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

**LOCAL VALUE**

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.

**2022 KEY SERVICES**

In 2022, WHRO provided vital local services:

- In partnership with the Virginia Department of Education and a committee of history teachers, professors, and historians, WHRO developed ten Virginia centric African American History video segments for high school students in the Commonwealth.
- Produced award-winning content for television, radio, and digital platforms that focused on health, education, culture and equity, arts, sea-level rise, and local topics of interest.

**LOCAL IMPACT**

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

- WHRO broadcast services cover just over two million households in eastern Virginia.
- 166,000 educators, students, and parents across Virginia accessed tens of thousands of searchable, SOL-correlated, rich-media learning objects through eMediaVA, the on-demand digital content delivery service owned by WHRO.

“Being military, Sinnett in Session, Out of the Box, and your local news stories are a much needed piece of home while I’m stationed overseas. Your programs are the highlight of my workday here in Japan. Thank you for the outstanding work.”

- Joe Murphy, FPO, Japan
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. Since its founding in 1961 as Home Room One, we have established educational programming and services as WHRO’s core mission. WHRO continues its efforts to meet critical challenges faced within the community, such as early childhood education, local journalism, civility, sea-level rise, culture and equality, veterans, and the military. Our goal is clear: to be an essential partner in improving the future for generations to come.

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 the digital platform, 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.

- As part of WHRO’s work with the VDOE in 2022, new locally produced educational resources included ten Virginia centric African American History video segments; one Cultural Competency professional development online module; and five African American History professional development online modules. The videos series and the Cultural Competency module are hosted on the eMediaVA server.

- WHRO’s Literacy Van made thirty-one visits across the region in 2022, 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 20 visits to local festivals and events and to Title I kindergarten and 1st grade classrooms in 2022.

- Thousands of educators across the Commonwealth participated in WHRO Education Professional Development sessions in 2022. Sessions included: Social and Emotional Learning-Creating Connections and Building Resilience, Equity DIY-Practical Tips for Creating Equitable Classrooms in 2022 and Beyond, Student Choice in Today’s Classroom, and Blended Learning Tips for Special Education. 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 its third full year of operation, the WHRO newsroom has impacted our community. Key reporting focused on the housing shortage, culture and equity, sea-level rise, healthcare, military, and veterans. The team maintains a diversity tracker across the newsroom for sources, talk show guests, and experts. Our reports are shared weekly throughout the Commonwealth on partnering public media stations. Our news reports have been featured nationally on NPR and PBS NewsHour.

WHRO celebrated the seventh anniversary of the WHRO Emerging Leaders Board. The board’s mission is to seek opportunities to engage new and diverse audiences in public media. With authenticity and engagement at its core, the ELB continues to create engaging opportunities to connect WHRO's audiences with public media content. Most recently, in partnership with Independent Lens/POV, the ELB hosted five Indie Lens Pop-Ups in 2022, and have worked with radio staff to develop a community singer/songwriter open mic annual event. We are proud to share that three ELB members have joined our governing board.

Purchased from the Chesapeake public schools in 2021, WHRO reformatted and officially launched Time Machine Radio with a free concert series in partnership with a local brewery. Time Machine Radio, WFOS-FM broadcasts an extensive collection of oldies music on 88.7 FM, 99.3 FM, and 90.3 HD-2. The station began in the 1950s as a 10-watt high-school outlet where students learned the ins and outs of broadcasting. The call letters WFOS represent prominent business owner and civic leader Oscar Frommel Smith.

WHRO released a new podcast series on iTunes and WHRO.org. Rural explores the history, culture, benefits, and challenges of rural America. Continuing podcasts include WHRO Reports, Arts Conversations, Bird Notes, Another View Selected Shorts, Ms. Martha Reads, Open Channel, Today in Rock History, and Out of the Box Album of the Week.

Watching America, celebrating its fourth year, is a weekly program hosted by British-born professor Dr. Alan Campbell. The program combines interviews and deep-dive talks into our local and national culture through the eloquent and ever-curious lens of a "Brit" who has spent over two decades figuring it out. The program airs Friday at noon and is one of our most downloaded podcasts.

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 15th annual WHRO Public Media Spelling Bee. Thirty-six of Hampton Roads’ finest young spelling champions competed virtually using an online platform developed by Scripps. Skeyla Asadi, of Virginia Beach, was the ultimate regional champion and represented the region in the 2022 Scripps National Bee.
NOVA Science Studio

Funded by a grant from CPB, WHRO is one of two stations selected to partner with NOVA Science Studio, NOVA’s youth program dedicated to teaching science journalism, digital media literacy, and video production to high school students. WHRO is working with three schools in our region. Over a six month period students will report on local climate change impacts and how the community is adapting to and mitigating these impacts. The student-produced videos will be timed to launch with the Climate Across America campaign and two new NOVA documentaries launching in April 2023.

Curate 757 & Curate

WHRO launched the seventh season of the Emmy-award-winning Curate 757. The successful digital-first series explores the thriving art scene in eastern Virginia by featuring local artists. In addition, each episode airs in the parent broadcast series Curate, which highlights artists from various cities through the MMG arts content initiative. Curate and Curate 757 receive support from five city production grants and support from local museums. Produced in partnership with the Old Dominion University Cinema Department, the 13-part broadcast series premieres each fall. WHRO.org/Curate.

Another View

On Thursdays, WHRV broadcasts Another View with Barbara Hamm Lee. The live call-in program, produced by award-winning senior producer Lisa Godley, celebrates its 12th year on the air and focuses on conversations from the African American perspective. This year the program facilitated community-led discussions on culture, health disparities, politics, voter suppression, equity, and history. The conversations are timely and welcoming to all listeners. Visit whro.org/anotherview to hear our program.
Ms. Martha Reads

Our award-winning Facebook series, *Ms. Martha Reads*, continued in 2022. 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*.

Community Conversations

WHRO partnered with local commercial media stations WTKR (CBS affiliate) and iHeart Radio to tackle issues impacting our local community. The townhall style forums are broadcast on WHRO, streamed on WTKR, and promoted on all channels to increase visibility. The quarterly forums include a live studio audience and are recorded for digital platforms. Our first forum tackled school safety and included panelists from the school divisions, law enforcement, a psychologist, students, and parents.

Batten Environmental Van Program

WHRO officially launched operation of its new Batten Environmental Education Van in the spring of 2022. The van is equipped with 30 Surface Pro tablets and four large screen computers, all loaded with interactives created by WHRO’s digital learning department. These interactives, based on WHRO’s *GreenBeats* animated video series, are a part of SOL-aligned lessons designed to encourage young learners throughout the region to protect and preserve the environment. The WHRO Environmental Van made numerous school/community visits.
VCIJ Joins WHRO Public Media

Statewide Coverage:

The Virginia Center for Investigative Journalism joined WHRO’s growing news operation in 2022. Launched in 2019 by veteran journalists Chris Tyree and Louis Hansen, VCIJ offers enhanced news coverage and in-depth reporting on issues vital to residents of the commonwealth.

Partnerships & Grants:

ProPublica
Virginia Foundation for the Humanities

Impact and Community Feedback:

Journalism as we know it has been slowly disappearing. Locally, we are now at a critical point. Because of layoffs, buyouts, and voluntary exits, there is a roughly 40-person newspaper staff between our two major newspapers, covering almost 2 million people. WHRO has helped fill that void through our dedication to local journalism and focus on areas of crucial importance. By acquiring VCIJ, WHRO has added an investigative journalism branch that covers statewide stories, this in addition to our existing newsroom of seven journalists.

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.

Statewide News Partnerships:

VPR Blacksburg, Charlottesville
VPM Richmond
WAMU Washington DC
WMRA Harrisburg

“VCIJ started as an effort to bring quality, independent journalism to growing news deserts in the state. Investigative journalism is vital to a functioning democracy. We want to bring to light issues that have been under-covered, and serve as a watchdog for the community. Our partnership with WHRO enhances and expands our mission.” - Louis Hansen, VCIJ
“As a working, single mom, I could fix dinner for my children while they watched Sesame Street & Mr. Rogers, knowing they were safe while I was distracted. I want to preserve that for all of us. Programming that informs as it entertains.”

Christine Bosher, Virginia Beach

In 2022, WHRO earned five Regional Emmy Awards, one NETA award, fifteen Telly awards, four Virginia Association of Broadcasters Awards, two Associated Press Broadcasters Awards, two Addy Awards.

WHRO’s website has over 5,836 unique page visits a day and 2,130,249 unique visits annually and 2,451,659 podcast downloads in 2022.

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.

We reach an audience of just over 2.4 million through social media platforms. Our social media accounts are comprised of 63,000 unique users.

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.