

WGME aired more than 5,000 PSAs in 2023 covering topics such as vaccination information, Alzheimer's awareness, wildfire prevention, caregivers assistance, mental health awareness, veteran support, volunteering opportunities, and driving safety.

WGME supported Sinclair Cares, a variety of informative stories tackling issues, raising donations and awareness were shared with viewers throughout 2023. These included campaigns for NAMI (National Association Mental Illness), National Diaper Bank, and Magen David Adom (Israel Relief).

WGME Chief Meteorologist Charlie Lopresti gave a weather presentation to 80 students at the Eight Corners School in Scarborough, ME on May 13. Charlie also invited a student from James Marr High School to job shadow with him at the station on April 5.

WGME provided an on-air effort to promote Make-A-Wish Maine's fundraiser, "Share the Power of a Wish." This included promos, mentions during newscasts, and a live special that aired at 7:30pm on Feb 22 on WGME. Over \$100K was raised.

WGME held "Drug Take Back" events at the station in both April and October 2023. These were done in partnership with the Cumberland County Sheriffs Dept. Viewers were given the opportunity to discard unwanted medication easily and safely. In total, over 5,000 lbs of unwanted prescription drugs were collected.

WGME held its annual "Shred-A-Thon" event in April 2023. Partnering with Shredding On Site, viewers could bring sensitive documents to the station where they were securely destroyed on-site. Over 40,000 lbs of docs were shredded during the one-day event.

WGME participated in the parade at the annual Yarmouth Clam Festival in Yarmouth, ME on July 22. The event attracts an average of 80,000 visitors to the area. Chief Meteorologist Charlie Lopresti also did live weathercasts from the event.

WGME held its annual "Joy of Sharing" campaign in Nov-Dec 2023 which gathers both toy and monetary donations for families in the area in need of assistance during the holidays. This campaign is done in partnership with the local Salvation Army branch.