



*“NOVA presents the complexities of science and technology in ways that you just don’t see on other TV. WVPT is My Source for fascinating programming on the history and the future of science and technology.”*

**WVPT Viewer George Gillies,  
Physicist at The University of  
Virginia, Charlottesville**

## REPORT TO THE COMMUNITY

**WVPT’s Mission** is to serve the public through active community engagement and by providing trusted and valued services and high quality content to educate, enlighten, lead, inspire and entertain. **WVPT is “Your Source For PBS And More!”** - More directly, our services are provided *on-air, online and in the community.*



**WVPT is a valuable part of The Shenandoah Valley and Central and Northern Virginia.**

WVPT serves a broad geographic region that encompasses 40 counties throughout the Shenandoah Valley, Central and Northern Virginia and portions of West Virginia, Pennsylvania and Maryland. Much of the region that WVPT serves is rural – and the reliance on “free over the air television” continues to be an important part of the lives of many residents.

Our services are provided *on-air, on-line and in the community* – a mantra that supports WVPT’s Vision.

**Over the past year, WVPT provided these key local services:**

Two Kids’ Book Festivals that impacted the lives of approximately 7,500 children and adults (providing thousands of free books.)

Dedicated Thursday evenings to programs for and about our region with an evening called “*VA Tonight.*”

Produced “*Virginia Farming*” the only weekly television series dedicated to two of the most important aspects of Virginia’s economy – agriculture and the environment.

Education Services in schools and American Graduate Project.

**This year, WVPT’s local services had deep impact in our region of Virginia.**

As the local source for PBS programming, WVPT reaches thousands of households in our region each week.

While other media outlets in the region eliminated their regular reporting on agriculture, WVPT continued our commitment providing news and information and local content.

In addition, WVPT continued programming to an underserved, and significant, Hispanic audience with the 24/7 broadcast of V-me.



## ON-AIR, ON-LINE & IN THE COMMUNITY

This year – and every year, WVPT demonstrated a commitment to the education and cultivation of young minds. WVPT provided more than 60 hours of educational, commercial-free programming each week. But our dedication to child education goes far beyond that— because over the past year we gave away more than 10,000 books to children throughout our region.

Whether it is *Curious George*, *Daniel Tiger's Neighborhood* or *Martha Speaks* that a child watching WVPT enjoys most, he or she is getting the type of educational programming (found no place else) that effectively and constructively engages children and gets them excited not only about learning, but about the world.

### WVPT'S COMMUNITY SERVICES

While WVPT will always be best known for the PBS programming schedule that we provide to entertain, educate and inform audiences, many of our most impactful services are delivered through educational and community outreach. It is this commitment to education that is at the core of our mission as an organization. And what is unique, in comparison to other non-profits, is these are services that can be enhanced through WVPT's role as a broadcaster.

- Through various outreach efforts including WVPT's twice-annual Kids' Book Festival, WVPT gave away more than 10,000 books for various projects. In fact, WVPT's Kids' Book Festivals promoted literacy to and directly reached over 7,500 parents and children. This event is held in Harrisonburg and in Charlottesville each year. In 2012, Kids' Book Festival celebrated its 10<sup>th</sup> Anniversary in Harrisonburg.
- In the spring of 2012, WVPT's Education Services Department worked with the 22 school districts in our region providing direct teacher training with on-site seminars as well as the broadcast of dozens of hours of programming used in the classroom and provided access to thousands of hours of digital assets for on-line classroom use.
- **Beginning in the fall of 2012**, WVPT partnered with WHRO in Hampton Roads as part of a national outreach program called *The American Graduate Project*. Working with educators in our region, WVPT is providing unique on-line content for at risk youth to help stem the student drop-out rate in Virginia. This is a multi-year project that will be completed in late 2013 or early 2014.
- Another aspect of WVPT's Community Service is through the ongoing promotion of the importance of Volunteering. In July, WVPT partnered with area United Way organizations for a FIRST EVER "Volunteer-a-thon" called THE VOLUNTEER CONNECTION. This broadcast promotion is complimented by WVPT's on-line promotion celebrating volunteerism.

### WVPT IMPACTS THE COMMUNITY WITH BROADCAST AND ON-LINE CONTENT

As previously mentioned, WVPT devotes more than 60 hours each week to programming dedicated to educating children and specifically enriching the lives of Pre-K age children to better prepare them for school with reading, math, problem solving and social skills. This focus on youth also included projects like WVPT's broadcast of the Scripps Regional Spelling Bee competition and the PBS Kids Writing Contest, geared towards elementary and middle school age children



With WVPT's weekly production of *Virginia Farming* (on the air since 2003), WVPT produces the only continuous/ongoing television program in Virginia that is dedicated to two of the most important economic factors for the Commonwealth — agriculture and the environment

WVPT's partnership with The University of Virginia's Miller Center, allows the great content that is captured by The Miller Center to not only impact our region but also in dozens of cities across the county with the national distribution of *The Miller Center Forums*.



## ON-AIR, ON-LINE & IN THE COMMUNITY

### **Educational programming is not “just for kids!”**

WVPT also provides “life-long learning” opportunities for adults with programs such as *NOVA*, *Nature*, *American Experience*, *Frontline*, WVPT’s co-production of *The Miller Center Forums* and others.

### **WVPT/PBS provides programs that ENTERTAIN too!**

Whether it’s *Downton Abbey*, *Sherlock* or more on Masterpiece, *Great Performances*, *Antiques Roadshow* or Saturday night comedies – WVPT provides a unique, entertaining television schedule. WVPT has many devoted viewers for the British Comedies on Saturday night. In fact in 2012, through a unique fundraising effort dedicated to these programs – viewer support provided the specific funds needed to continue the comedies for 2012 and 2013.

## VA Tonight

### **Special Local Programming and Projects for Our Region**

In September, WVPT premiered *VA Tonight*. Every Thursday evening is devoted to programs that are “all things Virginia”. *VA Tonight* is an evening of programs that highlight the history and stories of the people of Virginia with documentaries and special programs.

During the 2012 college football season WVPT was the home of *The Mickey Matthews Coaches Show* – a weekly recap of James Madison University football, as well as features about other JMU sports.

In May 2012, partnering with The Paramount Theater in Charlottesville, WVPT hosted a first-time free live simulcast of the premiere of *Masterpiece Mystery: Sherlock*. Several hundred avid fans joined the evening fun.

**WVPT’s vision** is “being more than in the business of television.” **Our** business is about ideas, learning, arts, culture, the environment and citizenship. In short, our business is about **changing lives** by providing services and a positive influence for the tens of thousands of people we touch every week.

We achieve this vision by:

- Being **the** multi-media provider of services throughout the Shenandoah Valley and Central & Northern Virginia
- Entertaining our audience with unique television programs found nowhere else
- Serving our constituents by providing them the choice of how and when they use our content—  
“*Anyone at Anytime at Anyplace*”

### **WVPT provides unique on-line resources for:**

*Programming* – PBS Video on Demand (watch your favorite programs on-line.)

*Content* – “Next Avenue” @ <http://www.nextavenue.org/> website content developed for the booming 50+ demographic

*Information* – The WVPT Community Calendar (for area organizations to post activities), and the WVPT “Volunteer Connection” @ <http://www.wvpt.net/volunteering.html> (promoting volunteerism in the region on-line and on-air, with website links to area United Way groups.)





## STORIES OF IMPACT

### Shakespeare Uncovered: A New Partnership with The American Shakespeare Center for 2012 & 2013

In the fall of 2012, WVPT was honored as one of ONLY TEN public television stations nation-wide to receive a community outreach grant for the PBS mini-series titled *Shakespeare Uncovered*. WVPT began a partnership with The American Shakespeare Center in Staunton – which will continue through the first half of 2013. WVPT's efforts will include the production of a documentary about ASC and to foster enthusiasm for Shakespeare's work at the local level.



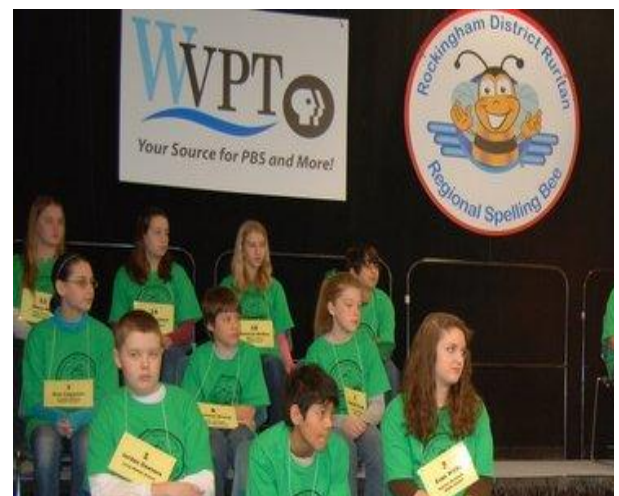
### WVPT and Festival of the Book

For the past three years, WVPT has hosted events as part of the Virginia Festival of the Book multi-day event. In 2012 "Curious George" was the theme, with episodes shown at The Paramount Theater for an audience of about 900 children and parents. Hundreds of free books were provided to children who attended. This project extended WVPT's educational outreach and commitment to literacy. Prior years' events included The WVPT Sesame Street Parade, The Cat In The Hat march along Charlottesville's downtown mall to The Paramount Theatre, where more than 1,200 children and parents attended a screening performances and screenings.



### Scripps Regional Spelling Bee

In 2012, WVPT continued its efforts to partner with the Rockingham County Ruritans and the Daily News Record to present the finals for the regional spelling bee. The competition began at area schools with hundreds of entrants, culminating with 22 finalists from 7 area schools districts competing for the opportunity to attend the national finals. This project extends WVPT's focus to promote literacy and also our partnership with the local organizations is positive for all parties.





## IMPACT IN THE COMMUNITY

### WVPT Kids' Book Festival 10<sup>th</sup> Anniversary in Harrisonburg

In 2012, WVPT again hosted two events (one in Harrisonburg and the other in Charlottesville) with a total attendance of approximately 7,500 children and parents. This literacy-based project provides thousands of free books each year to children, and allows for WVPT to partner with other organizations to promote education and literacy and provide a day of fun, entertainment and books to take home – all free of charge.



#### Reach in the Community:

As mentioned, the Kids' Book Festivals impacted the lives of approximately 7,500 children and adults in the communities of Harrisonburg and Charlottesville. The events are open to everyone. Each event brings approximately 4,000 attendees. The projects are promoted on the air and through various media partnerships to best ensure that as many residents know about the event. However, KBF has become a community event that many people look forward to each year.

#### Partnerships:

It takes many partners for a successful event. These partners (promoting literacy, safety and families) included: Jefferson Regional Library, Skyline Literacy, Massanutten Regional Library, Healthy Families of The Blue Ridge,, James Madison University, Big Brothers/Big Sisters, Children Youth and Family Services and dozens of others.



#### Impact and Community Feedback:

4,000 children and adults reached at each event. Thousands of free books provided. For each event we ask participants to evaluate the project. Comments included "This exposure to reading and literacy is wonderful", "Free books for those who can't afford it and free food and entertainment – this is great."



## LOCAL CONTENT AND SERVICE IN CONCLUSION



*"I really love the regional programs I've seen including the programs on the Shenandoah Valley, the Appalachian mountain people and local music programs."*

Survey Response to WVPT Community Feedback Survey

WVPT provides programming and services that can be found nowhere else. Area businesses support many of these efforts and our partnerships with organizations like; The Virginia Farm Bureau, The Paramount Theatre in Charlottesville, Eastern Mennonite University, The Rockingham Ruritans, The University of Virginia's Miller Center for Public Affairs and many other organizations allowed WVPT to positively impact the lives of tens of thousands of residents with arts/culture, educational and entertaining content - on air, on-line and in the community.



"Cubby The WVPT Bear" is a big part of WVPT's community engagement – particularly for children. Cubby is a perfect "communicator" for educational programming and literacy. On-air a commitment to 60+ hours of non-commercial, educational children's programming is one example of WVPT's focus on educating our children.

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**WVPT reaches more people than any other charity in the region.**  
***Because of this, as a broadcaster we are uniquely positioned in the community to provide and promote services that no other organization can.***

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