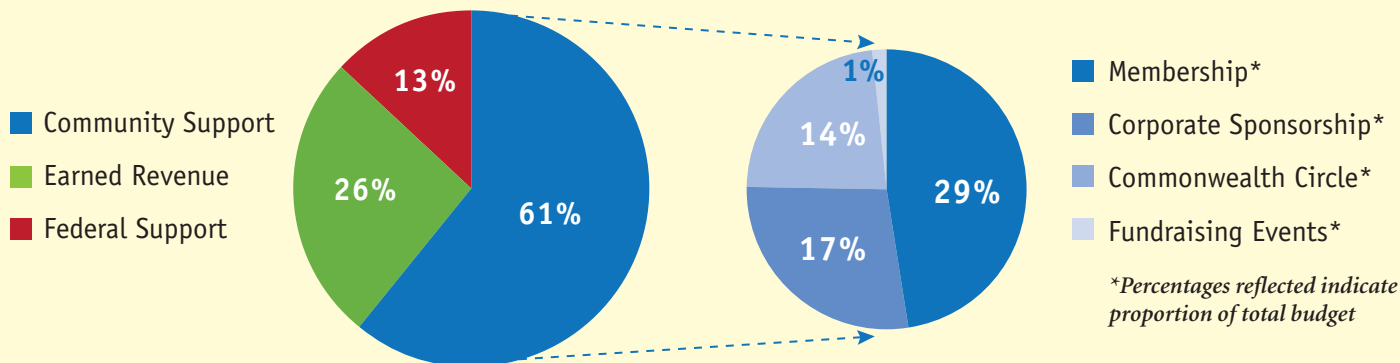


# Powered By Your Dollars

The Community Idea Stations fosters communities that are informed, enriched, and positively engaged in life. We do this by using the power of media to educate, entertain and inspire. Our most important partner in strengthening our organization and our community impact is the community itself.

## FY 2017 Projected Revenue (\$9.2 Million)

Individual giving is the most powerful driver of our regional impact. (43% of total budget)



## Together, we will continue to improve Central Virginia's quality of life.

### Excellence in Television

- Serving 186,000 viewers weekly with award-winning PBS programs (120+ hours of educational children's programs)
- Community forums exploring regional issues in-depth
- Production of award-winning documentaries, distributed nationally
- VIRGINIA HOME GROWN, shown monthly during the growing season, featuring eight new call-in programs
- Award-winning VIRGINIA CURRENTS newsmagazine
- CHARLOTTESVILLE INSIDE-OUT interview program
- CREATE—lifestyle channel
- MHz WORLDVIEW—international news
- National public TV distributor serving local and independent producers

### Community Outreach in Central Virginia

- **Ready To Learn**® literacy program with 72 community partners helps parents and caregivers prepare young children for success in school
- **Science Matters** works with 115 partners to promote STEM learning and career development among children
- **Screenings** of major TV productions and **Community Events** like Science Pub RVA and Explore the Outdoors encourage life-long learning

### Excellence in Radio

- Serving 112,000 listeners weekly with content of which more than 40 percent is locally programmed
- Award-winning NPR® programming
- Locally hosted jazz, classical, blues and world music
- Award-winning local newscasts, feature and science reporting, and stories contributed to NPR®
- In-depth VIRGINIA CURRENTS stories with online extras
- WCVE FORUM series featuring public affairs speakers
- Local analysis and coverage of state government news
- Three *Richmond Symphony* broadcasts weekly
- ARTSLINE, a community arts calendar
- Live broadcast of the *Richmond Folk Festival* main stage
- WCVE 88.9 HD-2 station with all News/Talk programs

### Unique Studio Capabilities Supplement Giving Revenue

- Production services in newly renovated HD-TV studio
- Uplink capability for global broadcast of interviews of local experts and government leaders
- The *only* television studio at the Virginia General Assembly, providing session coverage and session archives
- Studio provides large space for local events



community  
idea stations®

