



KEYE 2022 Community Initiatives

CBS Austin airs a variety of Public Service Announcements (PSAs) in support of important children's issues such as fighting obesity, the importance of staying in school and the importance of exercise. CBS Austin also provides information to educate children on the many careers in the broadcast field and donates to community events benefiting children in our area. The on-going coronavirus situation continues to impact our well-established routine of in-school presentations (Weather Talks, Career Fairs, etc). However, our Creative Director Steve Harris and Promotion Producer Ryan Sullivan participated in the Role Model Fair at Campbell Elementary School on May 23rd as a part of the AISD "I Can Project". Additionally, the CBS Austin Community Partner for May 2022 was Candlelight Ranch. Candlelight Ranch is a charitable organization that serves the needs of children and families in a natural Hill Country environment. The types of children served include those with physical challenges, emotional and behavioral challenges, economically disadvantaged, intellectually delayed, developmentally delayed, at risk of educational or socio-economic failure, and/or are enrolled in special education classes (see attached letter). Also, the CBS Austin Community Partner for June 2022 was the Comfort Crew for Military Kids. The Comfort Crew for Military Kids is one of the few non-profit organizations that works directly with children who have been separated from a family member who is serving our country in the armed forces. Comfort Crew provides the support and resources needed for those children (over 500,000 in the past ten years) who are dealing with the challenges and transitions associated with growing up in a military family: being separated due to deployments, reconnecting after a time of separation, having a parent return with a visible and/or invisible injury, or experiencing grief over the loss of a family member.

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