

## KTVO 2023 Community Activities

### PROJECT RELO:

**Sinclair Broadcast Group and KTVO-TV** aired PSA's for Project Relo starting January 1, 2023 - September 30, 2023. Sinclair's mission was to bring attention to Project Relo and to get viewer's support. Project Relo was Established in 2016. PROJECT RELO is a not-for-profit organization focused on improving the quality and number of career opportunities being made available to veterans. Military veterans have unique skill sets that bring immediate and lasting value to organizations, but many fail to effectively translate those military skills into the corporate skills recruiters look for when applying for jobs once their military service concludes. Likewise, few corporate leaders fully understand how to leverage veterans' background and training that, fully utilized, can help contribute to improving a firm's overall performance. You can learn more here: <https://projectrelo.org/>

**Sinclair Broadcast Group and KTVO-TV partnered with NAMI (National Alliance on Mental Illness) for its latest SINCLAIR CARES INITIATIVE.** This Campaign ran from March 6, 2023, through March 31, 2023. KTVO ran public service announcements with News Director Beth Waldon, Assistant News Director Aaron Abeytia and Anchor John Garlock to promote mental health awareness and guide viewers where they could go for help with mental health issues. A townhall was broadcast on KTVO's CBS 3.2 channel March 25<sup>th</sup> about mental illness.

**January 13, 2023:** On Friday January 13<sup>th</sup>, Morning Meteorologist, Matt Gunn went to the Kirksville Primary School and gave a weather presentation to a kindergarten class at Kirksville Primary School. The presentation covered a variety of weather topics. They also enjoyed the tornado in a bottle experiment Matt did for them.

**January 18, 2023:** On January 18, 2023 Meteorologist Matt Gunn gave a weather presentation to the entire first grade class at Kirksville Primary School. The presentation covered a variety of weather topics. They enjoyed the tornado in a bottle experiment Matt did for them.

**January 19, 2023:** KTVO News Director Beth Waldon was asked to participate in a media session for Ottumwa Leadership Academy on Thursday, Jan. 19, 2023. Beth spoke to a group of 26 about newsroom operations in Kirksville and Ottumwa. She spent the remaining time practicing on-camera interviews with the class participants.

**February 8, 2023:** KTVO Evening Anchor, John Garlock, served as a judge for a high school FBLA (Future Business Leaders of America) Competition at Truman State University. The category of presentations he judged was Broadcast Journalism. John watched a total of four presentations in the timeframe of 8:45 a.m. and 10:15 a.m. Sixteen high schools from all over northeast Missouri took part in the event. The contact person was Becky Pike.

**February 8, 2023:** Meteorologist Matt Gunn gave a weather presentation to the Kirksville Early Childhood Learning Center Pre-Schoolers. The presentation covered a variety of weather topics. They enjoyed the tornado in a bottle experiment Matt did for them.

**February 14, 2023:** Storm Team 3 Meteorologist Matt Gunn paid a visit to the Callao C-8 School District on February 14, 2023. Matt spoke to 7<sup>th</sup> and 8<sup>th</sup> grader students about the math and science courses they need to take in college to become a meteorologist.

**February 22, 2023:** Storm Team 3 Meteorologist Matt Gunn gave a presentation to the third graders at the Scotland County R-1 School District. Matt talked about what he does as a meteorologist, different types of weather and the difference between a watch and a warning. The kids were able to ask several weather questions also.

**February 28, 2023:** Storm Team 3 Meteorologist Matt Gunn spoke to a Kindergarten class at the Kirksville R-III School District on Tuesday February 28<sup>th</sup>. Matt talked about a variety of weather topics with the students and even performed the tornado-in-a-bottle experiment.

**March 1, 2023:** As part of Read Across America Week celebrating Dr. Seuss' birthday, KTVO Anchor, John Garlock, read to third graders in Miss West's class at Ray Miller Elementary School in Kirksville, MO. The event was March 1st, from 8:30 a.m. to 9 a.m. After reading a Dr. Seuss book to the students, there was a question-and-answer session where the students asked John questions about his job as a journalist.

**March 6, 2023:** Storm Team 3 Meteorologist Matt Gunn gave a presentation to the third graders at Kirksville's Ray Miller Elementary. Matt talked about what he does as a meteorologist, different types of weather and the difference between a watch and a warning. The kids also asked Matt several great questions.

**March 8, 2023:** KTVO General Manager, Carol Kellum, spoke to the Truman State University Capstone Class for all Seniors. This class focuses on ethics. Carol discussed ethics when it comes to reporting local news. She also discussed culture in the workplace, what to look for, what to avoid and where they can be a force in changing a bad cultured work environment.

**March 29, 2023:** Meteorologist Matt Gunn spoke with preschoolers from Van Buren County by ZOOM on Wednesday, March 29, 2023. He talked about all things weather including how to stay safe during a tornado and what tools are used to measure rain and wind.

**March 30, 2023:** Storm Team 3 Meteorologist Matt Gunn spoke to kindergarteners at the La Plata R-II School District on March 30, 2023. Matt talked about a variety of weather topics with the students and showed a video of the tornado-in-a-bottle experiment.

#### **Weather Fun with Matt Gunn:**

“Weather Fun with Matt Gunn” is a new weekly segment that airs each Wednesday on ‘Good Morning Heartland’. During this segment, Matt will answer weather questions from Heartland students or explain certain phenomenon. “Weather Fun with Matt Gunn” made its official debut on ‘Good Morning Heartland’ on February 15, 2023. Students can send their questions to Matt by e-mail, FaceBook or the Weather Team e-mail. This segment ended in the middle of May, when local schools let out for the summer. It will resume in September when school begins again.

#### **Sinclair Day of Service:**

Sinclair Day of Service was held corporate wide on April 12, 2023. KTVO participated in both Kirksville and Ottumwa. The Sinclair Day of Service event was held on April 12<sup>th</sup> with the Food Bank of Iowa out of Ottumwa and The Pantry For Adair County out of Kirksville.

A total of 16 employees participated. At the Food Bank of Iowa there were 6 staff members who worked from 11a-3p for a total of 24 volunteer hours. There was 106 lbs. of food and \$850 in monetary donations. At the Pantry for Adair County of Kirksville, there were 10 staff members that worked from 6a-11a a total of 50 volunteer hours. There was 329 lbs. of food collected and \$1055 in monetary donations collected.

Those participating in Iowa were:

Carol Kellum  
John Redfield  
Beth Waldon  
Natalie Patterson  
Tiffany Smith  
Aaron Abeytia

Those participating in Missouri were:

Chris Burns  
Nik Todorovich  
Matt Gunn  
Daniel Magruder  
Melissa Billington  
Riley Fannon  
Jordan Bahr  
Lisa Lehmann  
Alex Lawson  
Caelan McGee

**April 5, 2023:** KTVO hosted a tour of the facility for local college students in the field of journalism and broadcasting. Genna Tlustos is the Editor-in-Chief at the Index, Truman's student newspaper and brought five of her colleagues with her. Matt Dawson, KTVO Director of Operations and Beth Walden, KTVO News Director led the facility tour. We showed the students the Newsroom, Production Office, Control Room, and Studio. They were introduced to many of KTVO's employees, both in the newsroom, production, and sales. We also answered many questions about the industry with many suggestions on where their focus should be when entering the field. KTVO staff that participated in this tour were Nik Todorovich, Chris Burns, Dan Magruder, John Garlock, Aaron Abeytia, Caelan McGee, Carol Kellum, Matt Dawson and Beth Stribe.

**April 25, 2023:** Storm Team 3 Meteorologist Matt Gunn spoke to kindergarteners and 1st graders at the Adair County R-II School District in Brashear on April 25. Matt talked about a variety of weather topics with the students and showed a video of the tornado-in-a-bottle experiment.

**May 11, 2023:** Senior Reporter\Anchor, John Garlock, attended a career fair at Truman State University Thursday May 11<sup>th</sup>. It was formally called D.A.R.T.S. (Discovering Alternative Routes to Success). The event was a career exploration event for 7<sup>th</sup> graders. It was put on by Truman's Northeast Regional Professional Development Center with help from Kirksville Regional Economic Development Inc. The Career Fair went from 8:15 a.m. to 1:50 p.m. in the Georgian Room of the Student Union Building on the Truman campus. Approximately 400 7<sup>th</sup> graders from multiple school districts across northeast Missouri attended. The students randomly stopped by exhibits set up and representing a variety of different careers. At the KTVO table, John mainly talked to them about how to produce a half-hour newscast and had an activity where I let them decide the order that five different stories and how they should be placed in the newscast. They all seemed to enjoy this activity and almost all did very well.

**June 10, 2023:** Multimedia Journalist, Nik Todorovich, emceed the Hope for Heroes 5K on June 10<sup>th</sup> that benefited veterans around the Heartland. The Food Bank for Central and Northeast Missouri hosted the run and it was their inaugural event. Hope for Heroes raised over \$75,000 to feed veterans this year.

**June 29, 2023:** Storm Team 3 Meteorologist, Matt Gunn, spoke to the Kirksville Kiwanis Club on Thursday, June 29. He talked about what he does at his school visits, the active weather he has had to cover in his time at KTVO so far, the ongoing drought conditions and answered club member questions.

**June 30, 2023:** Friday, June 30<sup>th</sup>, KTVO Multimedia Journalist, Nik Todorovich, was a judge at the Pie Tasting Competition held by the United Way of Northeast Missouri. Nik joined other Kirksville media representatives, Mayor Zac Burden and Adair County Presiding Commissioner in tasting some tasty apple pies. He later went live from the event and had a live interview with Mayor Burden to get his thoughts on the pies and the 4<sup>th</sup> of July weekend festivities.

### **Sinclair Diaper Drive:**

From July 10 through August 6, 2023, KTVO Television participated in the Sinclair Cares: Summer Diaper Drive, in partnership with the National Diaper Bank Network.

The campaign to create awareness, provide assistance, and build a community to reduce diaper need was supported through PSAs airing on our stations, stories in our newscasts, and a Town Hall special that aired on KTVO ABC Saturday July 29<sup>th</sup> from 4p-5p to highlight the importance of this cause.

Over \$38,000 was raised across all of the Sinclair television stations and a \$25,000 match was made by Sinclair.

**July 12, 2023:** Storm Team 3 Meteorologist Matt Gunn spoke with Restoring Hope LLC Excel Day program in Kirksville on July 12. He talked about weather safety, how he makes his forecast and how certain weather phenomena happen.

**July 20, 2023:** On Thursday July 20, 2023, Senior Anchor\Reporter John Garlock spoke to the Rotary Club of Kirksville. John's part of the program lasted approximately 30 minutes and he spoke to them about his career and held a question-and-answer session. Elsie Gaber asked John to be a speaker.

**July 27, 2023:** KTVO Television staff participated in the 33<sup>rd</sup> annual Media Blood Drive held in Kirksville, Mo. on July 27, 2023. Station staff manned a table handing out items to donors after they had given. Several staff also donated blood at the event.

**August 12, 2023:** A few of the KTVO on-air personalities played in the Green Castle Lions Club 16" Co-Ed softball tournament in Green City on Saturday. KTVO's Matt Gunn, Riley Fannon, Chris Burns, Nik Todorovich, John Redfield and their friends and family were on the team called "Sons of Pitches". Those who attended the tournament were also invited to enter a 50/50 raffle. A total of \$540 was collected during the raffle. The donations will go toward placing a bench outside of Kirksville High School in memory of Kenlee Wallace, who passed away in a UTV crash in July.

**September 13, 2023:** The Lake Thunderhead Laker Ladies stopped by the KTVO Studio in Kirksville, Mo. on Wednesday, Sept. 13, 2023, for a tour. The group saw the newsroom, control room and studio. Station Promotions Manager Dan Magruder conducted the tour and John Garlock, Riley Fannon, Chris Burns, Nik Todorovich, and Caelan McGee spoke with the ladies.

**September 16, 2023:** On Saturday, September 16, 2023, Nik Todorovich emceed a Walk to End Alzheimer's event at Long Branch State Park in Macon, Missouri. He was the main speaker for the 20-minute opening ceremony where he introduced the event, told the audience about the donation goals, informed them on the garden flowers and what each flower means. Nik introduced a representative from Edward Jones, who is the national sponsor of the walk. He also introduced Chuck Koopmann, the

Macon/Moberly Area Executive Chair. Nik Todorovich helped the opening ceremony flow in a timely manner so the walk can start at the right time. There were probably 30 or so participants. Nearly \$11,000 were raised. KTVO's Dan Magruder, Promotion Manager, was also at the event. He took video of the decorations, ceremony and walk so we can make a story for our Saturday night newscast.

Community members thanked both Dan and Nik for KTVO's contribution to the Alzheimer's association and the northeast Missouri community as a whole. One gentleman asked to take a picture with Nik because he loves the News team, and he loved the coverage we did on his daughter who participated in the Special Olympics in the past.

**September 27, 2023:** On Wednesday, Sept. 27, 2023, a group of homeschoolers and their parents from the Kirksville and Schuyler County, Mo. area visited the KTVO Studios in Kirksville for a tour. The group learned about newsroom operations, as well as production control and they toured the broadcast studio. Meteorologist Matt Gunn was on hand and answered weather questions from the group and morning anchor Jordan Bahr explained news operations. Station promotions manager Dan Magruder was the tour guide for the group.

### **Sinclair Cares: Humanitarian Relief in Israel:**

In October 2023, Sinclair, Inc. partnered with Magen David Adom, an affiliate of the International Federation of Red Cross and Red Crescent Societies, to help with their efforts providing humanitarian relief and emergency medical services in Israel. Financial donations supported the delivery of emergency medical aid, ambulances, and blood bank services on the ground for all people in Israel. Promotional spots ran 10/23/2023-11/6/2023.

**October 18, 2023:** On Wednesday October 18<sup>th</sup>, Caelan McGee, KTVO Multimedia Journalist, did a presentation to the 5<sup>th</sup> and 6<sup>th</sup> graders at the LaPlata Elementary School. He showed them what it takes to be a good reporter. The goal of the event was to help young people interested in the news broadcasting career path know what to do and study in the classroom. Caelan's KTVO booth was voted "most interesting" by the students.

**October 22, 2023:** Sunday morning, October 22, 2023, KTVO's Nik Todorovich got the opportunity to emcee the 2023 Walk to End Alzheimer's in Kirksville at Stoke's Stadium. KTVO was a sponsor of the Walk. The event was hosted by the Greater Missouri Chapter of the Alzheimer's Association. This was the second walk Nik emceed. He was in Macon Missouri earlier in the fall emceeing their event. KTVO's Managing Editor, Dan Magruder, was also at the walk representing KTVO.

**October 26, 2023:** Thursday October 26, 2023, KTVO Reporters, Caelan McGee and Nik Todorovich, participated at the 2023 College and Career Fair hosted by Davis County High School. Nik and Caelan spent four hours meeting with middle school and high school students to tell them why they should pursue broadcast journalism as a career. The students asked Nik and Caelan about their day-to-day operations, what they enjoy most about working for KTVO, and what the hardest stories are to cover. Nik and Caelan gave the students advice on how to start preparing for the broadcast industry even before they go to college. There were about 20-25 other southeast Iowa businesses at the event.

**November 2, 2023:** Storm Team 3 Meteorologist Matt Gunn gave a presentation to about 45 third graders at the Schuyler County R-1 School District on November 2. Matt talked about what he does as a meteorologist, different types of weather and the difference between a watch and a warning. The students also asked Matt several great questions.

**November 28, 2023:** KTVO 6pm Anchor and Multimedia Journalist, John Garlock, recorded voiceovers for an extensive slideshow presentation that plays during the Annual Missouri Livestock Symposium in December. John spent 2 hours recording at the Adair County Extension Center in Kirksville. KTVO is a media partner for the Livestock Symposium.

**December 1<sup>st</sup> & 2<sup>nd</sup>, 2023:** On December 1 and 2, 2023, KTVO staff attended the 24<sup>th</sup> annual Missouri Livestock Symposium. The event featured agricultural related topics and speakers as well as a trade show with farm related products. KTVO News provided live coverage from the event on Friday night and reporter Nik Todorovich, meteorologist Hagan Zinecker, anchor Jordan Bahr and promotions manager Dan Magruder worked the station table at the trade show.

**December 27, 2023:** KTVO Anchor\Producer, John Garlock, spoke to the Scotland County Rotary Club on Wednesday December 27, 2023 at Keith's Café in Memphis Missouri. John spoke for about 10 minutes about KTVO's top news stories for 2023 and answered various questions about his job and how the newsroom functions daily. There were about 20 people in attendance.