

## **WBFF 2019 Annual Children's Programming Report**

### **9/16/2019 -- 12/31/19 Other Broadcast/Non-Broadcast Efforts**

WBFF continued to serve the educational and informational needs of children through broadcast and outreach efforts from September 16, 2019 through December 31<sup>st</sup>, 2019. The station continues to reach out and work with nonprofits and governmental agencies serving the needs of children by providing resources, promotion, and opportunity to share their mission and programs during news and community affairs programming. During this period, WBFF served a media sponsor producing and broadcasting PSAs for Run Wild for Autism benefiting Pathfinders for Autism providing programs, resources and services for families with a member with autism; and The USMC Reserves Toys for Tots campaign airing PSAs as well as the annual Toys for Tots Roll Call during 5 hours of morning news on December 6<sup>th</sup>.

On October 16, 2019, WBFF hosted a group of 18 students from Shiloh Middle School Morning News Announcements Team providing an opportunity to observe the last 30 minutes of morning news from the studio, an opportunity to meet with Patrice Sanders, morning news anchor, and learn about careers in broadcasting with special emphasis on those positions based on STEM.

Morning Meteorologist Jonathan Myers visited Grace UMC Preschool with the Storm Tracker to read a book about weather and share with preschoolers the tools used to observe and forecast the weather. During this period, the station partnered with the Baltimore Chick-fil-A restaurants, to present the 3<sup>rd</sup> Annual CFA Kids Correspondents, an educational program featuring a behind-the-scenes tour of WBFF focusing on careers in broadcasting and auditions to select 12 children to serve as correspondents presenting information and ideas for free family fun at parks, museums, and recreational facilities throughout the State.

In November, WBFF launched its 33<sup>rd</sup> Annual Champions of Courage Essay competition. Students grades 6 -12 were challenged to write a brief essay saluting their personal role models who have shared with them the lessons and legacy of Dr. Martin Luther King, Jr. 20 essays were selected and in December, the students recorded their essays to be broadcast in January and February 2020.

The FOX45 Morning News presents its Weather Kids Wednesday feature providing on-the-set learning opportunities for youth ages 8 - 15 to be a Weather Kid and help present the forecast on Wednesdays. Teachers nominated students and selected students received a weather lesson from the morning meteorologist and then helped present the forecast live during the morning news in the 7AM hour.

The station continues to air public service announcements designed for children's educational and informational needs and broadcast of a community calendar designed for children and their families. In an effort to prevent substance abuse and misuse, the station aired on its secondary digital channel on October 6<sup>th</sup> and 20<sup>th</sup> at 12:30PM a Straight Talk community affairs program addressing addiction as a family affair. The program offered insight into the effect of addiction on parenting, how children can be released to child protective services, and resources offered to parents to identify warning signs that their child could be using drugs.

Station management served on the event and marketing committee for the Muscular Dystrophy Association serving Maryland and Delaware and on the Board of Directors of Hearts Place Services which provides weekend survival kits of food for homeless Baltimore City Public School students who normally receive their breakfast and lunch during the school day. The weekend survival kits help children stay fueled and ready to learn when school resumes on Mondays.