

Local Community Outreach for WTVB TV

Every other week a segment airs titled Wednesdays Child during the WTVB TV lifestyle program titled This n That at 12:30P-1P. Introducing a child from Big Brothers/Big Sisters Organization encouraging people to become a “Big” with a child for a few hours a month.

Aired kids friendly public service announcements for adoption for foster care, children’s oral health care, shelter pet adoptions and child passenger safety along with childhood obesity, kid bullying, learning what your college major can be and various other kid friendly PSA’s.

Each Wednesday during This n That at 12:30P-1P a segment called Educator of the Week highlighting a teacher from the Hamilton County TN area for their excellence and hard work with their students.

Weather news team goes online with various school in the surrounding area to talk to children about the importance of watching for severe weather and how important weather radios and weather apps on the cell phone are for their families.