

KVVK / Yakima

2023 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

1st Quarter:

KVVK supported the educational and informational needs of children through Public Service Announcements, and digital information. The station aired kid-targeted PSAs on the following topics during this quarter: Youth Fentanyl awareness, Boys & Girls Club of the LC Valley, time for change, child car seat safety, and Foster Care.

2nd Quarter:

KVVK supported the educational and informational needs of children through the following. . This quarter the station supported the What's For Lunch Campaign which partnered with 2nd Harvest for this food drive to ensure families have a resource during the summer months especially when school aged children may not have access to meals like they do during the school year.

3rd Quarter:

KVVK supported the educational and informational needs of children through Public Service Announcements aired during the quarter. The station's Sports Director participated in the Parker Youth and Foundation fundraiser as well as playing in the Parker Youth golf tournament both of which raised money for local children's charities. The station also hosted children ages 11-16 for a station tour in July, encouraging and informing the students about the various broadcasting career possibilities. The station also aired numerous kid-targeted PSAs during this quarter.

4th Quarter:

KVVK supported the educational and informational needs of children through school presentations, participating in a Career Day and Public Service Announcements this quarter. The station's Weather anchor spoke at two elementary schools and a high school regarding educational opportunities in the broadcast industry. The station's General Manager also participated in a College Career Day giving students information about both the management and journalistic sides of the broadcast industry. The station promoted the Salvation Army's Toys for Tots campaign in the community.