

KBTV addresses the educational and informational needs of children through a variety of programming, outreach activities and sponsorship of local children's outreach and fundraisers. KBTV also airs a series of PSA announcements designed to teach children about the world around them, including respecting the environment, the dangers of drugs and alcohol and the importance of family values. Many of these PSA's are run during the educational programming block, when children are likely to be watching the station. KBTV proudly supported many events and activities, including, but not limited to, the following:

- Coats and Kettles – a community drive to collect blankets, coats and sweaters for needy families
- Virtual tours of the station for communications classes at Beaumont United High School
- Valero KidFest
- Save Our Children Annual Fundraiser
- Spindletop Rotary Soap Box Derby
- Summer Reading Program with the libraries
- Spotlight on Schools
- Toyfeast