



**CBC KIDS  
NEWS**

# COVID-19 EXPLAINER SERIES

with Saara Chaudry



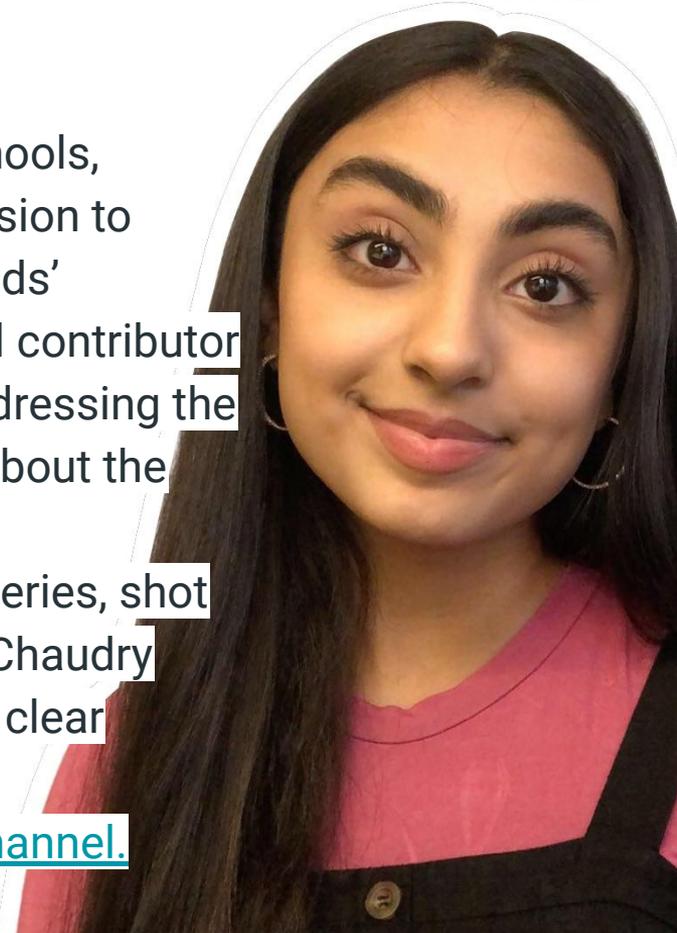
**This 26-episode series was launched in March 2020 when news of the coronavirus outbreak was just starting to reach the public in Canada. As a way to break down important information about COVID-19 for kids ages 9 - 12 years old, host Saara Chaudry provides short, clear, trustworthy and factual explainers on a variety of subjects related to COVID-19 and the global pandemic. What began as a one-off segment soon pivoted into a format used to directly address the most commonly asked questions emailed in by thousands kids and classes across Canada.**

*All episodes were filmed by CBC Kid News contributor Saara Chaudry from the safety of her home.*

# WHAT?

In early 2020 the COVID-19 pandemic shut down schools, services and life as kids knew it. Steadfast in its mission to provide trustworthy journalism and context from a kids' perspective, CBC Kids News worked with 15-year-old contributor Saara Chaudry on a series of 1:30 videos directly addressing the most frequently asked questions, sent in from kids about the novel coronavirus.

In what has now grown into a 26-episode explainer series, shot remotely and safely, CBC Kids News producers and Chaudry continue to provide frequent, trustworthy, timely and clear explanations about the ongoing COVID-19 crisis on [cbckidsnews.ca](https://cbckidsnews.ca) and the [CBC Kids News YouTube channel](#).

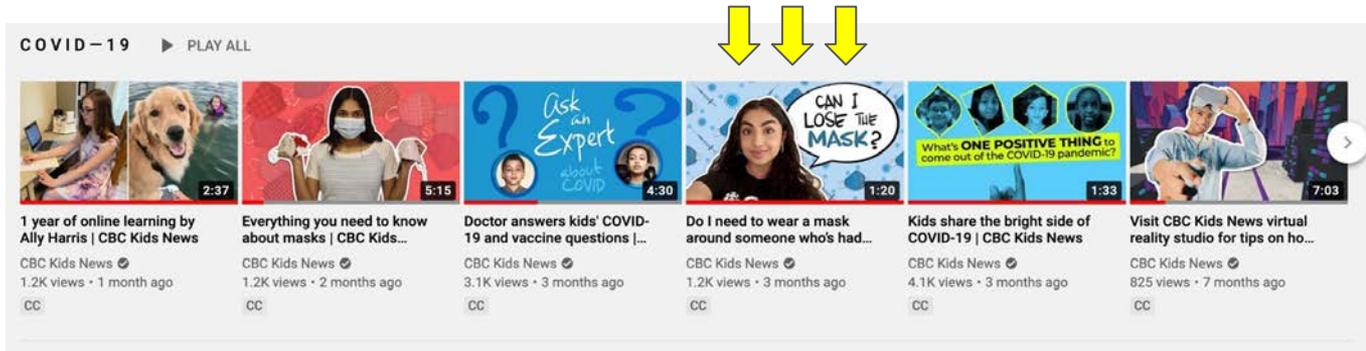


# SAMPLE EPISODES

1. [What is physical distancing?](#)
2. [Why are schools closed for the coronavirus?](#)
3. [How are vaccines made?](#)
4. [What are COVID-19 symptoms in kids?](#)
5. [Can pets get the coronavirus?](#)

# HOW?

- CBC Kids News is an in-house production funded by CBC and the Canadian Media Fund (CMF).
- The COVID-19 Explainers are an ongoing series posted frequently as a response to questions sent in by kids from across Canada.
- The team producing the series consists of a Senior Producer, Producer/Writer, Editor, Researcher, Graphic Designer and Host.
- The series is currently at 26 episodes, each episode takes approximately two days (16 hours) to complete.
- The episodes are published on cbckidsnews.ca, CBC Kids News YouTube Channel and CBC Gem.
- Episodes on the website are accompanied by a written post on the same subject.



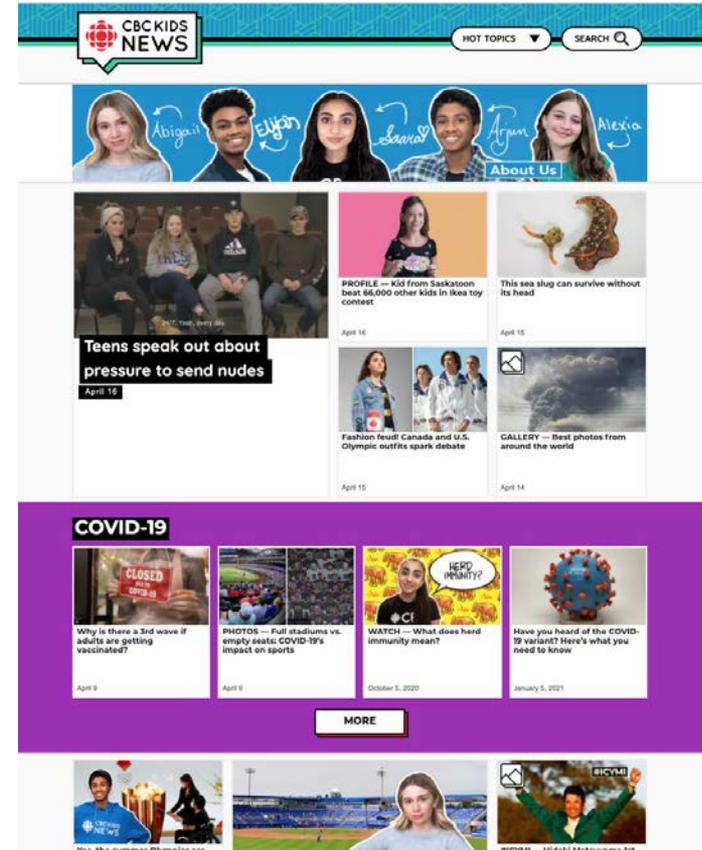
# WHY?

A core component of the CBC Kids News mandate is to cover stories that matter most to Canadian kids in a trustworthy, comprehensive, clear and age-appropriate manner. If the story is being talked about in the classroom, the playground or the dinner table, CBC Kids News is there. The COVID-19 pandemic is arguably the most important and impactful story of this generation – the disruption it has caused in kids' lives, undeniable. The effect on the mental and physical health of Canadian children is a topic that needs to be addressed head on.

**With the COVID-19 Explainer series CBC Kids News has provided a safe, reliable source of up-to-date information and answers to the real questions that kids across the country needed to hear.**

# SUCCESSES

- 26 episodes and counting!
- The series has had approximately **100,000 views** on YouTube, more than **3200 hours**
- cbckidsnews.ca had more **than 7 million Visitors in 2020**, including kids, classrooms, educators and families
- The COVID-19 Explainer Series is highlighted on the website homepage, with a dedicated swimlane, ensuring the information is easily accessible to viewers at all times
- Also easily searched using the Hot Topics drop down menu
- Questions submitted by kids and answered by our kid contributors ensures relatability to intended audience of kids ages 9 - 12 years old



## LEARNINGS: What should happen next?

The CBC Kids News video explainers are among the most popular formats for the service. Used to distill straightforward, clear and age-appropriate facts and context for this audience. After focus tests and interviews with hundreds of kids in the target audience (9 - 12) it's clear that video is a medium they look to when seeking answers to the subjects that matter most to them. After the success of the COVID-19 series, the Kids News team plans to expand the video explainer format across a variety of subjects and build a library of timely and evergreen content that can be used on multiple formats, as stand-alone pieces as well as videos used to provide additional context when needed to supplement complex issues that arise in the news.