

WSET-TV Community Involvement

During the third and fourth quarters, WSET-TV addressed the educational and informational needs of children through a variety of programming, outreach activities, and sponsorships of local items and events. WSET-TV provided ongoing support to the Lynchburg City Schools Education Foundation, Inc., which uses its resources to provide direct assistance to the students and teachers of Lynchburg City Schools. WSET-TV made a contribution that has been allocated to an "ABC 13 WSET-TV Classroom Innovation Grant." WSET-TV staff members participate in educational and community events and make presentations about their careers year-round. On 9/19/19, Chief Meteorologist George Flickinger was the requested speaker to a group of 45 homeschooled children at Central Boulevard Church in Danville. He presented information on severe weather in the area, safety issues, and climate. A question and answer period was allowed after the presentation. On 9/24/19, Chief Meteorologist George Flickinger gave a weather informational presentation to 30 1st-grade students at Bass Elementary School. He presented age-appropriate information on weather, safety issues, and how weather affects everyday life. He answered students' questions afterwards. Weather Anchor Will Stafford spoke to 1st-grade students at South Boston Elementary School on 9/25/19. He talked to students about severe storms, the area's climate, and the environment. A question and answer period was allowed after the presentation. On 9/26/19, Weather Anchor Will Stafford represented WSET-TV at Brookville Middle School's Career Day event. He discussed broadcasting employment opportunities, educational requirements for careers in broadcasting, and answered students' questions about television careers. Assistant Business Manager Jenny Marshall represented WSET-TV at the Liberty University Career Fair on 10/15/19. She spoke with students about careers and internships and directed interested students on the proper application process. On 10/22 and 10/23/19, a student from E. C. Glass High School "job shadowed" Meteorologist Melissa LeFevre at the Lynchburg studio. She saw live broadcasts, weather report preparations, observed the meteorological equipment used and toured the Weather Station. On 10/31/19, Anchor Mark Spain was the invited reader to 5th grade students at Heritage Elementary School as part of their "Read Across America" event. On 11/6 and 11/13/19, Chief Meteorologist George Flickinger led two groups of 20 homeschooled students from Hill City Classical Conversations on a tour of the WSET-TV Weather Center. He showed the students how he puts together a forecast using WSET-TV's weather forecasting equipment. He also discussed weather and climate in the area and answered students' questions during the tour. On 11/7/19, Meteorologist Melissa LeFevre was the requested speaker to the Kindergarten class of Leesville Road Elementary School. She presented age-appropriate information on weather, safety issues, and how weather affects everyday life. She answered students' questions afterwards. On 11/19/19, Meteorologist Melissa LeFevre represented WSET-TV at the Dearington Elementary School Career Day. She talked about the many jobs in broadcast television and the importance of education in the students' futures. On 11/21/19, Meteorologist Melissa LeFevre gave a presentation to the 2nd-grade class of Sheffield Elementary School. She spoke about severe weather safety, how storms are formed, and the effect of weather on the local area. A question and answer period was allowed after the presentation. Additionally, station management served on the board of directors of various non-profits including Big Brothers Big Sisters of Central Virginia, Fork Union Military Academy, Lynchburg Red Cross Board, Blue Ridge Lacrosse Club, and the Lynchburg City Schools Education Foundation, Inc. during this period.