

Throughout 2020, WBFF continued to serve the educational and informational needs of children through broadcast and community outreach activities.

During the 1<sup>st</sup> quarter, WBFF executed its 33<sup>rd</sup> annual Champions of Courage Essay Competition for grades 6 through 12 challenging students to write a brief essay saluting a positive role model who has shared with them Dr. King's lessons and legacy. More than 3000 essays were received, and 20 students selected to present their salutes on WBFF from mid-January through February 2020. An awards breakfast was held, and students were presented awards of \$100 and the top three essayists received additional awards for themselves and their schools sharing the lesson that when an individual achieves, the community benefits. Children's health and wellness was addressed at the 11<sup>th</sup> Annual B'More Healthy Expo where children could engage in fitness, sports, dance demonstrations; receive free oral care, vision and hearing screenings; participate in children's cooking lessons and experience an opportunity to record a weather forecast with station meteorologists. Families were connected with health information and resources to help them take actions and make choices to be more healthy. Our Morning News hosted the Wednesday Weather Kid, a weekly feature in which students ages 8 -15 were recommended by their teachers and then visited the station to receive a weather lesson from the morning meteorologist and help prepare and present the forecast during the news.

WBFF launched its annual CollegeBound Scholar of the Week salutes which aired for a 16-week period beginning in mid-February and continued through the first week of June. The weekly salutes profiled graduating seniors from Baltimore's neighborhood high schools and recognized their academic achievements, leadership and community service.

When the COVID Pandemic forced new ways to engage youth, WBFF responded. WBFF's team of meteorologists presented weather lessons and experiments online, inviting children and parents to learn the scientific principles of weather and natural phenomenon like volcanoes, clouds, hurricanes, lightning and how to grow plants. Celebrating the Class of 2020, WBFF produced high school and college virtual graduation specials so youth and families would not miss these milestones of their lives.

In addition to airing public service announcements for national organizations, WBFF also produced PSAs for local organizations including the Pratt Library Summer Reading Challenge, Boy Scout recruitment, Baltimore Departments of City Fire, Recreation and Parks. Injury prevention PSAs were produced and aired as part of our Safety School campaign.

WBFF served as media sponsor for The Image Center of Maryland's What I Wish campaign in which parents of special needs children were invited to share what their child would need to be more independent. Volunteer engineers selected 5 wishes and developed adaptive technology tools to help special needs children be safer and more self-sufficient to participate in activities like any other child. In the 4<sup>th</sup> quarter, WBFF served as the media partner for the Marines Toys for Tots campaign airing public service announcements, launching an on-air campaign during 5 hours of morning news on the Marine Corps November 10<sup>th</sup> Birthday and culminating in a Morning News Toys for Tots Roll Call on December 11<sup>th</sup>.

Throughout 2020, station talent participated in both in-person and virtual programs designed for children and youth including reading to elementary classes, hosting the annual CollegeBound Scholars luncheon, serving as an honorary chair of Cub Scout recruitment, hosting the virtual Hats and Horses fundraiser gala for Kenney Krieger Institute