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WHRO's "Volunteers: Works of Heart" Promotion Spot for TV Earns National Educational Television Association Award

The National Educational Telecommunications Association (NETA) honored WHRO TV-15 for their promotional video campaign *Volunteers: Works of Heart* recognizing those who serve their community through volunteer work. WHRO was one of 20 stations to receive awards for their work in production, promotion, community engagement, and instructional media. The presentation was part of NETA's annual professional development conference in October.

"Volunteers are key to the success of WHRO and other community based organizations in providing our services to Hampton Roads citizens," said Bert Schmidt, President and CEO of WHRO. "We are honored to receive this recognition of our work on behalf of the many volunteers who support us and our colleagues in community service."

Here is a link to the 30-second spot <https://www.youtube.com/watch?v=-7ybk8wYnGs>

The NETA Awards are annual recognition of member-created excellence in public broadcasting, a tradition established in the 1960s by the pioneering Southern Educational Communications Association from which NETA was formed.

NETA is a professional association organized in 1997 to serve public television licensees and affiliated educational organizations. The organization has members in 43 states, the District of Columbia, and the Virgin Islands. NETA is headquartered in Columbia, South Carolina.

About WHRO: Since it's founding in 1961 to support education, WHRO has employed creativity and technology to serve the residents of southeast Virginia in its mission to educate, inform and entertain viewers and listeners of WHRO's four public television and eight public radio stations. Owned by 19 southeastern Virginia school divisions, WHRO also delivers online educational and new media services to 286,000 students and 25,000 educators per month.