



“As a new non-profit in the community, being featured on the Charlottesville Inside Out program was invaluable in helping to spread the word about our mission. As a result of the program, we were able to forge new partnerships, particularly with schools that seek to replicate the work we are doing to provide therapeutic nature play for children. The program was a wonderful overview of our work that allowed us to better communicate with our stakeholders. It was exciting and validating for our hardworking staff and volunteers to see our mission highlighted and a source of pride and excitement for the families and young visitors who were featured. Thank you for all you do to help strengthen our community.”

Carolyn Schuyler, Executive Director
Wildrock, Crozet, VA

2019

LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



VPM (formerly known as the Community Idea Stations) is a valuable local institution in the Central Virginia region providing resources through its early childhood education initiative. VPM also provides a rich, interactive unbiased news and information platform for public conversation on important topics affecting our community. The annual Richmond Folk Festival is broadcast and live streamed to listeners on VPM Music (WCVE FM) with community partner, Venture Richmond and the Virginia Foundation for the Humanities.

In 2019, VPM produced UNTAMED, a behind-the-scenes look at The Wildlife Center of Virginia and explores environmental issues that affect the wildlife that they treat. VIRGINIA CURRENTS and CHARLOTTESVILLE INSIDE OUT, weekly news magazines showcase local topics and events important to that region. ASSEMBLY '19 provided daily recaps of the General Assembly throughout its legislative session.

VPM's local services have a significant impact within a service area of over 600,000 television households and radio listeners. VPM has nearly 300,000 television viewers each week and is an essential partner for many local community organizations serving to improve the quality of life in our region.

VPM uses the power of media to educate, entertain and inspire.



Explore the Outdoors

VPM and Chesterfield Parks and Recreation hosted more than 50 local organizations to provide a day of interactive nature, science and discovery experiences for thousands of children and their families.

“There was a feeling of expectancy and joy that they were sharing an educational day with their children that expands their horizons, and that made them feel welcome, and a part of the PBS community. Many of the families were from India and other parts of southeast Asia, and from Latin America. There was just pride and joy in the parents about being able to show their children the studio, meet the mermaids, attending screenings and book signings.”

*Sue Brown, Director
The Center for Creative Arts at Shady Grove*

CHASING THE MOON Local Screening Event

“Many thanks for your role in putting together such a wonderful evening around the PBS Series “Chasing the Moon.” It was an incredible opportunity for a sold-out crowd of PBS lifelong learners and Virginia Museum of History and Culture lovers to hear Dr. Gladys West and Margot Lee Shetterly reinforce how important and relevant history is in how we see ourselves and each other. I was particularly pleased with how, together, we were able to present a truly inspiring evening and bring these two remarkable people together. Thanks also for including the Richmond Astronomical Society and NASA Langley Research Center. They allowed guests to continue to engage in learning opportunities both before and after the event.

And I’d also like to thank you for your efforts to make it possible for members of the community to attend who may otherwise have been able to do so. Having young African American students from Armstrong High School asking questions and engaging with the speakers was very inspiring.

The impact can be seen in the comments provided in the survey and the excitement of guests to carry a piece of the evening home with them: a memory of a brief conversation, an autograph, or a new book to dive into.”

*Andrew H. Talkov
Vice President for Exhibitions and Publications
Virginia Museum of History and Culture*



“We are so grateful to VPM and VIRGINIA CURRENTS for helping to tell and share our story. The time, passion and energy of their team is not often found in the media world; they spent an entire day with our athletes and volunteers to ensure they captured the full story of Summer Games and our Healthy Athletes program. Spreading the word that Special Olympics Virginia is more than sports and that what we do is important and vital helps us in so many ways. We continue to share the segment with our donors and supporters and appreciate this gift!”

Dave Powlowski, Special Olympics VP of Sports Health & Fitness



“Just a note to express my thanks for this wonderful new Thursday night show (UNTAMED)! Love the educational value. I’m learning things about creatures I grew up with and it’s amazing what I did NOT know then. Many thanks for an outstanding new program—and it’s in Virginia!”

Jo Freeman, Central Virginia



“I cannot thank you enough for your fine programming, the music—classical, jazz, blues, World—is delightful, sophisticated, beautiful and transcendent. The news—particularly NPR and BBC—help me remain connected to, and understand better, the unfolding of world events. I am in prison— 9 months left to go but these past 4 years, your station has rescued me from the harsh ugliness and stupidity that is the default prison norm. Having your station as a resource lifts me up and away from the general madness. Informed, edified, intellectually and aesthetically stimulated—a welcome contract.”

Michael, FCC Petersburg, VA

Science Matters Hot Shots & Hot Jobs



“Hot Shots & Hot Jobs videos and TV spots provide quick and inspiring snapshots that appeal to both today’s youth and to our technology-driven donors. This engaging resource shows students that “they can do it, too!” Seeing young professionals in successful and growing STEM careers, not only inspires students to use STEM as a path to a brighter future, it also illustrates the benefit of local corporate support in the K-12 STEM pipeline. Businesses who take ownership of educational enrichment in their communities, see the return in a stable, educated and engaged workforce as these students transition into adulthood. Thank you for putting together such a wonderful tool to promote STEM!”

Stan Southworth
Executive Director, VirginiaFIRST Robotics





CHARLOTTESVILLE Local Screening Events

VPM in partnership with the UVA Center for Politics presented several screenings of CHARLOTTESVILLE, a powerful documentary produced straight from the center of the tragedies that took place on August 11 and 12, 2017, and the lasting impact on our country.

CHARLOTTESVILLE takes a unique approach to exploring those two days and their aftermath through first-hand accounts from the people involved, the witnesses, and the local residents who woke to find riots in their backyards. The producers investigate missteps and miscalculations by government and police and probe the intentions and tactics of the Alt Right and of the counter protesters, all further complicated by a nation reacting in horror and a president who equivocates.

Local screening feedback:

“The scholars [attending] were really impacted by the film and we had a great discussion afterwards and over the last couple of days of the conference about it. People were so impacted that one of the scholars who is a professor reached out to me to see if there was some way she could buy a copy of the film to show in her class.”

Megan Ferenczy, Director of Education, Virginia Holocaust Museum

“It inspired me to think long and hard about moral and social wrongs. What and how can I act...not expect some superficial government agency or law/bill to do something. What I can do. and one thing specific, vote and encourage others to vote.”

“I don’t believe I think differently --- have always worked for inclusion and anti-racism & anti-other behaviors, but perhaps I understand better some of those who are on the front lines of such clashes.”

Attendee comments from exit survey



Assembly '19 Coverage

VPM provided online and broadcast coverage during the 2019 General Assembly season with a dedicated landing page and daily wrap-ups of the day’s proceedings. The VPM news team provided features reporting on notable bills along with educational resources. The coverage was also present on VPM’s Facebook and Twitter accounts.