

## 2021 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

### 1<sup>ST</sup> Quarter:

KDBC supported the educational and informational needs of children through school presentations, and local news stories. The station participated in the University of Texas at El Paso's Virtual Spring Career Fair. The station also aired PSAs during the quarter on such topics as Bullying Prevention, Ending Hunger, Wildfire Prevention for kids, Encouraging kids to discover nature and the help rescue a shelter pet during the pandemic.

### 2<sup>nd</sup> Quarter:

KDBC supported the educational and informational needs of children through the following. The station sponsored the Sinclair Cares: Roll Up Your Sleeves campaign during June & July in partnership with American Red Cross to have viewers participate in blood donations for the area. The station also aired the following Kids-centered Public Service Announcements during this quarter covering these topics: Prevent Bullying, End Hunger, Wildfire Prevention, Discover Nature and Adopt a Shelter Pet.

### 3rd Quarter:

KDBC supported the educational and informational needs of children through school presentations, and Public Service Announcements. Weather anchor for the station spoke at the El Paso High School welcoming students and teachers back and highlighting careers in broadcasting. Also during this quarter the station participated in a virtual Career Expo for the NABJ. Various station management participated in this event seeing potential candidates and resumes for jobs at the station. The station's Sports anchor was the guest speaker on behalf of the Southwest Baseball League players, families and employees speaking about careers in broadcasting. During this quarter the station aired PSAs on the following kid-targeted topics: Bullying Prevention, Ending Hunger, Wildfire Prevention, Discover Nature, and adopt shelter pets.

### 4th Quarter:

KDBC supported the educational and informational needs of children through a job fair and PSAs as follows. The station participated in a local job fair with station representatives from Sales and Promotions giving insights as to job opportunities in broadcast, how they train and develop employees to obtain their career goals and how to navigate the station's website in order to check on job openings and apply for job openings. The station also aired PSAs during this quarter on the following kid-targeted topics: bullying prevention, end hunger, wildfire prevention, discover nature, and adopt a shelter pet.