

Tornado Town Hall Meeting Recap

Tornados ravaged the Oklahoma City market in May 2013. The Moore tornado struck on May 20th and was one for the ages. The carnage was devastating. Our television station went “wall-to-wall” with news coverage for approximately three days, which cost us \$140,000 in lost revenue. Our entire focus was on keeping the public informed.

Sinclair Broadcast Group reached out to the people of Moore through Fund Raising Campaigns. An on-air Telethon was held among SBG television stations the week of May 27, raising approximately \$350,000 for a special Red Cross Fund designated for the victims of the Moore tornado. Additionally, SBG raised \$221,440 for The Sinclair relief Fund. This money was allocated to specific charities dealing with the tornado victims.

Town Hall Meeting

We decided to switch our planned Town Hall meeting regarding Gun Control to addressing issues and concerns surrounding the Moore Tornado. Members of the Local and State Government participated and families directly affected by the storms were present.

Air Time Devoted to Campaign:

- 1.5 hours streamed live on Okcfox.com, July 18, 2013
- 1 hour special aired on Fox 25, July 20, 2013 at 1:00pm (0.3 rating/1 share)
- 1 hour special aired on CW 34, July 21, 2013 at 5:00pm (0.7 rating/1 share)

Funds Raised:

- Sinclair Relief Fund Money distributed at event: \$221,440. (\$ 44,287.88 apiece to the following five charities: Feed the Children, Oklahoma City Community Foundation, Tulsa Community Foundation, Shelter Oklahoma Schools, Salvation Army).
- Letters of acknowledgement/appreciation attached.
- SBG raised approximately \$350,000 through telethon/fundraising efforts at all stations across the group.

Promotion:

- We aired 77 public service announcements regarding where to donate blood and money, in addition to constantly utilizing our on-air News personnel to inform the public throughout every newscast.
- We ran stories promoting the Town hall the entire week leading up to it.
- Flyers distributed in affected neighborhood in Moore, and left at the site of the town hall meeting (Moore Community Center).

Staff Involved:

- The entire news department was involved in some fashion (shooting and editing stories, preparing material for Town Hall, promoting in newscasts and on our digital properties).
- Production staff on site and at station: Approximately 12 people.
- Talent: Mike Brooks, Wendy Suarez, Phil Cross on site. All other talent were present as part of the studio audience, to meet and greet everyone in attendance.