



KATV Community Initiatives in 2023

- **Coats for Kids Winter Coat Drive:** Benefitting disadvantaged children.
- **Spirit of Arkansas Diaper Drive:** Providing free diapers to low-income Arkansas families.
- **Spirit of Arkansas Disaster Relief:** Donation drive helping the American Red Cross in their response to local natural disasters such as tornados
- **Sinclair Cares Humanitarian Relief:** Fundraising effort to support the victims of war-torn Israel.
- **Sinclair Cares Mental Health Support and Hope:** Partnership with the National Alliance on Mental Illness (NAMI) to raise awareness.
- **Your Voice, Your Future Town Halls:** Quarterly town hall specials, focused on important community issues such as tornado recovery, mental illness, and veteran affairs.
- **Severe Weather Education:** KATV meteorologists visit local schools to teach severe weather safety.
- **Arkansas Black Hall of Fame:** Broadcast of the induction ceremony, honoring contributions to African American culture
- **The Broyles Award:** KATV broadcasts the annual event in partnership with The Broyles Foundation supporting Alzheimer's caregivers.
- **AR Towns:** An entire hour of Good Morning Arkansas spotlighting a unique Arkansas community.
- **Kickoff to College & Career:** A month of Good Morning Arkansas episodes devoted to educational and vocational training opportunities around central Arkansas.
- **Sinclair Day of Service:** KATV staff volunteer day, supporting the Arkansas Foodbank.
- **Out of the Darkness:** KATV was the media partner for this community walk raising funds and awareness for the American Foundation for Suicide Prevention.
- **Therapeutic Thursday:** Weekly segment focused on mental health depression and anxiety.
- **Seven on Your Side:** Throughout the year, KATV's consumer advocacy initiative investigated consumer complaints and advocated on their behalf.
- **PSAs:** Throughout the year, KATV aired a variety of PSAs covering various topics of public interest.
- **Out of the Darkness Walk:** KATV served as media partner for this community walk, supporting The American Foundation for Suicide Prevention
- **Job Fairs:** KATV participated in various job fairs to highlight careers in media and broadcasting