



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

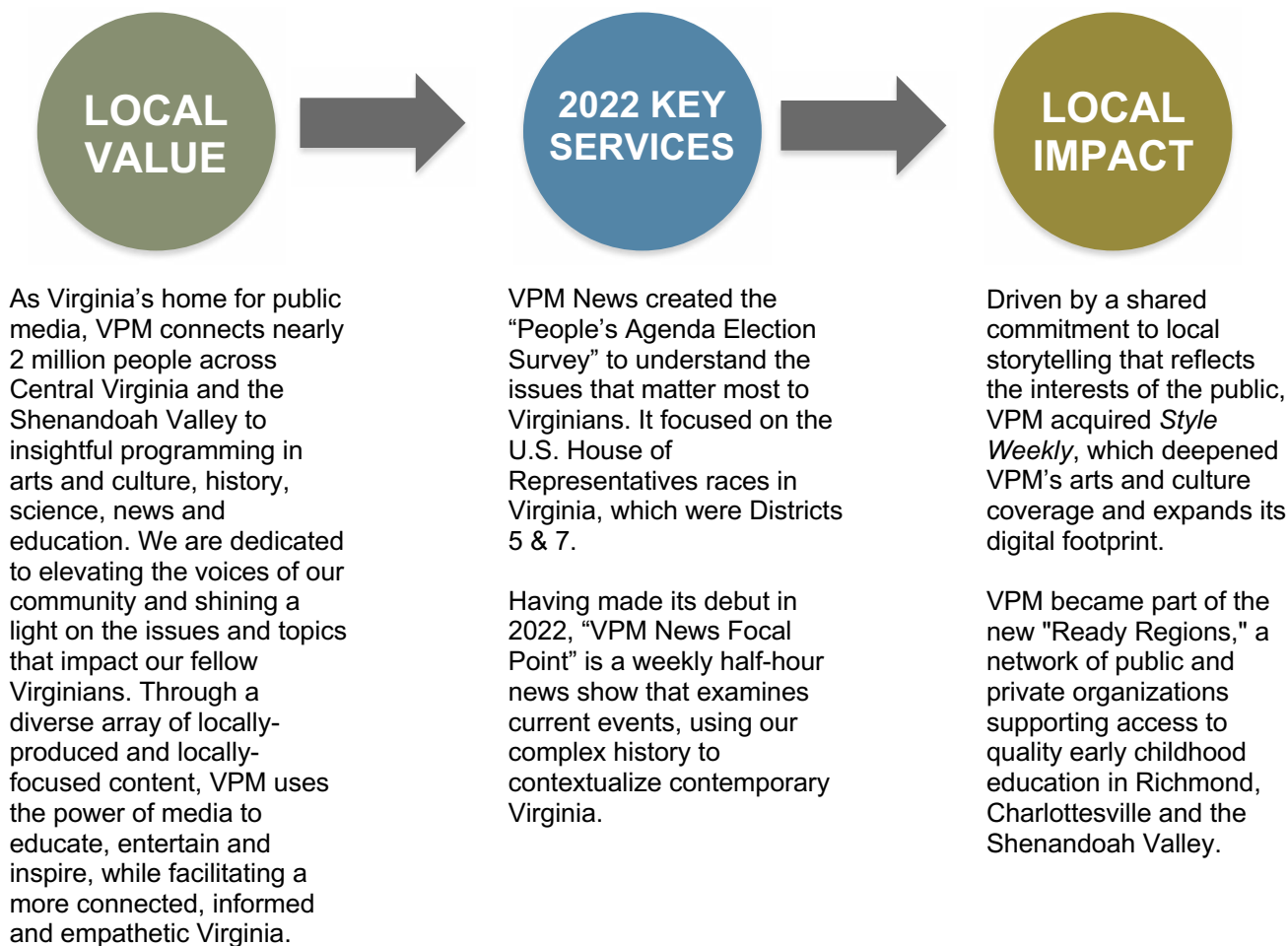


"Thank you VPM for continuing to consistently have the best stories and content!"

-VPM Instagram Follower

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

Vision: More connected, informed and empathetic Virginians.



Local, Community-Centered Content

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

Hidden History with Brian Bullock. “Hidden History with Brian Bullock” is a digital short series hosted by filmmaker and documentarian Brian Bullock that features not-so-well-known Virginia locales and uncovers the remarkable hidden history found there.

“Very well done piece. It’s always so refreshing to have interesting information shared. This was also very inspiring for people who might feel that pushing through is [too] hard. Hearing about another family and [being] determined to create change can help motivate [people] to persevere. Thank you for your work in creating this.” - VPM Instagram Follower, April 16, 2022

Life in the Heartland. “Life in the Heartland” is a series that dives deep into the heart of America to meet the communities that are creating unique solutions to rural America’s toughest challenges. The pilot episode about rural broadband in southwest Virginia is being used by local co-ops as a tool to open doors and partner with legislators, policymakers and vendors to connect more citizens to critical internet services.

Style Weekly. VPM announced the acquisition of *Style Weekly* on Nov. 17, 2021. Driven by a shared commitment to local storytelling that reflects the interests of the public, the acquisition deepens VPM’s arts and culture coverage and expands its digital footprint to include StyleWeekly.com and *Style Weekly*’s social media properties. Since 1982, *Style Weekly* has been the region’s alternative voice in news, culture, arts, opinion and creative thought. Known for its smart, witty and tenacious coverage of Richmond, the publication is defined by unflinching journalism, incisive writing, thoughtful criticism, arresting photography and sophisticated presentation.

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. “Legacy List” has been nominated two years in a row for the Daytime Emmy Award for Outstanding Lifestyle Program.

Un-Wine’d. “Un-Wine’d” is a series hosted by Tassie Pippert that takes viewers on a journey to discover the tastes and terroir of Virginia by exploring local winemaking traditions and the rich history of wine in the Commonwealth. Hosted by certified chef and specialist of wine Tassie Pippert, the fourth season of “Un-Wine’d” premiered on Jan. 22, 2022.

Seizing Freedom. The podcast “Seizing Freedom” tells the story of how Black Americans risked their lives to fight for their own visions of what freedom could be—struggling for their dignity in the face of horrific violence. In September, “Seizing Freedom” was nominated for a Black Podcasting Award.

Local, Community-Centered Content (*continued*)

The People's Agenda Election Survey. The survey was created by VPM News to understand the issues that matter most to Virginians. It ran from April 11 – May 13 and focused on the U.S. House of Representatives races in Virginia, which were Districts 5 & 7. The survey also helped to inform VPM News' coverage of the elections, which the VPM News team used to create election-based content.

UNTAMED. "UNTAMED" is hosted by Ed Clark, President and Co-Founder of The Wildlife Center of Virginia, one of the world's leading teaching and research hospitals for wildlife and conservation medicine. In the series, Clark takes us behind the scenes where diagnosing and treating the injuries of its patients is just the beginning of the Center's investigative and conservation work. The fourth season debuted in April and all seasons are available on the VPM and PBS websites, as well as on the PBS Video App.

"I cannot recommend 'UNTAMED' enough! The show is formatted in a way that is enjoyable and digestible for even young viewers. I recommend it to all my friends with kids who have a passion for wildlife or want to be a veterinarian someday!" - April Harper, Board Chair, Virginia Association for Environmental Action (VAEE), March 21, 2022

Raised/Razed. "Raised/Razed" is a documentary that takes a deep dive into Vinegar Hill, Charlottesville, Va.'s oldest African American neighborhood, charting the lives of residents as they faced racially discriminatory policies and a government that was actively pushing them out. Written and directed by Lorenzo Dickerson and Jordy Yager, the film also explores the federal Urban Renewal program and the broader history of its effect in Durham, N.C. and other communities across America. The film debuted at a special outdoor screening at the historic Jefferson School in Charlottesville, Va.

VPM Daily Newscast. VPM's daily newscast contains a summary of Central Virginia news in just 5 to 10 minutes. Hosted by Benjamin Dolle, episodes are recorded the night before so listeners may wake up and be informed as they begin their day.

VPM News. On radio and VPM's digital platforms, the VPM News team covered state and local politics, the courts, city government, issues related to mental health, education and more. The team saw its efforts recognized with two awards at the 2022 Public Media Journalists Association Conference, winning first place in Division A for its continuing coverage of the 2021 elections, and second place in Division A for its investigative reporting.

VPM Music. On VPM's music-only radio station, local hosts showcased the best in classical music, jazz, blues and world music. In the fall, 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. Annie Parnell joined VPM in February as the host of "Jazz Weeknights with Annie Parnell." The show pays tribute to the influence and legacy of jazz with old favorites and new discoveries – from hard bop to zydeco and everywhere in between. Fans of classical music can enjoy "Afternoon Classical with Mike Goldberg" during the week and "Breakfast Classics with Mike Goldberg" on weekends.

Local, Community-Centered Initiatives

NEXTGEN TV. Also known as ATSC 3.0, NEXTGEN TV is a new generation of digital TV technology that offers enhanced video, audio and broadband connectivity for viewers with compatible televisions. We are leveraging this exciting new technology to explore more ways to serve our community with educational programming and emergency alerting communications. This took effect April 11.

The Great American Recipe. Filmed in Ruther Glen, Virginia and co-produced by VPM, “The Great American Recipe” is a new eight-part, uplifting cooking competition TV series from VPM and PBS that celebrates the multiculturalism that makes American food unique and iconic. Silvia Martinez was the season one champion and had her signature dish featured on the cover of “The Great American Recipe Cookbook,” which is now on sale. A second season of “The Great American Recipe” was announced in August that will premiere in Summer 2023.

To help promote the launch of the show in June 2022, VPM set up stands and show-focused displays at local farmers market events in Central Virginia.

Harrisonburg Farmers Market. Chef Tassie Pippert, host of VPM’s series “Un-Wine’d,” and Chef Mikey Reisenberg from the restaurant Mashita cooked for dozens of people at the Harrisonburg Farmers Market on June 25.



The ten home cooks from The Great American Recipe.



The judges for The Great American Recipe. Left to right: Tiffany Derry, Alejandro Ramos, Graham Elliot and Leah Cohen.

Education

VPM was recently included in the Commonwealth's FY 2023 budget to receive \$500,000 to support the development of Virginia's K-12 educational curriculum and instructional tools in several areas of science, including computer science. VPM will work through FY 2023 to develop the resources and tools in conjunction with the Virginia Department of Education.



Ready Region

Engaging children between the ages of 0-8 is essential for their success in school and in life. To impact the learning outcomes of our youngest citizens, VPM became part of the new "Ready Regions," a network of public and private organizations supporting access to quality early childhood education in Richmond, Charlottesville and the Shenandoah Valley. In this role, VPM provides tools and resources to support educators and caregivers.



"The Basics"

VPM developed engagement initiatives around "The Basics," five simple yet powerful principles that families and caregivers can use to help young children thrive in their early years. Families, community leaders and family-centered organizations have received awareness tools about "The Basics," along with resources and supplies to facilitate the principles of "The Basics" in their homes. VPM has collaborated with partners such as Cargill's protein processing plant in Harrisonburg and are prioritizing "The Basics" as a way to support families by facilitating learning within their day-to-day activities.



The Basics

VPM News Focal Point

Hosted by award-winning journalist Angie Miles, “VPM News Focal Point” is a weekly half-hour news series that frames statewide news through a lens of in-depth reporting on culture, politics, business, health, the environment, race, science and the arts.

Through nuanced coverage of issues, “VPM News Focal Point” uncovers stories that have historically been underreported, to inspire a deeper understanding of Virginia and Virginians. The program will highlight community-focused issues from cities, small towns and rural areas across the commonwealth, amplifying voices and views from the heart of the state’s diverse communities.

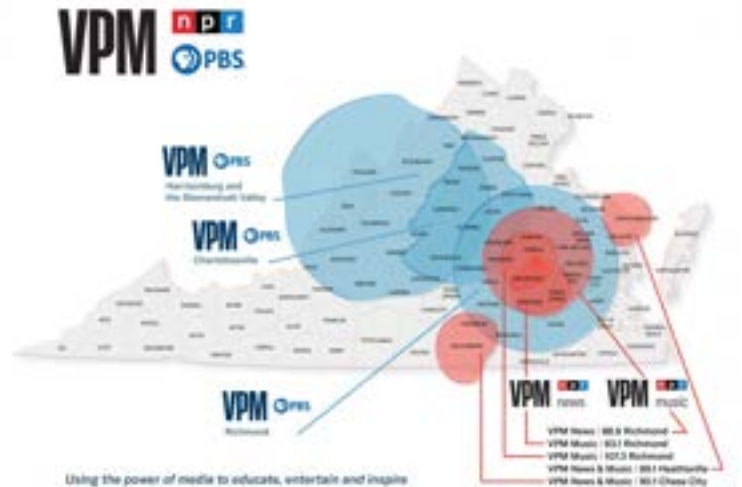
Focal Point’s first season earned two Public Media Awards from NETA, the National Educational Telecommunications Association, including one in the News & Public Affairs category and another for its Integrated Media Campaign.



"It would not be overstating to say that [VPM News Focal Point] is an absolutely necessary part of the information landscape in Central Virginia and beyond, especially given the collapse of other media outlets." - Judith Crenshaw, M.S., APR, Professor at Virginia Commonwealth University, April 22, 2022



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, 2021 to June 30, 2022, VPM:

- Launched “VPM News Focal Point” in an effort to bring our audience reporting from underserved communities and to provide a scope for relevant news across Virginia.
- Acquired *Style Weekly* to deepen VPM's commitment to local storytelling that reflects the interests of the public.
- Developed educational materials and initiatives that help families across the state.
- Provided coverage of local events, elections and community discussions.



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