



community  
idea stations®



## 2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

“The Center for Politics at University of Virginia has partnered with WHTJ PBS Charlottesville and WCVE PBS Richmond for nearly two decades regarding documentary programs that impact local and national television audiences. Last year’s program partnership earned the “Best Documentary” Emmy award for the second year in a row. Moreover, the local and national outreach of these programs is exceptionally valuable to us. We could achieve this only with a media partner like WHTJ PBS Charlottesville and WCVE PBS Richmond.”

Dr. Larry J. Sabato  
Director, Center for Politics  
University of Virginia

*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 providing early childhood education programs through the PBS KIDS Ready To Learn program. The Community Idea Stations also provides a rich, interactive neutral news and information platform for public dialogue on the issues affecting our community.

**VIRGINIA CURRENTS**, our weekly statewide public television newsmagazine series in its twenty-third season having earned hundreds of for the quality of its community service.

**CHARLOTTESVILLE INSIDE-OUT**, a magazine series showcasing our Charlottesville region, launched its eighth 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.

“I just received a call from a woman that lives in Richmond. She saw C4K’s interview on **CHARLOTTESVILLE INSIDE-OUT** in WHTJ PBS and was extremely impressed, said she cried listening to the story about Robert. Her job brings her to Charlottesville, so she will be bringing a donation, CPU, Printer, Monitor, router next week. Thanks!”

Cheryl Ellison  
*Administrative Assistant, Computers4Kids*



“I served as the Walk Chairperson for the 2014 Richmond Out of the Darkness Community Walk, Our walks are sponsored by the American Foundation for Suicide Prevention. The AFSP is the largest national not-for-profit organization dedicated to understanding and preventing suicide through research, advocacy, education and awareness programming, and by providing support to those who suffer with depression or have been affected by the loss of a loved one to suicide.



This year was our 5th annual walk and by far, the largest. We were so grateful for Ren Bell’s coordination to have our event filmed for **VIRGINIA CURRENTS**. The segment did an excellent job of showing our purpose for the walks genuinely and accurately. The producer interviewed participants and their families to tell why they walked that day. **VIRGINIA CURRENTS** gave those touched by suicide the opportunity to share their stories. The features of the walk were well displayed and anyone who did not go could see what the Out of the Darkness Walks are all about.”



Shirley Ramsey  
*VA Chapter Chairperson, AFSP  
(American Foundation for Suicide Prevention)*



“WCVE PBS Richmond is a valuable media partner that we have partnered with over the years to provide debate election programming for the Commonwealth of Virginia. Specifically, AARP Virginia successfully partnered with WCVE in the fall of 2014 for an important live state-wide televised debate program featuring the candidates for United State Senate. AARP Virginia appreciates the ability to reach our constituency through the vast reach of television that otherwise would not be possible.”

Peter J. Goldin  
*Associate State Director – Advocacy AARP Virginia*



“The Science Matters “Hot Shots and Hot Jobs” videos and TV spots provide the quick, inspirational snapshots that appeals 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*

“The Science Museum of Virginia is always looking for ways to inspire Virginians to enrich their lives through science. We seek ways to share with a broad audience all of the amazing and engaging ways we humans interact with science in our everyday lives. This is done in many ways including videos and TV spots tied to current STEM related news to partnering with community groups to create blockbuster events such as the RVA MakerFest.

Science Matters helps us reach and engage viewers through excellent web videos, TV spots, radio reports that pique curiosity and create a desire to want to know more.

Chuck English  
*Director of Playful Learning and Inquiry  
Science Museum of Virginia*

“Events like **Explore the Outdoors** are important to the community mainly for awareness and exposure—families might come for Smokey the Bear, but leave knowing about the range of programs offered by the Community Idea Stations.

The friend I brought along remarked immediately on the isolated location of the station. It’s important to put a face on this hidden, secluded facility and put the “public” in PBS. At the “Community” Idea Stations, the guests and patrons are most important. This is particularly relevant for **Science Matters**—not all parents are science-savvy, and a fun activity using a magnifying glass with your child can bridge the gap and encourage them to want to learn. Events like **Explore the Outdoors** should strive to send such messages as, “we’re people, too, and we care... by doing our best to serve this community and your children.”

I wanted to be involved because it was a chance to be outside and spend time with children in a relaxed setting (instead of my usual time in the classroom teaching reading at a local elementary school.) It’s one thing for children to learn science in a classroom...it’s quite another for a really excited volunteer to get down in the grass with them and look at their pet caterpillar under a magnifying glass and name it together.

Lauren Colie, VCU Journalism student  
*Teaching Assistant and Literacy Coach VCU AmeriCorps Concerning  
Science Matters’ and Ready to Learn’ Explore the Outdoors*

