



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"Our teachers have professional development opportunities through WHRO that they would not have otherwise."

- Eric Williams, Superintendent,
York County

WHRO is dedicated to enhancing the lives of the citizens in the communities it serves by responding to their need to be engaged, educated, entertained and enlightened.



WHRO is a valuable part of the Hampton Roads and Eastern region of Virginia:

WHRO is owned by 19 local public school divisions.

WHRO provides online educational courses and video streaming services to local students.

WHRO engages the community through its media services and fosters community conversations on important issues.

In 2013, WHRO provided these vital local services:

Created and distributed online course content to our member owners, home school providers and educational institutions in the state of Virginia.

Produced award winning content for both television and radio that focused on Equality, African American History, Sea-Level Rise and topics of interest in our community.

WHRO's local services had deep impact in the Hampton Roads and Eastern region of Virginia:

WHRO broadcast services reach over 432,000 viewers/listeners per week.

Nearly 10 million times, educators in over 1,900 buildings across Virginia accessed over 50,000 searchable, SOL correlated, video segments through WHRO supported video on demand services.



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

WHRO Public Media

Long known for its public service mission, WHRO is the only public broadcasting station in the United States that is owned by 19 public school divisions. Since its founding in 1961, the ownership has established educational programming and services as WHRO's core mission. As a leader in utilizing emerging technologies, today WHRO delivers most of its educational content through the Internet.

Through its ownership and its outreach, WHRO is a distinctive regional institution that links a diverse constituency throughout Eastern Virginia. Whether on the radio or TV, in the classroom or online, most Hampton Roads residents have been touched in some way by the services of WHRO.

- eMediaVA- a video on-demand service that is wholly owned by the WHRO member schools features 40,000 learning objects; including regionally produced content and content from across the nation through PBS Learning Media. eMediaVA is available free of charge to every public, private and home school educator in Virginia through a contract with the Virginia Department of Education and local philanthropic funding and has over 125,000 registered teachers.
- Education for older students remains the province of WHRO Education. The WHRO Education Online Courses service has developed 22 online, textbook independent student courses. A seven-week Online Teaching Methodology course that teaches teachers how to be successful in a K-12 online teaching environment has also been created and delivered. Additional courses and eTextbooks are planned.
- Virtual Virginia, a program of the Virginia Department of Education features nearly 50 online Advanced Placement (AP®), world language, core academic, and elective courses. Over 6,500 students enrolled in these courses during 2012-13. WHRO is the state Operations Center providing hosting, contracting, and instructional design services; help desk support; video streaming; and other virtual staffing.
- WHRO's Raising Readers Literacy Van, a cheerful brightly colored vehicle featuring children's favorite PBS characters that toured throughout our broadcast region. Inside the van, children find age appropriate books and games. The van made 33 visits in 2013.
- WHRO in partnership with Old Dominion University hosted the 27th Annual Great Computer Challenge. The GCC is a competition for students in grades K-12 to demonstrate their skills in various computer applications and computer programming, including Graphic Arts, Desktop Publishing, Music Composition, Desktop Presentations, Web Design, Integrated Applications and JAVA. Over 200 teams of students participated in the challenges this year.
- WHRV partnered with the Daily Press Media Group to create *The Hampton Roads Business Minute*. Delivering the latest insights and reporting on local businesses and market segments that impact Hampton Roads. This feature is heard weekdays at 4:32 PM on our news and public affairs radio station.



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- WHRO and Landmark Communications collaborated to produce and televise the 6th annual Virginian-Pilot Spelling Bee. Hosted by veteran staff announcer Raymond Jones, 44 of Hampton Road's finest young spellers competed in the live broadcast on our television channel TV15.
- In partnership with the Chrysler Museum of Norfolk, WHRO produced a stunning hour long television documentary on the history of glass and glass blowing as an art. The program helped bring awareness to the nationally recognized collection of glass that resides right here in Hampton Roads. The Chrysler Museum is free and open to the public.
- In October 2013 WHRO hosted a free concert in the station parking lot as a community appreciation event. Well known local artists performed despite the rain. The event had children's activities as well as local food trucks and was a huge success. WHRO is planning another free community concert in June 2014.
- For the second year WHRO was the media sponsor for the local LGBT family friendly festival *Out in the Park*. WHRO provided promotion; an hour long radio program centered on local LGBT issues, as well as a tent with children's activities on site and joined organizations such as PFLAG, Decorum and many local arts institutes in supporting our LGBT community.
- In January, a special screening of *The Abolitionists*, moderated by Barbara Hamm Lee, WHRO's Executive Producer and Host of the *Another View Radio Show* presented an overview of the film and launched a discussion connecting the Abolitionists movement with local anti-slavery history and contemporary activism. Hamm Lee was joined by faculty from Hampton University and Norfolk State University, two historically black colleges.
- In November, WHRO partnered with Norfolk State University to hold a professional development workshop for educators in support of the PBS series *Many Rivers to Cross*. Local scholars took 110 educators on a journey through African American history in Hampton Roads. WHRO produced 2 television interstitials on local African American history that aired in conjunction with the *Many Rivers to Cross* series and were uploaded to eMediaVA our online teacher portal for use in the classrooms.
- This year WHRO created a food blog driven by the community and local Chefs called *Let's Eat!* The blog, e-newsletter and companion website have been a great success and have facilitated conversations regarding healthy eating, locally grown food and even the art of brewing beer.
- This year WHRO was the recipient of the following awards: NETA Best Online Educational Resource (eMediaVA), Governor's Technology Award (eMediaVa), National Association of Black Journalists-Salute to Excellence Award (WHRV), Equality Virginia's 2013 Community Legends Award (WHRO), American Public Television's Savvy Scheduler Award (WHRO TV), Virginia Association of Broadcasters: Best Morning Show (WHRV), Outstanding Newscast (WHRV), Best Station Promotion (WHRO TV), Best Human Interest Series (WHRO TV), Best Public Affairs Program (WHRV), Outstanding Feature Reporting (WHRV).



2013 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

High School Graduation Rates

In support of the American Graduate initiative WHRO conducted a faith based leadership luncheon to encourage volunteerism in our school systems. Over 60 leaders attended. WHRO in partnership with Norfolk Public Schools held a free screening of *180 Days: A Year Inside an American High School*, which included a moderated discussion. WHRO conducted community conversation moderator training sessions and was a partner in the P.B. Young, Sr. Elementary School summer enrichment program. WHRV also produced 8 local call-in radio programs centered on education issues of concern in Hampton Roads. WHRO will continue to support the initiative with community based conversations and a televised town hall in 2014.



Sea Level Rise

Here in Hampton Roads, climate change and rising sea levels continue to be pressing concerns for our coastal community. In direct response to our community advisory board and our audience, WHRO produced two television packages on sea level rise for PBS Newshour in 2013. HearSay with Cathy Lewis (WHRV FM) produced a four-part series on the issue and featured local and national experts as well as Norfolk public officials. WHRV also aired the public radio documentary *Risings Seas* as well as the ODU *State of the Region* report which focused on the negative impact sea level rise will have on our region in the coming years.



Out in America

WHRO in partnership with Old Dominion University's Gay Cultural Studies department presented a free screening of *Out in America* a documentary that featured an uplifting collection of unique, transformative stories and inspiring personal narratives told through the lens of citizens from the LGBT community. A post screening discussion was led by ODU's Dr. Dana Heller. WHRV's *HearSay with Cathy Lewis* produced a two-part series on LGBT issues in Hampton Roads and *Another View* produced an hour long program on Aids in the African American Community. WHRO premiered *Out in America* during our spring television drive. WHRO was the first media outlet to receive Equality Virginia's Community Legends Award in 2013.



Partners donate entire summer school program to P.B. Young, Sr. Elementary School children.

Developed to combat summer brain drain, nearly 300 students at P.B. Young, Sr., Elementary School, participated in an eight-week academic enrichment program paid for with a \$150,000 donation by Joan and Macon Brock, local philanthropists. The program was free to the children and their families. Students received hands-on literacy and math academic lessons each morning, Monday through Thursday and focused on arts and physical activities each afternoon. Fridays were reserved for visiting local non-profit institutions with a focus on gaining practical experience in various fields. WHRO welcomed students for Friday activities that included a hands-on tour of the station and digital storytelling training.

Reach in the Community:

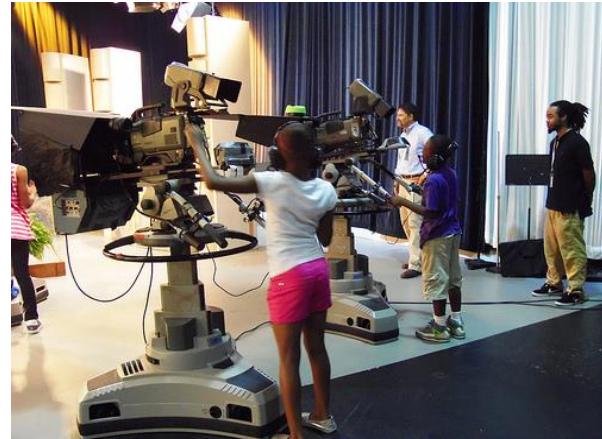
The pilot program was launched in downtown Norfolk to serve Young Terrace, one of the poorest neighborhoods in South Hampton Roads and in the bottom 1% of all neighborhoods in the country. P.B. Young Principal Alana Balthazar said about 75 percent of her school's children attended the summer program.

Partnerships:

United for Children, the United Way of South Hampton Roads, EVMS, the City of Norfolk, Trinity Presbyterian Church and many others, including local arts organizations and WHRO.

Impact and Community Feedback:

WHRO is committed to increasing on time graduation rates and believes that early involvement is critical and essential for student success.



"The comprehensive nature of this program, the number of partners and the number of students being served are truly extraordinary," said Norfolk Superintendent of Schools Dr. Samuel T. King. "This is precisely the kind of community engagement that will become a game changer for the children of Norfolk in terms of their academic success."



2013 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"The quality programming with open discussions, especially with these uncharted times, is an absolute necessity to have. WHRO is an essential part of my life – thanks for being there."

– Bill Banks, Member

More than 432,000 viewers and listeners tune into WHRO media on a weekly basis.

Thousands of educators across the Commonwealth have taken courses in the comfort of their homes through the WHRO Education Professional Development online teacher training service. Courses to qualify for license re-certification and graduate credit are available through a partnership with James Madison University.

WHRO's website has over 9,500 unique page visits a day and close to 3.5 million unique visits annually and had 703,177 podcast downloads in 2013.



WHRO staff conducted 70 early childhood training sessions across the region that reached more than 3,000 families. Nearly 2,150 books were also distributed to those most in need.

WHRO not only provides our community the high quality education and entertainment that are hallmarks of a public media station, we also engage viewers, listeners, educators and students with a variety of significant outreach programs. We give them venues to respond to our programming and to the world around them in meaningful ways, allowing them to be heard and to exchange ideas. Born out of the belief more than fifty years ago that media could be used to enrich and inspire, WHRO has continued to explore every new technology to expand that belief.