

## **WGXA Broadcast / Non-Broadcast Efforts**

**2020**

### **1Q20**

On Monday, March 2, Multimedia Journalist Brittany Miller appeared at Martin Luther King Jr Elementary School for Read Across America. Read Across America Day was created to get more kids excited about reading. The idea behind the celebration was to create the same sense of enthusiasm for reading as schools do for sports and spirit weeks. It's a wonderful initiative that shows children just how

WGXA ran promos for the Disney and ABC Magic of Storytelling Campaign during the months of February and March, in which viewers would post a “shelfie” (selfie with a book or book shelf) to celebrate the Magic of Storytelling! For every post on Twitter or Instagram with #MagicOfStorytelling. As a result, WGXA locally donated 1000 books to United Way.

### **3Q20**

WGXA's parent company, Sinclair Broadcast Group, partnered nationally with the American Red Cross for the Sinclair Cares: Roll Up Your Sleeves campaign in July and August to promote signing up for an appointment to donate blood locally.

During the week of August 24, 2020, WGXA and Sinclair Broadcast Group partnered with The Salvation Army for the Sinclair Cares: Iowa Storm Relief to help families and farmers rebuild following the Derecho storm that hit the state on Aug. 10.

The Fuller Center of Macon partnered with WGXA for a golf tournament to raise money for families across central Georgia. WGXA ran PSAs August through October for the event. Proceeds supported responsible home ownership for underserved families.

During the week of September 14, 2020, WGXA and Sinclair Broadcast Group partnered with The Salvation Army for the Sinclair Cares: Western Wildfires Relief initiative to help first responders and families forced out of their homes due to the devastating wildfires that impacted the west coast. Announcements for online donations were made on-air, on station social media sites and during WGXA News casts.

### **4Q20**

During October through December, WGXA partnered with United Way of Central GA to promote Read United, an initiative addressing the literacy challenges facing Central Georgia. Read United recruits volunteers to tutor kindergarten through third grade students in reading.

This year, The Salvation Army's holiday season fundraising is more important than ever – millions of Americans are in need, and there is the daunting possibility of a 50% decrease in funds raised through the iconic Red Kettles due to the impacts of COVID-19. Sony Music Nashville partnered with The Salvation Army and Sinclair Broadcast Group to help “Rescue Christmas”. Robert Counts, Adam Doleac, Niko Moon, Mitchell Tenpenny and Rachel Wammack performed on the “Rock the Red Kettle” special,

December 16, 2020. Produced by Sinclair Broadcast Group, the Rock the Red Kettle special aired exclusively on Sinclair's free, over-the-top streaming platform STIRR. The special aired on STIRR City channel. WGXA ran on air promotions and news announcements for the special.

During the calendar year 2020 WGXA & WGXA.2 aired the following PSA's geared toward Children and Family. Below is a sampling of the Public Service Announcements that aired:

00:30	PSA - Ad Council - Disaster Relief
00:30	PSA - Adoption from Foster Care: Breakup
01:00	PSA - American Humane: Kindness
01:00	PSA - Americorps: I Want To
00:30	PSA - Bright Focus Foundation - Vision Loss
00:30	PSA - CCRF - Better Treatments
01:00	PSA - CCRF - Better Treatments
00:15	PSA - Child Fund - Hazel
00:30	PSA - Child Fund - Hazel -
01:00	PSA - Child Fund - Hazel
00:15	PSA - Child Mind Institute - A Voice for Children
00:15	PSA - Feeding America - Child Hunger
00:30	PSA - Feeding America - Child Hunger
01:00	PSA - Feeding America - Child Hunger
01:00	PSA - Feeding America - Dacian
00:15	PSA - Food Safety: Funky Chicken
00:15	PSA - Girl Scouts: Banks Kloss Latifa
00:30	PSA - Joyful Heart: Boys Will be Boys
00:30	PSA - Joyful Heart: Enough Her
00:30	PSA - Kids Oral Health: Bike Lesson
00:30	PSA - Kids Oral Health: Cooking Lesson
00:30	PSA - Kids Oral Health: Manners
00:30	PSA - Meals on Wheels - Macon
00:30	PSA - Meals on Wheels - Ron
00:15	PSA - Minority Education: Homework
00:15	PSA - Minority Education: Justin
01:00	PSA - Minority Education: School
01:00	PSA - Minority Education: Sydni Anthem
00:15	PSA - Save the Children: Believe
00:30	PSA - Save the Children: Ice Age
01:00	PSA - Sesame Street: Eat Avocados
01:00	PSA - Special Olympics: Inclusive World
00:30	PSA - Toy Industry: Cognitive Skills
01:00	PSA - Toy Industry: Genius of Play

00:30	PSA - USDHHS/SAMHSA - Reminiscing
00:30	PSA - USDHHS/SAMHSA - We Do Hear You