their 20,000-square-mile broadcast coverage area.

The UCM Foundation Opportunity Grants were established two years ago in support of faculty and staff who have ideas but insufficient funding for entrepreneurial projects that strengthen the university’s learning environment and students’ academic experience. To find out more about the program and other grant funded projects, visit www.ucmo.edu/opportunity.