

2021 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

1st Quarter:

KEPR supported the educational and informational needs of children through a station tour, on-air news stories, Public Service Announcements, and digital information. This quarter the station aired local news stories on the following topics: COVID vaccines impacting adolescents, Camelot Elementary fundraiser for American Heart Association, Lincoln Middle School Schedule change, Blessing Beds for children in need, School plans for transitioning to in person learning, Youth Outdoors Unlimited taking kids hunting and fishing, local resident creates LC Valley Youth Resource Center, and Washington State prepares for starting up Spring Sports. The station also aired PSAs about the importance of local Boys and Girls Clubs.

2nd Quarter:

KEPR supported the educational and informational needs of children through the following. The station aired a campaign called "What's For Lunch" stressing the importance of nutrition during the summer for the underserved youth of the community which also had a food drive/fundraising component to it as well. During the quarter the station aired PSA's targeting kids issues on the following topics: Girls Scouts, Find Your Adventure, Kids thanking First Responders, Junior Achievement, The Real Gen Zers Wear Masks, Science is Possible, Keeping Our Kids Safe, Child Car Safety, Boys & Girls Clubs of the LC Valley, and Choices Don't Drink.

3rd Quarter:

KEPR supported the educational and informational needs of children through the following. Messages aired during the quarter warning how youth can be "recruited" into human trafficking. The station also aired PSAs for the Duck Race and the 3 Rivers Community Foundation where both are benefiting several youth organizations in the community.

4th Quarter:

KEPR supported the educational and informational needs of children through a school presentation and Public Service Announcements. The station's Sports Director spoke to young football players at the Yakima Grid Kids Championship game this quarter about possible future careers in broadcasting. Also during this quarter, the station aired kid targeted PSAs on the following topics: warning young people about not being recruited into human trafficking, 3 Rivers Community Foundation, kids and smoking, don't drive and text, be kind, autism awareness, Boys Town, food safety, enjoying nature, and safe sports.