

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

KBAK-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. During 2021, community projects include but are not limited to:

“St. Jude’s Children’s Hospital” (1Q21)

Eyewitness News is teaming with the St. Jude’s Children’s Hospital to share the progress they have made in the fight against cancer and diseases in children. Through the St. Jude Dream Home campaign, we continue to share stories and still raise money to benefit the patients of St. Jude Children’s Hospital.

“On line reading” (1Q21)

Several Eyewitness News anchors and reporters took time out of their busy schedules to read to kids via on-line video portals provided by the schools.

“St Jude Dream Home” (2Q21)

Our staff teamed with local businesses and the St. Jude Children’s Hospital to bring awareness to childhood illnesses and to raise money to for St. Jude. This year our Dream Home Giveaway event raised over One Million dollars.

“Color Your World” (3Q21)

Eyewitness News teamed with the Kern County Library and local businesses to help promote the “Color Your World” Summer Reading program. Parents were encouraged to keep their kids and teens learning and engaged all summer-long. They could either choose 10 books to read with their children or log 10 hours of reading over the summer months. Over 3,000 reading logs were submitted thru this campaign.

“Roll Up Your Sleeves” (3Q21)

Our stations joined the local blood bank help create awareness and increase blood donations.

“Bakersfield Teddy Bear Toss” (3Q21)

This community campaign targets the children in social-economically challenged areas. Rallying the community to donate thousands of stuffed animals...over 4,500 stuffed animals to those children less fortunate. The toys are distributed through the United Way.

“Bakersfield Toy Run” (3Q21)

This community campaign benefits the Salvation Army of Kern County. Thousands of motorcyclists came together to collect toys, non-perishable foods and money for those less fortunate.

“Light Up A Life” (4Q21)

This one-evening event brought friends and families together to pause and celebrate the memory of loved ones that have passed away. Over \$35,000 was raised to support programs provided thru Hoffman Hospice.

"Campout Against Cancer" (4Q21)

Our staff teamed with local families for Campout Against Cancer to benefit the Kern County Cancer Fund. The event featured lots of team building games and ultimately raised over \$100,000. The funds raised help pay for transportation, accommodations and medical treatment for patients undergoing cancer treatment.

"Hometown Sports" and "The 5th Quarter" (3Q21-4Q21)

This community service campaign targets high school athletes. Our station sports team not only covered high school football games during the season. They also went showed support by attending school rallies and hosting an awards ceremony at the end of the season for outstanding student athletes.

"National Weather Association - Kern Chapter " (1Q21 – 4Q21)

Chief Meteorologist Miles Muzio utilizes his vast experience in weather to educate young and old alike. Monthly meetings include trips to the Bakersfield Planetarium, overviews of weather patterns and group discussions on scientific variables.

"Weather School" (1Q21 – 4Q21)

Morning Anchor Aaron Perlman set out to make weather more interesting and educational! Since he couldn't bring his weather school into the classroom, he brought it to kids virtually by hosting a weekly live, interactive weather school for kids. Using water, music and song Aaron educates children on weather elements such as fog, dew, rain, snow and wind.

"One Classroom At A Time" (1Q21 – 4Q21)

Once a month Eyewitness News awards a local teacher a \$1,000 grant for a creative class/school program designed to enrich a student's learning experience. Through an on-air campaign, educators are encouraged to submit a grant proposal outlining their program, the needs to support the program and how they will measure the success of the program. Every six weeks a committee comprised of station management and sponsors from the private sector review the proposals for great creativity and passion in their methods for inspiring young people to learn. Each grant selected receives a \$1,000.00 grant.

Additional support includes: our news talent in the community, participating in team walks, speaking at schools and donating their time to various children charities. Management team participating in job fairs and multiple on-air public service announcements outlining the importance of education within our community. Most of these events were virtual due to the ongoing pandemic, but we were still persistent in putting forth our community efforts.