

# KMCB 2020 Community Activities

## 1<sup>st</sup> Quarter

- KMCB aired a local Rotary Club, Lane Arts Council, and Eugene Education Association PSA called Art Spark supporting art education in schools, which was supported with airtime.
- KMCB aired Children's Miracle Network PSA's for Kid Helping Kids supporting local high school students to raise money for babies in the NICU. The station manager sat on a panel for Sheldon High School and presented to 200 high school students on behalf of The Children's Miracle Network. This was supported with airtime and volunteer time.
- KMCB sponsored the Food for Lane County event, *Grilled Cheese Experience* on 2/1/21. A portion of sandwich sales went directly to Food for Lane County to support their mission to feed those in need.

## 2<sup>nd</sup> Quarter

- KMCB supported Sluggo's PE Workout at Home with PSA's and airtime. This was a workout with the mascot from the local minor league baseball team.
- KMCB supported the Rotary's Art Spark Campaign with airtime regarding arts education in schools

## 3<sup>rd</sup> Quarter

- KMCB supported the Rotary's Art Spark Campaign with airtime regarding arts education in schools
- KMCB Acts of Kindness News Series highlighted the following:
  - An eleven-year-old girl made pinwheels, each one with a unique message, and sold them for \$7.00. Her goal was to spread kindness and raise money for Green Hill Humane Society. She raised \$1,032.
  - A seventh-grade boy created kindness by standing on a street corner with a sign and asked for a wave.
  - A young girl created Kindness Seed Kits filled with soil and seeds to help people struggling with food insecurity during Covid-19. These were donated to Little Free Pantries.
- KMCB ran a news story by reporter Olivia Young on the 10<sup>th</sup> Annual Project Hope Back-to-School Giveaway. The event was organized by 90 local churches and local school districts, which provided much-needed shoes and school supplies to local children.

## 4<sup>th</sup> Quarter

- KMCB news anchor Sean Cuellar, husband and Cub Scout Son, conducted a virtual tour of our stations, highlighting our news operations as well as visiting employees from all departments to find out what makes a TV station run. The video was shared with Cub Scout packs in Western Oregon and Sean was also part of a Zoom meeting hosted by the Oregon Trail Council and available to answer questions.
- KMCB sponsored the Les Schwab Toy Drive in December with PSA's, airtime, and news interviews. The toy drive was a benefit for children in conjunction with non-profit organizations, the Salvation Army and the Eugene Mission.

- KMCB ran Eugene Rotary's Art Spark PSA with airtime, which supported arts education in local schools.
- KMCB sponsored Columbia Bank's *Warm Heart Winter Clothing Drive* with airtime.
- KMCB ran Project Roadblock, an education campaign on drunk and buzzed driving, with PSA's on December 27.