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

Vision: More connected, informed and empathetic Virginians.

In June 2023, VPM announced that it would build a new, state-of-the-art headquarters on East Broad Street in Historic Monroe Ward in downtown Richmond. The move will make VPM’s news and content production operations more accessible to the public, creating a platform for in-person civic engagement and programming.

The facility will feature multiple studios for audio, video and digital content production, as well as street-level community space equipped to host audiences for broadcast events and other live experiences.

VPM has added more reporters, editors and producers to increase coverage of local and regional news, providing people across the Commonwealth with in-depth journalism on diverse topics.

To prepare for the 2023 Virginia General Assembly, VPM relaunched “The People’s Agenda,” which provides a platform for the community to offer questions and feedback on the topics they want covered by the VPM News team.

VPM News also provided live broadcast coverage of the governor’s annual State of the Commonwealth and the opposing party’s rebuttal, as well as coverage of the critical Congressional races in the November 2022 election.

VPM created animated videos and kits with toys and books to inspire caregivers to engage with children around The Basics (five behaviors designed to improve learning).

To ensure these resources reached those who needed them most, VPM partnered across the state with organizations such as the Blue Ridge Area Free Clinic and Birth in Color, which offers doula services.

“Birth in Color has been using The Basics initiative to engage in discussions about early learning with our families and provide them with tools for fun and effective learning strategies.” - Kendra Sutton-Ei, Founding Executive Director
Local, Community-Centered Content

Here is a sampling of the local, community-centered content that VPM produced:

**VPM News Focal Point.** In February 2023, “VPM News Focal Point” returned for its second season to provide broader context and offer differing points of view on Virginia’s pressing issues. The series covered topics such as gender and identity, digital privacy and immigration. “VPM News Focal Point” was recognized with several awards in 2023, including its first Regional Murrow Award for Excellence in Diversity, Equity and Inclusion, as well as its first Capital Emmy Award for Best Public Affairs Program.

**ADMISSIBLE: Shreds of Evidence.** Presented in partnership with iHeartMedia and Story Mechanics, “ADMISSIBLE: Shreds of Evidence” is an original podcast examining how a key building block of our justice system – evidence itself – is often flawed, disputed or even manipulated. Hosted by reporter Tessa Kramer, the first season of “ADMISSIBLE” is a deep dive into the moment when DNA testing transformed the field of forensic science. This 12-episode series investigates the story of 13 men who were exonerated thanks to the miraculous discovery of preserved samples hidden away for decades in a Virginia records facility and the forensic scientist responsible for them: Mary Jane Burton.

"This show is absolutely riveting, I can’t wait to find out what happens next! And unlike some podcasts about crime which feel manipulative, this one is deeply reported, and hosted with intelligence, curiosity, and integrity." - Apple Podcast reviewer

**Life in the Heart Land.** “Life in the Heart Land,” which premiered on March 9, 2023, is a new series that dives deep into the heart of Virginia to meet the neighbors, communities and organizations that are creating unique solutions to rural America’s toughest challenges. These collaborators are breaking down roadblocks to build new pathways to meaningful, positive outcomes with the power to inspire better understanding and action. The series has had an immediate impact: for example, in southwest Virginia, local co-ops are using the episode about rural broadband as a tool to open doors and partner with legislators, policymakers and vendors to connect more citizens to critical internet services.

“As someone who grew up in the suburbs of DC, this series has opened my eyes to the progressive change makers that exist in rural Virginia. I have never encountered a show like this in my 35 years as a resident.” - VPM Survey Respondent
Local, Community-Centered Content (continued)

Hidden History with Brian Bullock. Filmmaker and documentarian Brian Bullock hosts this digital series featuring not-so-well-known Virginia locales and uncovers the remarkable hidden history found there. From long-buried locomotives to swamps with deep roots in freedom, Brian chats with historians, residents and even descendants of those who lived through some of the Commonwealth’s most remarkable stories – all while highlighting spectacular settings often passed with little notice.

Virginia Home Grown. In its 23rd season, “Virginia Home Grown” introduces viewers to a world of growing and gardening – with diverse experts and plant enthusiasts from across Virginia. The program enriches growers and gardeners of all levels by connecting them to new voices and fresh ideas and highlighting the unique richness of gardens and natural ecosystems throughout Virginia.

Legacy List with Matt Paxton. Much more than just a how-to show about downsizing, “Legacy List with Matt Paxton” explores the struggle between holding on to the past and embracing the future and stresses the importance of sharing family stories above holding on to objects. As a first step, Matt asks families to create a legacy list of essential, must-have items that are missing or about which they’d like to learn more. Through heartfelt conversations, Matt uncovers the story behind each item, spotlighting America’s rich and diverse legacy, one house and one family at a time.

Un-Wine’d. Host Tassie Pippert travels across Virginia to discover the tastes and terroirs of the region’s wine country. The series explores local winemaking traditions and the rich history of wine in the Commonwealth. To bring out the best of Virginia wine, Tassie shares mouth-watering recipes that people can make right at home.

VPM Music. On VPM’s music-only radio station, local hosts showcase the best in classical music, jazz, blues and world music. In fall 2022, VPM continued its long-running partnership with the Richmond Folk Festival, providing a radio broadcast celebrating music, culture and the traditional arts. VPM Music also produced and broadcast selections from select Richmond Symphony concerts.

VPM Music debuted two new programs to reach and engage younger, more diverse audiences: “The Undertow with Annie Parnell,” with a focus on alternative music, and “The Chill Factor with DJ B-Rice,” which explores the genres of hip-hop, R&B, lo-fi and soul, debuted in January 2023.
Local, Community-Centered Initiatives

**RESONATE Podcast Festival.** A collaboration between VPM, the Institute for Contemporary Art (ICA) and Virginia Commonwealth University (VCU), the RESONATE Podcast Festival brings together experienced and emerging content creators to celebrate and learn about the art of podcasting. VPM provides seed funding for the development of a podcast pilot to the winner of a competitive pitch contest.

![RESONATE Podcast Festival](image)

**The Great American Recipe.** VPM is a proud co-producer on the nationally distributed series, “The Great American Recipe,” an uplifting series that celebrates diversity of culture through food. Season 2 of the series was shot in Ruther Glen, Virginia. To engage the community, VPM partnered with local chefs and farmer’s markets in Richmond and Harrisonburg to create booths to educate people about different cuisines and styles of cooking.

![The Great American Recipe](image)
The Market @ 25th

In July 2022, VPM partnered with Richmond Public Schools (RPS) to host an event at The Market @ 25th to encourage preschool re-enrollment for 3 and 4-year-olds. The event stemmed from a collaboration between VPM, Richmond Public Schools (RPS) and HOPE Pharmacy to address the decline in preschool enrollment following the pandemic.

In November 2022, VPM worked with RPS Preschool, the VCU Health Hub and The Market @ 25th to host an activity for preschool parents to engage in making a healthy “lunchable” style snacks. Families received nutritional information and tips on easy, healthy and affordable food preparation with ingredients sources from The Market @ 25th and facilitated by a certified chef.

The Basics in the Community

In October 2022, VPM collaborated with Wildrock Park in Crozet, Virginia to install messaging about The Basics concepts into the outdoor park. The Basics is a public health campaign that focuses on five key behaviors to encourage cognitive and social-emotional development. VPM created short videos and kits to educate caregivers around The Basics. The goal of integrating the messaging at the park was to inspire caregivers to interact with children while being surrounded by the outdoors.

An example of the signage that was developed at Wildrock Park in Crozet, Va.
VPM aims to bring our communities relevant news and local storytelling to foster a greater understanding of our state and our neighbors around the world.

From the period July 1, 2022 to June 30, 2023, VPM:

- Announced the construction of a new headquarters in the heart of downtown Richmond that will make VPM’s news and content production operations more accessible to the public, creating a platform for in-person civic engagement.

- Developed educational materials and initiatives that help families and caregivers across the state.

- Provided coverage of local events, elections and community discussions.

- Produced award-winning content for our audiences with the goal of a more informed and empathetic community.

At VPM, we create programs that make an impact, promote understanding and serve our community. Through storytelling and educational initiatives, we connect Virginians to what matters.