



Spring 2020 FY2020 Impact Report

Through your support, VPM uses the power of media to educate, entertain and inspire. Our vision is to empower more connected, informed and empathetic Virginians. Your donations make possible wide-ranging program offerings and community outreach.

VPM's Efforts During the Coronavirus Pandemic



Tools and Expanded News Coverage. Beginning in March 2020, VPM dedicated focused news resources to cover the pandemic and created the resource-rich website, "Tools to Cope with the Coronavirus."

Governor's Coronavirus Briefings. VPM's TV production team was selected to record the Governor's regular coronavirus briefings. Other media outlets pick up the footage, and our live stream reaches a nationwide audience.

At-Home Learning Resources. VPM compiled a vast collection of resources to help with at-home learning and continues to promote the use of PBS Learning Media as a resource for both teachers and parents with school-age children.

Educational TV Programming. Locally, our VPM Plus channel has become VPM Learning Plus, featuring a new daytime lineup of educational programs for children of all ages. VPM worked with the Virginia Department of Education and the state's other public TV stations to create "VA TV Classroom," a block of afternoon programming featuring teacher-led instruction consistent with the Commonwealth's academic standards.



A New VPM Podcast "Looks for the Helpers." Searching for the bright spots amidst the "new normal," in April VPM launched the podcast *Social Distance Assistance*. Taking a cue from Mister Rogers, episodes feature Host Kelly Jones and her daughter June talking to "the helpers" as they support communities in the era of social distancing. Recently featured on both NPR One and the podcast app Stitcher, the podcast is approaching 200,000 downloads.

Artsline Refocused. Continuing our support for the region's arts and culture communities, we relaunched VPM's Artsline service to focus on free virtual events. Featured events appear in a weekly Artsline blog and air on both VPM News and VPM Music.

News and Public Affairs



Increased Beat Reporting. VPM's expanded news team covers mental health issues, courts, city government and education. Outstanding reporting was recognized with seven Virginias AP Broadcasters Awards and eight regional Edward R. Murrow Awards, including the award for Overall Excellence.

General Assembly. VPM archives Senate and House of Delegates' sessions gavel-to-gavel, provides regular TV coverage of Senate sessions on VPM Plus, and broadcasts the Governor's State of the Commonwealth Address. VPM broadcasts a 90-second General Assembly update before and after each *PBS NewsHour* episode during the course of the legislative session.

Politifact Virginia. Politifact Virginia helps listeners find the truth in politics by fact-checking statements by elected officials, pundits, talk show hosts and special interest groups, and rating their accuracy on a Truth-O-Meter.

Intern Program. VPM's Intern Program helped us boost our news presence on air and digitally. More than 85 intern-produced news stories aired on VPM News in 2019 and 65 so far in 2020, some nationally on NPR. The program adds young talent and diversity to our workforce, providing aspiring journalists an opportunity for experience and growth.

Full Disclosure. VPM produces *Full Disclosure* with host Roben Farzad locally on VPM News and worldwide as a podcast, offering listeners a deep dive into policy, media, tech, entrepreneurship and more. This spring, *Full Disclosure* converted to a live, coronavirus-centered call-in show, allowing listeners to talk directly with experts.

Arts and Culture

The Art Scene. In FY2020, VPM produced *The Art Scene*, a series that offered a compelling look at the unique personalities and organizations that comprise Virginia’s arts community and that helped expand audiences for local artists and cultural organizations.



A Menuhin Showcase. With the Menuhin Competition’s arrival in Richmond postponed due to coronavirus, VPM created “A Menuhin Showcase.” Featuring performances by young violin virtuosos from past Menuhin Competitions, this TV program primes audiences for Menuhin Competition Richmond 2021 and helps to keep the excitement alive.

Making Menuhin. This original VPM podcast offers listeners worldwide the chance to meet some of the 2021 competitors and hear their stories. Each episode includes musical recordings of featured performers made exclusively for VPM.

Lifestyle



Local Favorites. Production continued on local VPM programs showcasing Virginia, including *Charlottesville Inside-Out*, *Un-Wine’d*, *Virginia Currents*, *Virginia Farming* and *Virginia Home Grown*.

National Exposure. In March 2020, VPM’s *The Inn at Little Washington: A Delicious Documentary* reached PBS viewers worldwide through its inclusion in the PBS national primetime lineup.

CREATE TV. VPM offers this special channel featuring viewers’ favorite public television series and specials on food, travel, home and garden, arts and crafts, fitness and other lifestyle interests.

History

Local Series with National Appeal. VPM premiered two new history series, *Legacy List with Matt Paxton*, which uncovers the stories behind family heirlooms, and *The Future of America’s Past*, which follows historian Edward Ayers as he travels to places that define misunderstood parts of America’s past. American Public Television distributes both series nationally.

Science and Discovery



National and Local Programs. VPM carries national PBS staples like *Nature* and *NOVA* as well as special PBS series like *Chasing the Moon* about the space race, and Ken Burns’ *The Gene: An Intimate History*. Locally, VPM completed production on the second season of *Untamed*, focusing on wildlife rehabilitation, conservation and the inspiring work of veterinarians and specialists at the Wildlife Center of Virginia. American Public Television distributes the series nationally.

Education and Engagement



Accessible and Educational Children’s TV Programs. VPM broadcasts VPM PBS KIDS, a free 24/7 television channel accessible to any household with a TV antenna. The programming, geared to children ages 2-8 is fun, educational and supportive of children’s social-emotional health. These shows frequently reach children in underserved communities.

Supporting Communities. VPM continues its work to support early childhood educators and parents, through Ed Camps, partnerships with organizations in under-served communities like the Peter Paul Development Center and the Market at 25th in Church Hill, and other outreach initiatives.