

KDSM addressed the educational and informational needs of children in our community during 2021 through a combination of PSAs, programming and community service.

PSAs that promoted education, health, safety and environmental issues and ran throughout the year: Project Roadblock: The Legend New, Project Roadblock: Selfies, Girl Scouts: Find Your Adventure, Girl Scouts: Better Together, Mentoring: Etienne and Dontrae.

Programming that focused on education, health, safety and environmental issues: On 2/20/21 KDSM broadcast the Iowa High School State Wrestling Championships. On 3/12/21 KDSM broadcast the Iowa High School Boys' State Basketball Championships. On 8/30/21 KDSM broadcast the 2021 Iowa Character Awards.

Community Service activities directed toward local area schools and student groups: On 3/4/21 KDSM was the Media Sponsor for the live Orchard Place Spelling Bee Fundraiser on Facebook and their Moonlight Classic on 7/10/21. On 7/23/21 KDSM staff attended the 2021 All-Star Evening for Character Counts and produced a video that was shown that evening. KDSM also entered a LEGO Masters – themed Christmas tree for the 2021 Festival of Trees and Lights to raise money for Blank Children's Hospital.