

# FCC Community Relations Children's Activity Report 2020

In 2020, KOMO Television did the following in support of the Children's Television Act:

## **March 2020**

### **GIRL SCOUTS**

KOMO TV partners with the Girl Scouts of Western Washington and promotes their cookie sales during the month of March. Public Service Announcements aired on KOMO TV. They were guests on the 11 o'clock morning newscast. Girl Scouts is a program that builds confidence and builds friendships with young females. The cookie sales are a pivotal time for Girl Scouts – this is the largest girl-led business in the world. Troops raise money this way to finance program goals and activities, plus teaches girls how to be leaders and businesswomen.

## **June 2020**

### **WEATHER EDUCATION DAY**

KOMO 4 partners with the Seattle Mariners each year for Weather Education Day usually at T-Mobile field, but this year it was held online and on social media. KOMO 4's Weather Anchors, Shannon O'Donnell, Theron Zahn, Kristin Clark, and Abby Acone, lead a fun-filled and informative virtual program discussing weather science and the impacts on our environment and daily lives, along with sports, and games. The science-rich program was available this year to everyone on the Mariner's website, KOMOnews.com, and on the Mariners and KOMO Facebook pages.

## **June 2020**

### **MIRACLE MONTH**

KOMO 4 partners with Seattle Children's Hospital for Miracle Month, a campaign that benefits "It Starts With Yes: The Campaign for Seattle Children's." It is the largest fundraising effort in Seattle Children's history with a bold vision to transform childhood health. For many years, KOMO staff and volunteers have participated in raising millions for the hospital's uncompensated care fund which helps ensure that no child in need of medical treatment gets turned away. This is a vital contribution to the hospital's ability to serve families in the area and throughout the northwest.

## **May 2020**

### **STEM WEATHER TALKS W/ SHANNON O'DONNELL**

KOMO 4's Weather Anchor, Shannon O'Donnell spoke with students at an elementary school virtually

this year for STEM Weather Talks. It is a one-hour talk about weather which includes assisted experiments that demonstrate pressure, wind, clouds, precipitation, lightning, and tornadoes.

## **August 2020**

### **Make-A-Wish: Wishes In Flight Mileage Drive**

The telethon this year was virtual from 6:00am-7:00pm on August 6<sup>th</sup>, 2020. The event was fronted by KOMO 4, Seattle Refined, KOMO Newsradio, STAR 101.5, and Talk Radio 570 KVI. The drive raised 11.4 million air miles and over \$5,000 in cash donated by viewers and listeners to send kids with critical illnesses and their families on the dream trips of their young lives. KOMO News produced and aired Zoom interviews that showcased local kids and the wishes that have been granted for when it is safe to travel again. Prior to the telethon, KOMO produced and aired spots promoting the telethon.

## **September 2020**

### **Girl Scouts of Western Washington - GLAMP2020 Virtual Event**

On the weekend of September 12<sup>th</sup>, KOMO Meteorologist Shannon O'Donnell took the Girl Scouts' GLAMP2020 event virtual. GLAMP2020 is a fundraiser to help send girl scouts to camp on scholarship. The event raised over \$100K that weekend, which will be able to send so many more Western Washington Girl Scouts to camp via financial aid and scholarship. At camp, they are able to form new friendships, learn about the importance of the environment and outdoor recreation, and make memories to last a lifetime.

## **December 2020**

### **Salvation Army Toy Drive**

Sinclair Media of Seattle partnered with the Salvation Army to present the virtual "KOMO Toy Drive". On Friday, December 11<sup>th</sup>, the grand telethon event took place from 6am-7pm. All our media entities were involved, and we collected over 6,000 toys and raised over \$109,000 from our community. All of the toys and money were given to clients of the Salvation Army: low-income families with children. All toys went to children in the Pacific Northwest for the holiday season. KOMO News produced and aired teasers, and covered the event throughout the day driving people to donate. Prior to the drive, KOMO produced and aired spots promoting the event.