

2022 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

1st Quarter:

KATU supported the educational and informational needs of children through school presentations, on-air news stories, local programming and digital information. In January and February, the station sponsored a fund-raising campaign for Children's Cancer research and cures. KATU also promoted Schoolhouse Supplies whose mission is to support public education in the Portland area by providing free school supplies to students in need. Also this quarter, the station promoted Innovation Challenge to promote STEM (Science, Technology, Engineering and Math), education among local youth. On March 15, 2022, 6-7P, the station aired a live Recover Northwest Town Hall focused on youth mental health issues related to COVID and the pandemic. KATU also aired segments in their lifestyle programming about REAP which is a leadership program for multicultural youth. This quarter the station aired the Oregon Sports Awards highlighting the accomplishments of top student athletes from this most recent season. In February, the KATU Meteorologist met with Boise-Eliot Humboldt Elementary 5th graders who were learning about weather. The station also aired 50 PSAs appropriate for children's issues in first quarter. Other children-targeted issues aired in local programming included the following topics: preparing kids for spring sports, helpful and fun tools for beginning readers, self enhancement issues, ways to provide stability for kids in unstable times, great toys to get kids moving, and boredom busters for Spring Break.

2nd Quarter:

KATU supported the educational and informational needs of children through the following information. Local students were encouraged to form teams and create solutions for a greener, cleaner and healthier planet to help promote S.T.E.M. science, technology, engineering and math learning in area students. Also during this quarter, the station honored local grads for the class of 2022. In April, the KATU Meteorologist spoke to about 60 students at Dexter Middle School about weather as a science. The station also aired 63 Kid targeted PSAs this quarter as well as covering the following topics in their daily lifestyle programs: math summer camp, children's mental health in the wake of Texas school shooting, YMCA healthy kids day, Oregon sports awards for area youth, local pizza company feeding kids in need, Self Enhancement Inc helping local underserved kids, free classroom eye exams offered, Summer fun and educational tips for the family, teens and money and talking to teens about drugs.

3rd Quarter:

KATU supported the educational and informational needs of children through the following. In August of this quarter, the station's Family Matters initiative supported Self Enhancement Inc which is an organization empowering youth and families in the community to realize their full potential. Also this quarter, KATU supported the area's Children's Cancer Association. This quarter the station produced and aired Public Service Announcements with their Meteorologist promoting the Juvenile Diabetes Research Foundation Portland Once Walk in September. News segments that aired in local programming during the quarter were on the following topics: support pet adoption, Back to School Essentials, Start Kids off Back to School Success, Afterschool fun, Childhood Cancer Awareness, Healthy lunches for school, Kids and ADHD, Help Kids get more fiber, Creating a homework hub, Healthy sleep habits, and helping kids have a healthy relationship with food.

2022 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

4th Quarter:

KATU supported the educational and informational needs of children through various on-air campaigns, on-air news stories, digital information. This quarter the station promoted the Juvenile Diabetes Research Foundation Portland One Walk. In October KATU participated in a campaign with the Oregon Department of Agriculture in support of farm to school programs which included bringing fresh and organic products to schools and educational services. In November the station produced messages for Special Olympics to promote a fundraising event for a program which includes youth athletics. In December KATU highlighted 21 local non-profit organizations in their Season of Giving. Many of these non-profits included benefitting area children such as Portland Youth Philharmonic, CASA for Children, Albertina Kerr (mental health services for children and teens with disabilities), Self Enhancement Inc, Dougy Center and Classroom Law. Also in December the station supported JoyRX Children's Cancer Association with a fundraising event. Also this month KATU supported the Providence Children's Health by airing the Festival of Trees parade which acts as a fundraiser. This quarter the station's news producer spoke to 4th grade Girl Scouts about a TV newsroom and how the local news works and careers in broadcasting. The station aired kid-targeted local segments in two daily programs covering such topics as DIY Christmas ornaments to make with kids, treating hand injuries, keeping kids busy over the holiday break, learning manners, free vision screenings, and healthy lunches for kids.