



### **CBC Kids Responds to COVID 19, CBC Kids, Canada**

“COVID-19 made its first appearance on CBC Kids News in early February in a story about a young Canadian who was evacuated from Wuhan. We watched with anxiety as the virus took hold of Europe and were inspired by our European colleagues’ leadership in responding to the crisis by making kids’ content a priority for shut-in schoolchildren. On March 13 schools were closed in Canada and in one day, our workforce was sent home. Studio K, our preschool series sent cameras home with our hosts and puppets who immediately began creating content including music videos which modeled social distancing, healthy hygiene habits and finding fun, and adventure in the home. The passion and energy that our writers, hosts and puppeteers put into their work propelled them to create all this new and relevant content in a short period of time. CBC increased its on air programming for kids on TV and on our streaming platform CBC GEM. We launched a special edition of “Story Store Podcasts” for download and on radio and we began a daily series of Facebook Live specials as well as daily parenting content to relieve families at home. CBC Kids News continued to publish over 30 stories related to the virus and in April launched a campaign with Radio Canada in which thousands of kids sent in questions for Prime Minister Justin Trudeau. We remain committed to informing and celebrating Canadian kids and families as this crisis evolves.”

<https://www.cbc.ca/kidscbc2/>