

# MEMBERGUIDEBOOK

Welcome and thank you for supporting VPM! This guidebook is here to help you get acquainted with all things VPM. Please note that most images and icons are clickable links and all in-text hyperlinks are functional. You can also click on a page number in the table of contents below to navigate directly to a particular section.

Our goal is to make it as easy as possible for you to find what you're looking for and to help you make the most of everything VPM has to offer. If you have any questions, please reach out to us using the contact information provided on the following page.

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### Need help using the VPM Member Center?

Click here to check out our Member Center Guide for FAQs and step-by-step instructions.

### Need help using VPM Passport?

Click here to check out our VPM Passport how-to and troubleshooting Guide.

 Use this button to return to this page at any time

# General Information



[Bound for Downtown](#)

VPM is moving! Located in the heart of Richmond in Historic Monroe Ward, our new headquarters will be a vibrant hub of activity equipped with modern technology and production capabilities, a state-of-the-art newsroom and accessible community spaces.



[2028 Strategic Plan](#)

The VPM 2028 Strategic Plan was informed by data, research and valuable input from the staff, the VPM Board and the Community Advisory Board. Together, we have developed a plan to ensure VPM's continued growth, success and impact.

## Membership Contact Information

[membership@vpm.org](mailto:membership@vpm.org) or (804) 560-8143

Mailing Address: 23 Sesame Street, Richmond, VA 23235

VPM Federal Tax ID Number: 54-0735782

## More Ways to Support



[Business Sponsorships](#)



[Day Sponsorships](#)



[Leadership Giving](#)



[Vehicle Donations](#)



[Matching Gifts](#)



[Donor Advisory Funds](#)



[Gifts via IRA](#)



[Gifts of Stock or Property](#)



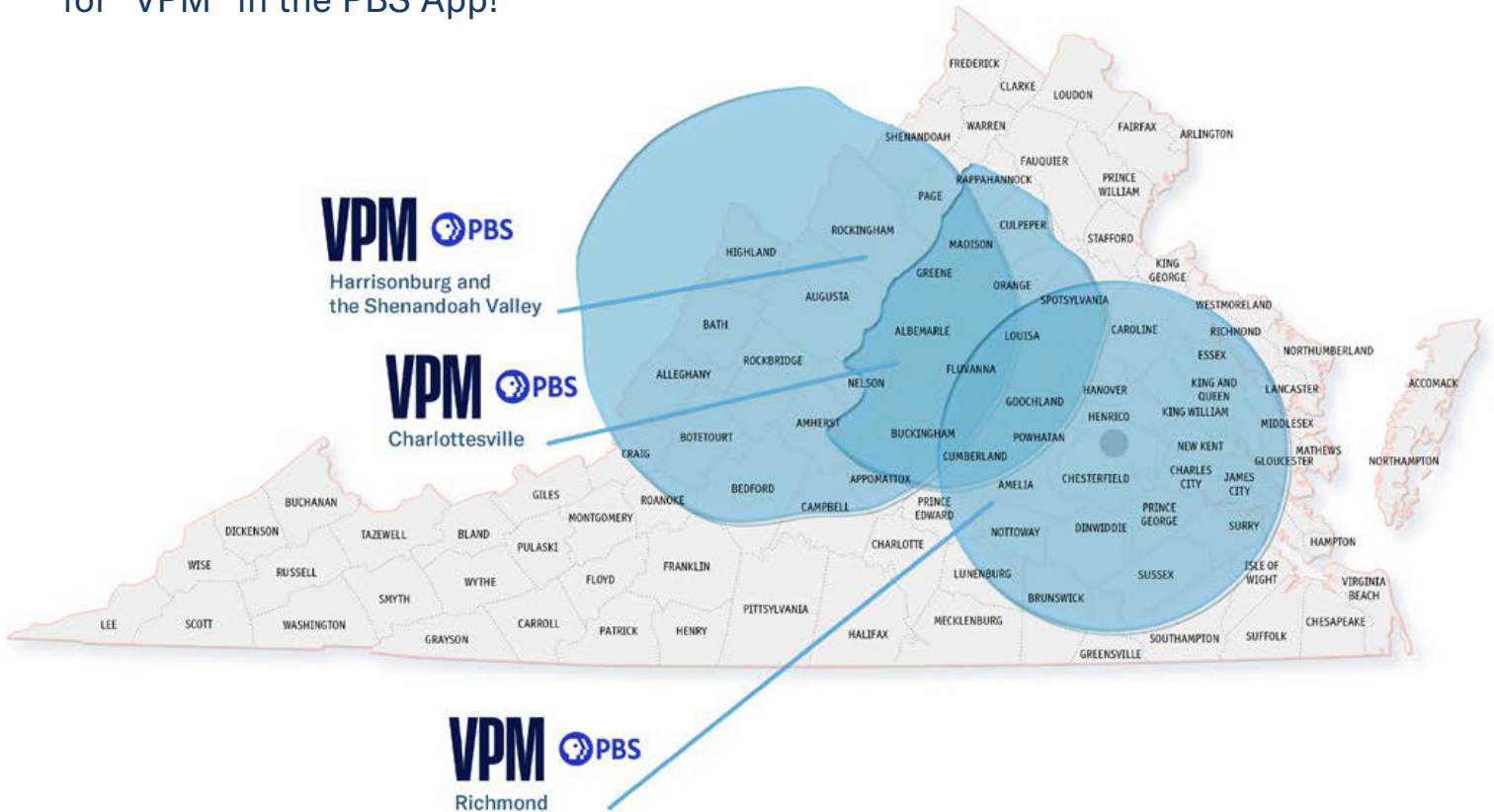
[Planned Giving](#)

[See the VPM Gift Acceptance Policy](#)



# VPM Television Coverage

Below is a coverage map for VPM's television coverage regions. If you live outside our broadcast regions, you can still enjoy VPM's programming anytime by searching for "VPM" in the PBS App!



## Ways to Watch

As a member station of PBS, VPM broadcasts a blend of nationally distributed programs, locally produced programs and programs produced by other member stations across the country. Most of these programs are available to watch beyond the on-air broadcast thanks to the free PBS App and popular member benefit, VPM Passport.

To see a complete listing of VPM's broadcast channels in your area, [check the following page](#).

Click the PBS App icon below to explore the app. While in the app, the compass icon (shown below) indicates which programs are available only to members with VPM Passport. All other programs listed in the app are available to watch for free, regardless of membership status. Unsure if you qualify for VPM Passport? Click the compass icon below to check.

You can learn more about the difference between the PBS app and VPM Passport in our VPM Passport Quick Guide.



[Explore the PBS App](#)



[Check your VPM Passport Status](#)



# Watching VPM Channels

We're proud to broadcast 24/7 on five over-the-air channels. As long as you're in the VPM viewing area, each of the channels listed below is available for you to [stream LIVE online](#) at any time. See a listing of each channel's availability based on your location and TV provider below. Explore our [TV schedule](#) for the most up-to-date broadcast information.

## VPM PBS

Primary broadcast channel, featuring programs from PBS, original content from VPM, and more.

	Over-the-air	Comcast	DirectTV	DISH	Verizon Fios	Lumos	Shentel	HardyOne Net
<b>Richmond</b>	23.1	803, 23	23	9391, 23	523, 23	n/a	n/a	n/a
<b>Charlottesville</b>	41.1	807, 1041, 7	41	7933, 41	n/a	n/a	n/a	n/a
<b>Harrisonburg</b>	51.5	811, 1051, 7	389, 51	51	n/a	1013, 13	612, 12	1042, 42

## VPM PBS PLUS

Airs programs from PBS and VPM, including programs and episodes of shows you may have missed.

	Over-the-air	Comcast	DirectTV	DISH	Verizon Fios
<b>Richmond</b>	57.1	797, 24	57	57	524, 24
<b>Charlottesville</b>	41.2	265, 1146	n/a	n/a	n/a
<b>Harrisonburg</b>	51.2	798, 1042, 9	n/a	n/a	n/a

## VPM PBS KIDS 24/7

Dedicated to programs created to support early childhood education and healthy learning for young children. You can also stream PBS KIDS programs at [pbskids.org/everything](https://pbskids.org/everything)

	Over-the-air	Comcast	Verizon Fios	Lumos	Shentel
<b>Richmond</b>	23.4	1156	475	n/a	n/a
<b>Charlottesville</b>	41.4	267, 1148	n/a	n/a	n/a
<b>Harrisonburg</b>	51.4	267, 1155	n/a	14	100

## VPM WORLD Channel

Devoted to stories that humanize complex issues, sharing the best of public media news, documentaries, and informational programming to further understanding of conflicts, movements and cultures.

	Over-the-air	Comcast	Verizon Fios
<b>Richmond</b>	23.3	202	469
<b>Charlottesville</b>	41.3	266, 1147	n/a
<b>Harrisonburg</b>	51.5	n/a	n/a

## VPM Create TV

VPM Create TV brings together the best of public television how-to and lifestyle programs.

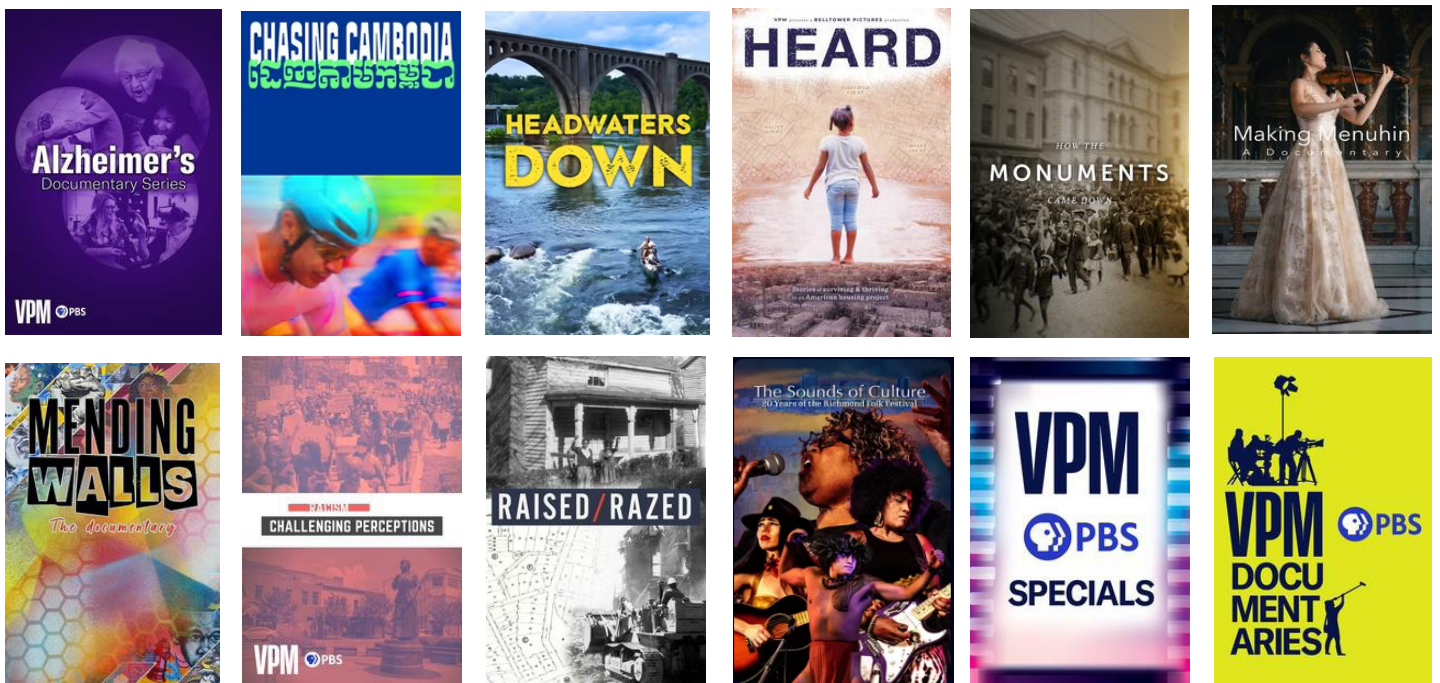
	Over-the-air	Comcast	Verizon Fios	Lumos	Shentel
<b>Richmond</b>	23.2	201	470	n/a	n/a
<b>Charlottesville</b>	41.5	268	n/a	n/a	n/a
<b>Harrisonburg</b>	51.3	268, 1154	n/a	24	102



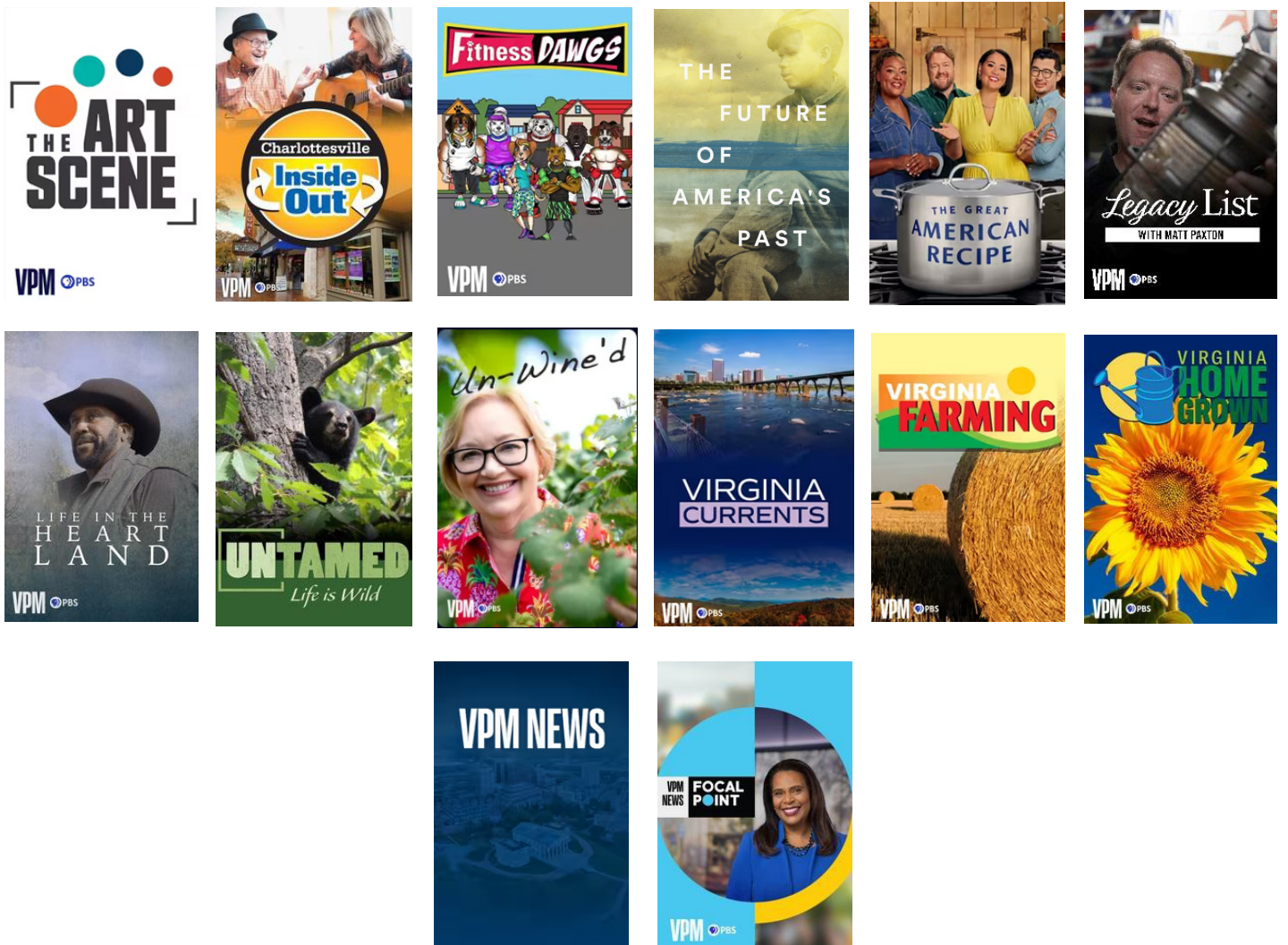
# VPM Productions

We are committed to elevating the voices of our community, while shining a light on topics that impact our fellow Virginians and beyond with locally-focused and locally produced television programs and documentaries. All listed programs — some current and some no longer in production — are available to watch for free at any time on the PBS app.

## VPM Documentaries and Specials

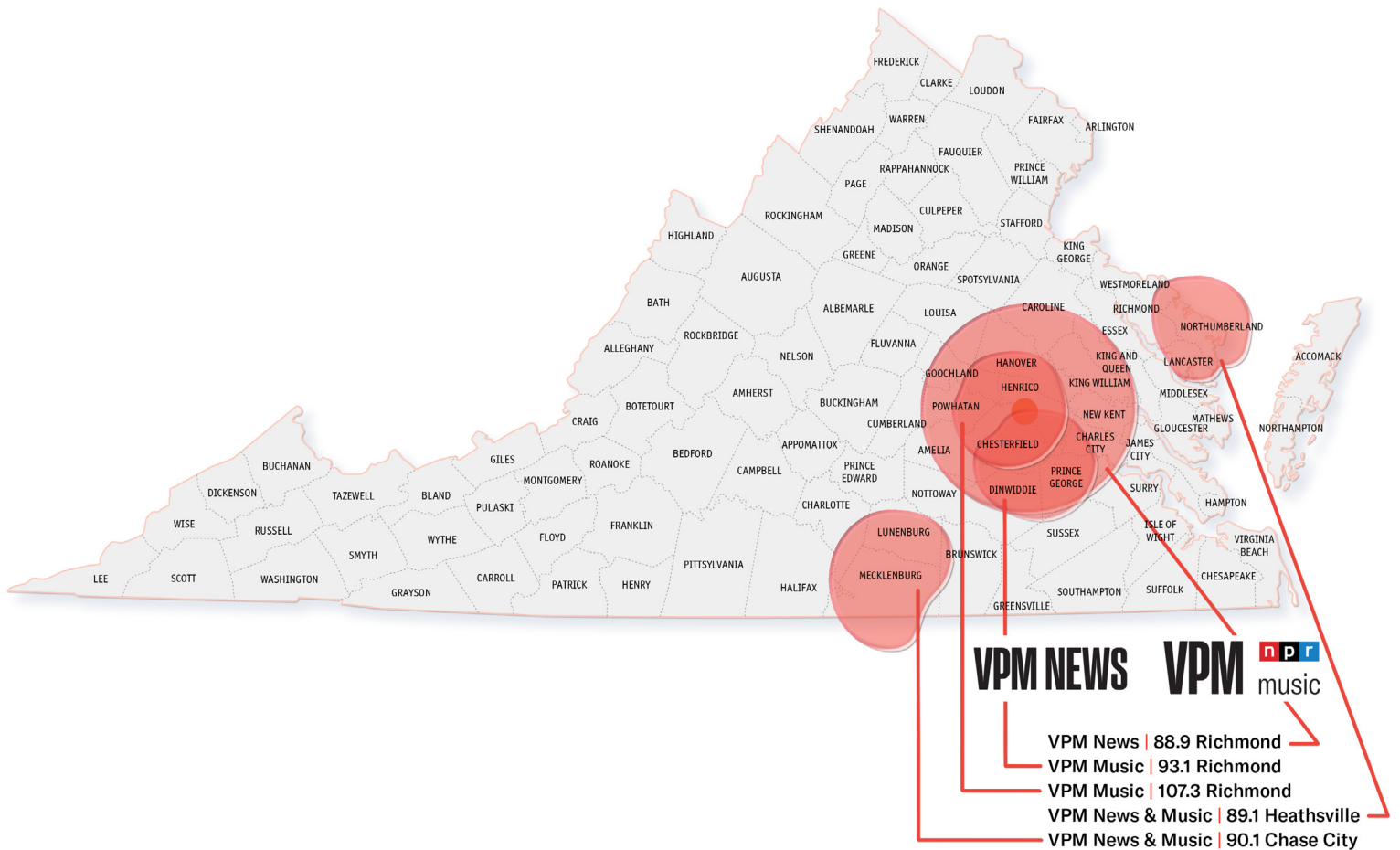


## VPM Programs



# VPM Radio Coverage

VPM broadcasts quality news reporting and music programs over-the-air 24/7. Check out the map below to see where you can listen live on the radio!



## Listening to VPM Stations

Listen to VPM Music or VPM News, broadcasting 24/7 over-the-air or streaming online at [vpm.org](http://vpm.org), on your favorite radio apps and with your smart devices. You can find more information about streaming VPM News and VPM Music on the next page.

### Over-the-Air

VPM News	VPM Music	VPM News & Music
88.9 FM Richmond	93.1/107.3 FM Richmond	89.1 FM Heathsville 90.1 FM Chase City

### FM Schedules

You can find the most complete and up-to-date listings of our daily programming our website at any time. Click “VPM News” below to see the VPM News schedule. Click “VPM Music” to see the VPM Music schedule.

**VPM NEWS**

**VPM MUSIC**



# Streaming VPM News & VPM Music

## Streaming Online at VPM.org



You can stream [VPM News](#) or [VPM Music](#) while you browse VPM.org without skipping a beat. Just click the “play” button at the top left of your screen to start listening.

## Streaming on Smart Devices



Enable Alexa’s free [VPM News](#) and [VPM Music](#) skills. Then, say, “Alexa, play VPM News!” or “Alexa, play VPM Music!”



Instantly tune into VPM News on your Google Home device by saying, “Hey Google, play WCVE News!”

## Streaming on Radio Apps

Listen live to VPM Music and VPM News using the following apps:

[Apple Music](#)



[I Heart Radio](#)



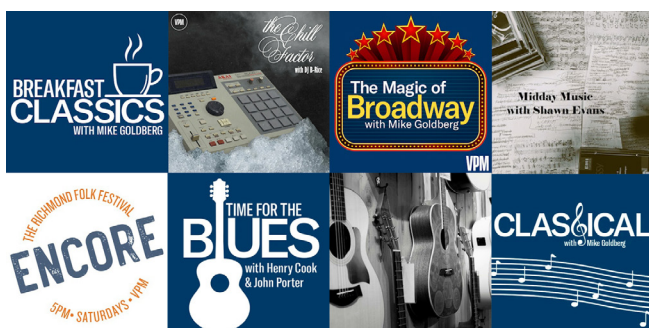
[TuneIn](#)



# VPM Music Programs

In addition to nationally-broadcast music programs, VPM Music is also home to a variety of locally-hosted music programs, featuring a range of genres with a little bit of something for everyone to enjoy. See the [VPM Music schedule online](#) for the most up-to-date information.

## VPM Music Show Archive



Is there a VPM Music program that airs at a time when you’re unable to tune in? With the VPM Music Show Archive, you can listen to recent episodes of locally hosted VPM Music programs at any time. [Give it a listen and hear what you’re missing!](#)



# VPM News

VPM News goes beyond the programs you hear on the VPM News radio station. Headquartered in Richmond with a small team in Charlottesville, VPM News delivers award-winning coverage of local issues that matter most to its communities. Coverage includes Virginia's General Assembly, statewide politics and elections, education, economics, environment and legal issues; healthcare; local events; infrastructure; and the news of the day. VPM News is a go-to source for trusted, factual local news in Virginia.

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## Your VPM News Team

The VPM News team delivers award-winning coverage of local issues that matter most to our communities. Learn more about our growing team and meet the reporters who are dedicated to keeping you connected to news that matters.

[Meet the VPM News Team](#)

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## Get Involved



*Curious Commonwealth* is a VPM News series exploring your questions about Virginia – its quirks, policies and communities.

Send us your questions. We'll dive down the rabbit hole, dig into the queries and tell the stories of Virginia's people and places.



The *VPM News Morning Monitor* is a local news focused e-newsletter that keeps you informed on the topics you care most about every weekday morning. You'll see the most recent top stories from the VPM News team and links to important stories from other local sources.



Report a news tip or suggestion or contact the VPM News team at [tips@vpm.org](mailto:tips@vpm.org)

[See Recent VPM News Stories](#)

# VPM Digital

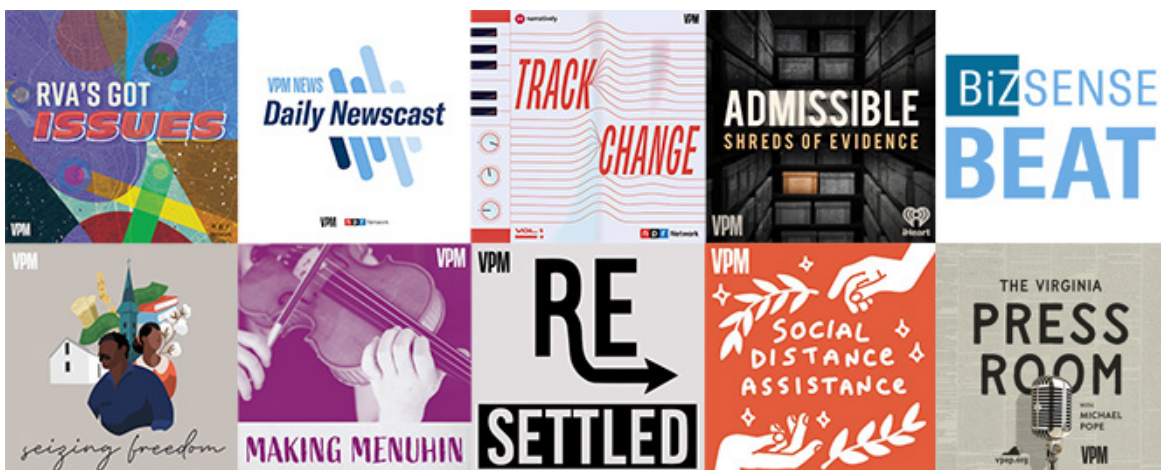
VPM goes beyond the airwaves to bring educational, entertaining and inspiring, locally focused content to your favorite devices, no matter where you are. With digital video series, podcasts and other online content to explore, there's something for everyone. This collection is ever-growing and changing.

## VPM Digital Video Series



On [VPM's YouTube channel](#) you can find long and short-form content that appeals to the interests of all Virginians from series focused on arts and culture, history, and science, to VPM podcasts and VPM News shorts, to full documentaries and live streamed cultural conversations. No matter what it is that piques your interest, VPM's YouTube channel has you covered! [Visit the VPM channel](#) for our most current content.

## VPM Podcasts: Stories that Sink in



Since 2020, the VPM podcast team has been dedicated to sharing compelling stories, amplifying diverse voices and creating community through accessible, streamable audio. Visit [VPM.org/podcasts](https://www.vpm.org/podcasts) to see a comprehensive list of VPM podcasts, listen to the most recent episodes and explore anything you might have missed.

## VPM on Social Media



# Education and Family

We honor our roots in educational television broadcasting through our continuing efforts to support parents, caregivers, educators and beyond in fostering early childhood education.

## VPM Early Childhood Care and Education

VPM's department of Early Childhood Care & Education is guided by our mission to use the power of media to educate, entertain, and inspire. We are committed to providing equitable learning opportunities for all families in our community through the guidance of our four core focal points of engagement.



In February 2025, VPM announced a partnership with the [Robins Foundation](#) and [Thrive Birth to Five](#) to launch an initiative that stresses the importance and value of a child's earliest days of learning for overall family wellbeing. The initiative called [90by5](#), stems from the fact that 90% of a child's brain develops by the age of 5. The goal of the "[When, Then](#)" campaign is to develop key messaging around how even the smallest interactions can influence future learning.



[The Basics™](#) is a public health messaging campaign developed to improve learning outcomes for all families. This campaign focuses on five key caregiving behaviors that are important for cognitive and social-emotional development of children from birth to age five. These 5 principles lay the foundation for future growth and learning, giving every child a more equitable start in life.

For maximum impact in the community, VPM partners with organizations who incorporate [The Basics™](#) initiative directly into their existing work.

# PBS KIDS



PBS KIDS believes the world is full of possibilities, and so is every child. As the number one educational media brand for kids, PBS KIDS helps children ages 2 to 8 learn lessons that last a lifetime.

Through media and community-based programs, PBS KIDS wants children to see themselves uniquely reflected and celebrated in lovable, diverse characters who serve as positive role models. PBS KIDS also want kids to explore their feelings and discover new adventures along the way.

## PBS KIDS Games, Apps & Videos On-Demand



The PBS KIDS Games and PBS KIDS Video apps provide educational fun on the go! Watch full episodes of your favorite PBS KIDS programs with the PBS Video app or dive into interactive learning experiences featuring your favorite PBS KIDS characters with a variety of brain-engaging games on the PBS KIDS Games app. Click the PBS KIDS Games or PBS KIDS Video app logos above to start exploring.

## PBS KIDS Live Online

The PBS KIDS Channel is available for your PBS KIDS to stream online 24/7, so you can provide your children with reliable, educational programming, even when you're not home.

Don't want to download the PBS KIDS app? Tune in to the live stream any time at: [pbskids.org/videos/watch/live](https://pbskids.org/videos/watch/live)

