

# Context, Clarity, Care: How Kids' Media Cracked the Code to Pandemic News | The Atlantic

By Kate Cray

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When the CDC recommended COVID-19 vaccines for 5-to-11-year-olds in early November, adult publications rushed to explain what the move meant for families, schools, and the pandemic at large. While most of the media competed for grown-up attention, a different network of sources targeted the group most affected by the news—but first, it had to explain what a vaccine is.

The children's-news landscape is a strange one, melding education and entertainment to explain complex, adult topics to developing minds with short attention spans. Many outlets are connected with adult publications, such as *The New York Times* and *Time*, but certain children's shows, such as *Sesame Street*, have also forayed into the news business. And while some have been around for years, others, including NBC's *Nightly News: Kids Edition* and a rebooted *Nick News*, have popped up more recently, aiming to help young ones navigate this particularly stressful news moment.

[...]

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