

KSNV addressed the educational and informational needs of children in our community for 2023 through a combination of programming, PSAs, public appearances, community service and studio tours to local youth groups.

PSA Topics Included:

Mental Health – We Hear You, Buzzed Driving – Viral Consequences, Kids That Make a Difference – Young Heroes, Foundation for a Better Life – Annie's Song, Barron Prize for thoughtful Kids – Young Heroes, Foundation for a Better Life – College, Forest Service – Smokey Bear.

Studio tours were conducted for: Jack and Jill of America Incorporated on 1/8, Girl Scouts Troop 00350 on 6/9, Boy Scouts Troop 96 on 6/23, Kids R Kids Learning Center on 7/14, Homeschool group on 8/11, Medina Homeschooling on 9/8, FBCL Homeschool Group on 9/22.

Visits to schools by on-air personalities included:

Many participated in Nevada Reading Week like Anchor Marie Mortera at Wright Elementary on 2/27 & 3/2, Anchor Dana Wagner at Harmon Elementary on 2/28 and Elizondo Elementary on 3/2 and Reporter Brett Forrest at Richard H. Bryan Elementary on 3/3. Reporter Brett Forrest spoke to 3rd Graders at Richard H. Bryan Elementary School for Career Day on 3/24. Chief Meteorologist Bill Bellis gave weather presentations to Twin Lakes Elementary on 3/22 and Richard H. Bryan Elementary on 3/24.

Community events attended by on-air personalities included:

Anchor Marie Mortera attended the Public Education Foundation Board Meeting on 2/28 and the Public Education Foundation Golf Tournament, a fundraiser for public education scholarships on 5/4. Anchor Latoya Silmon was Moderator at Las Vegas Book Festival on 10/21.

Also, Creative Services Director David Clevidence volunteered to judge scholarship applications for Ronald McDonald House Charities, 4/11 – 4/24 and is a member of the Ronald McDonald House Charities of Greater Las Vegas Community Relations Committee on an on-going basis.

In-Studio Interviews included:

The Ability Center on 1/31, Paw Patrol on 2/9, DISCOVERY Children's Museum on 2/20, Broadway in the Hood on 2/24, Walk 4 Friendship on 3/21, Chefs4Kids on 4/11, Communities in Schools on 5/8, Busy Kids on 5/16, Girl Scouts of Southern Nevada on 8/10, Heroes & Hearts on 8/15, Life By Music on 11/7, Cure 4 the Kids on 11/24.

"Make-A-Wish Monday" is a regular segment in KSNV newscasts that features children diagnosed with life-threatening medical conditions that have their wishes granted by the Make-A-Wish Foundation.

KSNV co-sponsored the Souper Bowl of Caring Telethon benefitting the Serving Our Kids Foundation on 2/9 where many of our on-air personalities answered phones and collected donations.

Fill The Bus, KSNV partnered with Communities In Schools and station partners to collect school supplies for kids in the local area. This event was featured in most newscasts throughout the day on 7/27.