

KVCW addressed the educational and informational needs of children in our community in 2021 through a combination of programming, PSAs, public appearances, community service and studio tours to local youth groups.

Virtual Studio Tours were conducted by Meteorologist Kevin Janison for: Fitzgerald Elementary students on 3/1, MacMillan Elementary students on 3/18, Booker Elementary students on 3/22 and Helen Smith Elementary on 11/8.

Visits to schools by on-air personalities included: Anchor Marie Mortera read to Doral Academy Students on 3/3. Weather Presentation by Meteorologist Kevin Janison at Vegas Verdes Elementary Summer School on 6/28.

Community events attended by on-air personalities included: Anchor Marie Mortera attended Public Education Foundation's Tee Up for Kids Luncheon on 5/20 and the Public Education Foundation Gala on 9/10. Anchor Reed Cowan was the emcee for St. Jude Children's Hospital Fundraiser on 9/18.

In-Studio and Virtual Interviews included: Sister's Book Corner on 1/6, Southern Nevada Girl Scouts on 1/13, Ants in the Pants on 1/29, Cure for the Kids on 2/9, Travelling Toddler on 2/16, Juvenile Justice Jeopardy on 3/17, Loving Heart Adoption Services on 3/24, The Kids' Co-Op Preschool on 3/25, Baby's Bounty on 3/31, Foundation for Positively Kids & Mi Amor Art on 4/5, Ronald McDonald House on 4/12, Communities in Schools on 4/29, Broadway in the Hood on 5/19, Klothes 4 Kids on 5/28, Behavior Essentials on 7/20, Accelerated Learning Academy on 7/28, Students Against Destructive Behaviors on 8/17 and Discovery Children's Museum on 11/24.

Creative Services Director, David Clevidence, served as a Scholarship Application Judge for Ronald McDonald House Charities of Greater Las Vegas Scholarship program on 3/30. Eunice Parrish, Human Resources Director attended a Virtual Junior Achievement Career Fair on 5/4.

KVCW also aired the City Beat program at various times throughout the quarter. City Beat is a local city-produced program featuring governmental and community related events such as City Council meetings, recreational activities, parades and multicultural events.

Weekly, from 8/19 thru 11/12, NVCW aired Thursday Night Lights, local High School football games, during Half-time the two participating schools' academic programs and a female and male Scholar Athlete from both schools were highlighted.