



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"It's important for people to realize that WHRO is far beyond a public television and radio station. The educational value to our school system is tremendous and our part ownership means that we have a hand in shaping the future design of courses, the future design of education for kids."

- Dr. Steve Constantino,
Superintendent, Williamsburg James
City County Public Schools & HRETA
Board Chair

WHRO is dedicated to enhancing the lives of the citizens in 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:

19 local public school divisions own WHRO.

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 2014, 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 Veterans, Education, Local Arts, 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 100,000 searchable, SOL correlated, video segments through WHRO supported video on demand services.



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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, as **Home Room One**, the ownership has established educational programming and services as WHRO's core mission. As WHRO continues its efforts to meet critical challenges faced within the community such as on time graduation, the needs of veterans and their families, and those in the community who are unemployed and under-employed, the goal is clear: to be a critical partner in shaping the future for generations to come.

Through its ownership and its outreach, WHRO is a distinctive regional institution that links diverse constituents 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 nearly 100,000 learning objects, a 133% increase from the previous year; including regionally produced and acquired content and content from Virginia educational, scientific and cultural organizations 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 174,000 registered educators.
- Education for older students remains the province of WHRO education. WHRO's Online Course Service has developed 22 online, textbook-independent high school courses. A seven-week Online Training Methodology course that teaches teachers how to be successful in a K-12 online teaching environment has also been created and delivered. Courses are regularly refreshed to align with current Virginia Standards of Learning and new courses are currently in development. In addition, three new eTextbooks are also in production for the current school year.
- With 10,000 enrollments in 2014, Virtual Virginia, a program of the Virginia Department of Education, features nearly 50 online Advanced Placement, world language, core academic, and elective courses. WHRO is the state Operations Center providing housing, 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 toured throughout our broadcast region. Inside the van, children find age appropriate books and games. The van made 57 visits in 2014.
- WHRO welcomed twelve of the area's most creative minds into our studio in May 2014 for the WHRO Young Storytellers Awards Show, an event that congratulates local children for writing and illustrating their own original stories. This year marked the 20th year WHRO has held a writers and illustrators contest for students in Kindergarten through fifth grade. Over 240 entries were received.



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- WHRO and Landmark Communications collaborated to produce and televise the 7th annual Virginian-Pilot Spelling Bee. Hosted by veteran staff announcer Raymond Jones, 45 of Hampton Roads finest young spellers competed in the live broadcast on our television channel TV15. The event was also streamed live for relatives out of the broadcast area.
- In partnership with the Virginia Arts Festival, WHRO produced a patriotic hour-long program *The Virginia International Tattoo: A Scottish Tradition with American Spirit*. A signature event of the United States of America Vietnam War Commemoration, the 2014 Tattoo honored our Vietnam veterans and their families. More than 30,000 people attended the live show and the production was carried statewide as well as offered free of charge nationally.
- WHRV's local radio program HearSay with Cathy Lewis continues to address concerns of those living in Eastern Virginia. Topics range from local political conversations, civility, and sea-level rise to the lighter topics of local food and the ever-popular garden and pet shows. HearSay is broadcast live Monday through Thursday at noon. On Fridays WHRV broadcasts Another View with host Barbara Hamm Lee. This program addresses the concerns of the African American audience and tackles tough topics such as race, diversity, health and popular monthly round table discussion.
- For the third year, WHRO was proud to be 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. WHRO also provides free meeting space each month and a yearly event for the local chapter of PRIDE. WHRO was recognized by PRIDE with its annual *Legends of Equality* award in 2013.
- WHRO produced two television interstitials in connection with the *Finding Your Roots* television series. The first featured The Tucker family, direct descendants from Africans who came to America in 1619, landing in Old Point Comfort, now Fort Monroe. The second featured Donald Moore whose ancestors came to what is now Virginia Beach in the 1600's. Mr. Moore was able to find the family cemetery and has since become the caretaker.
- WHRO provided free production services to Williamsburg recording visually rich training sessions with the head historian of Bruton Parish Church (est. 1674), preserving history for generations to come and creating learning objects for eMediaVA. WHRO also filmed the Historic Jamestowne original settlement with our drone allowing the archeologists and the public to view the settlement from a vantage point never before seen.
- In partnership with the United Way and their program United for Children, WHRO was host to twenty rising 5th graders from Tidewater Park Elementary School, which serves students from one of the poorest neighborhoods in South Hampton Roads. WHRO welcomed students for Friday activities that included a hands-on tour of the station and digital storytelling training.



American Graduate Community Conversations

WHRO convened stakeholders from across the region for a town hall discussion on solutions to the high school drop-out crisis. Moderated by Barbara Hamm Lee, the participants identified barriers to students' success and shared ideas for how the community could help to improve student outcomes. The hour-long special was broadcast March 17, 2014 on WHRO TV and followed by national American Graduate programming. The topics for discussion were identified in January through a series of community conversations with stakeholders and interested community members. A total of 91 community members participated. Ongoing work to establish stakeholders communities continues from this effort.



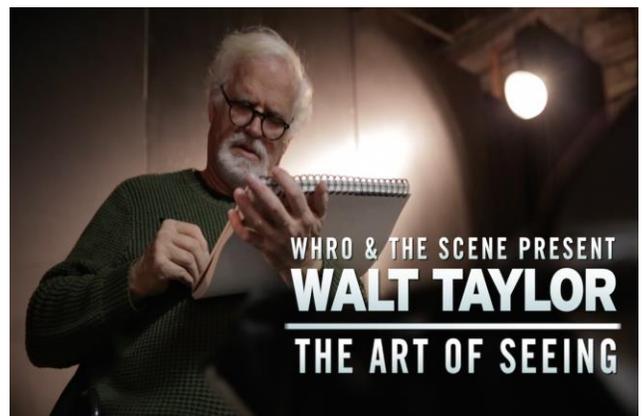
Skills Online

WHRO's new initiative, Skills Online, offers 3,500 courses in 19 industries, including accounting and bookkeeping, health, logistics and operations as well as computer programming. WHRO will develop the first five of twenty three "career readiness modules" in 2015. These online skill based lessons will be available for free to students and workers. The first five training modules will focus on applied mathematics, finding and reading information, internet use and digital safety and health, and wellness and safety.



The Scene

WHRO launched an Arts project designed to showcase the vibrant and multi-layered art scene in Hampton Roads. The series features under-promoted and emerging artists in our area that strive to better the community through beautification and arts appreciation. WHRO has produced 8 episodes designed for broadcast and web. The new series entitled *The Scene* has received ample media coverage and inspired a local business woman to open a gallery that features under-promoted, local artists.





WHRO Veterans Project

WHRO launched a major initiative in May 2014 centered on our veterans. *Veterans Coming Home* was created to give voice to veterans' stories, connect them and their families to critical resources, and increase community awareness. To ensure local veterans have the special support they need, WHRO collaborated with local veterans organizations that help veterans' access information and services such as legal assistance, healthcare, employment and skills development.

Reach in the Community:

WHRO documented the real world stories of local veterans in a web series and through our weekly local radio talk programs. These poignant personal journeys were broadcast and are available on our website at whro.org/veterans.

Partnerships:

CivilianJobs.com
Samaritan House
ODU's Military Connection Center
TCC, Center for Military & Veterans Education
Disabled American Veterans
Virginia Arts Festival
Institute for Veterans Education & Training
The Institution for Veterans Education & Training

Impact and Community Feedback:

Through broadcast and promotion, WHRO has connected local veterans with the services specifically designed to assist them in transitioning military skill sets to civilian jobs.



“CivilianJobs.com was excited to partner with WHRO and share our resources in an effort to assist veterans in their transition into the civilian workforce. WHRO’s resources were instrumental in the success of the outreach efforts for our Military Job Fair in Norfolk on July 23. We look forward to continuing our partnership with WHRO in the effort to assist veterans in our community.”

Karen Meyers

National Outreach Manager



“Thank you for serving Hampton Roads with exceptional children’s programming, radio for a busy mom, and news and documentaries for dad, mom and kids.”
Kathryn Parrish, Virginia Beach

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

Nearly 200 student teams of 3-5 students participated in categories ranging from music competition to desktop publishing and digital editing at the 29th annual WHRO Great Computer Challenge competition at Old Dominion University.

WHRO’s website has over 1,000 unique page visits a day and 351,730 unique visits annually and had 1,224,986 podcast downloads in 2014.



WHRO Staff conducted 43 early childhood training sessions across the region that reached more than 3,807 families. Nearly 6,380 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.
