

KTVL / Medford

2021 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

1st Quarter:

KTVL supported the educational and informational needs of children through airing Public Service Announcements and digital information. The station aired PSAs during the quarter on the following topics: Kids doing acts of kindness, Selective Service system, visit a forest, Drug Free kids against vaping, and Drug Free Kids against cocaine.

2nd Quarter:

KTVL supported the educational and informational needs of children through a Career Fair, Public Service Announcements and digital information. In mid-April the station's Business Manager attended the Oregon State University & University of Oregon virtual Job Fair. He discussed various job openings, how to apply and what skills they would need. The station's Business Manager also participated in the Southern Oregon University virtual Job Fair in May speaking on the various possible careers in broadcasting. During the quarter the station also aired the following PSAs targeting kids topics such as, Foundation for a Better Life, the Selective Service System, Visit you area Forest, Foundation for a Drug Free World-Inhalants and Foundation for a Drug Free World-One Hit.

3rd Quarter:

KTVL supported the educational and informational needs of children through on-air campaigns and Public Service Announcements. During this quarter, KTVL initiated a Back to School Supply Drive as well as an Oregon Department of Education campaign for the start of school. The station also aired PSAs targeting kids issues such as: Spreading Kindness, Visit a Forest, Being Drug Free – Inhalants and Don't ever try Cocaine.

4th Quarter:

KTVL supported the educational and informational needs of children through kid-targeting local campaigns, Public Service Announcements and digital information. During this quarter KTVL participated in the Rays Stuff the Truck Food Drive providing food to the local food pantries throughout our coverage area, as well as the KTVL Community Toy Drive. The station also aired the following kid-targeted PSAs during this quarter: spread kindness, sign up for selective service, visit a forest, and kids and drug prevention.