

To supplement and enhance the educational value of the network's NBC Kids programs, NBC aired a number of promos in its prime time schedule to promote the NBC Kids programs that air on the weekends. NBC also aired a number of promos and public service announcements from the AD Council and The More You Know campaign to give information to those who are 16 and under. In addition to core children's programming, WTWC airs public service announcements and Network news programming that have educational and informational value for children. WTWC airs NBC's "The More You Know" PSA series. NBC has a website that also gives information to children 16 and under. "The More You Know" comprehensive website(themoreyouknow.com) compliments the on-air public service announcements, while providing in-depth referral information for viewers. Content includes: video of all current public service announcements, a general campaign overview, message boards, press releases, kids pages and referral information by topic to partnering agencies referenced in the PSA's. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. WTWC also produces Our Issues Tallahassee, a show that focuses on issues important to the community.