



KVII/KVIH 2023 COMMUNITY INITIATIVES

1ST 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.

2ND 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.

3RD 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.

4TH 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.