

SINCLAIR IN OUR COMMUNITY



2/12/16

MLK, Jr. Celebration

Sinclair San Antonio stations took a key role in both the local **Martin Luther King Jr. Commission's "King Week"** initiatives, as well as those of the Dream Week group's programs. Our organization **raised more than \$70,000** in scholarship funds for the MLK Jr. Commission that will go solely to seniors in high school about to embark on a college education they might not have been able to get otherwise.

On January 12th, Sinclair San Antonio produced and web streamed an in-depth symposium regarding making social change through non-violent routes. Hundreds of members of the San Antonio community attended to be able take part in the Your Voice, Your Future program.

The week culminated in a **two hour simulcast on both News 4 San Antonio and Fox San Antonio of the MLK Jr. March**, which is one of the largest and most diverse in the nation.

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On Page 5, meet the team behind the fastest growing local Lifestyle program



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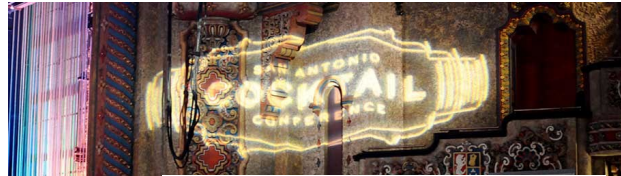


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2016 San Antonio Cocktail Conference



The Sinclair San Antonio stations were proud to support the fund raising efforts of the **2016 Cocktail Conference**.



Every year we bring together top bartenders and cocktail enthusiasts for educational seminars, guided tastings and cocktail parties. The Cocktail Conference, presented by **Houston Street Charities**, donates 100 percent of its profits to benefit children.

Our support included on-air and social media marketing, appearances on our Lifestyle programs, and multiple mentions and live coverage during our news programs.



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Sinclair's Local Programming Makes A Difference For San Antonio Non-Profits

Each month, locally produced programs on Sinclair San Antonio television stations provide 3—5 minute interview segments to Non-Profit organizations to highlight the good work they are doing in our community. Here are the organizations who were able to join us this month on **Daytime at Nine and SA Living**.

Kimberly & Esteban named King & Queen of the River Walk

- raised over \$27,000 for the Paseo Del Rio Association through the campaign

Alanna Sarabia judged the Miss San Antonio pageant in January

Daytime & SA Living did special remote shows from Bohanan's on Jan. 15 promoting the **San Antonio Cocktail Conference**.

100% of the profits go back to local children's charities.

Through our coverage we highlighted these local organizations:

Childsafe

Transplants for Children

Clarity Child Guidance Center

Children's Shelter

TeamAbility

Other non-profit related segments in January:

Ella Austin Center

San Antonio Sports

MLK Commission

Icon to Icon

CASA



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Sinclair's Local Programming Makes A Difference For San Antonio Non-Profits

A regular schedule of non-profit agencies joined us for extended interview opportunities on News 4's Evening Break at 6:30

Jan. 1: Puerto Rican Heritage Society

*Officials with the Puerto Rican Heritage Society came on the newscast to talk about their upcoming Three Kings Day event. The free event celebrates Puerto Rican traditions regarding the three wise men and is geared towards education for children.

Jan. 4: Dream Week

*The President of Dreamweek came on the newscast to talk about what Dreamweek is, the different events going on in San Antonio and how they celebrate the late Dr. King's legacy.

Jan. 5: Health Fair & Marketplace Enrollment Assistance

*SRA International's Health Insurance Marketplace Southside Enrollment Assistance Center came on the newscast to inform viewers of a free "healthy resolutions" mini health fair. The event was open to the public and also included enrollment counselors to help viewers sign up for health insurance under the ACA.

Jan. 7: MLK, III

*The President of Dream Week returned on this day, accompanied by Martin Luther King III -- the son of the late Dr. King. They spoke about Dreamweek, the message MLK III wanted to share with viewers and how viewers can get involved.

Jan. 14: New Laws

*District Attorney Nico LaHood came on the newscast to answer questions on new laws that went into effect at the start of January. We had him focus mostly on open carry and cyberbullying -- two hot button issues for our Evening Break viewers.

Jan. 15: Symphony Saturdays

*The San Antonio Public Library and a cellist with the San Antonio Symphony came on the newscast to talk about Symphony Saturdays at SAPL! They are free events that invite the public out to listen to orchestra music played by symphony players and is a way for viewers to interact with them. The cellist gave us a demonstration on air.

Jan. 20: Preventing Carbon Monoxide Poisoning

*Dr. Dale Crockett, an emergency room doctor, came on the Evening Break to inform our viewers how they can protect their family against carbon monoxide poisoning in their home. He gave tips on symptoms, the most common mistakes people make, treatment options and shared real-life examples.

Jan. 21: Pillowcase Project

The Leon Valley Fire Chief and the American Red Cross came on the newscast to talk about the Pillowcase Project. It's a free class hosted by both organizations that teaches children how to make their emergency kits at home in preparation for a disaster.

Jan. 22: MLK, Jr. Commission Scholarships

*The Martin Luther King, Jr. Commission came on the Evening Break to discuss their scholarship program, who's eligible for it and how students can sign up. They also brought a former recipient on the show to talk about how the scholarship is helping her pursue a nursing education.

Jan. 26: Go Red For Women

*The American Heart Association came on the newscast to discuss the upcoming heart awareness month and how viewers, especially female viewers, can protect their hearts.



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Sinclair team ready to tackle the Cystic Fibrosis Tower Climb



Alanna Sarabia helps rescue animals find forever homes.

Sinclair in Our Community Upcoming Events

- San Antonio Rodeo
- SA Parks Fest of Tails
- Alamo Run Fest
- Fiesta Especial
- Cardboard Kids
- SA Parks Throwback Fiesta!
- Any Baby Can Walk / Run

Meet Kimberly and Esteban

Kimberly Crawford and Esteban Solis are the front line talent behind San Antonio's fastest growing local program, **DAYTIME@NINE**.

DAYTIME brings the best of San Antonio to local television every weekday morning at 9a. In addition to noteworthy guests, local events and activities...Esteban and Kimberly also make non-profit work and our community a key element of our show. Recently named King and Queen of The River Walk, our team lends support to a variety of projects like the Cocktail Conference, The Paseo del Rio events, Houston Street Charities, The Salvation Army and The American Heart Association.

