

# KFXA-TV

## **Cedar Rapids-Waterloo-Dubuque-Iowa City**

### Extra Station Activities Serving The Cedar Rapids Market

During the past year of 2021, KFXA-TV, Cedar Rapids has participated in many community events even during the COVID Pandemic. This is a list of some of the main community items covered:

- Home station for the Iowa High School Championships in Wrestling, Basketball & Football.
  - School visits by station staff, talking to children in the community. After the start of the COVID Pandemic, these have been Virtual Zoom meetings.
  - College presentation regarding the Broadcast Field to Loras College in Dubuque.
  - Presentation to the Boy Scouts in Dubuque on two occasions to help the Scout group receive their communications badge.
  - Toys To Tots with the Salvation Army. Collected toys and donated air time to the Salvation Army Toys for Tots Campaign. This project supports over 1400 families in the Cedar Rapids area.
  - Back To School Drive with the Salvation Army. Collected school supplies to serve over 1000 families in need.
  - Red Kettle Drive with the Salvation Army. Utilizing both on-air promos and our staff volunteering as bell ringers; we helped the Salvation Army raise over \$200,000 for use in the Cedar Rapids area.
  - Fish-O-Rama Benefit for the Boys & Girls Club of the Cedar Rapids Corridor. This event raised over \$148,000 for our community.
  - 2021 Go Red For Women, benefiting women's heart health. \$229,219 was raised, which was \$18,791 over the previous year.
  - Iowa Character Counts Awards: Highlighting Young People In Iowa. A Special 1-hour program featuring outstanding young people from across the state. Aired in Prime Time.
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