

During the reporting period this station continued to serve the educational, informational and social needs of children through extensive broadcast and outreach activities. The station has continued to air PSAs for local and national organizations serving the interests of children and families, including those from Earth Share teaching environmental responsibility and from the Ad Council on the dangers of childhood asthma. We also have presented stories in our newscast highlighting children's issues, such as the importance of education in combating teen pregnancy and increased understanding of the environment and the impact of bad air quality on the area's children. The station continues to provide tours of our facility to local schools to show where and how the news is produced, and to answer questions on what skills are needed to work in the industry, including education. The stations on air talent maintain an extensive schedule with community groups and schools. Dozens of visits were made to schools to read to students, helping them develop a love of reading and continuing education, teaching them about weather and the environment, sports and health, and to answer questions about television, world events and issues that impact children.