



Community Impact Report 2015

Education

Inspiration

Entertainment





WVPT's mission and vision lead the station to being *more than* in the business of television. *Our business is transformative and advances ideas in learning, arts, culture, the environment and citizenship, to name just a few.*

WVPT is a story teller, a teacher, a theater, a library and a traveling companion. WVPT's trusted community service provides a safe space for children and families, a source of childlike wonder for adults and a place for inter-generational growth and learning.

WVPT is evolving to be a true multimedia service that touches lives and changes our community for the better. And now, WVPT is a leader in providing local and national content, accessible 24 hours a day, 7 days a week on air, online and in the community.

WVPT seeks to respond to your needs and serve your community through this innovative combination of media. YOU fuel WVPT's momentum through your generous support. *Thank you - and stay engaged and stay tuned!*

Education

This year – and every year, WVPT demonstrated a commitment to the education and cultivation of all life long learners in our community. Whether it's **Sesame Street** and **Mr. Roger's Neighborhood**, or **Nature** and **NOVA**, WVPT's commitment to community is the same — educational programming that captures the mind and bolsters learning, inter-generationally.



- 60+ hours of children's programming each week and as well as in person events at the **Virginia Festival of the Book** and more
- Focus on literacy with two annual **WVPT Kids' Book Festivals** distributing over 10,000 books to thousands of families each year
- Online resources such as **eMediaVA**, a resource to teachers, **Next Avenue**, and WVPT exclusive content like **Virginia Farming**
- Multi-annual specials such as Ken Burns' documentaries, **PBS Arts Festival**, **VA Tonight** local programming on Thursdays, as well as locally-produced public policy programs like the **Miller Center American Forums** and **Politics Matters**



Inspiration

From **America's Test Kitchen** to **This Old House** and our **CREATE** and **V'me** channels, WVPT seeks to initiate the spark of creativity in the hearts of all ages in order to enhance our local community. And this engagement is not just over the air, but also online and through many in person events in our community.



- Accomplished over 25 Outreach Events with partner organizations bringing books, activities and joy to children of all ages
- Special acquisition of **Create**, devoted to projects and innovation, and **V'me**, a Spanish language channel, beyond the PBS common carriage as well as broadcast of local content shared from community members on air and online
- Emphasis on local engagement with the creation of WVPT's **Community Engagement Initiative**, more intentionally gauging the ever evolving needs of our community and the station's ability for positive impact

Entertainment

Whether it's **Downton Abbey**, **Great Performances**, **Antiques Roadshow** or local music on **Virginia Tonight** – WVPT provides a unique, entertaining television schedule. WVPT is also growing towards offering more local events to highlight our region's arts and culture excellence with local partners, like the Arts Council of the Valley.



- Local favorites on **VA Tonight** including WVPT's own **Living in Virginia** documentaries, **Shenandoah Jamboree** and perennial PBS favorites such as **MASTERPIECE's** mystery and drama, **Austin City Limits**, and countless fine arts performances
- Annual free screenings and VIP receptions for **Downton Abbey**, and other favorites including your favorite kid's shows
- Acquisition and broadcast of local community favorites such as the **Saturday Sillies** British comedies and **Doc Martin**, as well as programs of regional interest such as **Real Virginia** and **Virginia Currents**



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 Community Impact Stories in 2015



Virginia Festival of the Book:

In March 2015, WVPT partnered with the Virginia Foundation for the Humanities for the annual **Virginia Festival of the Book** celebration in Charlottesville. For over ten years, WVPT has held a children's literacy event in conjunction with the Festival that presents a special children's program and distributes free books. This year, the station aired two episodes of **Daniel Tiger's Neighborhood**, and hosted a meet and greet with PBS Kid's character, Hooper, and our very own Cubby, the WVPT Bear. Over 500 children and family members attended the event and we look forward to another successful event in 2016.



Share Fair Nation:

WVPT was invited by the Share Fair Nation organization and their Virginia host site, Bridgewater College, to participate in their second annual event which focuses on STEM education for elementary and middle school students and their teachers. WVPT served as the official media sponsor for the event where teachers gained professional development opportunities to bring science, math and technology into their classrooms and children experienced interactive activities and experiments. WVPT presented the station's mobile Green Screen Studio for teachers, students and parents, sharing the science behind the Green Screen technology.

Contact us – we value your input!

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WVPT Public Media
On Air, Online and in YOUR Community.

