

## **Category C: KFDM**

### *Non-Broadcast Efforts that enhance the value of children's E/I Programming*

9/16/2019-12/31/2019

#### **KFDM**

As a local broadcaster, KFDM participates in community events throughout the year. As part of our service to the community, KFDM-TV sponsors local events such as our annual TOYFEAST, the first Friday of December, collecting non-perishable food items, toys and cash to the United Way of Beaumont and North Jefferson county. This year, during our live broadcast, we collected more than \$85,0000 in cash donations, toys and non-perishable food. We collected 3172 toys and 83 bikes, along with 1600 pounds of non-perishable food items. These donations are divided between four local agencies to help less fortunate families and children in Southeast Texas. Agencies benefiting are the Salvation Army, the Southeast Texas Food Bank, Nutrition & Services for Seniors and the Women & Children's Shelter of Southeast Texas.

Fourth quarter is always a very busy time in Southeast Texas. KFDM was the media sponsor for the first annual Nederland Educational Foundation golf tournament. Reporter Kelsey Borza was live from Crystal Beach to kick off Texas Adopt-a-Beach. Children and families, as well as school classrooms are encouraged to clean up local beaches during this state sanctioned event. KFDM News Anchor Tiffany Murphy and Angel San Juan co-emceed the Hometown Huddle One Pot Throwdown, a fundraiser for the United Way of Beaumont and North Jefferson County, on Thursday, September 5<sup>th</sup> at the Beaumont Civic Center. Morning Show anchors Dan Gresham, Jillian Fertig, and Dana Melancon represented us as judges for the tasty event. Proceeds help United Way Agencies, like the Girl Scouts of San Jacinto Council, the Family Resource Center and Salvation Army Boys & Girls Club, which cater to families and children. We provided a silent auction "Reporter for a Day" package. Our Reporter for a Day was Kylie Cox, a senior at Lumberton High School. She plans to study Journalism at Texas State in San Marcos.

We partner with local business and industry to provide coats and blankets to the Salvation Army in our annual Coats and Kettle campaign, delivering items to women and children suffering from the cold. Every week, we showcase a different child's artwork as part of our Color the Weather franchise which runs through November 31<sup>st</sup>. As sponsors of Lamar University, we appeal to children with tailgate parties at the Conference at-home games, with giveaways promoting KFDM Channel 6. Our Pay It Forward new segment honors local volunteers, including young people, who reach out to help our community. This year, we produced SOUNDS OF THE SEASON, bringing together nearly 600 students from 9 different area choirs to sing Christmas carols on a program produced airing on KFDM Christmas Eve and Christmas Day.

Morning Show Anchor Jillian Fertig and Dana Melancon represented KFDM in the 3<sup>rd</sup> Annual Market Basket Turkey Bowl ... bowling for charity with frozen turkeys! All in good fun and for charity, \$500 was donated to the team's charity of choice, Girls' Haven. KFDM partnered with the United Way of South

Jefferson County to produce their 5k fundraiser in Port Neches. And we partnered with the Children's Miracle Network to host Swinging for a Cure. Proceed purchased equipment for the St Elizabeth Hospital NICU.

Morning Show anchor & ACS spokesperson Jillian Fertig encouraged children and families to participate in the Making Strides Breast Cancer Walk in October, while KFDM Reporter Angel San Juan supported the Gift of Life Program 5K Ribbon Run. Gift of Life provides cancer screening to the medically underserved in Southeast Texas.

KFDM employees created a "scene" made from recycled elements for Shangri La Fall Fest. We created a Southeast Texas Scarecrow family watching television together and kfdm.com on their laptop, with a pumpkin full of microchip sweets. Employees participated in the Salvation Army "Register to Ring" program, ringing the bell for those less fortunate in Southeast Texas.

KFDM Anchor Jillian Fertig was a guest at Taft Elementary School Career Day, Tuesday October 22<sup>nd</sup>. The event was part of a family engagement initiative in Port Arthur.

KFDM Reporter Angel San Juan was at the Jasper County Handi-capable Rodeo on Friday, October 25<sup>th</sup>, with students from East and Southeast Texas school districts. Over 1000 students traveled to Jasper to attend the day-long event.

KFDM Investigative Reporter Angel San Juan was guest speaker for Culture Day at Groves Middle School. He shared his Cuban heritage and spoke with the ESL students.

Grace Home School Coop visited KFDM this fall. 8<sup>th</sup> graders and their parents learned about television broadcast and production, and watched the Noon show from the studio, Master Control and Production Control.

As a local broadcaster, KFDM participates in community events, and reserves a certain number of commercial availabilities for public service announcements. These spots are provided through National, regional and local organizations. We participate in the NAB Don't Drink and Drive roadblock, and run these PSAs throughout the holiday, and throughout the year. National PSAs aimed at children and families include buzzed driving consequences, adoption, the No Kid (Family) Hungry campaign, Girl Scouts, Communities in Schools, Childhood Poverty, Keeping America Beautiful, Gun Safety, Your Weight Matters, No Text and Drive, Fitness, Recycle, Save Wildlife, Stand Up to Cancer and the Humane Society.