



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"Thank you so much for the warmth you and your compatriots showed me. I am not used to being thanked for my service in Vietnam. Back then when we got out it was spit, insults, derision or mercifully, indifference. We didn't fit in for a while, some never fit back in."

- Vietnam Veteran Russ Cupp, in a letter to WHRO after being pinned and thanked for his service by staff.

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 2017, 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 digital platform that focused on veterans, education, race, arts, sea level rise, 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.

160,000 educators across Virginia accessed over 140,000 searchable, SOL-correlated, rich-media learning objects through WHRO-supported content on-demand services for a total of 10 million interactions.



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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 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 early childhood education, the needs of veterans and their families, and sea level rise, 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 institution that links diverse constituents throughout Eastern Virginia. Whether on radio or TV, in the classroom or on the digital platform, 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 over 140,000 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 homeschool educator in Virginia through a contract with the Virginia Department of Education and local philanthropic funding and has more than 160,000 registered educators.
- With 17,000 statewide, and nearly 2,800 regional enrollments in 2016 - 2017, 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 2017 Virtual Virginia expanded a full-time online program that included 13 WHRO produced courses.
- New locally produced educational resources in 2017 included a complete Geometry Video Course; *Super WHY! Reading Camps*, *Odd Squad "Be The Agent" Camps* and *PBS KIDS Scratch Jr. Coding Camps* taped footage was shared with the Corporation for Public Broadcasting for national use; *Virginia Society for Technology in Education Conference* live streaming for three keynote sessions and taping of 12 *Kid Talks* segments featuring local students demonstrating innovative uses of technology in the classroom.
- The WHRO STEM Van visits Title 1 elementary schools, community centers, and festivals throughout the community. The brightly colored van, featuring favorite PBS characters, teaches children through science, engineering, and math games. The van features a mobile iPad lab as well as books and games. The WHRO STEM van made more than 80 visits in 2017.



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- WHRO celebrated the second anniversary of the WHRO Emerging Leaders Board. The board's mission is to seek new and unique opportunities to engage millennials in public media. With authenticity and engagement at its core, the ELB's most striking success has been their Emerging Talks series – where they host public conversations about local issues, developments, and other topics of interest in Hampton Roads.
- WHRO, in partnership with Hampton Roads Pride, presented a panel and town hall discussion for LGBT and allied communities. Moderated by WHRV's Barbara Hamm Lee, the discussion featured community leaders and representatives from regional law enforcement agencies, including the FBI. The conversation centered on LGBT rights and safety. WHRV broadcast an LGBT rights and safety call-in program leading up to the town hall event.
- WHRV's local radio program *HearSay with Cathy Lewis*, in its 21st year of production, 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 community and tackles tough topics such as race, diversity, profiling, and health, and ends each month with a popular roundtable discussion.
- WHRV released five new podcast series on iTunes and whrv.org. *Mind Over Manners*, *What If Kids Could Change the World?*, *Opening Night with Rebecca Evans*, *This Week in Mal's World* and *The Writer's Block*.
- 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 Education Center at the Wall. Since the launch in November 2015, 355 photos have been found, leaving 197 still to be located. The WHRO staff has had the privilege of meeting many of the family members and high school friends of these soldiers and has produced two radio specials remembering Vietnam in their honor.
- WHRO and Landmark Communications collaborated to produce and televise the 10th annual Virginian-Pilot Spelling Bee. Hosted by Raymond Jones, 74 of Hampton Roads' finest young spellers competed in the live broadcast on WHRO TV15. The event was also streamed live on Facebook and reached 120,300 individuals.
- WHRO, in partnership with the Brock Institute of Eastern Virginia Medical School and the Jewish Family Service of Tidewater, created a 30-minute documentary on cancer education and advocacy. The program features Jane Gardner, former Hampton Roads TV news anchor, who has battled breast, skin, ovarian, and lung cancers. Gardner was the region's first medical reporter who covered many groundbreaking stories; her story is one of self-advocacy.



Classical Open Mic

Our classical station, WHRO 90.3 FM, launched a new community series designed to engage new audiences! Classical Open Mic nights are held every other month at coffee shops, cafes, and local venues throughout Hampton Roads and are open to classical musicians of all ages and levels. Events are streamed live on Facebook and bring classical music into settings where it might not usually be heard – out of the concert hall and into the coffee shops! The evenings are fun and relaxed and led by WHRO on-air personality and professional flutist Wayla Chambo.



Batten Environmental Education Initiative

The Batten Environmental Education Initiative is an all-encompassing effort to educate and develop Virginia's environmental stewards of tomorrow. It was developed through a generous gift given by Jane Batten. The initiative incorporates the development of a wide range of educational products – including online and video earth science courses, a student-oriented video series, an interactive mobile student lab, a series of short animated video segments, and other learning opportunities for younger students.



Curate 757

WHRO launched season two of *Curate 757*. The successful digital first series explores the thriving art scene in Hampton Roads. Each week, the program features an area artist working in a different medium. Each episode is included in the parent broadcast series *Curate*, which offers profiles of national artists. *Curate* and *Curate 757* are funded by four city production grants and underwritten by local museums. The broadcast season coincides with the PBS fall arts series, and the planning for season three is underway.



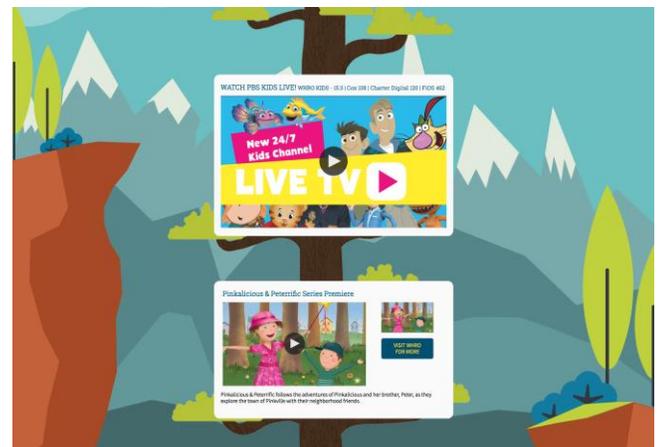
Race: Let's Talk About It

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 now, more than ever. In an effort to help facilitate these conversations, WHRO is in its third 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. In 2017 WHRO held four community forums that were free and open to the public. Forums are now streamed live on Facebook.



WHRO Kids Website

WHRO has served the community with a 24/7 kids broadcast channel for over ten years. With the launch of the new PBS multiplatform service, we created a robust WHRO Kids website that features games and educational content curated from eMediaVA, as well as a parent's corner loaded with seasonal activities. The site also includes giveaways, content recommendations just for parents, and a monthly newsletter. The website is centered on the 24/7 stream, and features a new app every month. The site was launched with a geocaching campaign that took parents and kids all over Hampton Roads in the summer of 2017.



Horizons Hampton Roads

WHRO was the home of Fun Friday this summer for the students enrolled in Horizons Hampton Roads, a six-week summer educational enrichment program for low-income K-8 grade public school students in Norfolk, Portsmouth, and Virginia Beach. The students toured our facility, watched and participated in our live noon talk show, and created their own multimedia video using our green screen and editing software with the help of WHRO education and production staff. The kids and staff had a great time!





The Writer's Block

The WHRO Writer's Block brings together local artists who share a common bond – expressing themselves through writing. The events showcase performances by local poets and slam poets, spoken word artists, storytellers, and authors with interludes of music by some of the region's top musicians. Topics vary from the environment and war to love and race relations. The work ranges from somber to thought-provoking to lighthearted and comical and encompasses all ages. WHRO also has a special annual Writer's Block event for elementary and middle school children.

Reach in the Community

WHRO has traveled the Hampton Roads region recording local storytellers at monthly events that are free and open to the public. Each event features approximately 20 performers and is recorded for podcast/broadcast. Events are held in cities throughout our broadcast area in an effort engage our community beyond the studio.

Partnerships

Virginia Arts Festival
Larchmont Elementary School
Zeiders American Dream Theatre
Five Points Community Farm Market
Barrier Islands Center

Impact and Community Feedback:

Through broadcast, podcast, and community events, WHRO has celebrated literary artists of all ages in Hampton Roads. Evelyn Lamar, a novelist who has performed at two of the events, says she is grateful for the platform and to share her work. "One big thing about writers and creative people is that it's nice to be around other people who have an appreciation for what you do," she explained. "You get up there and see all these people, smiling at you and they are encouraging."



"I'm listening to *The Writer's Block* on WHRV!
I'm so happy to have attended these recording sessions and even HAPPIER to have met some of the most talented, big-hearted writers in the area. You guys made my soul sing this past year. Keep writing!"

- Sherry Friel



2017 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“I have gained a more keen sense of the world outside of my own because of what I learn on WHRV and WHRO television programs that teach me how other people in other countries live their lives. That, alone, is invaluable to me!”

– *Robert Benefiel, Williamsburg, VA*

160 teams of three to five students participated in the 32nd annual WHRO Great Computer Challenge competitions at Old Dominion University.

In 2017 WHRO was awarded 3 NETA awards, 6 Telly awards, and 6 Virginia Association of Broadcasters awards.

WHRO’s website has over 4,603 unique page visits a day and 1,679,970 unique visits annually and had 3,424,224 podcast downloads in 2017.



WHRO staff conducted 142 early childhood training sessions across the region that reached more 20,000 families. Nearly 4,200 books were also distributed to those most in need.

WHRO reaches an audience of just over 35,000 - through social media platforms.

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.
