

## **KECI/KCFW/KTVM - Community Service and Public Service Announcements Report 2021**

**1/10-6/1: Gold Star Award (12 hours):** Each Month a teacher in the geographic region is nominated and awarded the Gold Star Award. Submissions are from the community and a multi-media approach is taken regarding the announcement of the winners in newscasts, announcements and on social media.

### **KECI SPECIAL: GRADUATE TOGETHER AMERICA HONORS THE HIGH SCHOOL CLASS OF 2020**

Missoula joined together to pay tribute to the Class of 2020 in a one-hour multimedia special event, Graduate Together: America Honors the High School Class of 2020.

**There were no community activities in 2<sup>nd</sup> 3<sup>rd</sup> and 4<sup>th</sup> quarter due to the pandemic.**

### **2021 Qtr-1 PSA's for KECI/KCFW/KTVM**

#### **PSA NABP Safely Dispose of Meds :30**

#### **PSA NABP Safely Dispose of Meds :60**

This PSA explains the need to dispose of unused medication responsibly.

#### **PSA Girl Scouts Gold Award :15**

#### **PSA Girl Scouts Gold Award :30**

This TV PSA illustrates how issues of the world have met their match: Gold Award Girl Scouts. The Gold Award is earned by girls in grades 9–12 who demonstrate extraordinary leadership tackling local, national, and global challenges.

#### **PSA Empowering Girls in STEM :30**

Introduces kids to importance of STEM in learning experiences.

#### **PSA Habitat for Humanity 30 MY HOUSE**

#### **PSA Habitat for Humanity 60 MY HOUSE**

This PSA for Habitat for Humanity invites viewers to help families across the country build strength, stability and self-reliance through shelter. Help more children say, "This is my house!"

#### **PSA Diversity 30 WE ARE AMERICA**

#### **PSA Diversity 60 WE ARE AMERICA**

To love America, is to love all Americans. In We Are America, WWE® Superstar John Cena challenges us to rethink what the "average American" looks like, and celebrates the great diversity that makes America, America. From AdCouncil and Love Has No Labels.

## **2021 Qtr-2 PSA's for KECI/KCFW/KTVM**

### **PSA Adopt Pure Love :30 ANTHEM**

### **PSA Adopt Pure Love :60 ANTHEM**

Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Join Olivia, Rachel, Logan, Ahnya, Brian and Renee in encouraging Americans to find their furry friends at shelters and rescue groups.

### **PSA Anti-Bullying 30 FUTURE**

### **PSA Anti-Bullying 60 FUTURE**

"Because of You" encourages teens to reflect on the power of their words and actions and compels them to consider their long-lasting effect on others. By promoting self-reflection and focusing on specific actions, the campaign inspires teens to create a more empathetic and inclusive culture around them.

### **PSA Stay Well 30 Be A Hero**

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This PSA explains best practices to staying healthy including washing hands, covering coughs and staying home when ill.

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### **PSA Girl Scouts Gold Award :15**

### **PSA Girl Scouts Gold Award :30**

Encourages Americans to talk to their loved ones and make a plan that's shared with all family members. The campaign also encourages Americans to be informed and build a kit with essential supplies that will last up to 72 hours.

### **PSA Habitat for Humanity 30 MY HOUSE**

### **PSA Habitat for Humanity 60 MY HOUSE**

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## **2021 Qtr-3 PSA's for KECI/KCFW/KTVM**

### **PSA Anti-Bullying 30 FUTURE**

### **PSA Anti-Bullying 60 FUTURE**

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### **PSA Diversity 30 WE ARE AMERICA**

### **PSA Diversity 60 WE ARE AMERICA**

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### **PSA Partnership for Drug-Free Kids 30 AWKWARD SILENCE**

### **PSA Partnership for Drug-Free Kids 30 CAN HEAL**

A father shares his experience of facing his son's prescription drug abuse and communicates that while families can be torn apart by addiction, families can heal. The PSA ends with the message that there is hope and help at [drugfree.org](http://drugfree.org).

### **PSA WWF 30 NATURE NEEDS HELP**

World Wildlife Foundation's public service campaign hopes to empower audiences to become outspoken advocates for protecting nature, reducing human environmental impact, and creating a more sustainable future.

### **PSA Adopt Pure Love :30 ANTHEM**

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### **PSA Anti-Bullying 30 FUTURE**

### **PSA Anti-Bullying 60 FUTURE**

"Because of You" encourages teens to reflect on the power of their words and actions and compels them to consider their long-lasting effect on others. By promoting self-reflection and focusing on specific actions, the campaign inspires teens to create a more empathetic and inclusive culture around them.

## **2021 Qtr-4 PSA's for KECI/KCFW/KTVM**

### **PSA Diversity 30 WE ARE AMERICA**

### **PSA Diversity 60 WE ARE AMERICA**

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### **PSA Girl Scouts Gold Award :15**

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### **PSA Habitat for Humanity 30 MY HOUSE**

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### **PSA Wash Your Hands 30**

FOX 25 and CW34 put together a music video encouraging viewers to wash their hands in response to COVID-19. These spots encourage viewers to make their own version of the music video and share it through ChimeIn.

### **PSA WWF 30 NATURE NEEDS HELP**

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### **PSA Anti-Bullying 30 FUTURE**

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