

WSET-TV Community Involvement

WSET-TV addressed the educational and informational needs of children through a variety of programming, outreach activities, and sponsorships of local items and events over the course of this year. 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 3/14/21, Chief Meteorologist George Flickinger participated in a Zoom weather presentation to fourth-grade students at Bedford County Schools. He spoke with students about severe weather safety, weather and everyday life, and climate. A question and answer period was allowed after the presentation. On 4/01/21, Chief Meteorologist George Flickinger participated in a Zoom weather presentation at R.S. Payne Elementary School fourth-grade students. News Anchor and Managing Anchor Noreen Turyn was Emcee for Virginia Center for Inclusive Communities Humanitarian Awards program. This was a virtual event; emcee video was recorded on 4/19/2021 and the awards program went live on 5/27/21. News Anchor Mark Spain was one of the MCs for Building Bridges Talent Showcase event on 7/16/2021. The event showcased local talent, awarded scholarships and honored local community members. Noreen Turyn assembled a WSET team for Lynchburg Walk to End Alzheimer’s fundraising event. The walk was held 10/16/2021. News Director Scott Nichols represented WSET-TV at the Virginia Tech Career Fair on 10/15/2021. He spoke with students about careers in broadcasting, internships, and directed interested students on the proper application process. On 12/03/21, Chief Meteorologist George Flickinger was the requested speaker to the 4th grade class at Bass Elementary School. He spoke to approximately 40 fourth-grade students about severe weather, local climate, and how weather is predicted. He allowed a question and answer period following his presentation.