**NBC NETWORK NON-BROADCAST EFFORTS**

**January - December, 2021**

**NBCUniversal’s *The More You Know* website:**

Since 1989, *The More You Know* has brought the nation’s most important social issues to the forefront, and remains a trusted voice for sharing knowledge to improve lives and inspire action. *The More You Know*’s comprehensive website (themoreyouknow.com) includes in-depth resource and referral information on the campaign’s important focus issues including:

* HEALTH – fighting childhood obesity, encouraging nutrition and physical fitness
* ENVIRONMENT – encouraging everyday actions that reduce environmental impact
* EDUCATION – recruiting new teachers and promoting their long-lasting impact
* DIGITAL LITERACY & INTERNET SAFETY - sharing online safety tips and information
* DIVERSITY – embracing differences and promoting inclusion, tolerance and respect
* COMMUNITY – contributing to the common good and create a positive impact on those around you
* CIVIC ENGAGEMENT -  volunteering, voting or advocating are key to stronger communities, safer neighborhoods and happier citizens

Also featured on site is The More You Know Learning series’ *Growing Up Online, a* free eBook on digital literacy and Internet Safety. *Growing Up Online* is an important tool to initiate conversation with children about online safety.  The eBook is a media-rich, two-part learning resource that provides easy-to-use information about navigating the digital world in a unique and engaging way. Part one includes safety tips, discussion questions and key takeaways for parents and teachers. Part two features four entertaining video comic books for children, focused on real situations that come up when kids go online. Additional content on the site includes public service announcements, behind-the-scenes videos, a general overview, a talent directory, and a list of the campaign’s accolades such as the prestigious Emmy and Peabody awards.