

**WHRØ**

**FY 2009  
ANNUAL REPORT**

**...thousands of reasons...**

## *FROM THE BOARD CHAIR*



Public broadcasting supporters are a vocal, articulate lot. Frequently, members who make pledges or send checks also include a sentence (or several) about why they support WHRO.

We felt these sentiments were too significant to file away in the archives, and we knew that for every viewer and listener who wrote or called, there were many more who hadn't yet done so. So earlier this year, we began posing a brief proposition, and a simple question:

There are thousands of reasons to support public broadcasting. What's yours? In letters, on the air, in our monthly program guide, Dimensions, and in our e-newsletters, we put the question to our viewers and listeners.

And as we anticipated, they answered. With the eloquence that comes from sincerity, they let us know what public television, public radio and educational services mean to them.

This Annual Report contains some of the most memorable and touching of the responses. In these pages, you'll read about what we did in FY2009 – what we accomplished, how we shepherded our resources, and what Hampton Roads had to say about our efforts.

Dr. Elizabeth L. Young  
Chair, WHRO Board of Directors



## *FROM THE PRESIDENT*

Along with their reasons for supporting WHRO, our viewers and listeners responded generously during FY2009 to our fundraising campaigns. The period covered by this Annual Report has been called the second worst economy in the history of the United States, and yet our donors have not wavered in their support.

While government support continued to shrink, membership and major gifts revenues were ahead of the previous year. Underwriting support was strong in a weak economy. And our staff, mindful of the uncertainty of the national and local economy, managed our budget conscientiously and effectively.

In a year that saw the best in our industry cutting programs and losing staff positions, WHRO was able to finish this year with no loss of personnel, no diminution of services, and no eliminated programming. It is a testament to the generosity of the people and institutions of Hampton Roads that we were able to finish the year on solid financial ground, covering all but a small percentage of depreciation.

The words of our members, contained within these pages, speak loudly to the value Hampton Roads places in the work WHRO does every day – on television, on the radio, in the classroom and in the community. It is our privilege and pleasure to share them with you in this Annual Report.

Bert Schmidt  
President and Chief Executive Officer

We like nothing more than spending time with friends -- here are just a few of our favorite shots from the year!



# PUBLIC RADIO WHRV 89.5 FM



*No commercials, outstanding content, unbiased journalistic integrity.*

*Canadian by birth, Minnesotan by heart, and Virginian courtesy of the US Army: A Prairie Home Companion takes me home again.*

*The programming is informative, challenging, entertaining...and assumes that I am a "grown-up"! Thank you.*



Heather Mazzoni

During FY2009, under the leadership of Program Director Heather Mazzoni, WHRV 89.5FM was recognized by Hampton Roads Magazine as Best Radio Station, and NPR's *Morning Edition* the best morning program. Sondra Woodward, *Morning Edition* host, won the nod for Best Voice in Local Radio.



Sondra Woodward

*HearSay with Cathy Lewis*, celebrating thirteen years on the air in FY2009, won a Best Feature Reporting honor from the Virginia Association of Broadcasters for its segment on tattooing. *HearSay* continues to invite listeners to join the conversation every weekday at noon for lively discussions about topics as wide ranging and diverse as global warming and pet health.

**HearSay**  
with Cathy Lewis

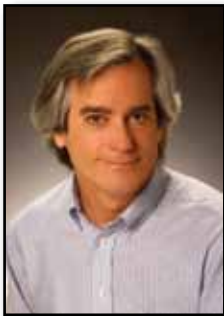


Cathy Lewis

The proof is in the pudding – or in the case of radio, the ratings. At the close of FY2009, WHRV's ratings were at an all time high, with a 4.6 share and a cume rating of 8.9 – our highest to date.

WHRV's two digital radio stations – SpeakEasy at 89.5-HD2 and radioNtenna at 89.5-HD3 – continued to grow audiences with their unique and eclectic programming. Response to these two stations has been overwhelming and positive.

WHRV continued to delight and inspire audiences of all ages and persuasions with programs like:



Paul Shugrue

*Out of the Box* and *A Shot of the Blues*, produced and hosted by Paul Shugrue



Neal Murray

*The Saturday Night Fish Fry*, with host Neal Murray



Jae Sinnett

*Sinnett in Session* and *The R&B Chronicles*, the best in jazz and R&B with Jae Sinnett

Plus others like *The Vocal Sound of Jazz*, produced and hosted by Jack Frieden

## HD RADIO

During the past year, WHRO moved from analog radio stations to digital ones. HD radio offers superior sound, but also allows us to broadcast more separate channels in the same space as we used to broadcast one. We offer SIX stations to listeners of HD radio. Find out more about our other offerings or listen on-line at [whro.org](http://whro.org).

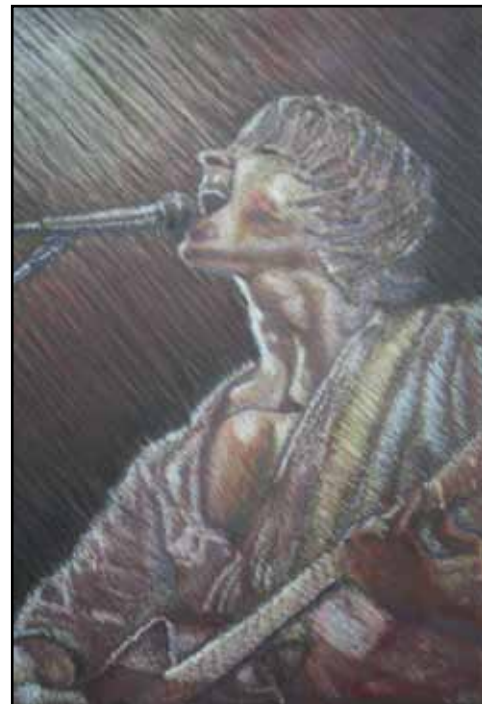


**89.5 HD1 • WHRV FM**  
**89.5 HD2 • SpeakEasy**  
**89.5 HD3 • radioNtenna**

**90.3 HD1 • WHRO FM**  
**90.3 HD2 • Connoisseur Classics**  
**90.3 HD3 • The 1920s Radio Network**



And another program that elicited our favorite listener comment of the entire year, from an unlikely source: a 17-year old high school student named Colleen Swingle. She submitted the work you see here to her high school literary magazine, and her mother sent it to WHRV's Sunday night folk music producer, host of Pickin' on WHRV and Acoustic Highway, Dr. Barry Graham. We are humbled and proud to display her extraordinary work here:



*Pickin.*

*And I'm not talkin crab pickin or flower pickin or nose pickin.*

*I'm talkin banjo pickin. That barefoot-campfire-mountain pine-dusty sweat feelin. I'm hearin bluegrass. And I am home.*

*This chair swivels. Distracting while I am trying to finish my homework. The harsh marble makes my mechanical pencil screech across the college ruled notebook paper. A new show is debuting tonight and I want to finish my homework...the songs on my iPod are getting old..."I swear I did the dishes yesterday, its Charlie's turn"... I haven't checked my email in a week...  
TWANG*

*I forgot. It's Sunday.*

*The old familiar voice takes its seat in my radio. It's the kind of wrinkly old voice that would pull you onto its lap and tell you about the good ol' days. If allowed another grandpa, I would adopt this affable crooner. Settling in, his voice grates with static; he welcomes me. Hopes I had a good day and a pleasant evening. Gives a brief itinerary for the show. Creaks back in his chair.*

*Presses play.*

*Warm humming and honeyed lyrics slip forth like molasses from a bottle, first dribbling slowly out of the spout, then the beat slides forward faster and slicker. With each beat, the bottle tips back and the flow halts. Wonderful song, he says. Then the process proceeds. Warmth. Speed. Adrenaline. Friction. Pounding. Toes tapping, remembering.*

*In the campground I will always be ten and twirling, spinning to plucking strings and beating heels. My feet wore no shoes, catching each vibration in the floor boards through my soles, strung-along notes hammered out and harmonized. Fixed forever, ten and twirling.*

*"Well thanks for tuning in this Sunday night."*

*My chair swivels.*

*"This was Pickin' on WHRV."*

*And I am home.*



Barry Graham

PUBLIC RADIO  
WHRO 90.3 FM



*I love the music, but probably would not listen as often if I did not feel the presence of such gentlemanly announcers. Thank you for being there in the station, and for being in every room in which there is a radio.*

*Thank you, thank you, thank you for the H.M.S. Pinafore music this morning! I got all excited hearing the opening notes and it lifted my spirits right up! Then you played 3 selections - it inspired me to finally get around to renewing my membership! Thanks again for your outstanding contribution to the community!*

**WHRO FM's music library** – and the combined knowledge and sensitivity of its announcers, under the leadership of Program Director Dwight Davis, continue to be the envy of classical music stations throughout the country.

Dwight and his staff are committed not only to sharing the classical literature, but also to showcasing local artists whose work enriches the community throughout the year. During FY2009, WHRO 90.3FM continued its tradition of airing performances by the following:

- The Virginia Chorale
- St. Paul's Episcopal Church, Festival of Lessons and Carols
- The Virginia Symphony Orchestra
- The Virginia Opera

90.3 FM continued to work with the Virginia Arts Festival by conducting interviews with visiting artists, this year including composer Ellen Zwillich, pianist Andre Michel Schub, Joseph Kalichstein of the KLR Trio and violinist Kikuei Ikeda of the Tokyo String Quartet.



Dwight Davis

**Dwight Davis**  
Morning Classics  
From the Parlor  
Your Sunday Brunch  
Bird Notes with Dwight Davis

**Dr. Raymond Jones**  
Evening Classics  
Connoisseur Classics  
This Just In



Raymond Jones





Jonathan Lichtenstein

**Jonathan Lichtenstein**  
 Midday Classics  
 Saturday Car Tunes  
 Intermezzo

**Anthony McSpadden**  
 Afternoon Delights  
 Connoisseur Classics



Anthony McSpadden

Plus others like Silver Moonbeams, produced and hosted by Bill Hicok.

**Finally**, the WHRO and WHRV radio family noted the loss of three of its icons within a very short period during FY2009: in November, Taylor Green, the voice of afternoon classics on WHRO for 19 years, died suddenly. Shortly thereafter, Rollie Bristol, who retired from WHRV in 2004, died after a prolonged illness. And on December 31st, Betty Luse, former WHRV station manager and founding producer of *HearSay*, passed away.

Taylor, Rollie, and Betty were part of the reason public radio has thrived in Hampton Roads for so many years. All three were part of the team that accomplished the acquisition of our second radio station. The contributions they made to public radio cannot be overstated, and their influence will be felt for years to come.



Rollie Bristol



Taylor Greene



Betty Luse

**Public radio was born in Hampton Roads,**



Virginia, in 1973 as WTGM at 89.5FM. In 1975,

WTGM's license was acquired by public television station WHRO. In 1978, the FM letters were changed to WHRO, which featured NPR programming, classical, jazz and folk music. The station prospered, and it soon became clear that Hampton Roads was hungry for more. A feasibility study indicated the viability of two public radio stations, but the 1985 FCC freeze on noncommercial FM applications postponed WHRO's plans.

It took nearly seven years from concept to reality, but through WHRO's vision and persistence, a construction permit to activate a second station was issued by the FCC in 1988. In September 1990, WHRO 89.5FM became WHRV 89.5FM, with a format of NPR, news and information, and non-classical music. The new frequency, 90.3, assumed the WHRO call letters, and became a 24-hour classical music station. Today, both stations thrive!

# PUBLIC TELEVISION

*During my adult lifetime, I have seen no other programming that approaches its standards in news, the performing arts, political commentary, children's offerings, and science. Furthermore, it is universally accessible.*

*WHR provides up to date news and programs to keep me informed. My kids love to watch Ch 15 when they wake up in the morning because there are NO commercials! Thanks WHRO!*

*I love that you guys show classic episodes of "Doctor Who" along with other great British imports like "Black Adder" and "Monty Python"! No other network shows these programs, especially the old adventures of Tom Baker's good ol' Doctor. From a fellow Time Lord, I say keep up the great work*

**FY2009** was the year that the television industry had spent more than a decade preparing for: the switch from analog to the digital broadcast standard. Long anticipated to occur on February 17th, the change was postponed until June 12th, to give television stations and citizens more time to prepare.

WHR didn't need the extra time, and neither did our audience, owing to thoughtful internal planning and an aggressive and comprehensive education campaign to make sure all of our viewers were ready. On February 17, 2009, WHRO ceased analog broadcasting and became the first television station in Hampton Roads to broadcast entirely in the digital standard.



Chief Enterprise Officer John Heimerl turning off analog broadcast



Linda Delgado

Broadcasting in digital has made it possible to introduce new programming to the community, and WHRO now boasts four stations with four very diverse schedules. Overseeing the programming on these four stations is Director of Television Programming Linda Delgado.

Our legacy station, WHRO 15 (HD15.1), continues to air the finest PBS programming – including favorites like *Antiques Roadshow*, *The NewsHour with Jim Lehrer* and *NOVA*.

WHR WORLD (HD 15.2) is a 24-hour digital channel showing PBS documentaries, science, current affairs, and history programs. It's programming from PBS, supplemented by WHRO's own local productions and programs of interest from municipalities throughout Hampton Roads.

WHR KIDS (HD 15.3), lets families access the best in children's programming 24 hours per day, seven days per week.

WHR CREATE (on cable only) – a constant companion to artists, chefs, crafters and do-it-yourselfers, Create is a 24/7 offering of how-to programs that take viewers from start to finish on projects of every stripe.

In FY2009, our television production department, directed by Mark Burnett, focused on local programming, which continued to be a hallmark of WHRO TV. *FilAmTV*, produced by Jay Sanchez, was recognized by the Virginia Association of Broadcasters as Best Human Interest Series.



Mark Burnett



*What Matters*, a 30-minute program that began its weekly run in March of 2008, has been enthusiastically received by the community. Veteran broadcast journalist and host Cathy Lewis continues to lead viewers through the issues, people, concerns and community affairs important to the people of Hampton Roads. Danny Epperson produces *What Matters*.

On February 5, 2009, WHRO debuted *Another View*, a weekly 30-minute program that address issues specific to the vibrant African American community of Hampton Roads – but important and of interest to everyone. *Another View* is hosted by veteran journalist/broadcaster Barbara Hamm Lee, WHRO’s Chief Community Engagement Officer, who also serves as Executive Producer. Lisa Godley produces.

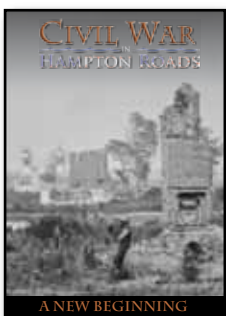


Barbara Hamm Lee



Three days later, on February 8th, WHRO aired the latest in a long line of thought-provoking documentaries: *The Norfolk 17: Their Story*. Telling the stories of the “babies who were denied their teenage years,” The Norfolk 17 recalls the era of massive resistance and the policies that prevented public school desegregation, even after Brown v. Board of Education. Fifty years after they first set foot into integrated classrooms, the surviving members of the original 17 came together as a group at WHRO and shared the heartbreaking, heartwarming stories of their experiences during that time. The result was a powerful, profound hour of television that recounted the bravery and courage of young people at a terrible point in our history. *The Norfolk 17: Their Story* was produced and hosted by Lisa Godley.

February also saw WHRO TV producing and airing *The Virginian-Pilot Spelling Bee* for the second year in a row. The number of participants grew, and so did the anticipation in our studio as the finest young spellers in Hampton Roads competed for the trophy. Our own Dr. Raymond Jones once again provided pronouncing duties, and hosted the television broadcast.



And in April, WHRO premiered the final installment of its four-part documentary *Civil War in Hampton Roads*. Again produced by WHRO’s Cynthia Parady and hosted by John Quarstein, this concluding segment entitled *A New Beginning* deals with the period after the end of slavery, and the new economic opportunities that arose with the arrival of new railroads, which fostered a boom in the Hampton Roads tourism, seafood, shipbuilding and lumber industries.



Kelly Jackson

## WHRO's Center for Regional Citizenship,

led by Director Kelly Jackson, focused on two major initiatives in FY2009.



Leading up to the 2008 election, the Center launched a series of dynamic activities to engage young people in the election process. *Be There, Be Counted* was designed to increase youth capacity for political participation and to provide insight into the unique perceptions of youth, ages 14 – 25, in Hampton Roads. The initiative included an interactive website, a youth video competition, and the production of a series of vignettes. The website ([betherebecounted.org](http://betherebecounted.org)) was designed and maintained by an ECPI College of Technology student organization of web

masters. It featured up-to-date election information, an interactive election map from NPR's The NewsHour, a national 'Select-a-Candidate' quiz, educational resources for teachers, and other PBS and NPR election-related tools.



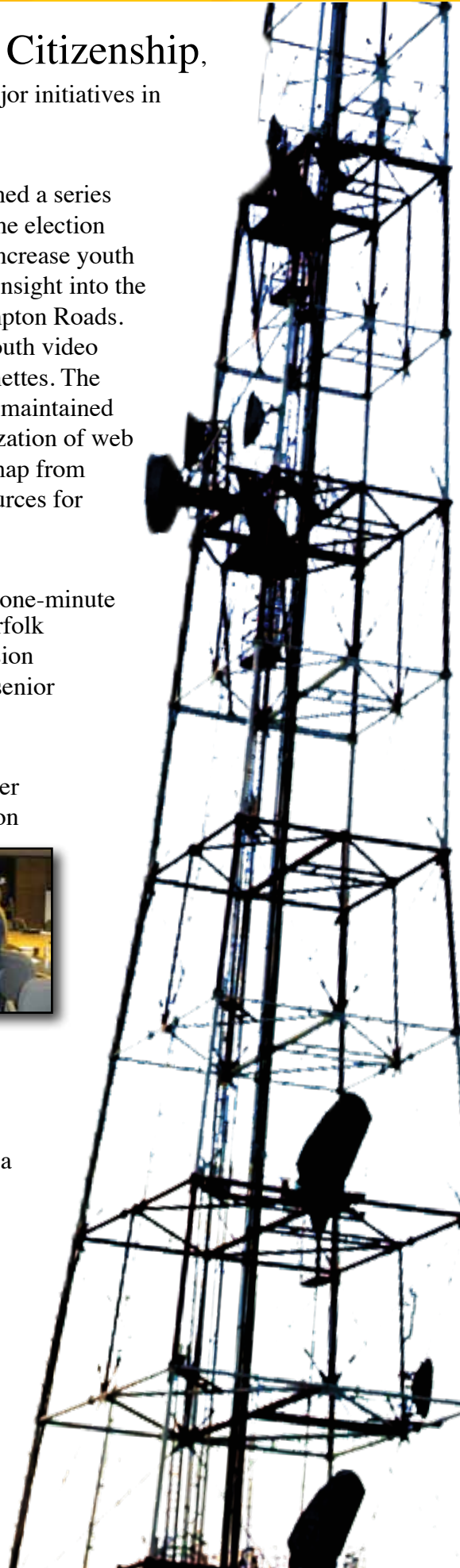
A BTBC video competition called for the creation of one-minute videos produced and directed by teams of youth. Norfolk Technical Center CIS students won in the junior division category; a Virginia Wesleyan College team was the senior division winner.

Also, through a grant from the Corporation for Public Broadcasting, the Center produced a series of six vignettes featuring the diverse perspectives of youth on issues of local and national concern. High school and college students, along with young working adults from throughout Hampton Roads, talked about why it's important to be an engaged citizen, how young people can get involved in the political process, where young people get their news and information, and important issues facing America today.



On Election Day, WHRO participated in a YouTube/PBS Video Your Vote project. A number of ambassadors armed with flip cameras went out into the community to document voting experiences. One of the videos documenting a voting booth problem had received more than 35,000 hits on YouTube by the end of the week. Several were featured on PBS' online coverage of Election Day.

Post-election, the Center continued to build upon the youth enthusiasm generated through the *Be There, Be Counted* initiative. A Civic Engagement Summit, hosted by the Hampton Roads Center for Civic Engagement along with community partners including WHRO, brought together a cross-section of citizens to explore regional action priorities and consider how we can work together to make a difference in the future of our region.



*Be There, Be Counted* built a broad base of community partnerships through which the Center can continue its efforts to involve youth in addressing critical regional issues and increasing the civic capital of youth in Hampton Roads.



Since 2007, when it produced the award-winning 30-minute television documentary, *Surviving Abundance: Overweight Kids in Crisis*, the Center for Regional Citizenship has been focusing efforts on addressing the issue of childhood obesity in Hampton Roads. A two-year grant from the OBICI Healthcare Foundation enabled the Center to work with early childhood education providers and elementary schools in Western Tidewater to encourage policy and practice changes that support healthy choices for children.

In December 2008, with the success of the documentary and the OBICI project, the Center was one of twenty-one recipients from across the nation to receive a grant from The Robert Woods Johnson Foundation. The two-year grant is part of a new multimillion-dollar initiative from the prestigious philanthropy and is the first grant WHRO has received from the foundation.

The grant calls for working within diverse faith communities in Western Tidewater to advance community policies or environmental changes to increase access to healthy foods and safe places to play, with an emphasis on reaching those children who are the highest risk of obesity. The initiative is being implemented through a partnership between the Center for Regional Citizenship and the Virginia Interfaith Center for Public Policy (VICPP), a nonpartisan coalition of faith communities working to create change through education and advocacy. Established in 1982, the Interfaith Center is the only statewide interfaith partnership focused on social policy in Virginia, and only the second such organization doing this work in the country.

This joint project brings the work to impact the childhood obesity epidemic door-to-door, to increase awareness regarding the issue, develop a coalition among faith-based and secular organizations, establish a policy agenda around the issue of childhood obesity and build capacity among the faith-based organizations to impact the issue. Eventually, the materials and best practices developed through the OBICI Healthcare and Robert Wood Johnson Foundation grants will be made available throughout the region.



# EDUCATION

*Public broadcasting offers the education arena much needed programming; not only for the classroom use but also for staff development for the teachers. Teachers in my school use UnitedStreaming which is provided to schools in Tidewater through WHRO. Many of the programs are geared towards education and are used in classrooms around the area from kindergarten through those working on completing their GED. I personally have taken many of the online classes for personal enrichment. My favorite professional development activity has been Tech Trek as well as The Next Generation.*



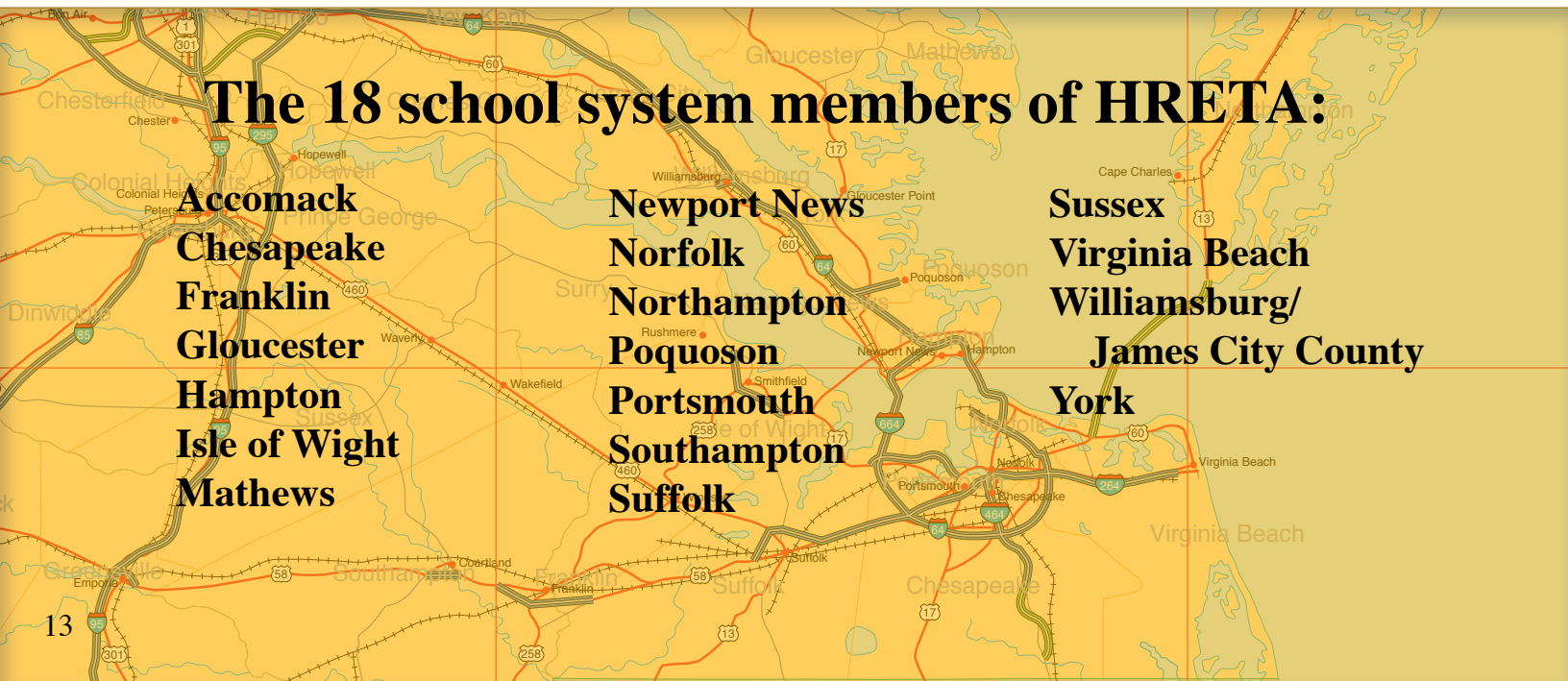
*As a citizen, teacher and retired teacher, WHRO has been very helpful to me. May your service to mankind continue.*

*I never knew WHRO offered as many educational avenues to the community*

## Probably one of the least known facts about WHRO

is our real name: Hampton Roads Educational Telecommunications Association, Inc. – HRETA.

HRETA is comprised of eighteen public school systems throughout Hampton Roads, who own the assets of the corporation. It may be only slightly better known that WHRO was begun as an experiment in using television as a classroom tool for teachers. Today, we are regionally and nationally recognized as a leader in the field of educational telecommunications.



### The 18 school system members of HRETA:

**Accomack  
Chesapeake  
Franklin  
Gloucester  
Hampton  
Isle of Wight  
Mathews**

**Newport News  
Norfolk  
Northampton  
Poquoson  
Portsmouth  
Southampton  
Suffolk**

**Sussex  
Virginia Beach  
Williamsburg/  
James City County  
York**



Larry Crum

That recognition is due in large part to the vision of Lawrence E. Crum, who retired from the position of Chief Education Officer in September 2008, after more than 40 years of service. He was feted by members of the WHRO staff, past and present, and by a host of educators and administrators who came together to celebrate his contributions to WHRO.

**Larry's successor was never in question.** Brian Callahan had worked with Larry for seventeen years, and together, the two built the relationships with HRETA members that endure today. Under Brian's strong leadership, the tradition of excellence and innovation continues.



Brian Callahan

In FY2009, working hand-in-hand with our owner schools, the WHRO Education Team continued to provide the best leading-edge, technology-based educational products and services for the parents, teachers and students of Hampton Roads and indeed beyond.



Our owners told us that the number one 21st century learning resource we provide is online, digital media distribution, and that it was time for us to work with PBS to make even more high-quality content available...and that's just what we did! We launched our own local system, Video Classroom, and were selected as one of sixteen stations nationwide to work with PBS to seamlessly integrate the new PBS Digital Learning Library into a local system. As a matter of fact, WHRO's system was featured at the PBS annual meeting!

WHRO contributed nearly two dozen educational productions to the Virginia on iTunes U site and created iCatchSquares, our first mobile learning application designed to help students learn mathematical concepts, identified through an analysis of mathematics achievement data from the Virginia Standards of Learning Assessments and Algebra Readiness Diagnostic Test, on their phones or other mobile devices.

For the second year, WHRO and Landmark Communications collaborated to produce and televise *The Virginian-Pilot Spelling Bee* and participation increased by almost 30%! Thirty-six of Hampton Roads' finest young spellers competed in the live broadcast. Year three is already in the works and is scheduled for February 20, 2010.



Our agreement with the Commonwealth of Virginia to host and operate the Virtual Virginia Advanced Placement School continued into its third year. Once again, nearly 3,500 students from across the Commonwealth completed one or more of the nearly 40 advanced placement and world language courses available through this advanced online system.



As part of WHRO's growing regional virtual school service, The Hampton Roads Virtual Learning Center, we completed five new regionally-developed, full-year, on-line student courses including Algebra I; Financial Literacy; and English 10, 11 and 12. This brings the total number of courses available to WHRO owner schools to eight, including English 9, Earth Science and Virginia/U.S. Government. Six more courses are scheduled for delivery by summer 2010 including Algebra II/Trigonometry, Geometry, Math Analysis, Biology, U.S. History, and Advanced Accounting.



In addition, WHRO was honored by the Corporation for Public Broadcasting with a My Source Community Impact Award for Education for our regional virtual school. CPB established this award program to recognize local public television stations for outstanding service to students, teachers, parents and caregivers in their communities. The awards ceremony was held during the Council of Chief State School Officers Legislative Conference in Washington D.C. in March.

WHRO's agreement with the Virginia Society for Technology in Education regarding Virginia's Community of Anytime Knowledge, featuring Virginia's PBS TeacherLine, a teacher training service that consolidates non-commercial offerings into a single service, continues to grow with the addition of three new courses aimed specifically at administrators. Thousands of educators across the Commonwealth are taking courses each year from the comfort of their homes through this service.

For 21 years, Tech Trek continues to be the premier face-to-face technology training event in Virginia. Tech Trek: The Next Generation, launched three years ago, picks up where Tech Trek ends and provides teachers even greater skills integrating technology in daily classroom practice through a project-based, constructivist approach. In total, more than 70 teachers attended, and survived, one of these week long residential summer camps.



Reaching into every school and nearly every home in Hampton Roads, our educational television broadcast service continues to be the best source of children's programming available. Three new research-based programs debuted this year, including *Sid the Science Kid* from The Jim Henson Company, *Martha Speaks* from WGBH, Boston and the new generation of *The Electric Company* from Sesame Workshop. Joining our other new early childhood programs *Super Why!*, *Word World* and *A Place of Our Own* and perennial favorites *Sesame Street*, *Curious George*, *Arthur*, *Clifford*, *Reading Rainbow* and *Between the Lions*, these new programs are among the more than 61 hours of high-quality educational television programming each and every week.



Launched in 2007, WHRO Kids is our cable and digital television service on HD 15.1, letting families access the best in children's programming 24 hours per day, seven days per week.



We also produced local television programs for parents and educators. *School Talk Monthly*, produced and hosted by WHRO's Director of Children's services, Angie Callahan, features One on One interviews with local school



Angie Callahan

Superintendents; on-location segments highlighting exciting school projects and activities, as well as upcoming professional development events, and Schools of the Month segments recognizing exemplary schools across the region. *Net Files* keeps teachers up-to-date on the latest Internet developments and highlights real teachers using real technology in real classrooms. *In Our Schools* is a series of spots featuring local school Superintendents talking about successes in their divisions and how they benefit from WHRO educational services.



We continued providing services through our three-year grant from the Corporation for Public Broadcasting to use the power of media content to help children enter school ready to read and learn. Activities included a week-long Super WHY! Reading Camp for the children at Fort Story in Virginia Beach; a PBS Kids Raising Readers Library Corner was established at the Clarence Cuffee Library in Chesapeake; monthly Anytime Is Learning Time trainings were conducted for Even Start and Head Start parents and teachers in Norfolk, Virginia Beach and Portsmouth-where Parents attending received over 250 children's books; and a Martha Speaks Reading Buddies program was initiated at Sewells Point Elementary in Norfolk.



In one of WHRO's favorite events of the entire year, more than 400 entries were received from aspiring artists and authors in Kindergarten through grade 5 for the 15th Annual Reading Rainbow Young Writers and Illustrators Contest. The winners and their families celebrated at an awards ceremony held in the WHRO television studio, where the winners were recorded reading their stories for broadcast on WHRO HD 15.1, WHRO Kids 15.3 and online on whro.org.

During FY2009, WHRO President and CEO Bert Schmidt made presentations to nine HRETA owner school boards, including our newest owner, Sussex Public Schools.



As part of our continuing commitment to education, WHRO held the 24th Annual Great Computer Challenge, a competition for students in grades K-12 to demonstrate their skills in various computer applications and programming, including Graphic Arts, Desktop Publishing, Music Composition, Desktop Presentations, Web Design, Internet Scavenger Hunt, Integrated Applications, Scientific/Non-Business Programming, Visual Basic, CAD, JAVA, and Video Editing.

On a lighter note, WHRO participates every year in the Virginia Children's Festival. In 2008, Hampton Roads children delighted in spending time with two of their heroes: Word Girl and Duck, from the show Word World.



WHRO offers internship opportunities each year to students from area high schools, colleges and universities. In FY2009, 15 bright young men and women came to WHRO to learn the art and craft of educational telecommunications and radio and television public broadcasting.



Children's Festival



Kids Club at The Living Museum



Reading Rainbow



Larry Crum and Brian Callahan

# DEVELOPMENT

WHRO's Development Department, led by Virginia Thumm, held a series of community events aimed at bringing old friends together and reaching out to new friends.



Virginia Thumm



WHRO is constantly looking for ways to reach a larger audience and extend our activities throughout the region. As part of that effort, in June we opened a new office/studio in Williamsburg, which will enable us to better serve the Peninsula, Williamsburg and Middle Peninsula regions, through increased community events and broadcasts.

We held the 6th Annual WHRO Pioneer Awards in Williamsburg, honoring community activist Lois Saunier Hornsby and longtime WHRO President and General Manager John Morison, to one of the largest attendances ever for this event.



2009 Pioneer Awards recipients



In partnership with Dominion Virginia Power, WHRO established the Community Impact Awards, recognizing the contributions of unsung heroes in the areas of education, the environment, regionalism, social justice, and public safety. The entire community was invited to participate in the nomination process, and a panel of judges from across Hampton Roads was appointed to select the recipients, who received their awards at a celebratory luncheon hosted by Cathy Lewis and Dominion's Bob Blue. They were also profiled on *What Matters*.



The PBS program *Antiques Roadshow* was the impetus for a now-favorite station event: the WHRO Antiques Appraisal Fair. Amory LeCuyer of Antique Works in Hampton once again brought together a team of appraisers who provided oral estimates of artwork, pottery, books, jewelry and other cherished heirlooms brought in by more than 150 members. Of note this year was an authentic Marilyn Monroe autograph and photo appraised at more than \$18,000! The Antiques Appraisal Fair was offered as a pledge premium during Antiques Road Show on WHRO TV15, and brought more than 150 members to the station for a staff and volunteer-driven event that generated more than \$20,000 in revenue.

Through partnerships with local theatres, we were able to premiere our own production, *Civil War in Hampton Roads: A New Beginning* and *The Man on the Radio in the Red Shoes*, the PBS tribute to Prairie Home Companion host Garrison Keillor.



We held our 3rd annual Charter Member Tea, recognizing members who've been part of the WHRO family for 25 years and more - a group over 2000 strong. More than 150 guests attended this special event and enjoyed cake and conversation with WHRO staff members, on-air personalities, and each other. Station tours were provided by volunteers, and guests were given complimentary premium items of their choosing, along with drawings for special prizes, as a way of saying thank you.

WHRO Development turned an in-house jazz concert ticketed event into a revenue generating premium, focusing on the popularity of Jae Sinnett, our WHRV FM jazz host, and developing a TV pledge program and DVD premium from our efforts. Working with our CEO, development, production, and communications, WHRO created new interstitials for TV and the web, Behind the Scenes with Bert Schmidt that offered viewers glimpses of WHRO's many activities.



Mal Branch, Lynne Rosetto Kasper, Barry and Peggy Pollara, Nancy Branch

In November, Development invited WHRO Leadership Circle Directors and their guests to a special reception featuring Lynne Rosetto Kasper, host of American Public Media's The Splendid Table. A splendid time was had by all!

Kai Ryssdal spoke to more than 80 guests on June 2nd at the 2009 Hunter B. Andrews Society dinner at the Sheraton Norfolk Waterside. Ryssdal, host of American Public Media's Marketplace, shared some thoughts about business and economic news in a global marketplace.



Barbara Hamm Lee, Kai Ryssdal, Maxie Lee, Phil Dabney and Ceil Dawe-Gillis



Clay Barr, Wick Moorman with NPR's Bob Edwards

In October, veteran broadcaster Bob Edwards took to the stage at Nauticus to share stories from the life of Edward R. Murrow along with his own memorable Morning Edition moments. He later captivated members of the Producer's Circle at their Annual Dinner.



The WHRO Development Team

# ENTERPRISE - ONLINE

Since its founding more than 45 years ago to support education, WHRO has employed creativity and technology to serve its mission to enrich audiences through content that educates, entertains and promotes understanding.



John Heimerl

For public broadcasters like WHRO, the most remarkable marriage of creativity and technology in FY2009 was the transition from analog to digital-only broadcasting. Spearheaded by Chief Enterprise Officer John Heimerl and Director of Engineering Chris Gunnufsen, this process included construction of a new multi-use digital tower in Suffolk, new digital studio facilities at WHRO in Norfolk, as well as associated upgrades to radio studios. During FY2009, John was named a Fellow in the Society of Broadcast Engineers, an honor awarded to an SBE member who has made valuable contributions to the advancement of broadcast engineering.



Director of Engineering  
Chris Gunnufsen



Dr. Glenn Corillo

During the actual transition period, Federal Communications Commission Inspector Joe Husnay joined us on our DTV Transition Hotline, and volunteer students from ECPI assisted as well. ECPI was our partner in technology information for most of final year of the transition and Dr. Glenn Corillo was tireless in leading his students through the process of helping our members and viewers understand the confusing aspects of digital television.

**Our IT Department**, headed by Director Chuck Williams, more than doubled our Internet capacity for schools, partners and members during FY2009.

**And in FY2009, our Online Media Department**, headed by Director Dina Richards, expanded our online offerings, and began making these public radio services available to anyone -- no matter where they are -- directly from our website:



Dina Richards

89.5 WHRV-FM (89.5 - HD1)

SpeakEasy (89.5 - HD2)

radioNtenna (89.5 - HD3)

90.3 WHRO-FM (90.3 - HD1)

Connoisseur Classics (90.3 - HD2)

The 1920's Radio Network (90.3 - HD3)

The WHRO Voice



These programs are now available on-demand through whro.org:

**From WHRV 89.5:**

- HearSay with Cathy Lewis*
- Sinnett in Session*
- Out of the Box*
- Vocal Sound of Jazz*
- The R & B Chronicles*
- Saturday Night Fish Fry*
- Pickin' on WHRV*
- Acoustic Highway*

**From WHRO 90.3:**

- From the Parlor*
- Silver Moonbeams*
- radioNtenna: Hunter at Sunrise*

**It doesn't stop at radio.** These public television programs are available on-demand as well:

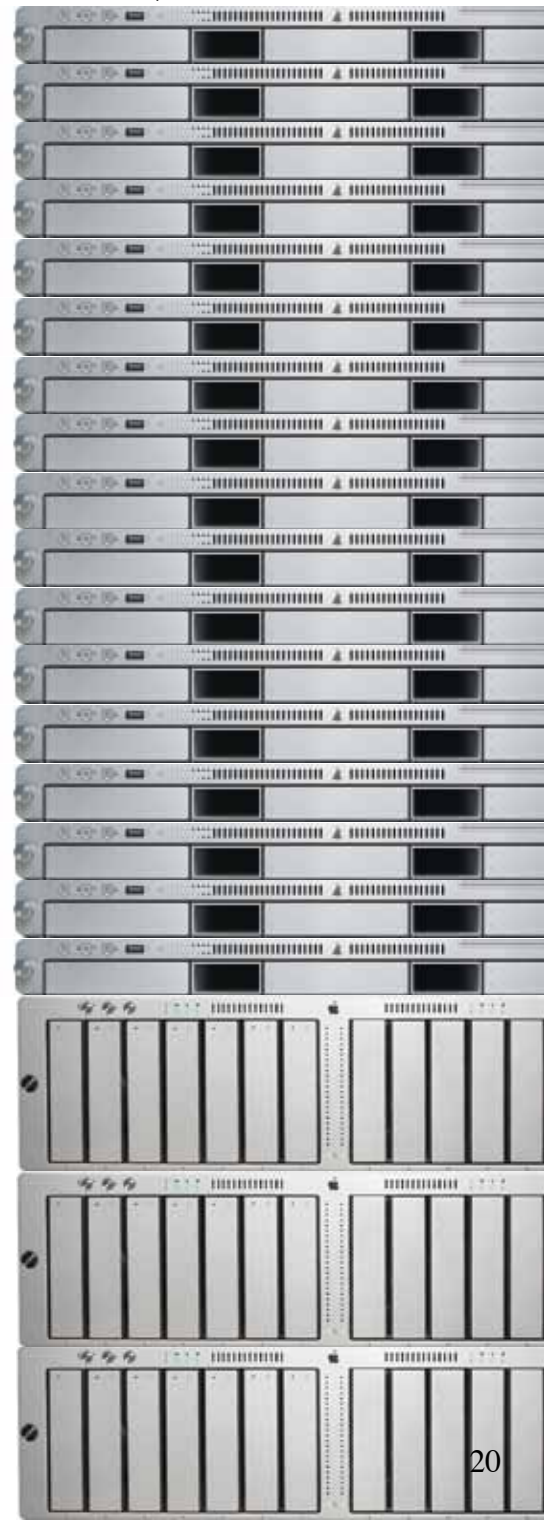
- What Matters*
- Another View*
- Kingdom By The Sea: Fortress Monroe*
- SURVIVING ABUNDANCE: Overweight Kids in Crisis*
- Wired for Life: Early Childhood Education*
- After BRAC: Fort Monroe*
- After BRAC: Oceana*
- The Norfolk 17*

**And it doesn't stop at on-demand.** Our Online Media Department makes these radio and television programs available as podcasts:

- CD of the Week (Paul Shugrue)*
- Discovery Now*
- Here and Then*
- HearSay with Cathy Lewis*
- Holocaust Voices*
- Discovering Jamestown*
- Hampton Roads Heroes*
- World War II in Hampton Roads*
- Arts Conversations*
- Halloween Haunts*
- Bird Notes with Dwight Davis*
- What Matters audio and video podcasts*
- Another View audio and video podcasts*
- Loessin at Large*



This is just one of the many racks of servers we use to provide our on-demand services



Thanks to the efforts of our Online Media Department, the following mobile apps are available through the iTunes App store:

- SpeakEasy
- WHRV Master
- radioNtenna
- Connoisseur Classics
- 1920s Radio Network

And the following WHRO products are available on iTunesU on the Virginia Department of Education page:



- The Forest Files*
- Discovering Jamestown*
- Virginia Pathways*
- Net Safety*
- NetFiles*



Again, that’s only part of the story. We employ creativity and technology every day to help us shepherd our resources wisely and effectively. This year, the community embraced the option to contribute online, and as a result, the number of online givers almost doubled from the previous year, and online revenues saw an increase of 38%. In addition, WHRO increased membership and major gifts revenues by 1% and membership revenues increased 4% over the previous year. Member retention increased from 54% to 62% and, due to increased customer service activities, we were able to increase add gift revenues by 23% and new members by 19%. Finally, we greatly enhanced our efforts during the June campaign through increased TV and web presence and saw an increase in June revenues of 45%.

## UNDERWRITING

In a difficult and unpredictable economic climate, the WHRO Underwriting department found ways to cultivate new revenue through the expanded sponsorships for whro.org, HD streaming radio stations, as well as support for the Weather Channel reports on both WHRV and WHRO FM underwritten by Warwick Forest Retirement Communities. In addition, Underwriting created and developed the very popular *Your757.com Minute* on WHRV and WHRO FM in cooperation with Your757.com and underwriter Virginia Beach Rescue Squad Foundation. In FY2009, revenues for whro.org grew by 1264% over the previous year, over 12 times more than the sponsorship support received in FY2008, while the HD radio internet streams of SpeakEasy, Connoisseur Classics, and radioNtenna earned 445% more than the year before.



Bill Griggs

WHRO welcomed Zoots Dry Cleaners as a new client and the first sponsor of Reading Rainbow. Zoots distributed Reading Rainbow contest information to its customers in each of its locations.

Underwriting answered the charge to secure production funding and sponsors for WHRO’s *Another View* for its 2009 February premiere, welcoming first time underwriters the Hampton Unity Commission, the Hampton Neighborhood Commission, Hampton’s 400th and Hampton Roads Ventures.

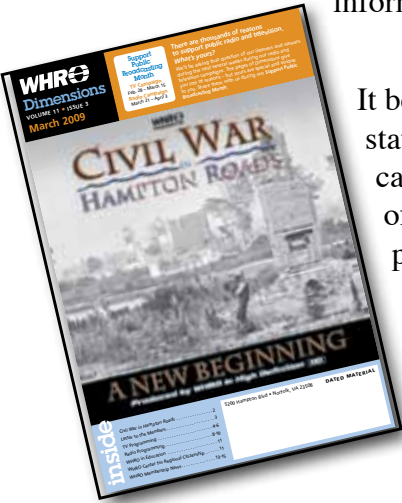
Knowing the effects of the economy on our sponsors and honoring their support of WHRO, Chief Underwriting Officer Bill Griggs created television and radio spots, airing more than 500 times, reminding the audience to remember those businesses that support their public radio and television stations. Response has been extremely positive.

# COMMUNICATIONS

At a time when many public broadcasters have discontinued print program guides entirely, WHRO's Communications Department expanded its guide from a bimonthly to a monthly publication. Chief Communications Officer Bobbie Fisher took the opportunity to rename the guide when the monthly issue debuted in January. The new name is actually a nod to the past: WHRO's first printed guide appeared in February 1968 as Fifteenth Dimension, in response to viewer requests for Channel 15's evening schedule information.



Bobbie Fisher



It became *Dimensions* when WHRO acquired its first public radio station, and was renamed Connecting People with the launch of the similarly named capital campaign. To reflect the variety and depth of products, programs and services that WHRO offers, the publication has resumed the name *Dimensions*, and in addition to radio and program listings, now includes a monthly column detailing our Education Department's activities, as well as outreach initiatives from the Center for Regional Citizenship and other station activities.

*Dimensions* is mailed to all members of WHRO, and distributed free of charge at events and locations all across Hampton Roads.

Communications manages our Speaker's Bureau, and in FY2009 provided WHRO speakers to area service clubs, organizations, churches and other community gatherings, not just to talk about our public broadcasting and education products, but also to explain the transition to digital television. During the run-up to the transition, Communications distributed more than 3,500 DTV brochures throughout Hampton Roads.



Director of Information Technology  
Chuck Williams



Lynn Summerall

Also part of the Communications Department is our volunteer function, consisting of more than 500 active volunteers who give their time and talent to help us with a multitude of tasks ranging from administrative work to landscaping and everything in between – including answering phones during our on-air pledge drives! Their contributions are priceless, but Lynn Summerall, WHRO's Manager of Volunteer Services, insures that these generous friends of WHRO understand the value we place in their generous efforts. One of the highlights of each year is the Volunteer Appreciation Event, which Lynn painstakingly plans and coordinates. In August 2008, the event was an Italian Feast, complete with a strolling accordion player and a delicious repast!

Rounding out the Communications Department is The WHRO Voice, WHRO's radio reading service, which under the direction of Community Relations Manager Megan Brown provides live daily readings of *The Virginian-Pilot* and *The Daily Press*. Meg oversees a group of volunteer readers who share with listeners the flavor of a community that's best represented in the pages of a local newspaper



Megan Brown

# FINANCIAL INFORMATION

As with any nonprofit, the question for WHRO is always how to pay for the programs and services the community wants and needs? It's easy enough to present facts and figures into a pie chart, but pie charts don't reflect the generosity of our donors and the energy of our board of directors – nor do they reveal the commitment of a talented and dedicated staff.

Colleen Ingraham was named Chief Financial Officer in 2008, and under her leadership, WHRO finished the year very nearly covering depreciation (shy only 6%).



Colleen Ingraham

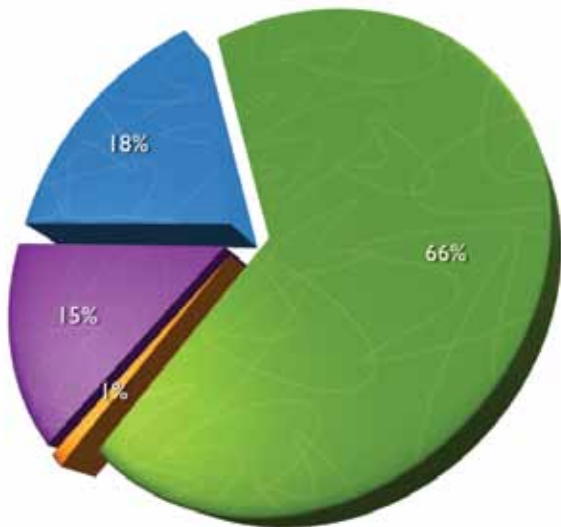
As our President and CEO mentioned in his letter, many in our industry have suffered the loss of personnel and programs – but thanks to generous donors and careful stewardship, we were able to keep our staff and our schedules in tact, enabling us to continue our role as a significant community resource.

But as we frequently say, none of what we do would be possible without the support of the people who listen, watch, learn and rely on our services. We receive some support from the federal government, and some from the state – but those funds are dwindling, and more than ever, it's the contributions from our members that make up the majority of our funding.

This page ends, as it always does, with a thank you to members who made it possible!

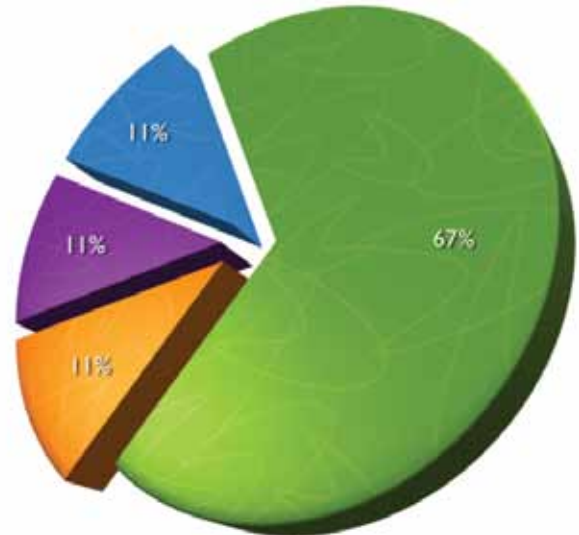
## REVENUE - \$14,640,695

- Community Support
- Enterprise
- Government Support
- Other



## EXPENSES - \$14,740,128

- Program Services
- Depreciation
- Management & General Administration
- Fundraising & Development



***Thank You!***



## DONOR PROFILE MICHAEL WENDEL

*I love a challenge!*



Several years ago, Michael Wendel was driving home from the airport and heard Jae Sinnett asking listeners to call in their support for jazz and public radio. It was a Monday night, and the phones were not ringing. So Michael called into the station and told Jae that he would match any pledge that came into the station during the next hour...and the phones didn't stop ringing!

"I don't like stopping the music for fundraising, so I want people to call!" Michael said. It was a spur of the moment decision that helped spark others to support. And it also offered great PR for his company, AVW Technologies. "It was free advertising – a golden opportunity!" Mike noted.

Mike's a big fan of jazz on WHRV 89.5 FM, but he also enjoys the NPR programs, including *Morning Edition*, *Fresh Air*, *Science Friday* and *Marketplace*. "I like that the news shows are about news," he said. He also appreciates the smorgasbord that WHRV offers, from *The Jefferson Hour* to *Car Talk* to *Wait, Wait...Don't Tell Me!*"

Mike's wife Jennifer, daughter Audra and son David Gilliam all enjoy public broadcasting, both radio and television. In fact, one of their favorite family programs on WHRO TV-15 is *Antiques Roadshow*. "We like to compete to see who can guess the value of what's being shown," Mike said. "It's really a big family event for us!"

A native of Long Island, New York and a graduate of Villanova University, Mike followed in his grandfather's footsteps by going into the military. His granddad served in the US Army during WWII, but Mike went Navy because "they were the ones who gave me an ROTC scholarship." After his commissioning, Mike served ten years as a Surface Warfare Officer. In 2002, he put his military training and education to use and started AVW Technologies, a small, veteran-owned company based in Hampton Roads that provides professional engineering services to the Department of Defense.

Mike Wendel, along with AVW Technologies, supports several causes in Hampton Roads, and WHRO is one of his big priorities. "I think our country should have a broadcasting system that offers a wide variety of entertainment and information. And the content is cool!"

Mike likes to give back to the community. He believes that "if you do good things, good things come back to you."

He certainly has brought good things to WHRO.

We are keenly aware that none of what we do would be possible without the strong support of the community. Our sincerest thanks to the following individuals and organizations who supported WHRO during FY2009:

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Beazley Foundation, Inc.  
Dominion Virginia Power  
Mr. Bernard Jaffe  
The Norfolk Foundation  
Obici Healthcare Foundation  
Robert Wood Johnson Foundation  
Mr. and Mrs. Michael W. Wendel / AVW Technologies

**President's Circle (\$10,000-\$24,999)**

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David R. and Susan S. Goode  
Gail and Dave Iwans / DIA  
Mr. James A. Squires and Ms. Karen Jones-Squires  
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**Producer's Circle (\$5,000-\$9,999)**

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Throughout, we've taken every advantage of expanding technology, while staying faithful to our mission to educate, engage and entertain – and we'll continue to do so.

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