

KOMO 4 TV FCC Community Relations Children's Activity Report

2023

In 2023, KOMO 4 Television supported the Children's Television Act with the following nationally and locally produced PSA's and campaigns.

January 2023

:30 & :15 "Do the Vape Talk" PSA's. Youth vaping in conjunction with Ad Council. Airs until 08/31/23.

Bellevue Ice Rink

KOMO sponsored the Bellevue Ice Rink with promotional support, news coverage and commercial campaign. Chief Meteorologist Shannon O'Donnell did live weather on the night of the 'first snow' of the year. The Ice Rink attracted over 4,000 skaters, which was a record in the history of the ice rink.

February 2023

Go Red for Women

KOMO worked with the American Heart Association to promote the Go Red For Women campaign, which brings awareness for women to learn about the number one killer of women: heart disease. KOMO provided news coverage and the KOMO News Talent wore Go Red Pins on the air during the day of the campaign. The Go Red For Women campaign raised over \$1 million.

March 2023

:30 "The Big Day" for Autism Foundation. Airs until 10/01/23.

April 2023

:60 "Seattle Science Foundation" recruits kids for summer science camps at local schools. Airs until 07/11/23.

:60 "Protecting Kids Online" for The Center for Countering Digital Hate. Airs through 2023.

:30 "Screen for Autism" for Autism Speaks Foundation. Airs through 2023.

:30 "Kids Vaccines" for American Hospital Association. Airs through 2023.

:60 "Sound It Out Together" for Pivotal Adventures. Airs through 2023.

:60 “McGruff Go for Real” for National Crime Prevention Council. Airs through 2023.

60 “Barron Prize” for Barron Prize. Airs through 2023.

:60 “Adopt-Us-Kids” for HHS/Adopt-Us-Kids. Airs through 2023.

:60 “Smokey Bear-AI Roker” for U.S. Forest Service. Airs through 2023.

:30 & :15 Sinclair Diversity Scholarship Promos

May 2023

:60 “Happy Kids Heal Faster” for Starlight.org. Airs through 05/14/24.

:30 “Smokey Bear – AI - Grilling” for Wildfire Prevention. Airs through 11/30/23.

:30 “Smokey Bear – AI - Camping” for Wildfire Prevention. Airs through 11/30/23.

KOMO Summer Food Drive – Tackle Hunger:

KOMO campaign in conjunction with Food Lifeline to prevent thousands of area kids from going hungry during the summer school break without school meals. Donations through KOMONews.com/TackleHunger through a QR scan code on the website. KOMO raised \$64,865 and generated 1,400 pounds of food.

June 2023

:30 “How to Talk to Me for Youth Mental Health” – Reach Out, Seattle. Airs through 2023.

:30 “HAGS (Have A Great Summer)” - Reach Out, Seattle. Airs through 2023.

:60 & :15 “When You Graduate” - FinishYourDiploma.org. Airs through 2023.

:30 “Make-A-Wish” – Make-A-Wish. Airs through 2023.

July 2023

:30 “The Right Seat” – NHTSA. Airs through 2023.

Sinclair Cares Diaper Drive: KOMO joins Sinclair corporate campaign to raise awareness and diaper donations for families unable to afford these necessities in the greater Seattle area. KOMO airs Sinclair Cares Diaper Drive Town Hall and airs news packages highlighting specific families and local diaper needs. This drive raised over \$42,000.

August 2023

Make-A-Wish: Wishes in Flight Mileage Drive

Daylong telethon from 6am-7pm on August 3, 2023. The drive raised 7 million miles and over \$10,000 donated by viewers to send kids with critical illnesses and their families on the dream trips of their young lives. :30 & :15 locally produced promos aired July – Aug. On telethon day, news cut-ins, packages and interviews in all newscasts to promote the event. Thank you promo was produced post-event with donation link.

Pike Place Market Sunset Supper

It's the party of the summer in a blocked off section in the Pike Place Market in downtown Seattle. It's the biggest fundraiser of the year for the PPM Foundation, and KOMO was the media partner. We provided KOMO News coverage, and KOMO Reporter Denise Whitaker emceed the entertainment stage. The event raised \$632,684 for the PPM Foundation.

Bloodworks Northwest Blood Drive

KOMO campaign in conjunction with Bloodworks Northwest blood bank to replenish depleted blood donation supplies. The drive generated a significant number of pints to ease the need for people in the Pacific Northwest.

September 2023

:30 "Smokey is Within - Geared Up Granny" for US Forest Service. Airs through 09/13/2023.

:30 & :15 "Smokey is Within - Friends" for US Forest Service. Airs through 09/13/2023.

:60 "Kamauu Music Video" & 30 & :15 "Kamauu and Howie" Sound It Out – Middle School Mental Health. Airs through 2023.

KOMO Food Drive – Tackle Hunger First Day at the Fair

KOMO campaign in conjunction with Food Lifeline to prevent thousands of area kids and families from going hungry. Fair patrons can donate non-perishable canned goods at all fair entrances on the first day of the fair to help stock Food Lifeline for fall/winter needs.

October 2023

Heart and Stroke Walks in Seattle and Tacoma

KOMO ran promos for both the Seattle and Tacoma Heart and Stroke Walks, and KOMO Sports Director Niko Tamurian hosted both walks and did a great job promoting both events on social media. KOMO News covered the Seattle event and mentioned the walks during the week leading up to both walks on the 7-day forecasts during KOMO Weather segments. Both walks generated over 5,000 walkers and raised over \$1 million for the American Heart Association.

Walk Like MADD

Walk Like MADD is a walk event to raise money for the Mothers Against Drunk Driving. KOMO ran promotional announcements, and the goal was to raise \$50,000 for MADD. The event raised \$54,295.

December 2023

Helping Kids in Crisis

KOMO News launches a franchise in conjunction with Seattle Children's Hospital that addresses the child and teen mental health crisis. Ongoing into 2024.

Santa's Castle Toy Drive

For the first time KOMO News partners with Joint Base Lewis McChord to provide Christmas gifts to local military families in need. On-air promotional spots begin in November directing viewers to an online site where they can donate money or shop from wish lists. KOMO Morning News anchors donate personal time to wrap and package gifts for needy families. Results: The campaign raised over \$30,000 and over 9,000 toys. KOMO produced and aired :30 & :15 spots promoting the event as well as a thank you promo post-event.