

2023 CHILDREN'S PROGRAM REPORT: COMMUNITY ACTIVITIES

1st Quarter:

KEPR supported the educational and informational needs of children through on-air campaigns and Public Service Announcements. The station supported the 3 Rivers Community Foundation which is a collection of separate organizations to help families in the area, as well as the Children's Reading Foundation of Mid-Columbia. They also offer various scholarship programs for area students.

2nd Quarter:

KEPR supported the educational and informational needs of children through the following. This quarter the station supported the What's For Lunch Campaign which partnered with 2nd Harvest for this food drive to ensure families have a resource during the summer months especially when school aged children may not have access to meals like they do during the school year. The station also supported the Advocacy and Resource Center informing the public about their services, advocacy, counseling and support that they provide survivors of crime.

3rd Quarter:

KEPR supported the educational and informational needs of children through the following. The station participated in promoting the Mid-Columbia Duck Race which benefits several youth organizations in the broadcast area. The station's Sports Director participated in the Parker Youth and Foundation fundraiser as well as playing in the Parker Youth golf tournament both of which raised money for local children's charities. The station also hosted children ages 11-16 for a station tour in July, encouraging and informing the students about the various broadcasting career possibilities. The station also aired numerous kid-targeted PSAs during this quarter.

4th Quarter:

KEPR supported the educational and informational needs of children through school presentations, participating in a Career Day and Public Service Announcements this quarter. The station's Weather anchor spoke at two elementary schools and a high school regarding educational opportunities in the broadcast industry. The station's General Manager also participated in a College Career Day giving students information about both the management and journalistic sides of the broadcast industry. The station promoted the Salvation Army's Toys for Tots campaign in the community. The station also promoted the local Boys & Girls Clubs annual fund-raiser to benefit the youth of the local community.