

Additional quarterly station efforts:

Dave Bondy and Rachelle Spence, news anchors, participated in the Genesee County Pizza Throwdown benefitting Faithway Christian Church.

Mike Woolfolk, news anchor, emceed the VFW Anniversary Dinner honoring war veterans.

Tom King, Marketing Consultant, spoke with Fenton High School athletes, coaches, school administrators and parents regarding good sportsmanship and team building.

A student from a Ferris State University spent the day with our Sales, News and Promotions departments to get a sense of the broadcast industry.

A student from Central Michigan University spent time interviewing news anchor, Rachelle Spence, for a documentary she is producing.

Rachelle Spence, news anchor, participated in Central Michigan University's News Central 34 Mentoring event. She discussed various careers in broadcasting.

Rachelle Spence, Ahmad Bajjey and Michael Horne, news anchors and photographer, spent time at Clio High School to discuss career opportunities in broadcasting. Students were also able to visit our career booth for additional information.

WEYI and NBC Television Network provided specific public service announcements targeted toward the needs of children in our community. NBC continues its series "The More You Know" announcements with a focus on important issues including:

- HEALTH – fighting childhood obesity, encouraging nutrition and physical fitness
- ENVIRONMENT – encouraging everyday actions that reduce environmental impact
- EDUCATION – recruiting new teachers and promoting their long-lasting impact
- DIGITAL LITERACY & INTERNET SAFETY - sharing online safety tips and information
- DIVERSITY – embracing differences and promoting inclusion, tolerance and respect

Also featured on site is The More You Know Learning series' Growing Up Online, a free eBook on digital literacy and Internet Safety. Growing Up Online is an important tool to initiate conversation with children about online safety. The eBook is a media-rich, two-part learning resource that provides easy-to-use information about navigating the digital world in a unique and engaging way. Part one includes safety tips, discussion questions and key takeaways for parents and teachers. Part two features four entertaining video comic books for children, focused on real situations that come up when kids go online. Additional content on the site includes public service announcements, behind-the-scenes videos, a general overview, a talent directory, and a list of the campaign's accolades such as the prestigious Emmy and Peabody awards.