



## 2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

“The Community Idea Stations provided an ideal televised partnership by broadcasting a very special Richmond Forum speaking event featuring Steven Spielberg, Doris Kearns Goodwin & Tony Kushner discussing the “Lincoln” movie that was primarily produced in the Greater Richmond area. Our Richmond Forum event was completely sold out and the Community Idea Stations’ partnership allowed 75,000 additional viewers to enjoy this experience. We value The Community Idea Station and look forward to future partnerships”

Mr. Bill Chapman  
*Executive Director, Richmond Forum*

*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 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.

## Partnerships and Impact

“This collaboration has extreme benefits to us, it encourages, young minds to study STEM, increases awareness of VCU School of Engineering, promotes the super cool project conducted within our halls that only a broad awareness—video, radio and PR story-telling machine can do. SCIENCE MATTERS has been a strong supporter of our vision to inspire students.”

Joan Izzo  
*Director of Communications & Marketing,  
VCU School of Engineering*

“I am convinced that collaborating with the Community Idea Stations and the SCIENCE MATTERS team has been a tremendous help to us as we work to increase public awareness of VirginiaFIRST and the importance of STEM education.”

Jim Babb  
*Communications & Media Relations, VirginiaFIRST*

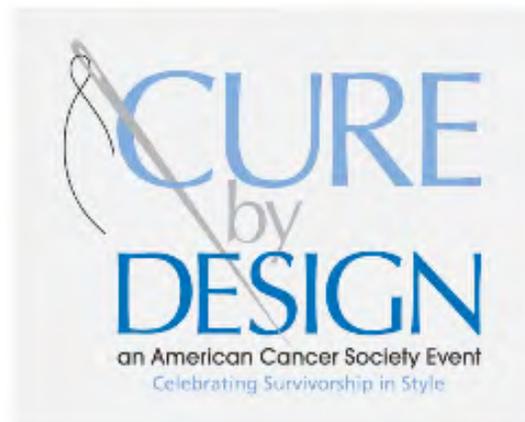
“I can’t tell you how many times I have heard from people ‘I heard a great story about Robotics on the radio’ or ‘I saw a piece on TV’ about FIRST Robotics. Many people have been driven to events due to the coverage as well as the website pieces. Many spectators at events have told me how excited they are to learn about FIRST thanks to the website coverage from SCIENCE MATTERS.

One small story...a dad heard a story on WCVE radio and brought his very young son to an event. He had never heard of FIRST, but was so taken with what he heard and saw that he got a Jr. FIRSTS Lego League started at his son’s school in Richmond. Not only did he start a team, he started 3 teams and became a huge advocate. We are grateful for this partnership.”

Sally Sylvester  
*VirginiaFIRST Senior Mentor*

“I think the collaboration between Chesterfield County Public Schools and Science Matters has been very beneficial. It provides a showcase for what is unique about our programs in Chesterfield County Public Schools – exemplifying our 21st Century Teaching and Learning Skills. I have had several people in Chesterfield and Henrico stop me to say they have seen Chesterfield County Public Schools showcased on SCIENCE MATTERS. That exposure makes people pay attention to the good things going on in our schools.”

Melanie D. Bartolf-Haimes  
*Instructional Specialist for Science,  
Chesterfield County Public Schools*



“Cancer has touched the lives of millions of families throughout Virginia. The American Cancer Society is an organization I have been involved with for over 14 years, and I was thrilled to serve as the Honorary Chair for the American Cancer Society’s Cure by Design 2013 event. I am equally thrilled that the Community Idea Stations flagship statewide public television news magazine series, VIRGINIA CURRENTS, featured a lead segment surrounding, Cure by Design, a fashion show fundraiser benefiting the American Cancer Society, featuring cancer survivors as runway models. The VIRGINIA CURRENTS team captured the essence of the event in such a wonderful, thoughtful and sensitive manner via interviews with cancer survivors that we often feature the Cure by Design VIRGINIA CURRENTS video segment during American Cancer Society events.”

Mr. Barry Moore  
*Honorary Chair, Cure by Design 2013*

The Community Idea Stations ongoing **SCIENCE MATTERS** educational program helped to 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.

In 2012 **SCIENCE MATTERS** engaged 115 community partners to raise public awareness about science in our community and to engage students' interest in STEM education and careers. Collaborating with the Virginia Department of Education, the program supports teachers in 139 Virginia school systems. The program hosted and promoted 23 community events, including the first annual **Explore the Outdoors**, which attracted 2,500 people to the Stations, and our first **Science Pub RVA** event.



The Community Idea Stations **PBS KIDS Ready To Learn** program engaged 72 community partners using PBS resources to prepare children for success in school through 16 training events attended by 1055 adults impacting 7,993 mostly low income children, ages 2-8, teaching literacy and life skills using PBS KIDS programming, activities and books.

- Delivered 5,600 books to low-income children throughout Central Virginia.
- Trained 1,000+ childcare providers, parents and educators to prepare children for success in school
- Brought PBS Learning Media to teachers, a robust library of educational content and lesson plans
- Informed and prepared parents for kindergarten registration with United Way's Smart Beginnings

