



2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Especially now, local, and regional independent news needs to be supported. Thank you for your focus in covering news we can get nowhere else!”

- Stephen and Amy Witcover-Sanford

WHRO Public Media is dedicated to expanding minds, enriching lives, and enhancing education through the power of public media.



WHRO is a valuable part of eastern Virginia’s advancement.

21 local public school divisions own WHRO.

WHRO provides digital education courses and video streaming services to local students.

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

In 2023, WHRO provided vital local services:

WHRO launched a daily weekday newsletter from the WHRO newsroom centered on local and state news. The newsletter has been a great success with over 108,000 subscribers it has become the primary driver of traffic to WHRO’s news website.

Produced award-winning content for television, radio, and digital platforms that focused on education, health, culture and equity, arts, environment, military, and local topics of interest.

WHRO’s local services had deep impact in eastern Virginia.

WHRO broadcast services cover just over two million households in eastern Virginia.

WHRO’s eMediaVA learning platform was accessed over 760,000 times by educators, students and parents across Virginia. eMediaVA provides tens of thousands of multimedia educational resources correlated to state standards for PreK-12.



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WHRO Public Media

Long known for its public service mission, WHRO Public Media is the only public broadcasting station in the United States owned by 21 public school divisions. WHRO is a distinctive institution that links diverse constituents throughout eastern Virginia through its ownership and outreach. Whether on radio, television, in the classroom, or on digital platforms, most residents are touched in some way by WHRO Public Media services.

- eMediaVA, a service of WHRO Education, is an on-demand digital content delivery system offering tens of thousands of searchable, digital learning objects, including regionally produced and acquired content from Virginia educational, scientific, and cultural organizations, content from across the nation through PBS Learning Media and content created by WHRO's digital learning and production departments. eMediaVA is available free of charge to every public, private, and homeschool educator in Virginia through a contract with the Virginia Department of Education and local philanthropic funding and is an integral component of the VDOE's long-term virtual learning strategy.
- WHRO's Literacy Van made fifty-four visits across the region in 2023 with an emphasis on delivering First Books and other reading resources to Title 1 kindergarten through 5th-grade classrooms. In addition, the WHRO STEM van equipped with 20 iPads, 12 Chromebooks, and two touch screen monitors – all purchased with CPB funds – and featuring a "pop-up Makerspace" made thirty-two visits to local schools and events again with an emphasis on Title I kindergarten and 1st-grade classrooms.
- Thousands of educators across the Commonwealth participated in WHRO Education Professional Development sessions in 2023. Sessions included: Building Social & Emotional Learning Through Children's Media, Master Chef Tools for a Perfectly Blended Classroom, Making SOL Prep Fun for Students, and Exploring AI in Education: Tried-and-True Teacher Applications and Getting Started Tips. All of these webinars qualify for Virginia teaching license renewal. In addition, WHRO staff members have conducted numerous face-to-face trainings for local school divisions.
- In partnership with the Virginia Department of Education, WHRO's Digital Learning Team created a new asynchronous professional development online course, *Leveraging the Power of Virtual Learning*. Additionally, through this collaboration, we produced an animated video about hazing for K-12 parents/caregivers and a video and eight learning objects about data science. WHRO's Digital Learning team also produced a variety of digital resources. These projects include:
 - Revised health content for the *Health and PE 9* online course and the *Health and PE 10* online course
 - An updated *Middle School Career Investigations* online course, a Teacher and School Counselor Guide, and a supplemental curriculum
 - An amended teacher-facilitated online professional development course, *Leveraging the Power of Virtual Learning*
 - A math collection for students in grades 3-Algebra I filled with over 960 learning gap assets
 - A collection of over 650 instructional assets for math teachers of grades 3-Algebra I (
 - A new *Mathematical Analysis* online course
- In September 2023, WHRO's Digital Learning Team was honored to receive the Overall Excellence in Education Award at the 55th Public Media Award Ceremony hosted by the National Educational Telecommunications Association.



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- Now in its fourth year, the WHRO newsroom continues to deliver impactful local reporting that informs and engages our community. In 2023, WHRO news provided in-depth coverage on key topics, including local business economy, culture and equity, the environment, healthcare, military, and veterans' affairs. The news team actively tracks and promotes diversity among its sources, talk show guests, and featured experts. WHRO news stories are shared weekly with partnering public media stations across the state. Select reporting has also gained national exposure through outlets like NPR and PBS NewsHour.
- In 2023, WHRO marked the eighth anniversary of its Emerging Leaders Board (ELB). This group's mission is to engage new and diverse audiences with public media and create opportunities to connect fresh groups with WHRO's programming. Recently, the ELB partnered with Independent Lens/POV to host five well-attended Indie Lens Pop-Up events in 2023. They also worked with radio staff to launch an annual open mic night showcasing local singer/songwriters. Three former ELB members have joined WHRO's governing board.
- Purchased from the Chesapeake public schools in 2021, WHRO reformatted and officially launched WFOS - *Time Machine Radio in 2022*. WFOS-FM broadcasts an extensive collection of oldies, blues, and rock and roll music on 88.7 FM, 99.3 FM, and 90.3 HD-2 and has developed a loyal following, garnering new members and audiences not traditionally associated with public media. The station began in the 1950s as a 10-watt high-school outlet where students learned the ins and outs of broadcasting and continues to be a community gem to this day.
- WHRO released a new podcast series on iTunes and WHRO.org in partnership with the United Jewish Federation of Tidewater. *Stars Among Us* offers an immersive and intimate journey into the lives of Holocaust survivors and liberators. Continuing podcasts include *WHRO Reports*, *Virginia Voices*, *Bird Notes*, *Arts Conversations*, *Another View Selected Shorts*, *Ms. Martha Reads*, *Education Matters*, *Can Do*, *Today in Rock History*, and *Out of the Box Album of the Week*.
- The WHRO Classical FM staff hosted several *Classical Open Mic* events throughout the region. The events celebrate the vibrancy of our local music community. Musicians of all ages and levels are invited to perform on stage in front of a live audience. The events are streamed live on Facebook.
- WHRO produced and hosted the 16th annual WHRO Public Media Spelling Bee. Forty-five school bee champions from Hampton Roads, Northeast North Carolina, and Virginia's Eastern Shore competed. Rohith Konduri, of Virginia Beach, was the ultimate regional champion and represented the region in the 2023 Scripps National Spelling Bee.
- Our award-winning Facebook series, *Ms. Martha Reads*, continued in 2023. Developed to serve young children during the 2020 pandemic, Martha Razor, manager of early childhood learning, reads a new story aloud each week. Rather than choosing books that children may already know or could find on their shelves at home, Martha reads stories submitted in previous years to the WHRO annual *Young Storytellers Contest*.
- In 2023, WHRO launched its News Pub Series, holding free community events at local breweries. These informal listening sessions allowed WHRO's news team to engage directly with Hampton Roads residents. The events provided an opportunity to hear residents' top-of-mind concerns, introduce the WHRO newsroom's objectives, and share contact information for story tips and feedback. Ultimately, the News Pub Series helped strengthen connections between WHRO and the communities it serves.



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STORIES OF IMPACT

WHRO Record Giveaway

In 2023, WHRO undertook an epic vinyl giveaway to make space for its rapidly growing news department. After digitizing its music archives over the past decade, WHRO offered the public over 20,000 albums from its collection spanning 50 years. The one-day giveaway event attracted over 1,000 vinyl lovers from across the state. Local media covered the giveaway, with the story even appearing in the Washington Post. Though the vinyl giveaway closed a chapter for WHRO, it gave these musical treasures a second life in the hands of eager new owners.



Curate 757 & Curate

In 2023, WHRO launched the eighth season of its Emmy-award-winning series, *Curate 757*. This successful digital-first series explores the vibrant arts scene in eastern Virginia by profiling local artists. Episodes are adapted into the broadcast series *Curate* and shared nationally through our MMG partnership. In addition, through our collaboration with Old Dominion University, film students work closely with our production department to create videos for our series *Curate U*. The *Curate* franchise is made possible through funding from five city arts grants and support from local museums.



Another View

Every Thursday, WHRV airs the live call-in show *Another View* with Barbara Hamm Lee. Produced by award-winning senior producer Lisa Godley, 2023 marked the 13th year of production. The program provides a platform for inclusive discussion around issues affecting Hampton Roads' Black community. This year, the show tackled timely topics, including culture, healthcare, politics, voter redistricting, equity, and history. To listen to this one-of-a-kind community resource, visit whro.org/anotherview.





2023 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

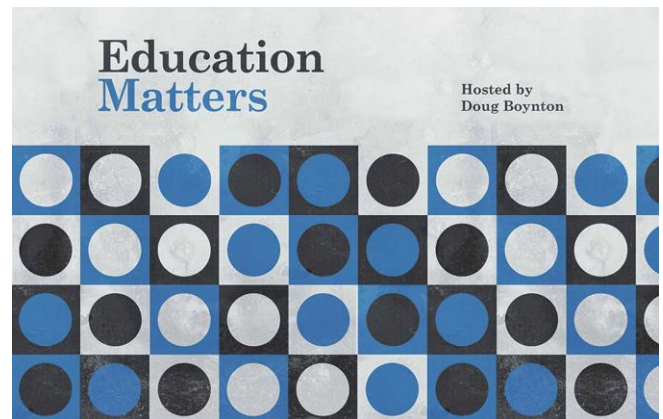
Can Do

Premiering in April 2023, WHRO partnered with the Contemporary Arts Network to create a weekly broadcast/podcast segment that airs during Morning Edition. *CAN DO* explores a local list of curiously curated arts, culture, and lifestyle events. Hosted by influencer and *CAN-TALK* Podcast host Kayda Plus and WHRO's Chuck Doud, the segment provides an entertaining and uplifting local segment during the news magazine. It's a "CAN-DO!" for listeners and our community.



Education Matters

Education Matters premiered in October 2023. Hosted by WHRO's Doug Boynton and produced by Dr. Barry Graham, the quarterly program gives an in-depth insight into pivotal issues shaping our schools and our children's future. The live call-in program engages in interactive discussions with regional Virginia superintendents and invites listeners through live Q and A segments to address concerns relevant to our local community.



NOVA Science Studio

WHRO was chosen as one of two public media stations to partner with NOVA Science Studio, thanks to a Corporation for Public Broadcasting (CPB) grant. NOVA Science Studio teaches high school students science journalism, digital literacy, and video production skills. Over six months, WHRO collaborated with two local schools. Students investigated and reported on how climate change impacts our region and how the community responds through adaptation and mitigation efforts. The student-produced climate change videos premiered in April 2023 alongside NOVA's Climate Across America campaign and two new NOVA climate documentaries.





Investigative Journalism

Statewide Coverage:

The *Virginia Center for Investigative Journalism* at WHRO offers in-depth reporting on issues vital to the residents of the commonwealth.

Partnerships & Grants:

ProPublica

Virginia Foundation for the Humanities

Impact and Community Feedback:

In 2023, WHRO's Virginia Center for Investigative Journalism collaborated with ProPublica on an impactful multimedia investigative series. The reports focused on the use of eminent domain to take property in historically Black neighborhoods for college expansion projects across Virginia.

Bringing together WHRO's local investigative reporting expertise with ProPublica's national reach, this partnership shone a light on an important equity issue affecting Black communities in our state. The series harnessed various storytelling formats, including digital, audio, video and photography, to drive public awareness and dialogue around these controversial development projects.

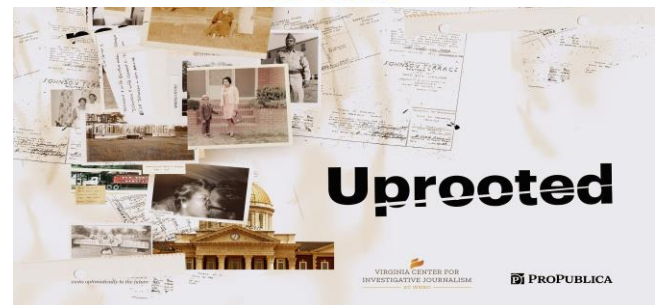
This investigative collaboration exemplifies how WHRO is leveraging partnerships to produce solutions-focused journalism on racial justice issues right here in our region.

WHRO will ensure that eastern Virginia does not become a news desert; by providing fact-based journalism financed through a robust endowment that will provide stable funding for years to come.



VIRGINIA CENTER FOR INVESTIGATIVE JOURNALISM

AT WHRO



Statewide News Partnerships:

VPR Blacksburg, Charlottesville

VPM Richmond

WAMU Washington DC

WMRA Harrisburg

Impact resulting from investigative series:

- City of Newport News and Christopher Newport University create task force to reexamine the destruction of Black neighborhood and recommend possible redress for uprooted families.
- Del. Dolores McQuinn introduces bill for commission to investigate the displacement of Black neighborhoods by Virginia's public colleges and universities.



2023 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“I have been listening to WHRO since the early years of driving and have always wanted to contribute. As I am about to celebrate my son's first birthday and buying my first home, this is my other act of adulthood!”

Max McQuarrie, Norfolk

In 2023, WHRO earned four Regional Emmy Awards, four NETA awards, twenty Telly awards, four Virginia Association of Broadcasters Awards, and one Associated Press Broadcasters Award.

WHRO's website has over 8,949 unique page visits a day and 3,266,495 unique visits annually and 2,606,548 podcast downloads in 2023.

The WHRO newsroom produced local reports that were carried statewide and nationally on NPR.



WHRO Public Media is the largest single media organization in the market, with five television stations, four radio stations, and many powerful digital platforms.

Our social networks delivered 6.5 million impressions reaching 4.8 million users and we saw an increase in new followers/fans of 5.4%.

We are WHRO Public Media. We embrace education as our foundation and our future. We listen first, then listen more. We treat others with respect. We are non-partisan. We rely on facts and science. We embrace diversity and inclusion. We stand against social injustice and bigotry.