

**WTTE – Columbus, OH**

**Other Broadcast / Non-Broadcast Efforts**

**2020**

WTTE broadcasts a minimum of three hours weekly, programs which provide both educational and informational needs of children. We believe that these programs have unlimited value.

Our general audience programs which serve children 16 years of age and under include our local news which airs Mon-Fri 6:30-10:30am, Mon-Sun 10-11pm, Sat 8-10am and Sun 8-9:30am.

WTTE Local News Programming includes:

Good Day Express – 6:30-7am

Good Day Columbus – 7-10am

Good Day Marketplace – 10-10:30pm

FOX28 News at 10pm

Good Day Columbus Saturday – 8-10am

Good Day Columbus Sunday 8-9:30am

WTTE airs a weekly political program covering topics that affect the viewing area.

Full Measure w/ Sharyl Attkisson

WTTE airs all the FOX Network News programming including:

FOX News Sunday

Non-Broadcast Efforts directed toward children include numerous public appearances by News personnel. Public appearances are ongoing projects.

### **Personal Appearances**

Personal Appearances in 2020 were limited due to COVID 19.

Down Syndrome Association of Central Ohio – Emceed the Dancing with Our Stars Gala, helping to raise more than \$200,000 for DSACO

Tim Tebow Foundation – Hosed Night to Shine red carpet for one of Rock City's locations

Girls on the Run – Guest model for Sneaker Soiree to raise money

Children's Hunger Alliance – Hosted Menu of Hope Luncheon

Homeless Families Foundation – Promo segments promoting the Homeless Family Foundation Hope Takes Flight concert set for September 25th.

Toys for Tots Toy Drive – coordinated annual Toy Drive with the Marines. Toy Drive was conducted as a "virtual" drive locally.

### **Other Non-Broadcast Efforts**

Blood Drive – Limited coverage of the ABC/Fox 28 annual blood drive.

ABC6 Town Hall – Voices of Change – Community and city leaders sharing updates about efforts to fight racism, inequality and more in our city. Columbus Mayor Andrew Ginther, Police Chief Thomas Quinlan, City Council President Shannon Hardin and Impact Community Action CEO "Bo Chilton. A lot of the discussion was about police reform and the ideas and efforts underway.

Sinclair Cares - American Red Cross Blood Drive – Updates of the Central Ohio Red Cross blood drive and where you can get information on donating.

Phone Bank – Mental Health – Topic: Helping viewers get help if they or someone they love is dealing with mental health or addiction issues. Guest: Jennifer Martinez, Director of The Maryhaven Addiction Stabilization Center

Phone Bank – Addiction – Topic: Helping viewers get help if they or someone they love is dealing addiction issues. Guest: John Dawson, Community for New Direction.

Phone Bank – Opioid Addiction During the Pandemic – Topic: Helping viewers get help if they or someone they love is dealing addiction issues. Guest: Emanuel Delaveris, Maryhaven

## **Public Service Announcements**

During this past year, WTTE telecast numerous public service announcements aimed at children 16 years of age and under, covering a number of topics that range from education, health, public safety, etc. These public service announcements air at various times and may run anywhere from 0:05 seconds to 0:90 seconds in length. WTTE regularly airs public notice announcements notifying the public about the availability of children's programming, equal employment opportunity, and public file reports. Weather alerts and announcements are regularly broadcasted. WTTE participates in our area's Emergency Alert system. Public Service Announcements air throughout the year addressing issues such as:

Drug Free Kids

Ohio Association of Broadcasters

Ad Council – Alzheimer

Ad Council – Child Car Safety

Ad Council – Disaster Relief

Ad Council – Drug Driving Impaired

Ad Council – Shelter Pet Adoption

Ad Council – Don't Text & Drive

FDA – Food & Drug Administration

Ronald McDonald House Charities

National Foundation of Infectious Diseases

Pass It On – Foundation for a Better Life