

**LOCAL PROGRAMMING SUPPORT/NON-BROADCAST EFFORTS
JANUARY 1, 2021– DECEMBER 31, 2021**

KFRE-TV is proud to support the children of our community with a variety of community outreach programs. Many of our projects utilize our airwaves, in conjunction with non-broadcast efforts. The programs selected for implementation target the education of our children and a “helping hand” for our neighbors.

PREP ZONE Sponsor: After COVID-19 hit high schools sports hard in 2020 we developed a segment that highlights a high school athletes’ achievement on the field that acts like a “highlight reel” for the athlete. Stories un in the KMPH 10 O’clock News. **Q1-Q4 2021**

VIRTUAL GRADUATION Sponsor: KMPH partnered with schools to film Virtual Graduations. The Virtual Graduation were prerecorded events for streaming that included many of the traditional elements of the ceremony. Speeches and greetings from school administration, invited speakers & student leaders/valedictorians that were combined with video elements that are unique to each school. **Q2 2021**

ST JUDE DREAM HOME GIVEAWAY Sponsors: St. Jude is locally and exclusively partnered with Sinclair Broadcast Group and DeYoung Properties to build and give away the 13th annual St. Jude Dream Home Giveaway house in Fresno or Clovis, CA. KMPH FOX26 committed to building awareness of this notable and worthy cause through news stories, promotional elements and announcements online educating the community about St. Jude. We are proud to announce that for the first time ever we SOLD OUT of tickets prior to the drawing date raising \$1,125,000 for St. Jude Children’s Research Hospital. The winner was selected during a half hour program on KMPH. **Q3-4 2021**

SAVOR THE SEASON Sponsor: During Thanksgiving and Christmas holidays, two lucky customers at random Grocery Outlet locations in the Central Valley will receive their groceries free as part of Great Day’s GROCERY STORE GIVEAWAYS. KMPH’s Christina Lopez is assigned to this “Random Act of Kindness” Segment where we contact one of the Grocery Outlet Store Managers at one of the stores many locations to set up the surprise giveaway. The KMPH crew arrives to the pre-determined location and the Store Manager chooses one lucky winner in the store to receive free groceries from Grocery outlet. This surprise is aired that evening on the 10pm News and the next business day on Great Day. **Q4 2021**

LES SCHWAB TOY DRIVE Sponsors: For the past 8 years, KMPH has partnered with Les Schwab Tires to promote their annual toy drive. Viewers can drop off toys at any of Les Schwab’s multiple locations throughout the Central Valley. Other sponsors of the toy drive can set up a toy collection box at their store as well. On the final day, KMPH is out live as all the toys are brought to one central location and then paraded down to the Poverello House for local distribution. **Q4 2021**

SANTA TRACKER Sponsor: Per tradition, KMPH tracks Santa Claus throughout Christmas Eve so children can see where Santa is. This sponsorship includes promos encouraging viewers to tune in. The sponsors logo is displayed each time the tracker is shown. **Q4 2021**

TOWN HALL Sponsors: While many may view the disruption of youth sports as just another inconvenience caused by the coronavirus pandemic, the loss of athletics for families who have spent years making personal sacrifices and financial investments in their children's athletic careers is a gut punch to coaches,

athletes and parents alike. With Moderator FOX26 Sports Anchor Ralph Woods we talked with 8 panel members including CIG Commissioner, Golden West Head Football coach, Psychologist from Fresno unified School District and Parents and Students. **Q2 2021**