

## 2022 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

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

KVAL supported the educational and informational needs of children through on-air news stories, local campaigns, PSAs and digital information. The station promoted a local Rotary / Lane Arts Council / Eugene Education Association PSA called Art Spark which supports art education in area schools. Some of the children issues covered in local news stories this quarter included the following topics: Mask requirements in various school districts, Kid Governor sworn in, safe Oregon program for kids, Waltherville children return to schools, BACC student scholarships, Thurston Career Day, Youth and mental health, local daycare dilemma, Child Care Bill, Free bikes for kids in need, Teddy Bear donation program, and CASA volunteers needed.

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

KVAL supported the educational and informational needs of children through on-air news stories, local programming, local campaigns, PSAs and digital information. This quarter the station sponsored the KVAL CanDo! Food Drive in April in Coos Bay and May with money raised going to area's food banks. The station also participated in the Rotary's Art Spark Campaign supporting Arts Education in area schools. And in May, the station's Meteorologist spoke to a group of 45 first graders at Skyview Elementary about careers in Meteorology as well as broadcasting careers. He also discussed and performed various science experiments. Kid targeted issues were covered in local news this quarter on the following topics: children swimming lessons shortage, high schoolers protesting anti-gay bill, healthy kids on social media, kids cleaning up the city, youth harm prevention, books for Ukraine kids, suicide prevention, Dozer days for kids, violence and kids, 4J STEM workshops, shooter warning signs, youth and climate change, Library activity kits, and teens and drug prevention.

### 3rd Quarter:

KVAL supported the educational and informational needs of children through the following. This quarter the station aired news stories with the following kid-targeted topics: North Bend's Summer Youth Program, Healthy Kids Series, Kids opening Succulent Plant Business, Kids book & backpack giveaway, everyday kid Outdoors Program, Stuff the Jeep with School supplies, Homeless Youth Services, Prefontaine Memorial Run with a 5K high school team, Summer Community Dance for all ages, City of North Bend summer education programs needing funding, Every Child Coos County, Preparing for Climate Change, and the Front Street Community Bike Works cycling workshop for children and teens. This quarter the station sponsored the following: Relief Nursery to strengthen Families and Keep Children Safe and the Rotary's Art Spark to support arts education. The station's news anchor had a student shadow them on how to put a newscast together from the ground up. The station also aired kid-targeted PSAs during this quarter on the following issues: Foster Care, Talk to Teens about Marijuana, and Kids Summer Safe.

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### 4th Quarter:

KVAL supported the educational and informational needs of children through on-air campaigns, PSAs and digital information. This quarter the station sponsored the KVAL Take a Bite Out of Hunger Food Drive raising money and food for area food banks. The station also supported the Eugene Rotary's Art Spark which supports Arts Education in local schools. This quarter the station supported Project Roadblock, an educational campaign on drunk/buzzed driving prevention. Local news stories aired on Children's health issues also this quarter. The station also aired kid-targeted news stories this quarter on the following topics: Safe Bike Riding, Halloween Safety, New Elementary school, Kids RSV cases in Lane County, Student Career Expo, Bikes for Tykes, Shop with a Cop, High School Robotics program, and various area toy drives.