

Other Broadcast/Non-Broadcast Efforts

WFGX addresses the educational and informational needs of children through a variety of programming, outreach activities and sponsorship of local children's outreach and fundraisers.

Some of the non-“core” educational/informational material aired by WFGX is in the form of Public Service Announcements targeted to children. These PSAs are designed to teach children about the world around them, including respecting the environment, the dangers of drugs and alcohol and addressing teen violence. The following is a list of some, but not all, of those PSAs aired during programming targeted to children.

Boys Town “Bricks” 60 seconds - Illustrates the weight that children carry on their shoulders and the stress that accompanies it. Offers advice on how to “lighten your life”.

Ad Council “In Between is STEM” 30 seconds - Offers a “behind the scenes” look at how STEM skills are used in the making of popular tv shows and encourages young girls to get inspired about learning and working as a team.

Boys Town “More or Less” 60 seconds - Offers advice and ideas on how to balance positive and negative habits by creating lists. Provides examples on how to become more active and make smarter choices by focusing on mental and physical health.

Ad Council “Am I a tree?” 30 seconds – Highlights the power of authentic storytelling to showcase the value of the forest as a place where families can deepen their connection with each other and with the outdoors.

Ad Council “KAMAUU Music Video” 60 seconds A song inspired by the feelings of a kid. Sound It Out uses the power of music to help parents and caregivers have meaningful conversations with their middle schoolers about emotional wellbeing.

Community Activities

WEAR-TV/WFGX held its annual 44th annual “Communities Caring at Christmas” program in the month of December. This program, thanks to the kindness and generosity of the community, supplied thousands of children in the area with gifts on Christmas morning.

3 in the Morning anchor, Laura Hussey represented our station at several events benefitting the community.

- In October, Laura judged the kids' wagon parade and emceed the awards banquet at the month-long Destin Fishing Rodeo.
- She was a judge for Manna Food Pantries' “Pensacan” for the third year in a row. This event helps collect donations of food and funds to Manna and provides thousands of meals to families.
- Laura also represented the station at the Fisher House of the Emerald Coast annual gala. Fisher Houses provide resources for military families in crisis by furnishing a “home away from home” during treatment for serious illness or physical/occupational therapy.