



### KATV Community Initiatives in 2022

In January 2022, KATV launched a new weekly segment called **Community Connections**, highlighting non-profit organizations serving the underserved communities in central Arkansas.

In February, KATV produced and aired a series of Black History Month vignettes called **Difference Makers**, honoring the historical contributions of African Americans.

In March, KATV partnered with our parent company Sinclair Broadcast Group and The American Red Cross for a **humanitarian relief effort benefitting the people of Ukraine**.

In April, KATV partnered with the Arkansas Blood Institute for a **Sickle Cell Blood Drive**, generating more than 2,200 units of blood, and 569 people received a free screening for the Sickle Cell genetic trait.

In July, KATV participated in the **Sinclair Cares Summer Hunger Relief Drive**, designed to provide summer meals for students who depend on school lunches as their only meals. Through this campaign, \$4775 was donated to the Arkansas Food Bank. In addition, KATV held a staff volunteer day, where our staff sorted and packed 760 food boxes for distribution throughout the central Arkansas area.

During the month of September, the 3rd annual **KATV Spirit of Arkansas Diaper Drive** generated more than 55,000 diaper donations to the Central Arkansas Diaper Bank, providing free diapers to families who can't afford them. KATV volunteers sorted, packed, and distributed the donated diapers to families in need. Also in September, KATV partnered with the American Red Cross for a disaster relief donation campaign, benefitting the victims of the victims of Hurricane Ian.

In November, KATV aired the **Arkansas Black Hall of Fame** induction ceremony in its entirety. The program celebrates the achievement of African American in Arkansas.

In addition to the broad range of important topics covered in KATV newscasts, KATV also aired Addicted America, a monthly series of stories about addiction and recovery. KATV also featured a weekly segment called Therapeutic Thursday, focused on mental health, and getting help for those suffering from depression and severe anxiety.

Throughout the year, KATV aired a variety of PSAs covering various topics of public interest.

KATV employees participated in a wide variety of community service, including emcee duties at charity events, weather safety training, youth mentoring, and leadership positions on various community boards and committees.

**Seven on Your Side**, KATV's consumer advocacy initiative, investigated hundreds of consumer complaints and advocated on their behalf.