

## **KOKH Community Service Report 4Q19**

**Air Force Reserve Duty 10/05-10/06 (20 hours):** Jeff George spent his military drill weekends as a member of the 507<sup>th</sup> ARW working out of the Equal Opportunity Office as a Human Relations Specialist. His duties were as follows: Promotes an environment where individuals are treated with dignity and worth regardless of race, color, religion, national origin, or sex. Provides advice, consultation, education, mediation, and referral services to enhance mission effectiveness. Focuses on identifying and preventing actual and potential complaints and incidents. Uses interviews, surveys, and other techniques to provide information and guidance on preventing or eliminating conditions which negatively impact mission effectiveness. Conducts briefings, lectures, group discussions, and seminars to improve an organization's human relations climate. Serves as an authoritative program data source for the installation commander.

**Weather Internship 10/10, 10/18, 10/21 (6 hours):** Our fall intern from OU is Martin Lowrimore. His duties include but not limited to putting together 7-day forecasts, editing on-air graphics, and updating our digital/social media platforms. We also spend a lot of time discussing weather philosophy and best practices when it comes to broadcasting and forecasting. We make great efforts to insure our interns are well prepared for the TV world.

**American Lung Association Board Meeting 10/12 (1 hour):** Jeff George, as a member of the ALA Board of Directors, discussed event planning, budgeting, and fine tuning their mission. There are many brand new and exciting fundraisers they brought to the table in 2019 in our continued effort to save lives by improving lung health and preventing lung disease through Education, Advocacy and Research. At the meeting, the board of directors covered the outline for the 2020 Fight for Air Climb which Jeff would be emceeding.

**Future Forecasters Elementary School Visit – Centennial Elementary School 10/15 (2 hours):** Marcy Novak talked to 160 students at Centennial Elementary School in Edmond, Oklahoma about weather and what a meteorologist does. This included talking all types of weather and weather safety. ‘Mad Science’ was also there to show weather-related experiments. She took questions from the students as well. This is part of our ‘Future Forecasters’ program.

**Career Day – Harding Charter Preparatory High School – 10/16 (3 hours):**

Marcy Novak talked to high school students, grades 9th – 12th about meteorology and television journalism careers. This was split up into 3 45-minute sessions. Showed behind the scenes video of the FOX 25 studio so the students could gain an understanding about how things come together to produce newscasts and weathercasts. Demonstrated how meteorologists put together a forecast using models and weather graphics. Students were able to ask questions about careers in meteorology.

**Future Forecasters Elementary School Visit – Kelley Elementary in Norman 10/17 (2**

**hours):** Our Future Forecasters program allows students to soak up the science of meteorology as we break down extreme weather safety in our simplified and highly interactive presentation. Our main mission is to help students and teachers develop the appropriate safety plan for the upcoming weather season for their school and especially their home. We hand out homework assignments to insure kids and their family work together to find their safe spot and know exactly what to do and where to go when severe weather strikes.

**The Children’s Center Storybook Contest 10/30 (2 hours):** The Storybook contest was a fun time where patients join departments dressing up as characters from a storybook. Each group participating is judged on their costumes, skit, etc.! Jeff George was a judge for the event, made a few announcements, and interacted with the patients and their families.

**Habitat for Humanity Community Service 10/31:** FOX25 is a sponsor for Habitat for Humanity and helps build a home from the foundation for a designated family. This is the third annual sponsorship in conjunction with sister station, CW34, and this year's family is Kodie Harris and her two children. Up to 35 employees volunteered their time from, putting up the frame, decking, adding the cornice, wrapping insulation, prepping for paint, painting and cleanup. The dedication of the home to the Harris family took place on October 31st.

**National Weather Festival 11/02:** The whole weather team and storm trackers attended and presented at the largest public weather event of the year. FOX 25 had 3 tables set up on the inside of the National Weather Center in Norman. Besides doing weather experiments for kids and adults, we had a large TV monitor, laptop, and DVD player to display a variety of weather video. Jeff George recruited a “Mad Scientist” to assist with weather experiments and set up a green screen for them to record their own weathercasts! Outside of the NWC, we displayed our chase vehicles for public viewing and education. We also did an outdoor demonstration and weather balloon launch to wrap up the entire Festival.

**Weather Internship 11/04, 11/11, 11/18 (6 hours):** Our fall intern from OU is Martin Lowrimore. His duties include but not limited to putting together 7-day forecasts, editing on-air graphics, and updating our digital/social media platforms. We also spend a lot of time discussing weather philosophy and best practices when it comes to broadcasting and forecasting. We make great efforts to insure our interns are well prepared for the TV world.

**Air Force Reserve Duty 11/16-11/17 (20 hours):** Jeff George spent his military drill weekends as a member of the 507<sup>th</sup> ARW working out of the Equal Opportunity Office as a Human Relations Specialist. His duties were as follows: Promotes an environment where individuals are treated with dignity and worth regardless of race, color, religion, national origin, or sex. Provides advice, consultation, education, mediation, and referral services to enhance mission effectiveness. Focuses on identifying and preventing actual and potential complaints and incidents. Uses interviews, surveys, and other techniques to provide information and guidance on preventing or eliminating conditions which negatively impact mission effectiveness. Conducts briefings, lectures, group discussions, and seminars to improve an organization's human relations climate. Serves as an authoritative program data source for the installation commander.

**Future Forecasters Elementary School Visit – Christian Fellowship Home in Midwest City 11/18 (2 hours):** Our Future Forecasters program allows students to soak up the science of meteorology as we break down extreme weather safety in our simplified and highly interactive presentation. Our main mission is to help students and teachers develop the appropriate safety plan for the upcoming weather season for their school and especially their home. Jeff George handed out homework assignments to insure kids and their family work together to find their safe spot and know exactly what to do and where to go when severe weather strikes.

**OK Bikes 4 Kids Board Meeting 11/21 (3 hours):** Jeff George is a co-founder and Board Member for this nonprofit organization, whose mission is “to get every boy and girl in-need a bicycle to love and care for. The Board had a meeting in which they discussed strategies and plans on how to raise funds, bicycles, and bicycle parts for our 2019 Christmas party giveaway. After discussing the possibility of a big holiday bike drive at FOX 25 with our promotions department, we launched, “We’ve Got Your Bike” in December. Jeff also picked up a few bicycle donations across town and delivered them to our Bikes 4 Kids depot.

**Deer Creek Intermediate School Bike Drive 12/10 (2 hours):** Jeff George met with the DCIS Principal in November to kick off their own Bike Drive which parents donate new or gently used bicycles to the school from December 2-10. Dozens of bicycles were donated

that were given directly to OK Bikes 4 Kids, a local foundation of which Jeff is a Board member.

**Weather Internship 12/02, 12/09 (6 hours):** Our fall intern from OU is Martin Lowrimore. His duties include but not limited to putting together 7-day forecasts, editing on-air graphics, and updating our digital/social media platforms. We also spend a lot of time discussing weather philosophy and best practices when it comes to broadcasting and forecasting. We make great efforts to insure our interns are well prepared for the TV world.

**Air Force Reserve Duty 12/07-12/08 (20 hours):** Jeff George spent his military drill weekends as a member of the 507<sup>th</sup> ARW working out of the Equal Opportunity Office as a Human Relations Specialist. His duties were as follows: Promotes an environment where individuals are treated with dignity and worth regardless of race, color, religion, national origin, or sex. Provides advice, consultation, education, mediation, and referral services to enhance mission effectiveness. Focuses on identifying and preventing actual and potential complaints and incidents. Uses interviews, surveys, and other techniques to provide information and guidance on preventing or eliminating conditions which negatively impact mission effectiveness. Conducts briefings, lectures, group discussions, and seminars to improve an organization's human relations climate. Serves as an authoritative program data source for the installation commander.

**Future Forecasters Elementary School Visit – Deer Creek Intermediate School in Deer Creek 12/10 (2 hours):** Our Future Forecasters program allows students to soak up the science of meteorology as we break down extreme weather safety in our simplified and highly interactive presentation. Our main mission is to help students and teachers develop the appropriate safety plan for the upcoming weather season for their school and especially their home. Jeff George handed out homework assignments to insure kids and their family work together to find their safe spot and know exactly what to do and where to go when severe weather strikes.

<b>KOKH/KOCB Kids PSA 4Q 2019</b>
<b>PSA Adopt Pure Love :30 ANTHEM</b>
<b>PSA Adopt Pure Love :60 ANTHEM</b>

Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Join Olivia, Rachel, Logan, Ahnya, Brian and Renee in encouraging Americans to find their furry friends at shelters and rescue groups.

**PSA Girl Scouts Gold Award :15**

**PSA Girl Scouts Gold Award :30**

This TV PSA illustrates how issues of the world have met their match: Gold Award Girl Scouts. The Gold Award is earned by girls in grades 9–12 who demonstrate extraordinary leadership tackling local, national, and global challenges.

**PSA OKCPS Foundation :15**

**PSA OKCPS Foundation :30A**

**PSA OKCPS Foundation :30B**

The Foundation for OKC Public Schools continues its ongoing effort to develop and support programs that improve education for the children of Oklahoma City and to elevate its critical role in connecting the resources of the community to the needs of students and teachers in Oklahoma City Public Schools.

**PSA Prepared Not Scare 15 Midwest**

**PSA Prepared Not Scare 30 Midwest**

The PSA message: “Don’t Wait. Communicate” encourages Americans to talk to their loved ones and make a plan that’s shared with all family members. The campaign also encourages Americans to be informed and build a kit with essential supplies that will last up to 72 hours.

**PSA Stafford Air & Space Museum :30**

Introduces kids to Stafford Air and Space Museum.

**PSA Project Roadblock Warning Signs: Holiday Party 30**

**PSA Project Roadblock Warning Signs: Playoffs 30**

**PSA Project Roadblock: Selfie 30**

**PSA Project Roadblock: The Legend 30**

Project Roadblock is a campaign run during the holiday season to help prevent drunk driving. Drawing from recent research and strategy, PSAs from NHTSA and the Ad Council shift viewers' thinking from "I'm probably okay to drive" to "I should probably get a safe and sober ride home."

**PSA ST JUDE :30**

**PSA ST JUDE :60**

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

**PSA Text and Drive 30 GOOD HABIT**

**PSA Text and Drive 60 GOOD HABIT**

The Texting and Driving Prevention campaign aims to go beyond showing people the potential crashes and gruesome end results. Instead, PSAs address the fact that individuals are personally engaging in a behavior that they know is dangerous and remind young adults 16-34 that no one is special enough to text and drive.

**PSA KIDS BULLY PREVENTION :30**

In this PSA, Super hero Spider-Man from the animated movie Spider-verse, encourages students to be kind and include others.

**PSA STEM FOR GIRLS :30**

The campaign, She Can STEM, inspires middle school girls to stay in STEM by showcasing female role models across a variety of STEM fields. PSAs give girls ages 11-15 the inspiration they need to see themselves in STEM and reinforce that STEM is cool, creative, and inspiring.