

CNYCENTRAL MEDIA GROUP



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WSTM NBC3 continues its commitment to age appropriate experiences and enrichment for Central New York children.

Staffers read regularly at area elementary and middle schools, and as we answer questions in their classrooms we also emphasize the need for understanding technology and developing good work and lifestyle habits. We share these efforts with the community by showing group photos on our newscasts. Some station tours have happened, though we're limited by in-building construction right now.

This summer we have interns in news producing and reporting sports and sales management, from several colleges and universities across the country, who are mentored by staffers as they explore career possibilities.

On air, we have three regular news features designed to inform and showcase positives for young people. Making the Grade (Wednesdays 5pm) features school programs and classes that enhance learning. Focus on Your Family (Tuesdays 5pm) has a strong emphasis on parenting skills and successes. I Challenge Niko spotlights viewers, primarily young people, who want to showcase their skills by matching them against our sports director.

Several staffers are involved in community boards and volunteer efforts which provide education and services to children, and model involvement and fitness and healthy lifestyles.

In addition, we've been preparing for the 30th annual Book Breaks, working with area libraries to set up summertime reading programs involving staffers, which will happen in July.