



## KVII/KVIH 2023 COMMUNITY INITIATIVES

### 1<sup>ST</sup> QUARTER:

**Wildfire Special:** KVII produces half hour special that educated the community of risk mitigation for wildfires in the Panhandle.

**Mental Health Awareness:** KVII partnered with Northwest Texas Hospital's Behavioral Center to educate the community on the different areas of mental health: postpartum depression, eating disorders, children and teen issues, men's mental health, anxiety, and depression.

**Panhandle Runs on Water:** KVII partners with the nonprofit, Texas Water Foundation, to highlight the economic and lifestyle significance of water in the Panhandle.

### 2<sup>nd</sup> QUARTER:

**Mental Health Awareness:** KVII partnered with Northwest Texas Hospital's Behavioral Center to educate the community on the different areas of mental health: postpartum depression, eating disorders, children and teen issues, men's mental health, anxiety, and depression.

**Panhandle Runs on Water:** KVII partners with the nonprofit, Texas Water Foundation, to highlight the economic and lifestyle significance of water in the Panhandle.

**Severe Weather Special:** KVII aired a special a half hour special that educated the community of risk mitigation for severe weather in the Panhandle.

### 3<sup>rd</sup> QUARTER:

**School Supply Drive for Teachers:** KVII held school supply drive and donated proceeds to Amarillo Area School District. Supplies included hygiene items that teachers fund out of their own pockets.

**Mental Health Awareness:** KVII partnered with Northwest Texas Hospital's Behavioral Center to educate the community on the different areas of mental health: postpartum depression, eating disorders, children and teen issues, men's mental health, anxiety, and depression.

**Panhandle Runs on Water:** KVII partners with the nonprofit, Texas Water Foundation, to highlight the economic and lifestyle significance of water in the Panhandle.

### 4<sup>th</sup> QUARTER:

**Mental Health Awareness:** KVII partnered with Northwest Texas Hospital's Behavioral Center to educate the community on the different areas of mental health: postpartum depression, eating disorders, children and teen issues, men's mental health, anxiety, and depression.

**Panhandle Runs on Water:** KVII partners with the nonprofit, Texas Water Foundation, to highlight the economic and lifestyle significance of water in the Panhandle.

**ABC7 Annual Toy Drive:** KVII held their annual toy drive benefiting Northside Neighborhood Toy Gala. Over \$9,000 in toys were donated.

**Electric Light Parade:** KVII produced and aired live the Amarillo Electric Light Parade. This allows viewers across the Panhandle to join in the festivities of the holiday season.