KOB Kids & Family Projects

**NEW in 2020:**

**KOB 4 Kids on kob.com (2020):** KOB 4 Kids is an online project aimed at helping students, parents and teachers both during the Covid-19 pandemic and beyond. KOB 4 Kids is a collection of fun and interesting videos on the station’s website (kob.com) focused on New Mexico-based learning and highlighting what’s great about the Land of Enchantment. KOB’s news team helped create content for the site. In addition, we encouraged submissions from educators and community groups. Video categories to date include science, reading, language, and arts and crafts. There’s also a section for virtual field trips where students can explore places across New Mexico There’s a section on the site where viewers can upload their own videos.

In 2021, KOB will be focusing on additional material specifically aimed at encouraging local young people to know more-and appreciate more- about their state. Part of the new KOB 4 KIDS outreach this year will be aimed at local libraries, local historic monument volunteer groups, museums, etc. Although the ever-changing landscape of Covid-driven education still exists and much is unsettled as far as our state’s education plans for the near future, we hope to help create a place where videos reside that can aid- or add to—learning experiences for our young people and their families.

KOB 4 Kids is supported by on-air promotion explaining the project and encouraging viewers to visit the site.

**KOB Masks PSA (new in 2020):** KOB masks PSA features kids showing off their masks and explaining why wearing one helps slow the spread of Covid-19. The PSA pushes to the station’s website where people can learn how to make their own mask

**Roadrunner Food Bank: KOB Paper Plate Campaign (new in 2020**): During the Covid-19 pandemic in New Mexico, there was a huge rise in the number of families with children who struggled with hunger. In fact, 1 in 3 children (147,490 kids) is now at risk of hunger. That’s up from 1 in 4 (114,180 kids) before the pandemic started.

Loss of parents’ jobs and lack of in-school meals meant more families continuing to show up in food lines at Roadrunner Food Bank—the state’s largest food bank. KOB has partnered with Roadrunner Food Bank to raise awareness about the hunger issue and to raise funds for the food bank.

This year, as families came to get food assistance, Roadrunner Food Bank asked for volunteer statements about

why people were in line for food. These stories were written on paper plates at many food distributions and KOB used those plates and their stories to create an on-air campaign.

Many mentioned this was the first time they had to use the food bank to feed their kids. So far, KOB has highlighted a dozen stories in a series of PSAs. The PSAs push to KOB’s website where people can find ways to support the food bank during the pandemic.

In 2021, KOB plans to continue the campaign with more PSAs featuring facts about the Roadrunner Food Bank, the food picture in New Mexico, and how people can continue to help support the food bank.

**CONTINUING PROJECTS:**

**Roadrunner Food Bank: KOB Pay it 4ward Hunger Hotline (since 2000):** KOB has a long history with Roadrunner Food Bank. Hunger is a serious problem in New Mexico with many families struggling to pay their bills and feed their children. In order to help support Roadrunner Food Bank and those families who need help, KOB regularly partners with Roadrunner Food Bank for Pay it 4ward Hunger Hotlines. During the hotlines families who need help can call in to find out how to get free food assistance. Also, people who want to help can call in and make a donation to the Roadrunner Food Bank. The project includes on-air promotion letting people know when to call. The hotline is also supported with pushes on social media that includes the number to call.

**STEMY Awards (since 2018):** The Excellence in STEM Awards or STEMYS celebrate STEM education in New Mexico. The one-of-a-kind project recognizes students, teachers, schools, businesses and others who make a difference in STEM education. KOB partners with the Air Force Research Lab for the project. KOB’s on-air promotion includes a call for nominations as well as spots recognizing student and teacher winners.

Already in 2021, the station has begun airing a call for nominations and is working with AFRL as the project’s format develops and Covid restrictions are addressed.

In 2020, due to Covid-19, the STEMY Awards were virtual and were hosted by KOB meteorologist Eddie Garcia who has been the lead meteorologist for STEM. KOB’s Weather Team participated by creating taped messages to students, encouraging them to pursue careers in STEM. The winners are also featured in KOB newscasts.

Historic/Pre-Covid: In 2018 and 2019, KOB also sponsored Super STEM Saturday—an event following the STEMY Awards designed to get kids excited about science. The free, family friendly event features explosive science experiments and demonstrations. KOB had a booth at the event that included a green screen where KOB’s weather team gave kids a hands-on experience in forecasting. The sponsorship of Super STEM Saturday also included on-air promotion and stories in KOB newscasts.

**New Mexico State Fair: School Days (since 2018):** KOB 4 is a sponsor of School Days at the New Mexico State Fair. School Days are designated days when school groups take field trips to the fair. For some kids, it’s their only opportunity to go to the fair. As part of the sponsorship, KOB’s news team has been at the fair reading to kids. KOB’s on-air promotion includes spots encouraging teachers to sign up their classrooms for School Days.

**NOTE: In 2020, due to Covid, the State Fair cancelled.**

**New Mexico State Fair: Science & Technology Day (since 2018):** As part of KOB 4’s commitment to STEM education in New Mexico, for the past 2 years, the station has sponsored Science & Technology Day at the State Fair. Again in partnership with the Air Force Research Lab, KOB has a large space on the fair’s Main Street where students on school field trips can participate in science experiments and other hands-on fun. KOB’s Weather Team sets up a “Weather Wall “so kids can jump in to see what it’s like to forecast the weather. If they are not covering news, KOB’s Roadrunner 4 news vehicle also were part of the day showing students the on-the-road technology used to broadcast live in the field. The sponsorship includes on-air promotion of Science and Technology Day, stories in newscasts and live shots from the fair.

**KOB 4H County Fair Project (2019):** KOB’s 4H County Fair project was an ambitious venture aimed at documenting the hard work of some of the more than 30,000 kids involved in New Mexico’s 4H programs. KOB 4 partnered with the state’s 4H Extension Office to tell the stories of those kids and their families. From July to September, KOB 4 teams covered 8 county fairs, interviewing over 2 dozen kids, families and leaders involved in 4H, highlighting their work leading up to the big show—the New Mexico State Fair. At the State Fair, KOB followed up with some of those kids again to showcase their work. In the end, more than 30 long form 4-H stories were featured on KOB 4’s website and Facebook page. Some of the stories also aired in newscasts. The project also included a heavy on-air campaign that encouraged people to get to know 4H kids.

**NOTE: This year’s 4-H in-person events were cancelled due to Covid restriction, but the station already has plans to make 4-H part of KOB 4 KIDS in 2021.**

**Balloon Fiesta: KOB Kids Day (since 2017):** Every year KOB partners with the Albuquerque International Balloon Fiesta for KOB Kids’ Day where kids 12 and under can get free breakfast and a goodie bag full of treats. Kids’ Day happens during Balloon Fiesta on the morning of the Special Shapes Rodeo—a hugely popular mass ascension featuring fun special shaped balloons that kids love. KOB 4’s popular and longtime weatherman broadcasts live from the event throughout KOB 4’s morning show. KOB’s sponsorship also includes on-air promotion, coverage in KOB newscasts, as well as posts on social media.

**NOTE: This event, too, was cancelled in 2021 due to Covid restrictions.**