



KEYE 2023 Community Initiatives

CBS Austin airs a variety of Public Service Announcements (PSAs) in support of important children's issues such as fighting obesity, the importance of staying in school and the importance of exercise. CBS Austin also provides information to educate children on the many careers in the broadcast field and donates to community events benefiting children in our area. In addition to this, CBS Austin host Trevor Scott served as host at the 2023 (HHAYD) "Hi How Are You Day" concert on January 22nd, with the goal of reaching young people aged 14-21 with mental health needs. Mr. Scott also served as emcee of the Make-A-Wish South Central Texas Wish Bell event on February 12th, as well as hosting the Generation Serve Gala on February 24th, which serves local children by engaging them in community service and volunteerism. Additionally, on February 26th, Mr. Scott emceed the Women's Symphony League's Red Haute Fashion Show, which raises funds for their programs exposing school-aged children to the Austin Symphony Orchestra; and on March 8th, Mr. Scott emceed the Central Texas Food Bank Hunger Heroes event, raising funds to provide meals to hungry children across the Austin DMA.

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