2012 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

"The **VIRGINIA CURRENTS** episode about *Comfort Zone Camp for Bereaving Children* has been an incredible resource for us. This show offered a moving, holistic picture of our program that has been successful in making viewers feel as if they are witnessing our programs first-hand."

Lloyd Osgood
Chief Executive Officer, Comfort Zone Camp

The Community Idea Stations use the power of media to educate, entertain and inspire.

The Community Idea Stations is a valuable local institution in the Central Virginia region. The Community Idea Stations provides early childhood education programs through the PBS KIDS Ready to Learn program. The Community Idea Stations also provides a rich, interactive neutral news & information platform for public dialogue on the issues affecting our community.

VIRGINIA CURRENTS, our weekly statewide public television newsmagazine series in its twenty-second season having earned hundreds of awards in twenty-one seasons for the quality of its community service.
CHARLOTTESVILLE INSIDE-OUT, a magazine series showcasing our Charlottesville region, launched its sixth season and continues to grow in audience and awareness within our community.
CAPITOL EVENTS provided weekly coverage of the General Assembly through legislative year.

The Community Idea Stations' local services reach nearly half of the state of Virginia's residents combined with a service area of over six hundred thousand television households. Nearly three hundred thousand viewers watch The Community Idea Stations every week. The Community Idea Stations is a "must have" partner with many local community organizations that improve the quality of life in our region.

IN THE COMMUNITY

In 2012, the Community Idea Stations provided a rich source of educational support for teachers, students and parents throughout the central Virginia region. Through the Community Idea Stations' **PBS KIDS Ready to Learn** program, 14 training events attended by 260 adults impacting 5,126 mostly low income children, ages 2-8, teaching literacy and life skills using **PBS KIDS** programming, activities and books. The Community Idea Stations conducted a teacher and technology training seminar impacting 2,277 attendees via our annual *EdTech* conference at Randolph Macon College.

The Community Idea Stations also provided a wealth of local content through our television, radio and web/social media services that is unique and important to the community at large.

VIRGINIA CURRENTS, the twenty-two year statewide newsmagazine series that showcases the faces and places that makes Virginia truly unique, was viewed by nearly one-million viewers overall in 2012.

VIRGINIA HOME GROWN, a regional gardening series that offers gardening tips, viewer call-in and visits to area gardens of interest, was viewed by 18,000 viewers during each episode. Richard Nunnally, master-gardener and host of the series, extends the life of the television show by offering tips and Q&A on our website.

CAPITOL EVENTS, a weekly series during the Virginia Legislative session, offered viewers an opportunity to learn more about the legislative session via interviews with key lawmakers. Nowhere else in local media is there a long-form opportunity to engage community dialogue regarding important government matters for the constituency.

The State of the Commonwealth Address, the annual Governor of Virginia event that launches the legislative season, was carried live by all Virginia Public Television station impacting one-million viewers.

The Community Idea Stations ongoing **SCIENCE MATTERS** educational program helped make Science education more interesting for a K-12 audience. The **SCIENCE MATTERS** team offered numerous radio, television and web content applications designed to increase Science awareness. **SCIENCE MATTERS** continues to partner with Math and Science centers all around central Virginia, and with the launch of a robust new web area in February 2012, continues to work with partners to provide content and be a go-to source for teachers, students and parents, focusing on STEM.

The Community Idea Stations is a valuable media gateway for showcasing television programs produced by our independent producer community. The Community Idea Stations reached out to the Virginia Production Alliance and the National Academy of Television Arts & Sciences with a station event intended to create awareness that the Community Idea Stations is actively accepting programs for broadcast consideration. As a result, program subjects that may not have garnered our limited financial internal production resources on mental health, race relations, history and culture spread an additional wealth of information relative to our audiences.

2012 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

The People's Debate, an October 2012 Virginia Senatorial Debate that featured two former Virginia Governors, Tim Kaine and George Allen was organized by the League of Women Voters of Virginia and AARP Virginia. The debate was broadcast live throughout the Commonwealth from Richmond by PBS member station, WCVE PBS Richmond also known as the Community Idea Stations. The debate asked the candidates to go on record about issues important to Virginians.

Dr. Robert "Bob" Holsworth from Virginia Commonwealth University moderated and the panelists were Stephanie Rochon from WTVR CBS 6, Bill Miller from WCVE Public Radio, Lynn Gordon, LWV-VA President, and Bill Kallio, Executive Director of AARP Virginia.

The People's Debate was viewed by 60,000 statewide.

"AARP is a non-partisan organization that educates the public on the views of candidates seeking public office. We partnered with WCVE to produce a state wide candidate forum for the 2012 Senate race in Virginia. The collaboration resulted in a high quality forum that allowed thousands of viewers to hear where the candidates stood of issues important to all citizens. Our joint effort made an important contribution toward civic engagement across the Commonwealth."

Bill Kallio
State Director, AARP Virginia

2012 LOCAL CONTENT AND SERVICE REPORT

EVALUATING OUTCOMES, MEASURING IMPACT

"We are thrilled with the **CHARLOTTESVILLE INSIDE OUT** (CVIO) segment regarding Children, Youth and Family Services (CYFS). I worked closely with CVIO host, Terri Allard, in preparation for the shoot and was really pleased that she spent so much time and energy learning about CYFS so that she could ask good and insightful questions in her interviews. The entire CVIO production team were great to work with and always showed lots of consideration to the folks they were filming. The results are a sort of trophy for us; we've enjoyed showing off the piece to our Board members and volunteers and we've linked to it on our website so that the community can easily learn about CYFS through CVIO's interviews. Thanks so much for choosing to shine a light on CYFS!"

Erin Garvey
Director of Development and Communications
Children, Youth & Family Services

2012 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

35,161 children in central Virginia were impacted by the Community Idea Stations' PBS KIDS Ready To Learn program

37 events were conducted surrounding everything from a PBS KIDS Go! Writers Contest from reading to underprivileged children in schools

The Community Idea Stations' PBS KIDS Ready To Learn program distributed 12,477 books to children throughout central Virginia.

The Community Idea Stations' PBS KIDS Ready To Learn program hosted 14 training events attended by 260 adults impacting 5,126 mostly low income children, ages 2-8, teaching literacy and life skills using PBS KIDS programming, activities and books.

The Community Idea Stations use the power of media to educate, entertain and inspire.