

Childrens Supplement 4th 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 are aimed at offering caregivers 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.

In early November we produced a one hour broadcast **Your Voice Your Future Town Hall** centered around Vaping in New York. A large part of this discussion centered on educating parents and young people about the dangers of vaping.

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

Toys for Tots Collection Day CNY Central working with the Salvation Army and the Marines once again hosted a drive thru drop off day to collect donations for Toys for Tots. These donations went to directly to children in Central New York who are in need.

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 quarter that included two hours long visits from classes at Newhouse. 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 serve on **Not for Profit Boards** overseeing programs that improve the quality of life in the community.

One staffer once again hosted **a charity event benefiting the Ronald McDonald House** of CNY. This event raised funds for families whose children are in the hospital.

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.

These internships wrapped up in early December. We also brought on an additional intern from SU for the month of December.