

WUXP (TV)

ANNUAL REPORT 2023 – NON-BROADCAST EFFORTS

Children and Family Community Activities

During 2023 WUXP either participated or hosted the following community related events:

The Heritage Foundation 39th Annual “Main Street Festival”

Aired public service announcements and partnered with local The Heritage Foundation “Main Street Festival”. Several joined the 39th anniversary of Main Street Festival (April 22 and 23), a beloved annual event in the historic downtown of Franklin, Tennessee. This festival is one of the top 20 events in the Southeast by the Southeast Tourism Society and attracts more than 100,000 visitors. Many festival goers enjoyed a variety of arts and crafts from over 200 vendors, amazing entertainment, delicious food, and family-friendly fun!

Sinclair Cares: Diaper (July-August)

Sinclair (WUXP Nashville) partnered with the National Diaper Bank Network July 10 through August 6 in a Sinclair Cares company-wide campaign. The NDBN provides necessities required to build the strong foundations all children, families, and individuals need to thrive and reach their full potential. The campaign included PSAs, news stories, a town hall, and a special program.

Tornado Relief: The Salvation Army – Middle Tennessee

MYTV30 (Sinclair) partnered with the local Salvation Army to help those impacted by December tornadoes. The Salvation Army is working to assist those impacted by the tornadoes and any donations will help.

Sinclair Cares: Mental Health Support & Hope Special (May 1-31)

MYTV30 participated in community service project called Sinclair Cares: Mental Health Support & Hope Special (2023). MYTV30 partnered with the National Alliance on Mental Illness. The campaign encouraged mental health awareness by focusing on young adults.

Release the Hounds Music Festivals: Lyles (Bon Aqua), Tennessee - September 15

Several joined the musical night with their furry friend at the farm! Individuals enjoyed live shows by six amazing artists from across the country, delicious food from various trucks, and fun activities for the kids like face painting and balloon animals. Many concert goers brought lawn chair(s) or a blanket and some water and waste bags for their pets.

KIDSVILLE Family Festival – Nashville, Tennessee - September 23

Kidsville Family Festival was a free event at Centennial Park on September 23. It had fun and educational activities for children, such as teddy bears, music, storytelling, reading, face painting, yoga, dance, crafts, and instruments.

The Heritage Foundation 38th Annual “Pumpkinfest”

Aired public service announcements and partnered with local The Heritage Foundation “Pumpkinfest!” (Franklin, Tennessee). The 38th Annual PumpkinFest was the biggest family-friendly Fall celebration in Middle Tennessee! On Saturday, October 28, 2023, over 112,000 flocked to downtown Franklin to enjoy a day of fun and festivities. Many found delicious autumn-themed food and drinks, exciting children’s activities, live music, costume contests for pets and families, and outstanding arts & crafts – featured seasonal and specialty gift items.

The Heritage Foundation “Dickens of a Christmas Festival”

Aired public service announcements and partnered with local The Heritage Foundation “Dickens of a Christmas Festival” (Franklin, Tennessee) weekend of December 9 & 10. Step back in time and experience the Victorian era at Dickens of a Christmas presented by Wilson Bank & Trust. This festival is a tribute to the works of Charles Dickens and features historic downtown Franklin as the perfect setting. Festival goers encountered musicians, dancers and Dickens characters on the streets. Many had the chance to interact with Fagin from Oliver Twist; Jacob Marley, Ebenezer Scrooge, Tiny Tim and the rest of the Cratchit family from A Christmas Carol; and of course, a Victorian Father and Mother Christmas with treats for children. The festival was produced by the Heritage Foundation of Williamson County.

WUXP aired several public service announcements that informed student age children, teens, youth, and young adults about Pass it On (Foundation for a Better Life), Discovering Nature, Mental Health, Shelter Projects, Youth Vaping Prevention, Hunger Prevention, High School Equivalency, Empowering Girls in STEM, Child Car Safety, Fatherhood Involvement, and Foster Care, and Distracting Driving.