

# **WZTV ANNUAL REPORT 2022**

## **OTHER BROADCAST\_NON-BROADCAST EFFORTS**

### **Children and Family Community Activities**

During 2022 WZTV either participated or hosted the following community related events:

Sinclair Cares: Summer Hunger Relief (June) partnered with the local food banks (Feeding America Food Bank) to assist in raising awareness and raise-funds that helped 1.76 meals for kids and families that are in need.

Partnered and aired public service announcements for Girls on the Run of Middle Tennessee "GOTR 5K event that took place on December 3rd. Girls on the Run is an organization dedicated to creating a world where every girl knows and activates here limitless potential and is free to boldly pursue her dreams.

Aired public service announcements and partnered with local The Heritage Foundation "Main Street Festival". This annual tradition festival (Saturday, April 23 & Sunday, April 24) attracted visitors far and wide to its free annual event fulfilling arts & crafts enthusiast, live entertainment, variety of food & drinks, and tons of fun for the entire family (KidZone and PetZone) within historic downtown Franklin, Tennessee. This family annual tradition has been listed among the top 20 events within the Southeast by the Southeast Tourism Society.

Participated and aired public service announcements for the local Juvenile Diabetes Research Foundation chapter (JRDF) of Middle Tennessee to air public announcements for the JDRF One Walk on Saturday, October 1 in Downtown Nashville. JDRF is an organization dedicated to raising awareness (funds) to help families in need of research, advocacy (support), and fund more support for the millions of Americans living with T1D.

Participated and aired public service announcements for "The Heritage Foundation Dickens of a Christmas festival. Dickens of a Christmas is Middle Tennessee's largest outdoor Christmas festival that took place on December 10 and December 11. Dickens of a Christmas was a free festival that recreated the time of Charles Dickens using historic downtown Franklin's charm, variety of musicians, dancers and Dickens characters filled the streets as the backdrop.

Participated and aired public service announcements for local The Heritage Foundation 37<sup>th</sup> Annual "Pumpkinfest!". Pumpkinfest is Middle Tennessee's largest family fall festival that took place on Saturday, October 29. Pumpkinfest was a free full day festival that provided autumn-inspired food (30+ vendors), children's activities (KidZone), live music, costume contests for pets and families, arts & crafts (150+vendors) within the historic downtown Franklin's charm on Main Street.

WZTV aired several public service announcements that informed student age children, teens, youth, and young adults about Homework Hotline, Youth Vaping Prevention, Pass it On (Foundation for a Better Life), Hunger Prevention, High School Equivalency, DARE to STEM, Girls in STEM, Child Gun Safety, Child Car Safety, Fatherhood, and Foster Care, Distracting Driving, and Texting Driving Prevention.