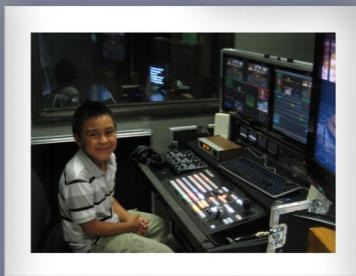
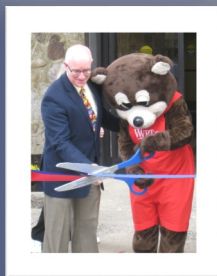
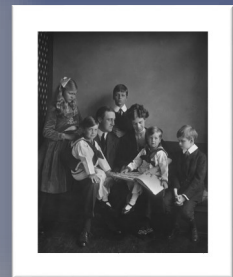
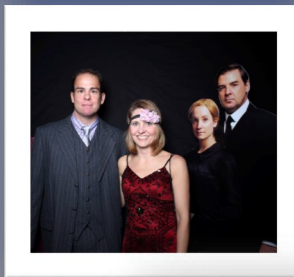




***Your Source for PBS and More!***



## **Local Content & Services Report**

**WVPT reaches more people  
than any other nonprofit in the region.**

*As a broadcaster, we are uniquely positioned in the community to provide & promote services that no other organization can, and leverage this exposure & engagement to strengthen the regions we serve and enhance the lives of our neighbors.*



# WVPT Public Media's Mission:

*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 a valuable part of the Shenandoah Valley, Central and Northern Virginia communities that it provides key local services for, influencing deep impact in our region of Virginia.**

## LOCAL VALUE

- WVPT serves a 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 to thousands of viewers are provided *on-air, on-line and in the community* – a mantra that supports WVPT’s Vision.

## KEY SERVICES

- Two Kids’ Book Festivals that impacted the lives of approximately 6,500 children and adults (with 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.
- Educational content for schools and American Graduate Project.

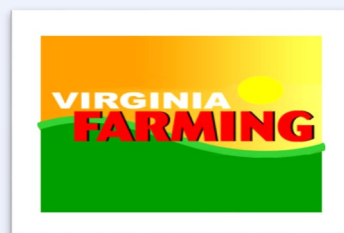
## LOCAL IMPACT

- As the local source for PBS programming, WVPT reaches thousands of households in our region each week, free and over the air.
- While other media outlets in the region eliminated regular reporting on agriculture, WVPT continued our commitment providing news, information and local content.
- WVPT offers 60+ hours of children’s educational programming with its weekly schedule & continued programming to an underserved and significant Hispanic audience with the 24/7 broadcast of V-me.

On WVPT, every Thursday evening is

**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. And in June, WVPT added a new local music series to the VA Tonight schedule. The Shenandoah Jamboree has become an audience favorite.



**And Fridays on WVPT mean Virginia Farming ...**

Virginia Farming is a local and regional favorite, produced out of WVPT’s own state of the art, green screen studios and on location throughout Virginia. WVPT makes Virginia Farming available to PBS partner stations in Virginia.

You are so responsive to your viewers’ wishes, and we appreciate it here in the beautiful Front Royal area.

*Edda Carter — WVPT Viewer, Front Royal, VA*

## EDUCATION

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 education goes far beyond that— *over the past year we also gave away more than 10,000 books to children throughout our region.* WVPT also participated in the *American Graduate Project*, working with local educators to provide online content to address the Virginia graduation rate. And WVPT initiated its partnership with WHRO in Hampton Roads for *eMedia* online classroom content available across Virginia.

## ENTERTAINMENT

Whether it's *Downton Abbey* on Masterpiece, *Great Performances*, *Antiques Roadshow* or Saturday night comedies – WVPT provides a unique, entertaining television schedule. WVPT listens to its viewers preferences. An example— WVPT has many devoted viewers for the British Comedies on Saturday night. Through a unique fundraising effort – *viewer support provided the funds needed to continue the comedies for 2014.*

## INSPIRATION

From *In the Kitchen with Martha* (Stewart) to *This Old House* and our entire channel **CREATE**, devoted to projects and innovation, WVPT hopes to inspire learning, growth and advancement in many veins. Our *evenings with the Arts* take viewers to events they may never see anywhere else. Our documentaries and travel programs allow viewers the ability to travel without leaving their homes. WVPT seeks to initiate the spark of creativity in minds of all ages in order to enhance our local community.



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

### ON AIR

- Over 60 hours of children's educational programming each week
- High quality entertainment of MASTERPIECE with *Downton Abbey*, *Sherlock*, and *Call the Midwife* plus weekly Saturday Sillies broadcasts of *BritComs*.
- Weekly informative programming with *NATURE*, *NOVA*, *Antiques Roadshow*, as well as news & public affairs from *PBS NewsHour*, *Frontline* & *BBC News*.
- Multi-annual specials like *Ken Burn's* documentaries, as well as *PBS Arts Festival*, holiday programming and Thursday evenings devoted to local programming.

### ONLINE

- PBS and local WVPT content streaming for On Demand consumption 24/7
- PBS online assets such as *Next Avenue* ([www.nextavenue.org](http://www.nextavenue.org)) for the burgeoning baby boomer population as well as *PBS Digital Studios* and *The Idea Channel*, both providing original content on *YouTube* ([www.youtube.com](http://www.youtube.com)).
- WVPT Community Calendar chronicling community events, as well as a vibrant and informative presence on *Facebook* and *Twitter*.
- WVPT is a partner with WHRO in Hampton Roads with a statewide on-line educational resource *eMediaVA*, providing FREE on-line content for classrooms across VA.

### IN THE COMMUNITY

- Annual WVPT 'Kid's Book Festivals' serving over 6500 people in the Harrisonburg and Charlottesville communities.
- Annual *Downton Abbey* VIP event & free screenings of the premiere episode.
- Service to schools and community organizations through use of WVPT's community room, studio tours and participation in events like the *Regional Spelling Bee*.

Just wanted to let you know our whole family was touched by this program. I'm glad to know you support our Veterans.

*Steve Hamby, WVPT Viewer*



# WVPT COMMUNITY IMPACT STORIES IN 2014



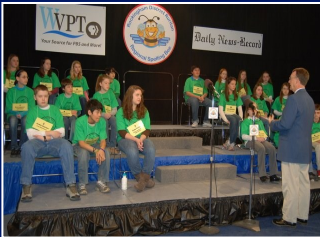
## WVPT Kids' Book Festival Celebrates 12<sup>th</sup> Anniversary in Harrisonburg

WVPT again hosted two events (one in Harrisonburg and the other in Charlottesville) with a total attendance of approximately 6,500 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. 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.”



## Stained Glass Windows of The Shenandoah Valley

WVPT partnered with producer D.Lee Beard for this new production which took viewers on a journey of seventeen Valley locations discovering the wide range of stained glass window styles tracing their history from the medieval gothic revival church style to Tiffany windows and even more modern and abstract designs. This in depth study allowed viewers to gain a greater understanding of the meaning the windows hold for their communities, therefore advancing WVPT's vision of showcasing our collective local treasures.



## Scripps Regional Spelling Bee

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.



## A New Partnership with The Rockingham County Fair

In partnership with WVPT and the Rockingham County Fair, a new exhibit was created for the tens of thousands of fair attendees – The Rockingham County Fair Poultry Museum. WVPT produced all of the videos for the exhibit which will be used for many years to educate and inform fair attendees about the poultry industry (one of the key economic drivers of this region.) This new partnership along with our weekly production of Virginia Farming, continues WVPT's commitment to highlight agriculture and environment in Virginia.

## WVPT PUBLIC TELEVISION

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**WVPT Public Media**

*On Air, Online and in YOUR community.*