

## **WMSN – Community Service and PSA Report**

### **Children's Report 2020**

#### **First Quarter 2020**

**Wednesday, January 29, 2020** – General Manager, Eric Krieghoff and General Sales Manager, Jon Kramer, attended the Wisconsin Broadcasters Association Job Fair and Winter Conference.

**Saturday, February 15** – Fox47 was the TV sponsor of Polar Plunge Madison, an event benefitting the Special Olympics of Wisconsin. Fox47 staff had a sponsored booth and participated in the plunge.

**Tuesday, March 10** – Fox47News Team & sponsors presented to Mt Horeb High School 2nd place winnings in the MSG 2 Teens: Create a Driving Safety PSA Contest.

#### **Second Quarter 2020**

Due to COVID-19 Pandemic, no public appearances were made.

**Sunday, 5/10 - 10-10:30pm**

##### **SINCLAIR CARES/SALVATION ARMY: YOUR NEIGHBOR NEEDS YOU**

This special focuses on Sinclair's commitment to their local communities; showcasing things that have been done across the country during the pandemic. Sinclair raised \$786,000.00 for the Salvation Army COVID19 assistance program to help those in need. Sinclair donated \$100,00.00. Each state's donations go to the local chapter of Salvation Army.

**Saturday, 5/16 – 7-8pm**

##### **FOX SPECIAL: GRADUATE TOGETHER AMERICA HONORS THE HIGH SCHOOL CLASS OF 2020**

XQ Institute, The LeBron James Family Foundation, and The Entertainment Industry Foundation joined together to pay tribute to the Class of 2020 in a one-hour multimedia special event, Graduate Together: America Honors the High School Class of 2020. Aired on ABC, CBS, FOX, NBC, CW as well as multiple streaming platforms.

#### **Third Quarter 2020**

Due to COVID-19 Pandemic, no public appearances were made.

#### **Fourth Quarter 2020**

Meteorologist, Dana Fulton, helped the Cross Plains Chamber of Commerce pass out Fox 47 trick or treat bags to little trick or treaters on Oct. 23.

**PSA's Aired directed at Children – throughout 2020**

The following list of public service announcements is geared to children and teen viewers. This is not an all-inclusive list and reflects only a portion of our PSA involvement.

**Safety**

The following PSA's highlighted the importance of safety. We ran the following with this theme:

- No Texting & Driving
- No Drinking & Driving
- Laundry Packet Safety
- Gun Safety

**Family**

There is so much emphasis today on keeping families together and spending time with each other. The following list reflects this.

- Dave Thomas Foundation for Adoption

**Environment**

The following PSA's highlighted how to take care of our environment and to be safe are the topics for this category. We ran the following with this theme:

- Fox Green It Mean It

**Health**

It's important to take care of yourself by eating right, exercising, avoiding drugs, and setting a good example for other family members.

- American Heart Association CPR Generic
- American Heart Association Keep the Beat CPR Generic
- Freddie the Flu Detective
- Partnership Drug Free Kids
- Project Roadblock
- Values – Confidence
- Values – Caring
- Values – Love
- Coronavirus

**Overall Good Advice**

The following PSA's are geared towards giving us good advice on a variety of subjects.

- World Unity Sun Poem
- Ad Council Bully

- Pet Adoption
- WBA Broadcast Careers
- College Sexual Assault Prevention Pledge