



WSTM | WSTQ | WTVH | cnycentral.com
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WSTM NBC3's commitment to the community includes offering age-appropriate programming and experiences for Central New York children.

In addition to our child-targeted programming, we have features regularly included in newscasts, designed to inform and showcase positives for young people, including:

- >Athlete of the Week (Thursday evening news when school is in session): We accept nominations, and profile a local athlete who has achieved success on the playing field, in academics, and in giving back to the community.
- >Focus on your Family (Tuesday evening 5pm news) presents stories aimed at helping children succeed.
- >We do ongoing reporting on academic successes, and efforts at improving schools.

Off-air efforts at helping young people achieve include:

- >School visits by staffers. Our meteorologists, in particular are active at encouraging science (many visits are done with our Weather Authority One storm tracking vehicle, to showcase technology). Others read at various grade levels (including one staffer with a child therapy dog who encourages learning and goal setting.)
- >Job shadows are offered at several levels, from high school to college students, and this quarter to guidance officers who help develop career goals for students.
- >Career Fairs (including SUNY Oswego and Onondaga Community College in February) give students a look at what we do (we offer handouts on how broadcasting works, and job qualifications that include work ethic, technical proficiency, love of reading & knowledge, and being part of a team effort.
- >Internships offer college students semester-long mentorships that give hands-on experience in workplace ethics and the day to day requirements of a broadcasting career.

Staffers are also involved in community boards and volunteer efforts which provide education and services (like the Challenger Field of Dreams , which provides sports opportunities to young people with disabilities, The Salvation Army/Syracuse, providing services to in-need and at-risk youth. Our station basketball team plays school groups to fundraise for area causes.

We share our efforts with the community by showing photos/videos on our newscasts and social media.