LOCAL PROGRAMMING SUPPORT/NON-BROADCAST EFFORTS
SEPTEMBER 16, 2019 – DECEMBER 31, 2019

    KMPH-TV is proud to support the children of our community with a variety of community outreach programs. Many of our projects utilize our airwaves, in conjunction with non-broadcast efforts. The programs selected for implementation target the education of our children and a "helping hand" for our neighbors. During the 3rd and 4th quarter of 2019, we continued to the serve the educational, informational, and social needs of children through extensive broadcast and outreach activities. The station has continued to air PSAs for local and national organizations serving the interests of children and families, including: The Ad Council's Childhood Asthma Attack Prevention Campaign "Fish," motivating parents of asthmatic children to learn how to prevent asthma attacks and avoid the emergency room; The Ad Council's Fatherhood Involvement Campaign, "Teapot Moment featuring WWE wrestler Roman Reigns," encouraging men to take time to be a dad today by playing an active, responsible role in their kids' lives; The Ad Council Autism Awareness Campaign "The World of Autism" creates awareness by taking viewers through an imaginative world to illustrate the signs of autism and encourages parents to learn all the signs by looking into the website; The Ad Council Discovering Nature Campaign, "Connected," reminds viewers that trails are a family's guide to the transformative power of discovery in the forest and parks near them. We also have presented stories in our newscasts highlighting children's issues, including a story about the Fresno County Sheriff's Office advising those who want to go rafting, not to buy a cheap or discounted inflatable rafts, after a young boy was badly hurt when his raft popped; We presented safety tips to parents and adults supervising children around fireworks, explaining the dangers, and urging everyone to stay safe during the Fourth of July holiday; A story on student safety, which is a top priority for parents and students at the beginning of the school year. Many schools are now using new technology to keep their students' safe, including a new warning systems that can be triggered by teachers; We also aired a story on what parents can do to prepare for the disappearance of their child, something that can make the difference in bringing them home quickly and safely; We alerted viewers to a recall on many popular trampolines because the metal legs can give out, causing a fall and injury hazard. We identified the affected brands and provided contact information for those wanting to participate in the recall; We reported on another option for child safety, bullet proof backpacks. They are available at several local retailers, and even come with instructions for the best ways to use them during an emergency; We also warned parents about the stressors students are feeling heading into back to school season. This story includes tips on how to talk to your children, and comfort them about stressful topics like bullying or shootings. This is important for people to know about as schools go back into session. We held a Town Hall meeting we called "Kindness Counts: Beating Bullying". A panel of experts from mental health and academia took audience and viewer/social media user questions on the topic. It was one-hour in length and was aired, live, and streamed on our various platforms. We did this because school bullying continues to be a serious problem all over the country, and our panel gave some excellent advice about how to deal with it. We were involved in the community with the Christmas parades in Clovis, CA and Visalia, CA. The station continues to offer tours of our facility to local schools to show where and how the news is produced, and to answer questions on what skills are needed to work in the industry, including education.

Additional support includes: our news talent in the community, participating in team walks, speaking at schools and donating their time to various children charities. Management team participating in job fairs.