

**LOCAL PROGRAMMING SUPPORT/NON-BROADCAST EFFORTS  
JANUARY 1, 2020 – DECEMBER 31, 2020**

**KMPH/KFRE** are 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 2020, community projects include but are not limited to:

**SINCLAIR CARES Sponsor:** Sinclair Cares is a series of bi-monthly, in news segments featured on KMPH.com. Each news segment and the accompanying online content is intended to heighten awareness for the “Cause of the Month”. 2020 topics included: Shape Up US, American Heart, National Nutrition, National Autism Awareness, National Asthma/Allergy Awareness, Men’s Health Education and Awareness, UV Awareness, National Immunization Awareness, Health Aging, Breast Cancer, American Diabetes and Safe Toys and Gifts. **Q1-Q4 2020**

**TOP TEN ATHLETES IN THE VALLEY Sponsor:** With this past year’s high school sports season suspended we choose the Top 10 Senior football players in the Valley to be recognized with a 3-minute feature including an interview and a showing of their “Highlight Reel.” After we ran all 10 stories in the KMPH 10 O’clock News we merged them together and produced a 30-minute show that aired on KFRE CW59 Saturday in Prime Time. **Q2 2020**

**VIRTUAL GRADUATION Sponsor:** The graduating Class of 2020 reached a milestone in their life amid the turbulent days of COVID-19 virus. Historically, graduation season is filled with events including prom, last day of class and plans for that last summer before adulthood. Unfortunately, the Class of 2020 had to miss out on traditions that their predecessors were able to participate in. That is why KMPH partnered with schools to film Virtual Graduations. The Virtual Graduation were prerecorded events for streaming that included many of the traditional elements of the ceremony. Speeches and greetings from school administration, invited speakers & student leaders/valedictorians that were combined with video elements that are unique to each school. **Q2 2020**

**BACK TO SCHOOL Website Sponsor:** Back to School means something different this year. When will our children get to go back to school in-person? How will our schools do on-line teaching? How will schools grade their students when things are far different than they’ve been before? What are the health concerns for teachers and students? You can find local stories that address these conditions daily on KMPH.com. Included 100% SOV on the Back to school web page and ROS Display Ads. **Q3-Q4 2020**

**EDUCATION SPOTLIGHT Sponsors:** Education Vignettes aired Thursday August 6<sup>th</sup> thru Thursday August 7<sup>th</sup>. These :45 second vignettes aired in the 7a hour of Great Day and offered guidance and information regarding education. Vignettes topics were: Financial Preparation is the Key to a Successful College Education, Staying Connected with Getting a Virtual Education, Working while in school and Commuting to College. **Q3 2020**

**LESSONS ON REMOTE LEARNING SEGMENTS Sponsor:** Club Z is an in home and virtual tutoring center that focuses on study skills, reading, writing, math, science, music and foreign languages. One day a week

Club Z owner Jonathan Sadie would offer tips to show parents how to make any student interested in learning. Topics included: Importance of Fun Creativity, Zone of Proximal Development, Increasing Student Engagement, Fun School Supplies to Increase Engagement, Making School Work Fun, and the Importance of Writing out Problems. **Q3-Q4 2020**

**ST JUDE DREAM HOME GIVEAWAY Sponsors:** St. Jude is locally and exclusively partnered with Sinclair Broadcast Group and DeYoung Properties to build and give away the 12th annual St. Jude Dream Home Giveaway house in Fresno or Clovis, CA. KMPH FOX26 committed to building awareness of this notable and worthy cause through news stories, promotional elements and announcements online educating the community about St. Jude. We are proud to announce that for the first time ever we SOLD OUT of tickets prior to the drawing date raising \$1,125,000 for St. Jude Children's Research Hospital. The winner was selected during a half hour program on KMPH. **Q3-4 2020**

**SAVOR THE SEASON Sponsor:** During Thanksgiving and Christmas holidays, two lucky customers at random Save Mart locations in the Central Valley will receive their groceries free as part of Great Day's GROCERY STORE GIVEAWAYS. KMPH's Liz Gonzales is assigned to this "Random Act of Kindness" Segment where we contact one of the Save Mart Managers at one of the stores many locations to set up the surprise giveaway. The KMPH crew arrives to the pre-determined location and the Store Manager chooses one lucky winner in the store to receive free groceries from Save Mart. This surprise is aired that evening on the 10pm News and the next business day on Great Day. **Q4 2020**

**LES SCHWAB TOY DRIVE Sponsors:** For the past 7 years, KMPH has partnered with Les Schwab Tires to promote their annual toy drive. Viewers can drop off toys at any of Les Schwab's multiple locations throughout the Central Valley. Other sponsors of the toy drive can set up a toy collection box at their store as well. On the final day, KMPH is out live as all the toys are brought to one central location and then paraded down to the Poverello House for local distribution. **Q4 2020**

**CHOIRS OF CHRISTMAS Sponsors:** For the past 3 years we have aired the Choirs of Christmas on Christmas Eve and on Christmas Day on both KMPH and KFRE. This special showcase the talent of the Clovis Unified High School and Middle School Choirs. Filmed on location at Clovis North High School. **Q4 2020**

**SANTA TRACKER Sponsor:** Per tradition, KMPH tracks Santa Claus throughout Christmas Eve so children can see where Santa is. This sponsorship includes promos encouraging viewers to tune in. The sponsors logo is displayed each time the tracker is shown. **Q4 2020**

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 and multiple on-air public service announcements outlining the importance of education within our community.