

WJLA 2020 FCC Outreach Activities

On January 29, Meteorologist Brian van de Graff did a StormWatch7 Lunchbox Weather program for 4th graders at Greenbriar West Elementary School. Teaching students about forecasting the weather and learning about career opportunities. On February 3, Community Affairs Director Bonnie Wood gave a tour to Japanese Broadcast Executives and discussed the differences between broadcasting in America compared to Japan. On February 5, Meteorologist Alex Liggitt did a StormWatch7 Lunchbox Weather program at Berry Elementary School to their 4th grade students. He did weather presentations and demonstrations on weather forecasting and showed off our StormTrak7 weather truck. On February 12, Meteorologist Eileen Whelan did a StormWatch7 Lunchbox Weather program at Carderock Springs Elementary School for their 4th grade students and discussed forecasting and showed off the StormTrak7 weather truck. On February 13, ABC7 reporter Kevin Lewis did a visit to Montgomery Knolls Elementary School's TV Club to talk about his career and what it takes to become a reporter. On February 14, ABC7 Sports reporter Chip Brierre gave a tour to journalism students of Woodberry Forest School. On February 19 and 20th, ABC7 Reporter Scott Taylor and Community Affairs Director Bonnie Wood gave a ABC7 studios tour to students from 2 different classes from Brambleton Middle School and discussed how news is covered everyday in our station. On February 19, Meteorologist Alex Liggitt did a StormWatch7 Lunchbox Weather program at Hutchison Farm Elementary School discussing forecasting and showing off the StormTrak 7 weather truck to their 4th grade students. On March 4, Meteorologist Eileen Whelan did a StormWatch7 Lunchbox Weather program at Churchhill Road Elementary School to their 4th graders. She did weather presentations and demonstrations and showed the students the StormTrak7 weather truck. On April 21, ABC7 Reporter Kidd O'Shea did a virtual class for Philip Merrill College of Journalism students from the University of Maryland discussing careers in journalism and taking questions. May 4th, Meteorologist Ryan Miller did a virtual job fair video for the students of Magnolia Elementary School discussing his job as a forecaster and science teacher for Arlington County Schools. On June 6, and June 9, 2020, Meteorologist Alex Liggitt held a virtual StormWatch7 Lunchbox Weather program for 74 Navy Elementary School students to spark an interest in STEM (Science, Technology, Engineering and Math) through weather presentations. On June 25, 2020, Meteorologist Alex Liggitt held a virtual StormWatch7 Lunchbox Weather program for 50 6th graders of Ashburn Homeschool Co-op to spark an interest in meteorology and looked at how the occupation works at a TV station. On July 16, 2020, Meteorologist Alex Liggitt held a virtual StormWatch7 Lunchbox Weather program to 450 members of the Washington Sailing Club to explain how we develop forecasts and utilize weather instruments. On July 27, ABC7 launched our Operation Backpack campaign to raise money for school supplies and laptops for underprivileged students in the Washington, D.C. region. On July 29th, ABC7 Reporter Caroline Patrickis held a virtual discussion with 8 girl scouts of Girl Scout Troop 1771 about news media and the importance and influence of journalism. ABC7's Kidd O'Shea did a virtual presentation to the summer interns from the Seacrest Studios at Children's National Hospital on careers in broadcasting on August 7, 2020. On August 14th, ABC7 held a Community Blood Drive with the American Red Cross to help alleviate the severe blood shortage. We ran PSAs encouraging viewers to sign up for an appointment to donate blood. On August 28, ABC7 launched our Feeding The DMV campaign supporting the Capital Area Food Bank. We ran PSAs encouraging viewers to donate to the campaign to help the severe hunger crisis in our communities. Throughout the month of September, we held "Food Bank Fridays" raising awareness about food insecurity on Good Morning Washington. We also held a live Feeding The DMV town hall with experts from the region discussing the hunger crisis due to the pandemic. On September 25, ABC7's Ryan Miller and Rachael Kaye did behind the scenes videos talking about what their jobs as meteorologists are like and the education and experience needed to

pursue a career in broadcasting during Arthur Middleton Job Fair at Arthur Middleton Elementary School. On September 28, ABC7 Meteorologist Alex Liggitt did a virtual StormWatch7 Weather Program for 20 6th graders at Belmont Station Elementary School talking about forecasting and using science to predict the weather. On October 8th, Meteorologist Veronica Johnson did a virtual StormWatch 7 Weather Program for 4th graders at Nysmith School explaining how forecasting the weather works and what skills are needed to pursue a career in broadcasting. October 14th, Meteorologist Brian van de Graff held a virtual StormWatch 7 Weather Program for 164 4th graders at Willow Springs Elementary School. October 14th and October 21st, StormWatch 7 Meteorologist Alex Liggitt did a virtual program to the Calvert County Gifted & Talented 4th grade students talking about forecasting and careers in meteorology. On October 28th, we held an ABC7 Community Blood Drive to collect blood for the severe blood shortage. We ran PSAs encouraging viewers to donate blood. On October 30th, we launched our ABC7 Feeding The DMV For The Holidays campaign. We ran PSAs encouraging viewers to donate to the Capital Area Food Bank. Throughout the month of November, we did "Food Bank Fridays" to raise awareness about food insecurities. On November 4th, Meteorologist Alex Liggitt held a virtual Lunchbox Weather class for 3rd grade students at Fox Mill Elementary School talking to them about forecasting the weather and various instruments that are used. On November 10th, the station launched our virtual Toys For Tots campaign raising awareness through station PSAs to collect toys for children in the D.C. area. November 13th, Meteorologist Alex Liggitt held a virtual StormWatch7 weather program to first grade students at Canterbury Woods Elementary School teaching about forecasting the weather. November 17th, Meteorologist Brian van de Graff held a virtual StormWatch7 Lunchbox Weather program at Countryside Elementary for 3rd Grade Students. On November 19th, ABC7's Caroline Patrickis held a virtual program with the University of South Carolina Journalism class with students and their advisors. She talked about her job and the impact of news media and the importance and influence of journalism. She also took questions from the participants. Also on November 19th, Meteorologist Alex Liggitt held a virtual StormWatch7 Weather Program for 4th grade students at Horizon Elementary School. He talked about forecasting and looking at how the occupation works at a TV station. On December 4th, Meteorologist Brian van de Graff held a virtual StormWatch 7 Weather Program for Herndon Elementary School's 4th Grade Students. Learning about forecasting and career opportunities. On December 5th, our station held a Toys For Tots drive-thru event at Iwo Jima with the U.S. Marines and received more than 18,000 toys from viewers. We also aired PSAs encouraging viewers to come out and donate to help the kids. In addition, we broadcasted live cut-ins for 4 hours encouraging viewers to come donate to the cause. On December 8th, Meteorologist Rachael Kaye held a virtual StormWatch7 Lunchbox Weather program for 4th graders at Sully Elementary School sparking an interest in STEM through weather presentations. On December 11th, we held another Toys For Tots drive-thru event collecting toys in Prince Georges County with the Prince Georges Police at IKEA. We collected more than 5,000 toys for the cause. We also ran PSAs promoting the drive and encouraging viewers to come out and donate. On December 17, Meteorologist Brian van de Graff held a virtual StormWatch7 Lunchbox Weather program at Union Mill Elementary School's 6th Grade Students. On December 23, we held our ABC7 Community Blood Drive for the holidays. We ran PSAs encouraging viewers to sign up to donate blood to help the traditionally low supply of blood during the holidays.