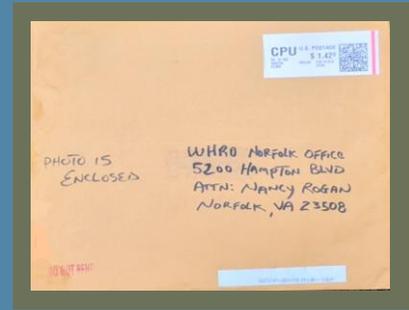




2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Grandfather, You will always be remembered in our hearts.” Toni, Byron Jr., Alyster, and Tiffany

- Staff Sergeant Wynder’s photos and story were sent to WHRO to be posted on the Wall of Faces website.

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



WHRO is a valuable part of Hampton Roads and the 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 2016, WHRO provided these vital local services:

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

Produced award-winning content for television, radio and online that focused on veterans, education, race, arts and culture, and other topics of interest in our community.

WHRO’s local services had a deep impact in Hampton Roads and throughout Eastern Virginia:

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

Educators in over 1,900 locations across Virginia accessed over 100,000 searchable, SOL-correlated rich-media learning objects through WHRO supported content on-demand services for a total of 10 million interactions.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

WHRO Public Media

Long known for its public service mission, WHRO Public Media 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 underemployed, the goal is clear: to be an important partner in improving 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 radio or TV, in the classroom or online, most Hampton Roads residents are touched in some way by the services that WHRO Public Media offers.

- eMediaVA, a video on-demand service wholly owned by the WHRO member schools, features nearly 125,000 searchable, digital learning objects, including regionally produced and acquired 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 160,000 registered educators.
- Education for older students is at the core of WHRO education. WHRO's Online Course Service developed 24 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 always in development. In addition, new eTextbooks are being planned.
- With 12,000 statewide, and nearly 2,300 regional enrollments in 2016, Virtual Virginia, a program of the Virginia Department of Education, features nearly 70 online Advanced Placement, world language, core academic, and elective courses. WHRO is the state operations center for Virtual Virginia and provides hosting, contracting, instructional design services, help desk support, video streaming, and other virtual staffing. In 2016 Virtual Virginia began offering a full-time online program that included 13 WHRO produced courses.
- WHRO developed a series of Workplace Readiness Modules. These modules teach the skill sets necessary to enter the workforce, and are based on the counsel of US Department of Labor's Commission on Achieving Necessary Skills and the Society for Human Resource Management. The modules are available, free of charge, to educational institutions, employers and every library, career and community center.
- Nearly 350 entries were received from aspiring artists and authors in kindergarten through 5th grade for the 22nd Annual *PBS KIDS GO! Writers Contest*. Winners and their families celebrated at an awards ceremony and were taped reading their stories for a television



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- In 2016 WHRO celebrated the first anniversary of the WHRO Emerging Leaders Board. The boards' mission is to increase young professional's engagement in the mission of public media through the creation of entertaining and educational opportunities. The board held several well attended listening salons with guest speakers based on issues of local concern. ELB's also attend WHRO events and assist the station in engaging new audiences via social media.
- The HealthBeat series is a collection of animated educational videos designed to inform K-5 children about making choices to develop healthy habits. Created by the collaborative work of the WHRO production and education teams, the two-minute animations feature engaging characters and memorable songs address issues such as allergies, stress, sleep, exercise, and nutrition. They were created with the generous support of the Williamsburg Health Foundation. The series was recognized with a 2016 Silver Telly Award.
- WHRV's local radio program *HearSay with Cathy Lewis* celebrated its 20 year anniversary and continues to address concerns of those living in Eastern Virginia. Topics range from local and national 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, profiling, and health, and ends each month with a popular roundtable discussion.
- In October, WHRO convened a free screening of *Military Medicine: Beyond the Battlefield*. The event was hosted by ABC correspondent Bob Woodruff and executive producer Sally Hartman. The panel included military doctors and veterans. The discussion was streamed on Facebook Live and questions were taken through social media and the live studio audience.
- There are 1,307 names of Virginian Vietnam Vets listed on The Wall. WHRO is proud to spearhead a statewide initiative and engage partners and community individuals to ensure every Virginian listed has a photo. The images will become part of the Wall of Faces-a lasting tribute for the Vietnam Memorial Education Center. Since the launch in November 2015, 394 photos have been found, leaving 106 still to be found. The WHRO staff has had the privilege of meeting many of the family members and high school friends of these soldiers.
- WHRO and Landmark Communications collaborated to produce and televise the 9th annual Virginian-Pilot Spelling Bee. Hosted by radio veteran Raymond Jones, sixty-three 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 through OVEE.



Race: Let's Talk About It

Opinion polls show a growing divide when it comes to issues of race in this country. This is an indicator that crucial conversations are needed more now than ever. In an effort to help facilitate these conversations, WHRO is in its second year of the *Race: Let's Talk About It* initiative. Our goal is to offer a safe space for civil and thoughtful discussion about race and its impact on society from a historical, academic, and sociological perspective. This year WHRO created a Race Toolkit for stations and presented it at the NETA conference.



WHRO STEM Van

Hampton Roads has a number of school divisions in which unequal opportunity for STEM learning exists. WHRO is hoping to help combat this lack of opportunity by providing additional STEM training to students in select Title 1 elementary schools and community centers via the WHRO STEM Van. The brightly colored van features favorite PBS characters and will teach children via science, engineering and math games. The van features a mobile iPad lab as well as age appropriate books and games.



Curate

WHRO launched a new 13 week broadcast series based on the digital series formally known as *The Scene*. The successful initiative showcases the vibrant and multilayered art scene in Hampton Roads, and now in its third year. The last season launched in June 2016 and was funded by four city production grants and underwriting by local museums. The broadcast season coincides with the PBS fall arts series, and the planning for season 2 is underway.





2016 LOCAL SERVICE AND CONTENT REPORT

STORIES OF LOCAL IMPACT

Comedy Bootcamp: The Doc

How does one go from having no stand-up comedy experience to performing stand-up routines at local venues-and even the White House-in just a matter of months? For a group of local veterans it was by attending an eight-week Comedy Bootcamp to hone their talents. WHRO chronicled the journey in a documentary called *Comedy Bootcamp*. The film follows a class of veterans as they learn how to use humor in sharing their experiences and connecting with others.

Reach in the Community:

WHRO screened the documentary at the Slover Library in Norfolk. The free event included a comedic performance by the graduates and a moderated panel discussion with the participants and WHRO producer Kendrick Hopkins. *Comedy Bootcamp: The Doc* was broadcast on WHRO television in November and is available on WHRO's digital platform. The documentary will be distributed to all PBS stations through NETA in early spring and will be featured in a media event in Washington D.C.

Partnerships:

The Armed Services Arts Partnerships (ASAP)
Goode Family Foundation
United Way South Hampton Roads
United Mission Hampton Roads

Impact and Community Feedback:

Through broadcast and community events, WHRO facilitated an important dialogue with the community regarding veterans and the issues they face coming home. We are proud to be a partner in the Veterans Coming Home CPB initiative and will continue our work with veterans in 2017.



“Not too long ago, eight weeks ago, I met a guy that was important in my life. His name is Kendrick Hopkins, he influenced my life when I was spiraling down, thinking about suicide. I’m glad he came into my life when I needed him, because you never can tell when you have PTSD who you need. Comedy Bootcamp made me come out of that miserable state. It made me think, I should stay alive!”

William Breckenridge



2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“WHRO teaches me, entertains me, makes me laugh and sometimes cry. I support it because it supports me.”

– Mary Mathers, Virginia Beach, VA

220 teams of three to five students participated in the 31st annual WHRO Great Computer Challenge competition at Old Dominion University.

In 2016 WHRO was awarded 3 NETA awards, 5 Telly awards, 5 Virginia Association of Broadcasters awards, and 2 regional Emmy awards as well as a Salute to Excellence award from the NABJ.

WHRO’s website has over 4,298 unique page visits a day and 1,568,819 unique visits annually and had 1,952,538 podcast downloads in 2015.



WHRO staff conducted 137 early childhood training sessions across the region that reached more 12,754 families. Nearly 2,611 books were also distributed to those most in need.

WHRO expanded its social presence over the year to an audience of over 32,000, reflecting a 71.1% increase in reach.

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 exchange ideas. Born out of a 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.
