

WGXA Broadcast/ Non- Broadcast Efforts 2021

1Q21

WGXA partnered with The Arc Macon (Advocacy Resource Center) to promote their Annual New Year's silent auction, held on January 1, 2021, which raises money to support adults with developmental disabilities through residential living options, supported employment and meaningful activities.

During the months of January and February, WGXA partnered with the Museum of Aviation Foundation in Warner Robins to promote the 25th Annual Marathon, Half-Marathon, 5K and silent auction held on Saturday, February 13, 2021 to raise money supporting STEM programs in the Middle GA Area.

On Saturday March 20th, Chief Meteorologist Jeff Cox MC'd the Cherry Blossom Festival bed race and wiener dog race in downtown Macon, which was a virtual event streamed to families across Middle Georgia.

WGXA ran promos for the Disney and ABC Magic of Storytelling Campaign during the months of January, February and March, promoting the Magic of Storytelling series, including encouraging our local partners serving children in need to register with First Book and receive donations! As a result, WGXA locally donated 1000 books to United Way.

2Q21

On May 10th, Chief Meteorologist Jeff Cox virtually spoke with 20 second grade students at T.G. Scott Elementary School in Monroe County for Career Day for 30 mins regarding careers in News, Broadcasting, and Meteorology.

Starting June 13th through July 23rd, WGXA and Sinclair Broadcast Group teamed up with The American Red Cross and other local blood collection urging viewers for the Sinclair Cares: Roll Up Your Sleeves campaign to help increase U.S. blood supplies by making a blood donation appointment, volunteering time, or providing financial contributions for the cause.

During March and April, WGXA partnered with the Salvation Army of Greater Macon to promote Drive 2 Support, the first annual charity golf tournament for The Salvation Army, benefitting homeless families and veterans in the Greater Macon area.

4Q21

On October 8th, the WGXA news team took the evening shows on the road to the Georgia National Fair in Perry, GA. The team featured events, family and kids activities, and safety while attending the fair. Anchors Victoria De Cardenas and Greg Loyd MC'd events going on at the fairgrounds.

During October through December of this year, WGXA partnered with United Way of Central GA to promote Read United, an initiative addressing the literacy challenges facing Central Georgia. Read United recruits volunteers to tutor kindergarten through third grade students in reading.

During the month of October, WGXA and Sinclair launched Sinclair Cares: Supporting All Veterans partnering with DAV (Disabled American Veterans) supporting the initiative through public service campaigns and promotions with the goal of increasing support for our nation's veterans.

On December 16th, WGXA and Sinclair Broadcast Group partnered with The American Red Cross for the Sinclair Cares: Tornado Relief to assist those affected by the devastating tornadoes which tore through the Midwest and South.

During the calendar year 2021 WGXA & WGXA.2 aired the following PSA's geared toward Children and Family. Below is a sampling of the Public Service Announcements that aired:

00:30	PSA - Ad Council - Disaster Relief
00:30	PSA - Adoption from Foster Care: Breakup
00:30	PSA - AHA - Release the Pressure - 30
00:10	PSA- AMA- Prediabetes - 10
01:00	PSA - American Humane: Kindness - 60
00:30	PSA - American Humane: Kindness - 30
01:00	PSA - Americorps: I Want To
00:15	PSA- Autism Speaks - The Big Day -15
00:30	PSA - Bright Focus Foundation - Vision Loss - 30
01:00	PSA - Bright Focus Foundation - Vision Loss - 60
00:30	PSA - CCRF - Better Treatments - 30
01:00	PSA - CCRF - Better Treatments - 60
00:15	PSA - Child Fund - Hazel - 15
00:30	PSA - Child Fund - Hazel - 30
01:00	PSA - Child Fund - Hazel - 60
00:15	PSA - Child Mind Institute - A Voice for Children - 15
00:30	PSA - Child Mind Institute - A Voice for Children - 30
01:00	PSA - Child Mind Institute - A Voice for Children - 60
01:00	PSA - DHHS - Juan 60
00:15	PSA - Feeding America - Child Hunger - 15
00:30	PSA - Feeding America - Child Hunger - 30
01:00	PSA - Feeding America - Child Hunger - 60
01:00	PSA - Feeding America - Dacian - 60
00:15	PSA - FEMA - Flood -15
00:15	PSA - Food Safety: Funky Chicken
00:15	PSA - Girl Scouts: Banks Kloss Latifa
01:00	PSA - HHS - Dinner -60
00:30	PSA - HRSA- Happy Home -30
00:30	PSA - Joyful Heart: Boys Will be Boys
00:30	PSA - Joyful Heart: Enough Her
00:30	PSA - Kids Oral Health: Bike Lesson
00:30	PSA - Kids Oral Health: Cooking Lesson
00:30	PSA - Kids Oral Health: Manners
01:00	PSA- Make A Wish - Lasso -60
00:15	PSA - Minority Education: Homework
00:15	PSA - Minority Education: Justin
01:00	PSA - Minority Education: School
01:00	PSA - Minority Education: Sydni Anthem
00:10	PSA - NHTSA - The Right Seat -10
00:30	PSA - NHTSA - The Right Seat -30
00:30	PSA- Kids Oral Health: Bike Lesson
00:30	PSA- Kids Oral Health: Cooking Lesson
00:30	PSA - Kids Oral Health: Manners
00:30	PSA - Pass It On: Annie's Song -30
01:00	PSA - Pass It On: Annie's Song -60
00:30	PSA - Pass It On: Imagine -30

01:00	PSA – Pass It On: Imagine -60
00:15	PSA – PEC – Dr. Fischer -15
00:30	PSA – PEC – By The Time - 30
00:30	PSA – San Diego Zoo: Giraffe
00:30	PSA – San Diego Zoo: Penguin
00:30	PSA – San Diego Zoo: Rhino
00:30	PSA - Save the Children: Believe - 30
01:00	PSA - Save the Children: Believe - 60
00:30	PSA - Save the Children: Ice Age
01:00	PSA - Sesame Street: Eat Avocados
00:30	PSA- Special Olympics: Inclusive World 30
01:00	PSA - Special Olympics: Inclusive World 60
00:15	PSA – US Forest Service – Forest Trail -15
00:30	PSA – Vaccinate Your Family - Don't Skip - 30
00:15	PSA – Vaccinate Your Family - Don't Skip - 15