

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 1/24/20, Chief Meteorologist George Flickinger gave a weather presentation to approximately 75 Second-grade students at Liberty Christian Academy. He spoke with students about severe weather safety, weather and everyday life, and climate. A question and answer period was allowed after the presentation. Weather Anchor Will Stafford was the requested speaker to a class of Fourth-grade students at New London Academy on 1/30/20. He spoke about how to remain safe in severe weather, the effect of weather on the local environment, and how the weather is predicted. A question and answer period was allowed afterwards. On 2/11/20, Vice-President and General Manager George Kayes attended the Lynchburg Education Foundation Board Retreat. Reporter Cynthia Beasley was the requested speaker to several classes of student at James River Day School on 2/21/20. She spoke about careers in broadcast television, journalism, and the importance of education in obtaining a career. She answered students' questions after her presentation. On 3/5/20, Assistant Business Manager Jenny Marshall and Assistant News Director Ashton Smith represented WSET-TV at the Liberty University Spring 2020 Career Fair. They spoke with students about careers in broadcasting, internships, and directed interested students on the proper application process. On 3/6/20, Chief Meteorologist George Flickinger was the requested speaker to the 4th grade class at Rustburg Elementary School. He spoke to students about severe weather, local climate, and how weather is predicted. He allowed a question and answer period following his presentation. During this period, WSET-TV had one college intern in the News department. WSET-TV's parent company, Sinclair Broadcast Group, also began the monthly initiative, "Sinclair Cares," promoting education and awareness of issues relevant to the health and well-being of viewers. During this period, topics included: helping autistic children with bullying, childhood diabetes, and choosing safe toys for children. Additionally, station management served on the board of directors of various non-profits including Big Brothers Big Sisters of Central Virginia, Fork Union Military Academy, Lynchburg Red Cross Board, Blue Ridge Lacrosse Club, and the Lynchburg City Schools Education Foundation, Inc. during this period.