

## **KNSN- Community Service and Public Service Announcements Report 2021**

Due to the pandemic the station was very limited to community activities both in and outside of the station.

### **Station Community Initiatives**

2/8/21 -Cassie Wilson (Chief Meteorologist) conducted a zoom meeting at our Reno station with 3<sup>rd</sup> graders from Lemelson Stem Academy in Reno Nevada. The students are highly focusing on various science and engineering areas of their education. Cassie provided her expertise on weather forecasting and meteorologist presentation. There were questions and answer sessions with all the students.

5/27/21-6/13/21-The station teamed up with Big O Tires promoting the "Big Summer Food Drive" benefitting the Food Bank of Northern Nevada by asking viewers to donate canned good items to help with the upcoming Summer Season. The food drive brought in a total of 2,840 pounds of food which equals 2,367 meals for families in our community.

9/28/21- Madison Macay stations reporter/weather forecaster visited fourth grade classes at Lemmon Valley Elementary School in Reno Nevada to teach the children about weather and the 10-day forecast. Madison discussed how to measure the wind and other elements weather related.

12/2/21-12/22/21-"The Season of Giving" for 15 days in December our station conducted on air interviews for 15 non -profit organizations informing viewers how each non-profit helps the community and how viewers can help during the holiday season to the following Red Cross, Children's Cabinet, Discovery Museum, The Empowerment Ctr., Vitalant, Veteran's Guest House, Boy's and Girl's Club, Noah's Animal House, Envirolution, For Kids Foundation, Urban Roots, Ronald McDonald House, Toy's for Tots and the Catholic Charities. The Season of Giving helped push their 4<sup>th</sup> quarter fundraising past the \$100,000 mark.

### **Community Activities-Boards/Committees**

Amie Chapman, General Manager serves on the Nevada Broadcasters Association Board of Directors, as well as the University of Nevada Foundation.

Patricia Olmstead, Promotions Manager, serves as the Commissioner on the Commission for Cultural Centers and Historic Preservation for the State of Nevada.