

Category C: WCTI

Non-Broadcast Efforts that enhance the value of children's E/I Programming

1/1/2021 – 12/31/2021

WCTI

1st Quarter 2021

-Meteorologist zoom interview with 5th graders at Wahl-Coates Elementary School in Greenville: Three classes joined the zoom call and Les did a power point presentation on basic weather understanding and covered topics like fronts, air masses, water cycle, and types of meteorology jobs.

-Meteorologist speaks to a group of 20-30 adults at Red Sail Park in New Bern: Meteorologist spoke to members of the Cape Lookout Sail and Power Squadron about the impact weather has on the seas and in general. Discussed everything from climate change, hurricanes and typical weather patterns.

2nd Quarter 2021

-Virtual School Visit at Jacksonville High School: Students at Jacksonville High School were learning about weather and Rachel joined classroom virtually to answer questions and giving them a rea-life visualization of utilizing a Meteorological education.

-Weather Radio Wednesday's at Beaufort (5/12), New Bern (5/19), and Sneads Ferry (5/26): Meteorologists were at Ace Hardware stores in these cities doing live remotes on the importance of getting a weather radio and they would help viewers program their weather radios.

-Food Drive in Jacksonville, Greenville, Morehead City, Kinston, and New Bern (6/21-6/25): We helped collect food for the Food Bank of Eastern North Carolina. We had our main anchors out at the locations doing live remotes and encouraging people to come out and donate.

3rd Quarter 2021

-Havelock Stem Convention at Eastern Carolina Aviation Heritage Foundation (8/13): We had a Meteorology Booth set up. Rachel and Donnie explained and demonstrated the rise and fall of air parcels. How this effects people's day to day weather and impacts severe weather potential and forms clouds. Demonstrated tornado structure and tornado safety.

-Seafood Festival Sponsorship Breakfast (9/13): Interviewed organizers. Emceed event. Thank board members and expressed the stations excitement to be a media sponsor.

-Virtual School Event at Dixon Middle School (9/15): Rachel did a virtual visit with 4 middle school science class, ahead of classes focused on Meteorology. Discussed general meteorology information and gave students a virtual tour of news set.

-Crop Hunger Walk (9/26): Rachel emceed event. Introduced speakers, thanked donors and sponsors. Presented awards.

-MCAS Cherry Point Air Show (9/24-9/26): Live 30-minute special broadcast on air show. Had a booth set up throughout the weekend where people could come up and talk to our staff.

4th Quarter 2021

-Seafood Festival (10/1-10/3): We covered the annual Seafood Festival. On Air talent emceed the chef's tent and we had a booth set up where people could come and meet the staff. We did several live hits from the festival.

-Share Your Christmas event (10/6-10/10): This is the annual food drive we have every year where we partner with grocery stores. We do live broadcasts from each location talking about the need for food and encourage people to come out and help the local food bank.

-Berry Merry Christmas (11/26): Investigative Reporter, Kate Hussey, emceed the tree lighting ceremony in downtown New Bern.

-New Bern Christmas Parade (12/4): Several on air talent participated in the Christmas Parade.

-Craven Smart Start's Holiday Hustle 5k and 10k (12/11): The run raises money for educational programs for children in Craven County and beyond