



IMPACT **REPORT** 2025

VPM



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Letters from OUR LEADERSHIP



Jayme Swain
President and CEO
VPM and the Virginia
Foundation for Public Media

With AI reshaping media, shifting audience consumption behaviors and the loss of federal funding, VPM faces significant changes. Yet, we see this as a moment of opportunity, to innovate and reimagine the future of public media.

Thanks to your support, VPM is strong. We're exploring new ways to connect people across Virginia with local news and information, storytelling about our region and resources to advance early childhood education.

Our mission is more important than ever.

Together, we will ensure VPM enriches lives across Virginia for generations to come.

This is a remarkable time to be involved with VPM.

The organization celebrated its 60th anniversary by delivering award-winning content and experiences to communities across Virginia, all during a year of unprecedented challenges for public media.

In 2026, VPM will begin its next chapter by opening the doors to our new home in the heart of downtown Richmond. Our headquarters will feature a modern newsroom with over 25 staff, state-of-the-art media production studios, and community spaces that will enable people to convene, converse and learn.

With our new location and exceptional facilities, VPM is positioned to engage more Virginians and deepen our impact for the next 60 years. We can't wait to welcome you!



Patricia Merrill
2025-2026 Chair,
VPM Media Corporation
Board of Directors



NPR's popular quiz show *Wait Wait ... Don't Tell Me!* arrived in Richmond in February, and a sold-out crowd at the Altria Theater joined the live taping. Host Peter Sagal led a trio of comedians through the week's (real and not real) news and Chioke l'Anson, director of community media at the VPM + ICA Community Media Center, was the show's judge and scorekeeper.

MAKING



More than 400 people joined VPM at Richmond's Byrd Theater in May to be a part of the premiere of *Chasing Cambodia*, a documentary that explores one cyclist's journey to finding the balance between his Cambodian heritage and American upbringing. Following the screening, the directors, producers and film subject Johnny Phan took part in a panel conversation about the importance of honoring and celebrating Asian American heritage – and being able to share stories like Johnny's with others.



VPM sparked engaging conversations in February with our Education Forum. Moderated by the Honorable Anne B. Holton, professor of education policy at George Mason University, the forum brought together more than 100 people to discuss opportunity gaps facing Virginia students; teacher recruitment and retention challenges; and innovative solutions by local school districts to address these issues.

It's Take Your Child to Work Day! In April, VPM and Clark Construction Group welcomed the children of construction trade and craft workers to our future headquarters site for a day of learning and fun. Even in our construction phase, we're always looking for ways to share knowledge with the next generation – and maybe we'll see some of them in the media or construction workforce someday!



IMPACT

IN OUR

COMMUNITIES

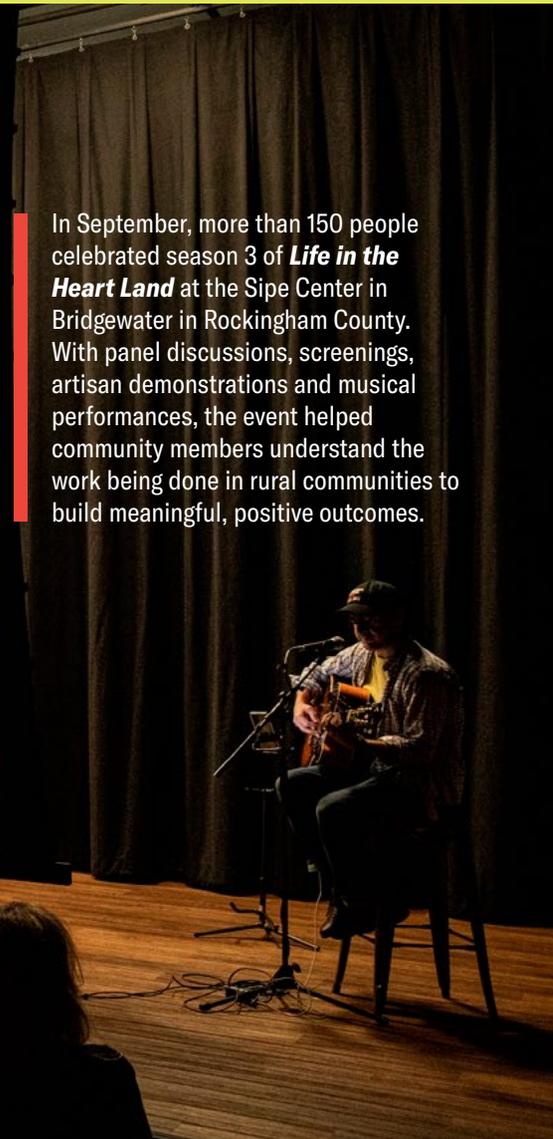
Across Central Virginia and the Shenandoah Valley, VPM was present and engaged in the community throughout 2025.



In May, the **Virginia Home Grown** team, along with host Peggy Singlemann, visited the RVA Big Market to talk with community members, answer gardening questions and teach kids how to make wildflower seed balls.



In September, more than 150 people celebrated season 3 of **Life in the Heart Land** at the Sipe Center in Bridgewater in Rockingham County. With panel discussions, screenings, artisan demonstrations and musical performances, the event helped community members understand the work being done in rural communities to build meaningful, positive outcomes.





Style Weekly and VPM Music celebrated at the 21st Richmond Folk Festival in October. VPM Music hosted a live broadcast of the festival, allowing listeners to tune in all weekend long from their homes, cars or phones. **Style Weekly** set up a Listening Lounge for festival goers to kick back and relax or take part in an on-site screen printing activity.

VPM was proud to serve as the distribution partner for this year's Democracy360, hosted by the University of Virginia's Karsh Institute of Democracy. The biennial event gathers thought leaders, journalists, policymakers, scholars, artists and students to discuss ways to build a strong democratic future. VPM President & CEO Jayme Swain moderated a panel titled "Becoming America: Past, Promise and the Path Ahead at 250" at The Paramount Theater.



At November's RESONATE 2025 Podcast Festival, podcasting beginners, professionals and community members gathered for workshops, performances and feedback sessions. VPM sponsored the Pitch Party, where three finalists presented their podcast pitch for a chance to win funds to produce their own pilot episode. The RESONATE Podcast Festival is an extension of the work being done in the VPM + ICA Community Media Center.



In September, VPM joined more than 30 community partners for the 2025 Healthy Birth Healthy Baby Expo in Charlottesville, an annual free event that celebrates community, pregnancy, birth and babies. During the expo, Terri Allard, VPM's education & engagement manager for Charlottesville, and Hannah Davis-Reid, VPM News reporter, shared vital educational resources to help families engage with their children in meaningful ways.



NEWS

In 2025, the media landscape continued to change, and VPM met the challenges with strategy and innovation. We provided Virginians with local news and election coverage, added ways to consume news content and expanded coverage of the Shenandoah Valley. In 2025, the VPM newsroom remained one of the largest newsrooms in the state.

KEEPING VIRGINIANS INFORMED ON STATEWIDE ISSUES

The convening of the Virginia General Assembly is an important time in the Commonwealth, as lawmakers gather to discuss legislation — and the VPM News team was at the Capitol at all hours during the 2025 session to keep Virginians informed. Our news team published daily articles to VPM.org; posted audio and video content to our social media platforms; attended sessions; connected with senators and delegates; and stayed on top of all the developments. In 2025, our coverage was partially informed by “The People’s Agenda,” a VPM initiative where people submit legislative questions and topics they’re curious about.

If you’re walking through the Virginia State Capitol during session, chances are you will run into the VPM News Capitol Correspondents team, made up of state politics reporter Jahd Khalil and multimedia journalist Shaban Athuman. This assignment isn’t something they take lightly.



“As journalists, we have a responsibility to uncover and spotlight what our state government is doing,” says Jahd. What are the secrets to this duo’s success? “Building relationships, so we can have access to the senators, delegates and staff to ask questions,” Jahd explains. “And knowing that we’re capturing history is a huge motivator,” adds Shaban.





STAYING PLUGGED IN WITH PODCASTS

2025 was a big year for VPM’s podcast *RVA’s Got Issues* as it launched both its second and third seasons (in January and September). From election coverage to the city’s water crisis to the housing code refresh, host Rich Meagher delved into the politics and big issues defining life in and around Richmond.

New to the podcast lineup in 2025 was *The Virginia Press Room*. Hosted by Michael Pope, the 30-minute episodes featured reporters from the Virginia press corps offering a behind-the-scenes look at state politics, policies and the issues shaping communities across the Commonwealth.



Richmond Mayor Danny Avula has joined host Rich Meagher on *RVA’s Got Issues* multiple times, including most recently in October 2025.

COVERING ALL THE RACES

In November’s election, all three statewide offices and all 100 members of the House of Delegates were on the ballot, and the VPM News team prepared for months to cover this consequential Virginia election. “We’ve worked hard to be a more directly engaged newsroom for Virginians,” explained Elliott Robinson, VPM’s news director. “We’re covering the candidates, issues, primaries, controversies and results ... and we’re sharing it across multiple platforms and in multiple formats — from YouTube to radio and from quick updates to in-depth analyses.”

“VPM is my go-to source for substantive, legitimate and informative news and trusted high-quality information.”

- Emmet R., listener



BECAUSE OF YOUR SUPPORT,

VPM expanded our news coverage in Central Virginia and the Shenandoah Valley. In May, we welcomed Hannah Davis-Reid to the VPM News team as our new general assignment reporter based in Charlottesville.

2025 BY THE NUMBERS

1,000,000+ views of VPM News Shorts

1,025+ stories published across all platforms

15 stories published in Spanish

25+ staff on the VPM News team

ARTS & CULTURE

VPM is dedicated to sharing stories about what highlights us as Virginians. In 2025, we expanded our local arts and culture coverage with docuseries and documentaries, TV series, digital content, community events and *Style Weekly*.

SHOWCASING OUR STATE

With its award-winning journalism and photography, *Style Weekly* remained a fixture in the Richmond community. In 2025, *Style* hosted and joined events like FWD:RVA and the Richmond Folk Festival, covering and highlighting Richmond's unique arts scene and publishing quarterly print issues.



In August 2025, *Style Weekly* celebrated the best of Richmond with Best Fest at The Branch Museum of Design. The event brought Richmonders together with local artists, restaurants and businesses for a celebration of the city's favorite things, as chosen by the public — and with nearly 120,000 votes cast, the community wasn't shy about making its voice heard! All the top favorites were featured in the 'Best of Richmond' issue.

Headwaters Down chronicled the complicated and majestic history of Virginia's James River. The two-part documentary follows five friends as they paddle one of the most consequential waterways in North American history.

Digital series *Finding Edna Lewis* launched in February and puts important aspects of Virginia-born chef Edna Lewis' life and legacy into perspective. The series captured national attention in June when food writer and host Deb Freeman joined NBC's TODAY Show to talk about Edna Lewis' achievements and her "Emancipation Day" menu.

In its second year, VPM's YouTube channel for arts and culture picked up more than 61,000 views with shows like *The Muse*, *Finding Edna Lewis* and *In the Pen with Roscoe Burnems*. In episodes of *The Muse*, host Jordan Lear interviewed artists, historians and community members about finding joy in experiencing art to help viewers find their own ways to appreciate art.

In 2025, *Un-Wine'd* host Tassie Pippert and her crew traversed the state as they visited their 81st Virginia winery during the show's seventh season. Tassie created recipes paired with featured wines to encourage viewers to bring them into their own kitchens to try.



LEANING IN TO LEARN MORE

VPM's series *Racism: Challenging Perceptions* embodies our bold vision for more connected, informed and empathetic Virginians. This four-part series launched its fifth season in 2025 and continued to help viewers to explore the effects of systemic racism and start authentic conversations.

Dementia and Living Well, part four of our docuseries about dementia, showcases the possibilities for dignity, connection and quality of life while living with dementia. To foster discussions and build understanding, VPM hosted several screenings and panel discussions throughout the year at our studio and at partnering organizations, including the Cultural Arts Center in Glen Allen.

VPM's award-winning docuseries, *Life in the Heart Land*, celebrated the launch of its third season at a community event in Bridgewater in September. Over six episodes, *Life in the Heart Land* spotlighted Virginia's rural areas - from Stuarts Draft to Providence Forge and from Bristol to South Hill - as sources of innovative solutions and change. The featured stories have inspired community members to learn more about some of the issues their communities face while also looking for solutions and sharing the messages.

2025

BY THE NUMBERS

67,000+ Central Virginians read *Style Weekly's* quarterly print issues

20,000,000+ views across *Style Weekly* social media platforms

8,700+ streams and nearly 10,000 new followers on Facebook for *Virginia Home Grown*

3,600+ views of *Finding Edna Lewis* on VPM's YouTube channel

1,300+ views of *Democracy360* on VPM's YouTube channel



Happy anniversary to VPM's longest running series, *Virginia Home Grown!*

In 2025, host Peggy Singlemann and team kicked off the 25th season of the fan-favorite show that highlights the unique richness of gardens and natural ecosystems throughout Virginia.

BECAUSE OF YOUR SUPPORT,

Virginia Home Grown enriches growers and gardeners of all levels by connecting to new voices and fresh ideas. In 2025, *Virginia Home Grown* featured the Loudoun Invasive Removal Alliance (LIRA) and their work of removing invasive plants in Northern Virginia. LIRA president Mike Littman credited VPM's coverage with helping LIRA to receive a \$2 million grant from Loudoun County's Invasive Plant Removal Program, which LIRA made available to residents to enable their own invasive plant removal work. Littman wrote to *Virginia Home Grown*: "The amazing coverage you did in that story was very helpful ... can't thank you enough."

EDUCATION

Throughout 2025, VPM continued to be an educational partner for families, caregivers and educators of the Commonwealth's children. Through community events, partnerships and programming, we provide families with learning resources to help kids in their earliest years.

SHARING RESOURCES IN IMPACTFUL PLACES

In July, VPM delivered posters, Sesame Street materials, booklets, videos and other early learning resources to five Charlottesville-area WIC (Women, Infants & Children) offices.

“Our close partnerships with community organizations like the Anne & Gene Worrell Foundation and the Blue Ridge Health District make this impactful work possible,” explained Mary Jo Grieve, VPM’s director of early childhood care and education.



SPREADING THE MESSAGE

Did you know that 90% of a child’s brain develops by the age of 5? That is why it’s important for children to have early, positive interactions that make a lasting difference.

To spread this message, VPM partnered with the Robins Foundation and Thrive Birth to Five to develop a broadcast and digital campaign called “90by5.” As a result of the campaign, more than 5,000 people visited 90by5.org to learn more about the importance of a child’s earliest days of learning.



“The Basics and 90by5 materials from VPM make our WIC clinics much more inviting. The upbeat videos are engaging and offer a lot of different messages about easy, everyday ways for parents and caregivers to connect with young children. Also, having Elmo in the waiting room is a big hit!”

- Diane Sampson, maternal and child health coordinator for Blue Ridge Health District



2025 BY THE NUMBERS

4,000+ books, activities and other learning resources delivered

54 community partnerships to raise awareness of early brain development in children

37,000 families served with materials and messaging at **24** WIC offices in Greater Richmond and Charlottesville

100,000+ views of *Science Might Surprise You!* on VPM’s YouTube channel

ENGAGING YOUNG LEARNERS

One of the best ways VPM can connect with local children, their families and educators is by attending events in the community to share resources and messaging around the importance of early brain development.

In 2025, VPM:

- hosted a screening of PBS KIDS show *Carl the Collector* at The Children’s Museum in Chesterfield.
- partnered with the Excellence in Children’s Early Language and Literacy (ExCELL) Program to host family literacy nights at Richmond area preschools.
- co-hosted workshops with Richmond Public Libraries using PBS KIDS show *Work it Out Wombats*.
- joined ReadyKids’ annual “Kidchella” block party in Charlottesville.



EXPLORING SOLUTIONS IN SCIENCE

Zero Waste, a YouTube series focused on sustainability, offers solutions to help people improve their health, finances and the environment. In 2025, more than 40,000 people watched episodes on how to grow your own plants, manage sustainable lawn care and fix fast fashion, while ultimately helping to slow climate change.



BECAUSE OF YOUR SUPPORT,

VPM welcomes students to our headquarters to learn about media and community engagement ... and maybe even inspires some to consider journalism or media careers. In March, a Spanish class from Rockingham County’s Turner Ashby High School traveled to Richmond to tour VPM and speak with VPM multimedia reporter Keyris Manzanares.

THANK YOU!

We are grateful to our donors, partners, community supporters and corporate sponsors for making our work and our achievements in 2025 possible. Your support has strengthened VPM and enabled us to make a positive, lasting difference.



“We rely on public media for news coverage, information, entertainment and local programming. We find the news balanced and well-researched. PBS Passport is absolutely the best and there are more hours of shows than we can possibly watch! We choose to watch VPM every night – it’s our ‘go to’ channel.”

- Cindy & Doug Skelley (Harrisonburg)

CELEBRATING OUR NATION’S HISTORY

VPM proudly hosted the country’s first screening of *The American Revolution* in March at the Altria Theater, featuring acclaimed filmmakers Ken Burns, Sarah Botstein and David Schmidt. The sold-out event was a catalyst for dialogue about our nation’s formation and what it means to be an American today.

We were honored to welcome Ken Burns and Sarah Botstein to Virginia once again on July 3 for a special donor gathering in Charlottesville, continuing the excitement and countdown for *The American Revolution*. When the series premiered in November, VPM earned the highest viewership ratings in the nation for the first two nights!



SUPPORTING PROJECTS THAT SHOWCASE VIRGINIA

VPM's original production *Shenandoah* premiered to an outstanding response at the Virginia Film Festival in October and is poised to bring national recognition to this Virginia treasure in 2026. This extraordinary film immerses viewers in the heart of Shenandoah National Park — its wildlife, breathtaking landscapes and rich cultural history. Its creation would not have been possible without the generous support of some exceptional donors.



“We love nature and the outdoors, and so the documentary *Shenandoah* was an excellent opportunity to support VPM and promote our extraordinary national park.”

- Michelle Gluck & John McGurl (*Richmond*)

“My family has been pleased and proud to support VPM for decades. We appreciate the nonpartisan national news and the truly fine local interest stories and videos. *Shenandoah* is an outstanding example of the excellent films produced by VPM.”

- Fred W. Scott, Jr. (*Charlottesville*)



LIFE INSURANCE: A SIMPLE AND MEANINGFUL WAY TO SUPPORT VPM

“A planned gift helps establish your legacy and it ensures your generosity continues even after you’re no longer able to make annual contributions. Nearly 15 years ago, I was introduced to the idea of making a planned gift to VPM through a life insurance policy.

In my case, I took out a new policy and named VPM as both the owner and beneficiary. Another option is to designate VPM as the beneficiary of an existing policy. It’s a great choice when the original purpose of your policy — such as covering tuition or supporting young children — is no longer relevant. Personally, I find deep satisfaction in knowing that I’m making an extraordinary gift — one that wouldn’t otherwise be possible — and helping to ensure that future generations benefit from VPM just as I have.”

- Ellen P. Ray, Attorney at Law

Your estate gift to VPM will educate, entertain and inspire future generations. Contact Angie Hatcher Sledge at 804.560.8253 or asledge@vpm.org to learn more about planned giving options.

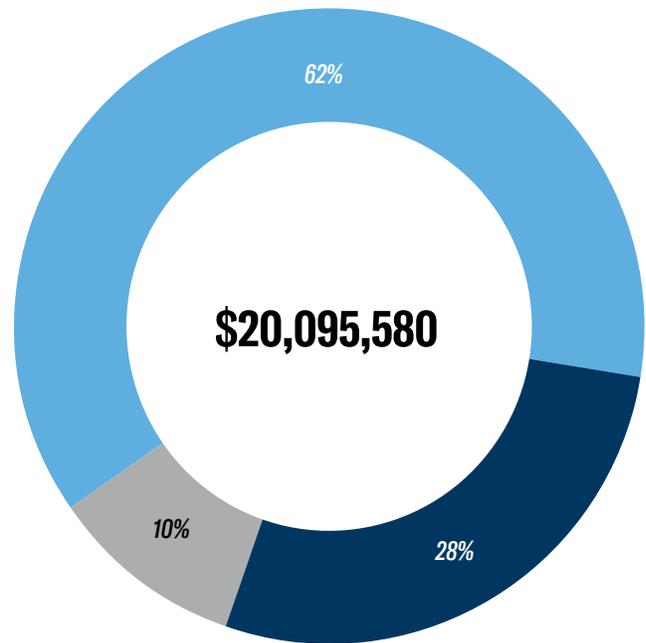
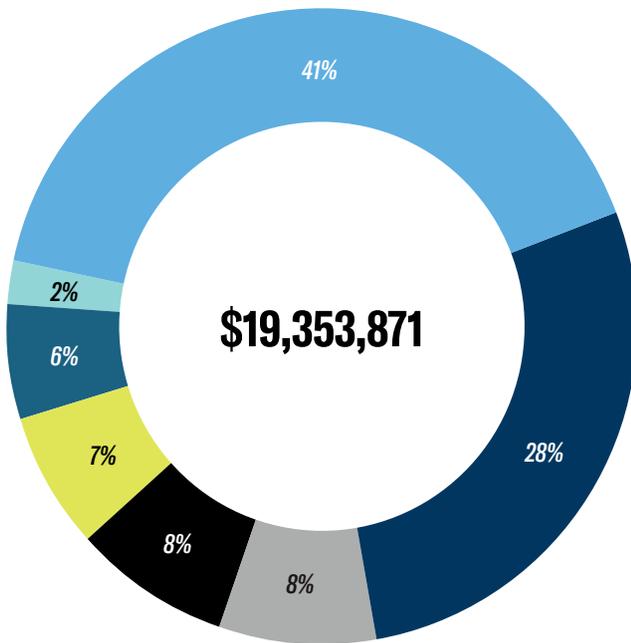


VPM FINANCIAL REPORT FOR FISCAL YEAR 2025

YOUR SUPPORT MADE A DIFFERENCE

JULY 1, 2024 - JUNE 30, 2025

VPM manages a balanced budget to support our mission while growing traditional and new revenue sources to maintain operational effectiveness. Diversified revenue, especially your continued support, is crucial to fulfilling our mission and investing in strategic priorities to serve more people. As we use public media to educate, entertain and inspire, we are committed to transparency in how we allocate resources.



FY25 VPM OPERATING REVENUES

- Virginia Foundation for Public Media | \$7,876,058 | 41%
- Membership & Individual Gifts | \$5,408,253 | 28%
- Federal Grants | \$1,512,771 | 8%
- Investment Income | \$1,527,932 | 8%
- Other | \$1,308,822 | 7%
- Corporate Support | \$1,292,071 | 6%
- Production Services | \$427,964 | 2%

FY25 VPM OPERATING EXPENSES

- News, Education, Content Production & Distribution | \$12,352,305 | 62%
- Management & Administration | \$5,654,070 | 28%
- Development & Membership | \$2,089,205 | 10%

SPECIAL NOTE: On July 18, 2025, Congress passed the administration's recession package, which eliminated all previously appropriated funding for the Corporation for Public Broadcasting (CPB) for FY2026 and FY2027. The pie charts above represent VPM's FY2025 finances, so federal funding is still represented. As we move forward, we must now make up this difference through community support. With your help, we're building a future where public media thrives.

Complete audited financial statements for fiscal year 2025 and other financial information can be found at vpm.org/reports.

AND THE WINNER IS...

AWARDS RECEIVED DURING 2025

- **11** *Telly Awards*
- **6** *Virginias Associated Press (AP) Broadcaster Awards*
- **4** *Public Media Awards from the National Educational Telecommunications Association (NETA)*
- **3** *Regional Murrow Awards*
- **2** *Capital Emmy Awards*
- **2** *Public Media Journalists Association (PMJA) Awards*
- **1** *“Salute to Excellence” award from the National Association of Black Journalists (NABJ)*

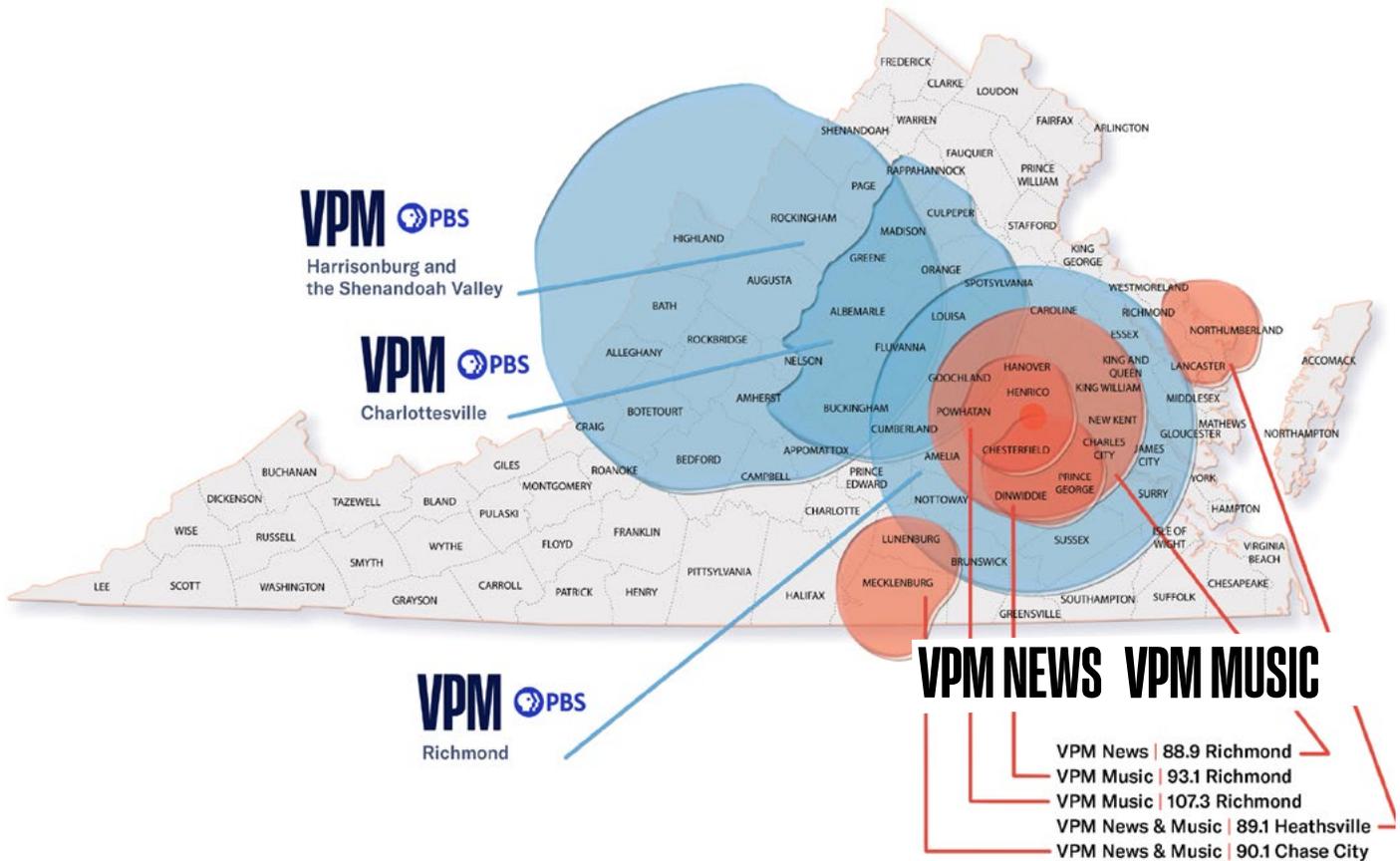
Your commitment and investment in VPM’s mission is the foundation of our success.
Your support not only sustains our operations, but it enables us to carry out award-winning work.
Thank you for helping to educate, entertain and inspire Virginians.

VPM

As Virginia's home for public media, VPM connects more than 2 million people across Central Virginia and the Shenandoah Valley to insightful programming in news, education, arts and culture across our television, radio and digital channels.

TV & RADIO SIGNAL COVERAGE MAP

- VPM PBS Television Coverage
- VPM NPR Radio Coverage



VPM CHANNELS

- **Broadcast and livestreaming:** VPM PBS, VPM Plus, VPM PBS KIDS, FNX (First Nations Experience), lifestyle channel VPM Create and international program channels VPM WORLD and NHK.
- **Radio stations:** VPM News (88.9 FM) and VPM Music (107.3 FM, 93.1 FM and 88.9-HD2) in Richmond. In the Northern Neck (89.1 FM) and Southside Virginia (90.1 FM), listeners receive a combination of news and music.
- **Social channels:** YouTube, Instagram, TikTok, LinkedIn & Facebook

VPM Media Corporation Board of Directors FY2025

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Gary Ometer
*Chief Financial Officer, VPM and the
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Daniel Smythe
*Chief Investment Officer, VPM and the
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VPM Staff Leadership FY2025

Jayme Swain
*President & CEO, VPM and the
Virginia Foundation for Public Media*
Meg Garner
Chief Operating Officer
Steve Humble
Chief Content Officer
Gary Ometer
*Chief Financial Officer, VPM and the
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Vice President of Technology
Angie Hatcher Sledge
Vice President of Philanthropy
Daniel Smythe
*Chief Investment Officer, VPM and the
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Sarah Villeda
Marie Westbrook
Chris Williams
Diana Williams

MISSION

To use the power of media to
educate, entertain and inspire

VISION

More connected, informed
and empathetic Virginians

VALUES

We lead by example
We make each other better
We love what we do
We earn public trust
We evolve and adapt

Photography: Scott Elmquist, Parker Michels-Boyce, Monica Pedynkowski

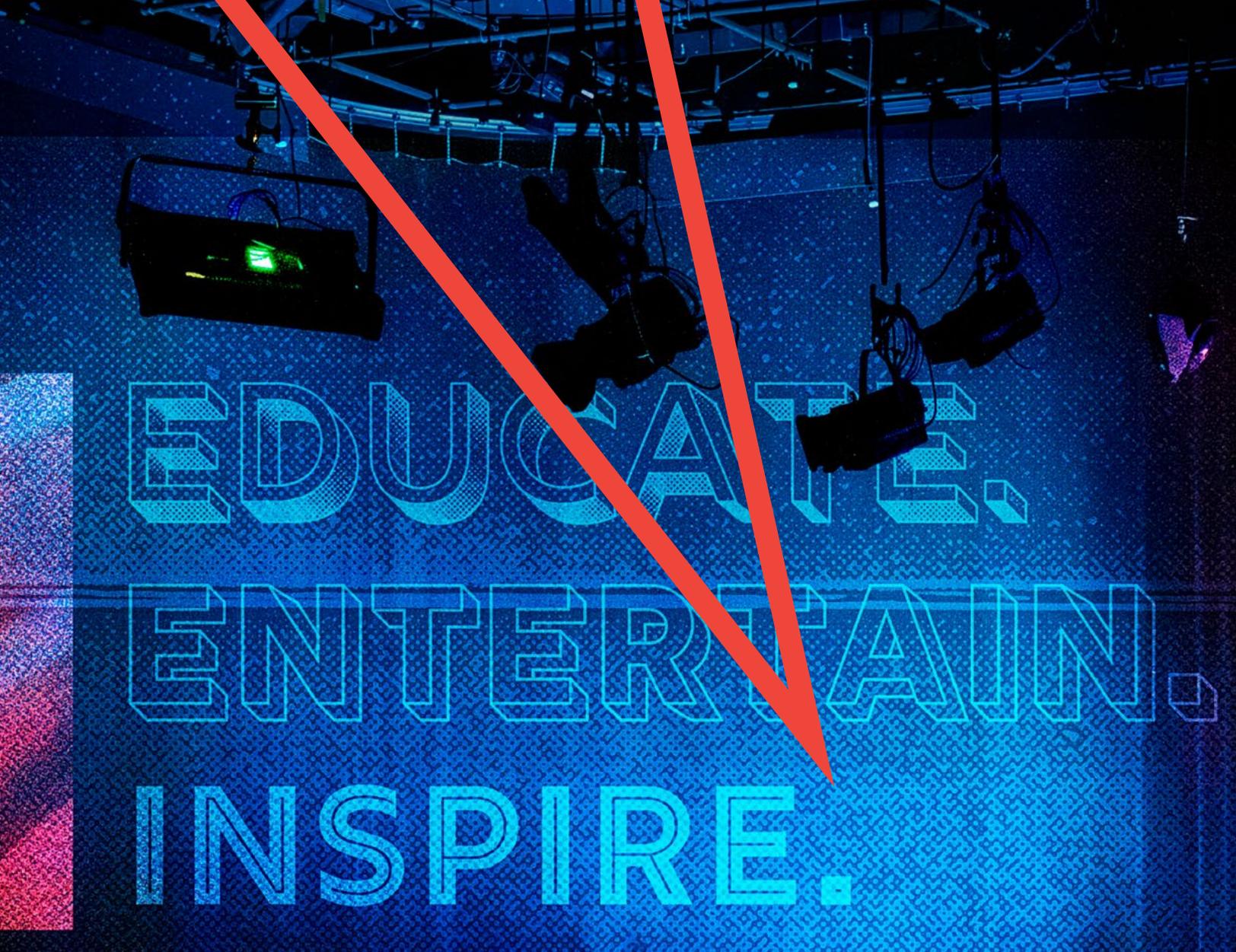
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