



## 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I think that the Great Computer Challenge is a good competition because it allows kids to express their ideas..."*

- Sarah, age 12

**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 community and Southeastern region of Virginia.**

**WHRO recently celebrated 50 years of service, beginning with educational classroom programming and expanding to local television and radio properties, supported by the community, existing for the community.**

**In 2011, WHRO provided these key local services:**

- Expanded our public radio services to underserved areas of Southeastern Virginia.
- Launched eMediaVA, Virginia's premier statewide digital media distribution system, featuring the best "purpose built" educational content available.
- Produced two award winning television documentaries, *Hampton 400* and *Code Switching*.

**WHRO impacts learning across our region by delivering educational and new media services to 286,000 students and 25,000 educators each month.**

**When it comes to teaching and learning, WHRO is every local school division's connection to high-quality lesson plans, video-on-demand, and a cultural portal featuring information and links to educational resources.**

**WHRO serves as a catalyst for community conversation and spotlights local arts and culture.**



## 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 18 public school divisions. Since its founding in 1961, its 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 distinctively regional institution that links a diverse constituency throughout Hampton Roads (and beyond). Whether on the radio or TV, in the classroom or online, WHRO's services have touched almost every resident of Hampton Roads.

- The Hampton Roads Virtual Learning Center was launched in 2007, and has created 26 online student courses to date. All courses are textbook independent, rich-media infused, instructor led, aligned to the Virginia Standards of Learning and reviewed by content experts from across the region to assure the highest quality. Upon completion, courses are made available to each participating school division to further customize and use as they see fit within their divisions.
- The PBS KIDS GO! Writers Contest encourages children to write and illustrate their own stories and is open to K-5 students. Local winners receive savings bonds and attend a special reception in their honor. Each child is videotaped in the WHRO television studio reading his or her entry. A special television program is created and aired on WHRO, and uploaded to an accompanying website as well. Winners' stories and illustrations adorn the hallways of WHRO each year. Over 400 entries were received this year.
- The Great Computer Challenges, joint projects of WHRO and Old Dominion University, are a competitive opportunity for students in grades K-12 to demonstrate their skills in various computer applications and computer programming. This year, 212 teams of students participated.
- Tech Trek and Tech Trek: The Next Generation are the premier face-to-face technology training events in Virginia. Tech Trek: The Next Generation, launched four years ago, picks up where Tech Trek ends, and provides teachers even greater skills integrating technology in daily classroom practice through a project-based constructivist approach. In total, 72 teachers attended one of these week long summer camps.
- eMediaVA is WHRO's brand new locally-owned and operated digital media distribution system that features content owned by WHRO. When using eMediaVA, teachers and students will also have access to digital media from other public broadcasting stations from around the country through the new PBS Digital Learning Library.



## 2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

- WHRO is a dual licensee that is comprised of legacy stations WHRO TV; public affairs station WHRV 89.5 FM and classical station WHRO 90.3 FM, as well as several HD stations. Since 2007, to ensure that the radio footprint matches its school division ownership, WHRO has been acquiring radio stations and setting up transmitters to expand and improve its coverage area in the Middle Peninsula, Virginia Beach's North End, Williamsburg and James City and York Counties, Emporia and the Eastern Shore.
- WHRO, with partner Dominion Virginia Power, produced the 3<sup>rd</sup> annual Community Impact Awards – an award designed to honor Hampton Roads individuals who have made a huge impact on the local community.
- WHRV Jazz host Jae Sinnett hosted the Art of Jazz, a monthly discussion and performance at the Chrysler Museum, which was offered free and open to the public.
- Our classical station WHRO FM provided emcees for several of the local arts performances (Virginia Symphony, Virginia Arts Festival, Feldman Chamber and the Virginia Opera) throughout the year.
- Our radio broadcast studio in Colonial Williamsburg continues to serve the public, providing a free meeting place for community groups, as well as a recording facility for the College of William and Mary and Colonial Williamsburg and occasional national interviews for NPR, PRI and the BBC.
- WHRO, in partnership with the City of Hampton, created the award winning documentary *Hampton 400: From the Sea to the Stars*. This documentary details Hampton's distinction as the oldest continuous English speaking community in North America. Since 1610, Hampton has witnessed many historical firsts, many of which – such as the arrival of the first Africans in Virginia in 1619 or NASA's Mercury 7 Project – have shaped our nation's destiny.
- WHRO continued to leverage both local and national television programming with meaningful outreach: in October, PBS awarded the station a grant to promote the series *God in America*. Partnering with the Chrysler Museum of Art, WHRO hosted a free and open screening of the program in the Museum's theatre, and assembled a panel of clergy representing Roman Catholicism, Protestant Christianity, Conservative Judaism and Islam. The panel moderated by Barbara Hamm Lee, discussed the program and answered probing questions from an appreciative audience. For many, it was their first real exposure to Islam.



## 2011 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### WHRO's Center for Regional Citizenship

Pursuing its outreach mission in FY11, the Center completed a two-year \$222,000 grant from the Robert Wood Johnson Foundation to work with faith communities, civic leaders and other groups in Western Tidewater to increase local capacity to address childhood obesity. The Center continued its work with Healthy Portsmouth, an initiative to bring together local leaders and stakeholders to build a healthier community. In the fall of 2010, the Center created vignettes highlighting Healthy Portsmouth's efforts to improve the City's walking environment.



### WHRO Children's Services

Outreach has been a part of WHRO's mission almost since its founding in 1961. A highlight for the past several years is our participation in the annual Virginia Children's Festival. In October, thousands of children and their parents visited WHRO's booth to play educational games, receive instructional material related to PBS children's programming and enjoy a captivating performance by PBS Kids' Mr. Steve, a guitar strumming singer who delights kids by making learning fun.



### WHRO TV

2011 marked our fourth year partnering with The Virginian-Pilot to present the regional spelling bee as a televised broadcast. Throughout southeastern Virginia and northeastern North Carolina, public schools, independent schools and home school associations have all held local school bees and sent their winners to WHRO to compete. Once again, WHRO-FM announcer and former educator Dr. Raymond Jones hosted the broadcast and served as the official Bee pronouncer.





## Women, War and Peace

### Reach in the Community:

WHRO held two screening and community discussion events to extend the impact of the series. Free and open to the public, both events were held on college campuses and drew students, faculty & staff, and members of the broader community.

Panelists included:

Kanakuze Fidelite – a refugee from Bosnia

Professor Christie Warren, Professor of Law at the College of William and Mary, who has advised on constitutional issues and processes in Haiti, Kosovo, Kyrgyzstan, Moldova and Somalia and Sudan, and participated in the Darfur Peace Talks.

Dr. Jennifer Fish, Women's Studies professor from Old Dominion University, with expertise in South Africa's transition from apartheid to democracy.

A companion radio broadcast program hosted by Barbara Hamm Lee was created featuring the producer of the series as well as local women refugees that had left their countries due to war.

### Partnerships:

College of William and Mary  
Old Dominion University  
CCC Refugee and Immigrant Services

### Impact and Community Feedback:

The screening event generated local interest; each participating organization has seen an increase in volunteers (event attendees) since the screening.

A major donor invited by the College of William and Mary asked about opportunities to sponsor students going abroad to engage in peace building work.



Reflections from Old Dominion University students attending the screening:

*The main thought going through my mind as I listened to the discussion was how could we do more? I was shocked by some of the things I saw in the clips, as well as from Sandra's story (refugee from Bosnia)...*

*More women, especially women of color, need to be in leadership positions. It is mostly white men who are making policy.*

*Women are less likely to rush to violence when there is disagreement. Education is the recipe for long term peace building.*

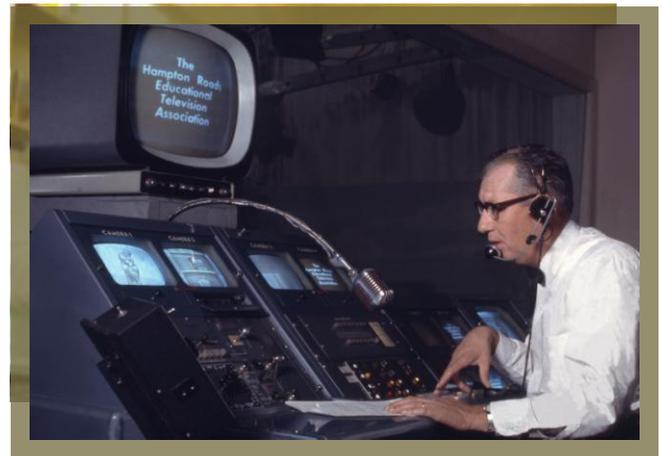


*"I support WHRO because I believe in the educational and cultural values that it uniquely delivers to our community. WHRO is an important part of my life and I think it's vital to our community – that's why I am a supporter and volunteer. I've also included WHRO in my will – I want it to be here for the next generation." – Capt. Cecelia M. Dawe-Gillis USN (Ret.)*

More than 415,000 viewers and listeners tune in to WHRO media on a weekly basis.

WHRO's website has over 12,000 unique visitors every day. In the past year, nearly 4.5 million visitors have come to whro.org for information. In fact, whro.org saw a 15% increase in visitors in 2011.

Last year over 500 volunteers contributed their time and 23,000 families made financial contributions to WHRO.



**Classroom to Community: WHRO Celebrates 50 Years:**

On October 2, 1961, WHRO-TV broadcast its first "tele-lesson" in Hampton Roads. In celebration of 50 years in broadcasting and educational programming, WHRO created a special documentary featuring a retrospective look at our humble beginnings as an education television station to our community engagement initiatives of today.

---

**Through WHRO TV, WHRO FM, WHRV FM, its web site, and educational content delivered on-line to more than 286,000 students and 25,000 teachers in 18 local public school districts, WHRO improves the lives of Hampton Roads citizens every day.**

---