

## Childrens Supplement 3<sup>rd</sup> Quarter 2019

Age appropriate content and commitment to age appropriate experiences are part of CNY Centrals commitment to the community we serve

On air we broadcast regular features in newscasts

Athlete of the Week is a regular segment on Thursday evenings. We profile a high school athlete who also role models involvement in the community as well as outstanding academics.

Focus on Family Tuesdays 5pm includes stories on parenting skills and successes in helping children succeed.

Weekends Best Bets Several newscasts weekly on Fridays and Saturdays and daily In Your Community events calendars Monday through Thursday CW6 News at 10 are aimed at offering care givers options for community events mostly free to engage and educate younger family members.

Ongoing reporting within all newscasts of academic concerns and successes and efforts at improving education as well as showcasing successes

Off air staffers are engaged as role models and mentors in the community

Our Broadcast Complex at the NY State Fair offered freebies specifically for younger viewers and staffers answered questions on career paths education and work ethics.

Drone Operators FCC-licensed staff photojournalists visit classrooms and encourage science and STEM careers talking about the technology and what makes it work.

Staffers are involved in station tours this quarters included the Broadcasting and Film Class from OCM BOCES Innovation Tech. Our Weather Authority One mobile weather center also makes appearances to inform on weather forecasting technology

Staffers speak about broadcast news to area classes including at the SU Newhouse School and to OCCs Communications Studies program.

Several staffers were involved in a summer street hockey program aimed at children modeling sportsmanship

A staffer and her child therapy dog focus on preschoolers and young elementary students to encourage reading basic writing and the importance of school success.

Several staffers serve on Not for Profit Boards overseeing programs that improve the quality of life in the community.

Interns from area colleges work side by side and learn the art of broadcasting from staffers. This Fall we have four from Syracuse University in Reporting Producing and Digital internships and three sports interns 2 from SU and one SUNY Oswego student.