

FY2020 *IN REVIEW*



HOWARD UNIVERSITY TELEVISION

YOUR STORIES | YOUR STATION

FY 2020 ANNUAL REPORT



HOWARD UNIVERSITY TELEVISION



HOWARD UNIVERSITY TELEVISION

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WHO ARE WE

Local Value

2020 Key Services

Local Impact

WHUT is not just a television station, we are a multiplatform media organization serving our community with television, digital apps, social media and online. We care about and deliver the highest quality programming. Always prioritizing using media to educate, motivate, entertain while also offering diverse perspectives. We take pride in programming that expands children’s minds, documentaries that spark important conversations, and non-commercialized programs that keep DC residents informed on World events, as well as programs with a focus on local issues, music, theater, dance and art.

Our Mission

The mission of WHUT-TV, is to deliver educational, entertaining and intellectually stimulating multicultural and intergenerational programming to the public in the Metro DC region. The station endeavors to underscore Howard University’s commitment to excellence in Truth and Service.

WHUT-TV, Howard University Television was founded in 1980 in Washington, D.C. as WHMM, becoming the the first public station in the United States to be licensed to a historically black college and university (HBCU) - Howard University. WHUT has won 14 Emmys and 8 Communications Excellence to Black Audiences Awards.

- WHUT’s broadcast signal reaches more than 2.6 million households in a 60-mile radius covering the DMV metropolitan area. Approximately 437,861 viewers watch WHUT daily.
- WHUT membership is growing every year with more than 6,224 current active members and 2760 sustaining members.
- WHUT stays active, collaborating with more than 120,000 people each year from the Washington Metropolitan community it serves. With more than 40 years on air.

WHUT is a broadcast leader providing quality, relevant, and informative programming to Greater Washington, D.C., while offering students exceptional professional training in television production, engineering, and management. In addition to marvelous programs, WHUT continues to engage the community through special events, film screening, and educational camps and family focused workshops.

WHUT is fervently immersed in Wards 7 and 8, specifically, bridging the educational gap among low-income kids. Using Ready to Learn and PBS kid’s assets, the station works to build literacy, math, science and technology skills in these neighborhoods.

WHUT delivers encrypted public safety video and data to emergency responders by using its broadcast TV signal at major events at the National Mall.



HOWARD UNIVERSITY TELEVISION

YOUR STORIES | YOUR STATION

MESSAGE FROM

THE EXECUTIVE DIRECTOR OF OPERATIONS

To Our Value Supporters:

WHUT considers it a privilege to serve the Metropolitan DMV community in everything we do, including our programming, community events, and free community resources. Throughout the COVID-19 pandemic in particular, it is not lost on us that the reason we can continue doing what we do is because of you. Your support inspires us to stay consistent as we tell your stories. We want you to not only learn something new but to see yourself in our programming where there truly is something for everyone. From news and public affairs to lifestyle and documentaries; from history and culture to our entertaining and educational children's program— we keep you, and your family, in mind.

WHUT has maintained our status as a media leader through our commitment to bringing you relevant, timely programs like Democracy Now!, The Daily Drum which, in partnership with WHUR, saw both activists, legal and political experts discussing current events on a local and national scale. Similarly, on The Journey, we tackled issues on campus, and around the country, with the president of Howard University, Dr. Wayne A.I. Frederick. We also love taking time to meet and learn more about local artists in our area, and their craft, through ARTICO where we've featured quilt making, sculptors, cosplays, and so much more.

In addition to our programming, we hosted a variety of community screenings in-person (prior to the pandemic) and online with an assortment of films like Always in Season, Kindred Spirits and East Lake Meadows as well as a preview of Finding Your Roots. Each screening was followed by an engaging discussion with a moderator and panelists who ranged from community leaders to experts on the topic at hand. Your contributions also helped us launch the "At-Home Learning" Initiative which provides educational programming and resources in partnership with the two Washington, D.C. region public television stations. This initiative was one way we wanted to offer practical support to the many children and families in the DMV area who are participating in virtual learning as a result of COVID-19.

We consider it our duty to provide the Metropolitan DMV area with quality programming and vital community resources and remain steadfast in our desire to reflect the diverse community around us as we do. Thank you for your devotion to and support of public media and WHUT; we are incredibly grateful.

Sincerely,

A handwritten signature in white ink, appearing to read 'Luma Haj', is written over a dark blue background.

Luma Haj
Executive Director of Operations

LOCAL PROGRAMING

YOUR STORIES

YOUR STATION

THE JOURNEY

WITH HOWARD UNIVERSITY'S 17th PRESIDENT: DR. WAYNE A. I. FREDERICK



THE JOURNEY - Ep 101 : COVID 19

The Journey with Dr. Wayne A.I. Frederick takes on the CoronaVirus - COVID-19, SARS 2, with Dr. Silham Mahgoub, Assistant Professor at Howard University's College of Medicine and consultant in the infectious disease division of the Howard University Hospital Dept. of Medicine. Answering some of the common Questions and Misconceptions with this Global Pandemic.

THE JOURNEY - Ep 102 : ACADEMIC EXCELLENCE

We're facing some critical times in our country, but our Howard University students continue to prevail and strive for excellence in academics and leadership. On this episode, we take a moment away from the COVID-19 pandemic and highlight two recent accomplishments from our amazing students. Dr. Wayne Frederick is joined by Howard University students Alexandria Adigun and Bakari Sibert.

THE JOURNEY - Ep 103 : A Conversation with HUH Frontline Responders

We have all seen many stories from across the country of our first responders in the healthcare field, but have you heard about the courageous work supported by Howard University Hospital employees? These frontline workers will share their stories of how they're able to strive and serve the community during the COVID-19 crisis. Dr. Wayne Frederick speaks with Dr. Maureen Bell, Medical Director of the Emergency Department of Howard University Hospital and Fernandez Blackshear, Charge Nurse in the Emergency Department, within the Howard University Hospital.

THE JOURNEY - Ep 104 : Equipping our students for Workforce

During the spring, students are preparing for internships and graduates are looking forward to their first day at work. Unfortunately, those plans have been on hold. Students are gathering information on taking the proper steps to secure their future, and parents are looking to support them in every way possible. Moreover, one of Howard University's Career Centers is here to guide students in the right direction. Dr. Wayne Fredrick's guest on this episode of The Journey is Kim Well, Executive Director of Executive Education Career Center of Excellence in School of Business, at Howard University. Alexandria Adigun and Bakari Sibert.

THE JOURNEY - Ep 105 : Highlighting Howard University Student Success Story

Dr. Fredrick sits down with Howard University's Marshall Scholar Michaela Moore to discuss her efforts as a pre-med student working with COVID-19 patients at Howard University Hospital.

THE JOURNEY - Ep 106 : A Conversation with Mrs. Anita Jenkins

Howard University is known to cultivate great leaders to continue the legacy of truth and service here at our institution. We have a new voice on campus, and she brings 20 years of working in the healthcare industry. This individual will undoubtedly take Howard University Hospital to the next level. Dr. Wayne Frederick speaks with Mrs. Anita Jenkins, CEO of Howard University Hospital, and is delighted that she joins the Howard University family.

THE JOURNEY - Ep 107: A Conversation with Monique Mc Clung

Communities across the country are coming together in these desperate times of need. Many individuals are searching for various resources to get through this pandemic. Our University has an enormous support system for staff and faculty, and Dr. Wayne Frederick and Monique McClung, President of the Howard University Staff Organization, highlights the importance of staying connected and informed with your colleagues under these critical circumstances.

THE JOURNEY - Ep 108: Howard University Community Health Initiative

The public health emergency has been tragic for all of us. Howard University has been at the forefront of caring and advising communities in the District of Columbia. On this episode of THE JOURNEY, Dr. Wayne Frederick and his guest, Dr. Reed V. Tuckson, Trustee of Howard University, announce the new Howard University Community Health Initiative and how this will be impactful for underserved areas.

THE JOURNEY - Ep 109 : A Conversation with Dr. Lori Wilson

On this episode, Dr. Wayne Frederick speaks with a breast survivor and patient Dr. Lori Wilson, Cancer Surgeon & Chief with the Division of Surgical Oncology with Howard University Hospital. We will hear her journey and personal advice to empower women's health.

THE JOURNEY - Ep 110: A Conversation with Dr. Shelly Mc Donald - Pinkett

The exemplary guest is leading the medical staff and she will discuss what has been happening at Howard University Hospital, as well as what we can expect in the near future. Dr. Wayne Frederick, is joined by Dr. Shelly McDonald-Pinkett, Chief Medical Officer at Howard University Hospital.

THE JOURNEY - Ep 111: A Conversation with Members of the Black Coalition Against COVID- 19

Many community leaders are lending a helping hand to those who have been impacted by the coronavirus directly. A new coalition in the District was developed and it has a strong and intentional initiative to help stop the spread of COVID-19 and to keep the African American communities informed. Dr. Wayne Frederick is joined by two guests - Marie Johns, Trustee of Howard University and Ambrose Lane, Co-Founder of the Black Coalition Against COVID-19.

LOCAL PROGRAMING

YOUR STORIES

YOUR STATION

#ARTICO

ARTICO - ART IN YOUR COMMUNITY

The greater DC Metro Area is known as the place for politics, policy, and power. Yet, it's also the place to explore performances at the Arena Stage, National Gallery Art Exhibits, Lincoln Theatre, ART WORKS NOW, National Museum of the American Indian, and the Baltimore Museum of Art.

In its fourth season, WHUT's ARTICO is a quick and fun way to learn about all the great cultural and entertainment offerings in our area - from ceremonial pastimes to talented female string musicians.

This season explored fascinating architecture of local art and science buildings, chado - intricate Japanese process of preparing tea, production of a massive and technical light show, and string instrument professionals with a diverse repertoire ranging from Baroque era to today's Billboard Hot 100 Chart. Hosted by Anqoinette Crosby, each episode introduces you to artists and art venues from a variety of disciplines. In addition, a monthly calendar provides free and cost-effective events for all ages to enjoy. ARTICO — Art in your community on WHUT.



ARTICO | Art in your Community | Ep. 401

To open this season of ARTICO we look at the enduring legacy of two of the leading area performance venues – Arena Stage and Roundhouse theaters. We also explore architecture - the art and science of designing buildings, the mysteries of slight-of-hand magic and look at a special National Gallery of Art exhibit with pictures of the moon taken as far back as the 1800's.

ARTICO | Art in your Community | Ep. 402

In this October edition of ARTICO you'll get the facts and faces from a unique sculptor, the 'Bach' story on a treasured performance ensemble, learn chado – the Japanese way of tea, see how ART WORKS now at a community space in Mt. Ranier and get highlights on a fun fall festival in Centreville, VA.

ARTICO | Art in your Community | Ep. 403

On this episode of ARTICO, the tragic beauty of the Migrant Quilt Project, some cool street art, a visit to the National Museum of the American Indian, a local photography group exposed, and a look at how music spurs kids to succeed.

ARTICO | Art in your Community | Ep. 404

From Cosplay, Fashion, Fire & The AMAZING LIGHT SHOW at the Nationals Park! Tis the season of ARTICO - Art in Your Community - Join us as we continue to explore culture and unique niches of ART in the DMV.

ARTICO | Art in your Community | Ep. 405

On this episode of ARTICO, we explore the history of the Lincoln Theatre, an amazing installation at the Baltimore Museum of Art, some dancing on air, ceramics with a Caribbean flair, and music.

ARTICO | Art in your Community | Ep. 406

In the midst of a Global Pandemic, we are practicing social distancing, but ART lives on! Join us for this episode of Artico as we bring to you more of the Area's Fine Artist, Performing Artist, String Queens, studios and so much more.

ARTICO | Art in your Community | Ep.407

Recapping some of the NEVER BEFORE scenes of #ArticoTV, Episode 407 will take you on a journey through ART in the Community that you have never seen before. We cannot wait for you to watch!



LOCAL PROGRAMING

YOUR STORIES

YOUR STATION

A 3 PART SERIES

THIS IS WHAT JUSTICE LOOKS LIKE IN BLACK & WHITE

Special Town Hall Edition of the Daily Drum with Harold Fisher



WEDNESDAY, JUNE 3RD, THURSDAY, JUNE 4TH, AND FRIDAY, JUNE 5TH : 10-11PM

THE DAILY DRUM

WHUT, in partnership with WHUR, brought a monthly DAILY DRUM special to WHUT's viewing audience starting with A 3-Part Virtual Town Hall Edition of the Daily Drum with Harold Fisher titled "This Is What Justice Looks Like in Black and White." Viewers heard from activists, legal and political experts.



LOCAL PROGRAMING

YOUR STORIES

YOUR STATION



@ HOWARD

DISCIPLINES IN DIALOGUE Part I & II

The new season of @ HOWARD began with a riveting two-part special. During these programs, respected scholars from the fields of literature, medicine, psychology, physics, and African American studies move beyond their individual expertise to explore and discuss a myriad of subjects. Throughout each hour special, they applied their considerable intellectual prowess to broad concerns, with a focus on making a better a world. Disciplines in Dialogue was sponsored by Howard University's Graduate School and was part of the Edward Bouchet Honor Society Forum. In addition, Dr. Bouchet was the first African American to earn a Ph.D at American University. As always, it's the best and brightest on the sparkling edition of @Howard.

FEEDBACK FROM THE COMMUNITY

I am very impressed with the broadcasting and overall content being shown on WHUT. It's very refreshing and diverse. And a huge improvement over just a few years ago. That said, WHUT is among the top on my list for my year end giving.
Jeff D.

"Congrats to WHUT for broadcasting all sorts of amazing programming, including Mr. Lehrer!"
- Mike P.

You all do some lovely programming. The types of things you almost don't find anywhere else.
-Christine B.

WHUT, I love your programming. I moved to DC a couple of years ago and I was excited to be introduced to you!
-Frances G.

I love WHUT, and I have let all my friends know about it.
- Rosalyn B.

One of my favorite stations.
- O.H

Thanks for all you are doing for viewers during this trying time. I love Sit and Be Fit and Essentrics. They are keeping me sane!! Add me to your membership. Thank you.
-Elizabeth B.

I very much appreciate WHUT's broadcast of shows I don't see elsewhere including Amy Goodman's Democracy Now, more needed now than ever.
-Judy F.

Keep up the stellar work!
- Charles E.

I appreciate the content that i being delivered on WHUT. I feel that the content is suitable and positive for the youth.
-Nicole D.

LOCAL SPECIALS

YOUR STORIES

YOUR STATION



A TIME FOR DC TO REMEMBER LIVES LOST DURING COVID-19

Presented by the Black Coalition Against COVID

SUNDAY, JUNE 14TH : 11AM EST

A Time for DC to Remember: Lives Lost During COVID-19

The Black Coalition Against COVID along with broadcast partners WHUT-TV, WHUR 96.3FM, WPFW 89.3 FM, and The Washington Informer Newspaper present "A Time for DC to Remember: Lives Lost During COVID-19."

More than 480 people died in the District from this pandemic and, due to the necessity for social isolation, our loved ones are dying without family presence and are being buried without the full measure of the ritual of family and public mourning. Simply put - too many of us are dying alone and too many families are grieving alone. One this local program we heard stories from families who are representative of the hundreds that have passed from this virus. Through these tributes, we seek to honor each, and every one of the others.





EDUCATIONAL EVENTS & RESOURCES

ROOTED IN THE COMMUNITY

WHUT continued its partnerships with community libraries, schools, and nonprofits to host a series of events to help young children improve their Science, technology, engineering, and mathematics (STEM) and literacy skills. The initiative is geared towards underserved populations with special focus on Wards 7 & 8.

WHUT's Ready to Learn (RTL) early learning events served 20 local campers and 14 families within the Bellevue Community. The outreach team facilitated programs for children ages two to eight from low-income households to help build a stronger foundation in early science and literacy learning. WHUT engaged children, their families, and caregivers on an on-going basis and utilized RTL's high-quality digital and hands-on educational content. Activities featured, Ready Jet GO! and Cat in the Hat themed camps and Ready To Learn Activities Guide Family & Community Learning workshops held at Bald Eagle Recreation Center and W.B. Patterson Elementary School.



**Ready
To Learn®**

TESTIMONIAL

“Every part of the program is valued. Our students and parents glean from what is being offered. We need more of this type of STEM activities in this community.” Marjorie Joyner – Bald Eagle Recreation Center.”

Covid 19 Education Response



Read, talk, sing and play
with children EVERY DAY!
Get more tips like this sent
to your cell phone!

Bright
by **Text**

text
WHUT
to **274448**

WHUT YOUR STORIES
YOUR STATION
HOWARD UNIVERSITY TELEVISION
CELEBRATING 40 YEARS OF PUBLIC MEDIA
whut.org/brightbytext

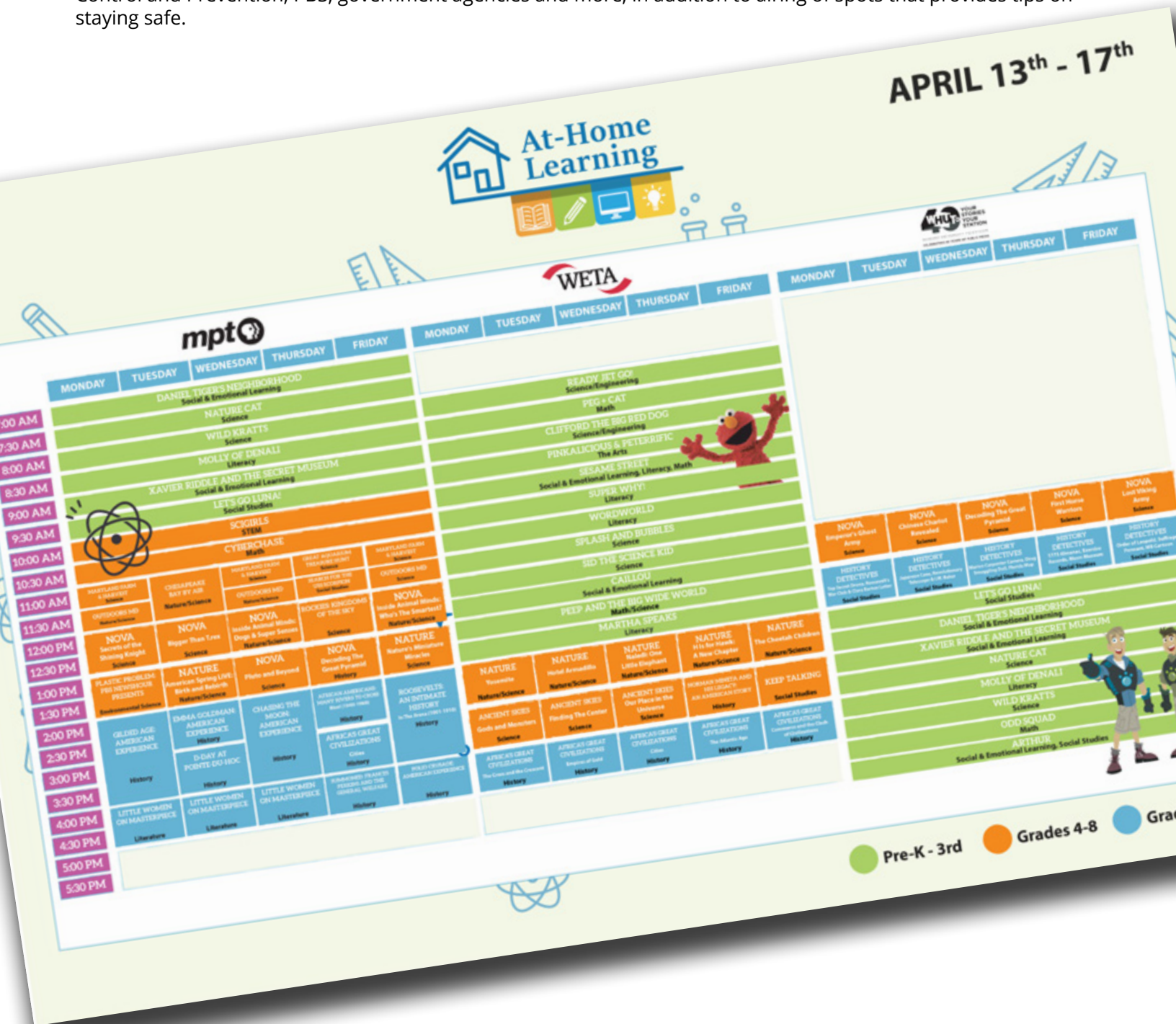
BRIGHT BY TEXT

WHUT launched Bright by Text, a free subscription-based text service. This Initiative helps parents and caregivers make the most out of time with children by illustrating fun and easy learning activities, providing positive parenting tips and resources, and even video content to guide a child's development. The program is proven to build nurturing caregiver-child relationships, and positively impact a child's healthy development and school readiness. Innovative services like Bright by Text helps to provide equitable solutions to support early educational experiences while schools remain closed due to the current healthcare pandemic. Finally, parents and caregivers are assured that they are receiving important local announcements and information about critical community-based resources.

WHUT " AT HOME LEARNING"

WHUT launched the "At-Home Learning" initiative which provides educational programming and resources in partnership with the two Washington, D.C. region public television stations to support the education needs of families whose children are learning from home. The initiative features a coordinated schedule of available educational programs selected by the local PBS stations to viewers through both cable options and local access satellite providers weekdays.

WHUT created a dashboard with COVID-19 resources through its website and provided updates on the pandemic and links to the resources that are available to the community through Howard University, Center for Disease Control and Prevention, PBS, government agencies and more, in addition to airing of spots that provides tips on staying safe.



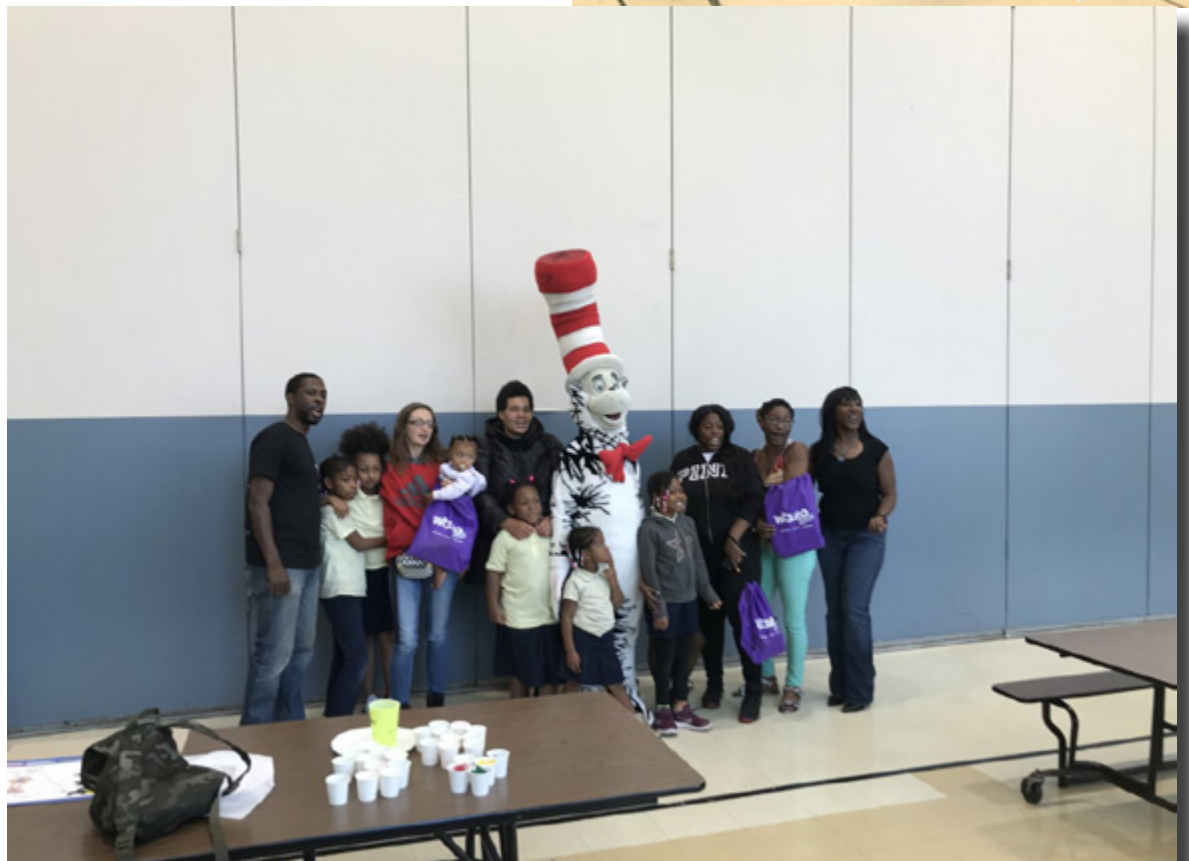


EDUCATIONAL EVENTS

ROOTED IN THE COMMUNITY

Bellevue Community Back-to-School Annual Event

WHUT participated in the annual event hosted by the MPD in the Bellevue Community. This event drew 2,500 attendees and featured over 35 exhibitors. The Bellevue Community Back-to-School event included live performances, demonstrations, distribution of 2,000 donated backpacks and supplies on behalf of Bellevue Library's staff, literature give-away, health screenings, and more. Moreover, WHUT contributed more than 500 swag bags, 200 books and fun learning kits to children and their respective families.





WHUT at the HARBOR

WHUT at the National Harbor, is a new partnership launched during the summer of 2019 to provide safe and interactive activities for youth. The station planned two events that were held on the promenade on beautiful summer days, and we were joined by over 1000 cheering children and their families, friends, grandparents, caregivers and camps!

We had a guest appearance by the Sesame Street fan favorite - Elmo, who greeted attendees as we celebrated the show's 50th Anniversary. In addition, performances were provided by local "edutainers" and the UniverSoul Circus. Additional participants included the Maryland-National Capital Park and Planning Commission, Prince George's Fire Department, and WHUR 96.3 FM. WHUT's team also distributed free fun summer packs filled with educational materials and reading literature!





HOWARD UNIVERSITY TELEVISION

ANNUAL EVENTS

ROOTED IN THE COMMUNITY

WASHINGTON AUTO SHOW

The Washington Auto Show is the largest public show in Washington, D.C. Over the course of its existence, this event has become a beloved and historic D.C. tradition. Along with the engineering prowess on display -- more than 600 new models from over 35 manufacturers, WHUT provided a daily mascot parade, in addition to educational and fun family activities at the children's area. The WHUT area received more than 1,000 visitors, and we were joined by Community Advisory Board Members, and local volunteers that assisted with the distribution of educational resources



NBC4 Health and Fitness Expo

This event welcomed 85,000+ attendees to the convention center. Visitors had the opportunity to explore fitness activities, learn about wellness and nutrition, and interact with local NBC news anchors. WHUT also partnered with YMCA to provide exercise demonstrations for all ages. The 2-day activities were well received, and we had more than 25 Junior League Members to volunteer. Also, Clifford the Big Red Dog made a special guest appearance



RESOURCES

ROOTED IN THE COMMUNITY



**PBS
TeacherLine®**



PBS LearningMedia™

WHUT offers professional development resources for teachers and caregivers. WHUT arms teachers with Public Media's BEST -- inspiring, creative, and customizable digital experiences from Nova, Nature, Frontline, American Experience, and Odd Squad. In addition to these award-winning programs, there is content from 90+ contributors including the National Archives, National Public Radio and the Learning Registry through PBS Learning Media, which is expressly designed for educators PreK-12. These resources help educators fully utilize digital learning in the classroom. WHUT continues to promote and make available these resources for educators throughout the Metro DC region!







COMMUNITY OUTREACH

ROOTED IN THE COMMUNITY

Indie Lens Pop-up Series

WHUT continues to host monthly screenings that features ITVS's Independent Lens series, along with locally produced documentaries, screenings were hosted at WHUT, Busboys and Poets, and virtually using the OVEE (Online Viewing and Engagement Experience) platform. WHUT hosted 6 community screenings and discussions that featured over 24 panelists, and garnered the support of 480 attendees.

The screenings were attended and supported by community leaders, and local partners. And followed by lively and enlightening exchanges convers

In addition, a virtual exhibitor's space was added to the station's website that supports unlimited access and provides free resources on behalf of screening partners, and panelists. WHUT's community screening series included the following films, **The First Rainbow Coalition**, **Always in Season**, **Kindred Spirits: Artists Hilda Wilkinson Brown and Lilian Thomas Burwell**; **East Lake Meadows: A Public Housing Story**; **Recorder: Marion Stokes Project**, and **Eating Up Easter**.

Themes included: civic engagement and community organizing; multi-ethnic coalition and community building; housing equity; racism and classism; community healing and reconciliation; institutional racism, environmental sustainability; cultural conservation; sustainable tourism; digital literacy; media and influence; inequities of racial segregation, great depression, and creative economy.



FREE WHUT ONLINE FILM PREVIEW



A GLOBAL WAKE UP CALL FROM THE REMOTE PACIFIC

The most isolated community in the Pacific grapples with environmental and social challenges brought on by booming tourism.



HOWARD UNIVERSITY TELEVISION
CELEBRATING 40 YEARS OF PUBLIC MEDIA

EATING UP EASTER

THURSDAY 6:30pm EST **JUNE 18, 2020**

#MTT MOVIE THEATRE THURSDAYS

6:30pm EST EVERY THURSDAY
JUNE 2020



RSVP [WHUTEasterScreening.eventbrite.com](https://www.eventbrite.com/whuteaster)

FEEDBACK FROM THE AUDIENCE

"ALL OF THE PRESENTERS WERE EXCELLENT."

"The panelists were knowledgeable and passionate about their subject."

"The screening was interesting, and I will participate again. Many thanks."

"This was a great event. Besides the knowledge I gained, the energy of the call was just wonderful and in this COVID time, it helped me to feel connected."

"WHUT offers superior programming and diversity on this particular PBS station. I consider it my favorite PBS station of all that I have watched in the DMV area. Thank you for this opportunity to provide supportive, positive comment about WHUT."

"Great presentation"

"Thank you for having this event and educating community. I'm visiting from L.A. and we have so many of same problems and hard to find space to talk about these problems/issues."





CAREER DEVELOPMENT

Since its inception, WHUT has actively engaged Howard University students in the life of the television station. Each semester, an average of twenty students serve as interns or work study employees in the television station, securing direct experience in broadcast management, marketing, promotion, programming, broadcast traffic, master control operation, research and content development, nonlinear editing, and a host of other subjects. In this effort, WHUT has served more than 2,020 students.



STATION TOURS

The station regularly provides tours for elementary schools, high schools and civic groups, giving them an overview of careers in media, and offering hands on experience on the use of production equipment.

SERVING THE UNIVERSITY

WHUT continues to serve its mission as a media outlet for its licensee -- Howard University. For 40 years WHUT has worked tirelessly to record, broadcast, highlight, celebrate and support hundreds of events which featured Howard University academics, campus life, students, faculty, staff and programs in some form or fashion. Each year, we cover some of the University major traditions in addition to live streaming some engaging conversations occurring on campus. Due to the pandemic Howard University altered the traditional in-personal ceremony, and opted for a virtual ceremony to confer all degrees. The online ceremony received 3,804 YouTube views and 1105 live streams on the day of broadcast online.



WHUT provided production teams to record, livestream and edit programs for repeat airing of Major University Programs -- (Opening Convocation, Charter Day and Commencement). The shows were aired throughout the DMV.



WHUT continually provides internship, work study and senior practicum opportunities for students to learn and get hands-on in television broadcasting experience, and all the related fields, which support a fully operational television enterprise. In addition, WHUT provided students opportunities to work/intern with independent producers.



For more than 25 years, WHUT has sponsored the SPOTLIGHT NETWORK. This student club, fully managed and run by students, has produced news programs, documentaries, campus reports, and film reviews using equipment provided by WHUT. SPOTLIGHT students record and stream the Rankin Chapel Services on Sunday, and provide coverage for the men and women basketball home games. Their work has also streamed on the Bison World close circuit network on campus and on the SPOTLIGHT NETWORK's YouTube channel, the Chapel's website, along with the athletics HUBison website.

SAME WHUT | NEW WEBSITE



visit

www.whut.org

THE LAUNCH OF WHUT NEW WEBSITE WHUT 2020

WHUT has actively been working on enhancing the digital presence of the station to maintain the demand of global development across the world. In its 40th year, in March of 2020, the station launched a newly re-designed website to accommodate the ongoing demands for modernization. The site was built to create a cleaner and faster user experience for our supporters around the world while handling the multiple demands of the Public Broadcast Services.

The new website boasts multiple new pages including the launch of LIVESTREAMING of our 24/7 on air broadcast. This service provided by PBS, is available to all viewers of our station's website within the channels' geographic coverage region, which spans as far south as Richmond Virginia and as far north as Baltimore Maryland.

Along with supporters of WHUT being able to watch the station live on our website, we have also proudly been adding availability across digital platforms - We are proud to announce that "cord cutters" can now access WHUT via YOUTUBEtv.

In response to the ongoing pandemic, an Updated COVID resource page, At home Learning, Bright By Text and Elections 2020 Pages were created to ensure that accurate information could be funneled to our digital audiences.

As WHUT continues to advance its digital and web presence, we continue to encourage all digital users to engage and interact with the station as we work to grow WHUT into the Public Media force of the metropolitan area of Washington D.C.



HOWARD UNIVERSITY TELEVISION
CELEBRATING 40 YEARS OF PUBLIC MEDIA

Now available on



CONNECTING TO THE WORLD

SOCIAL & DIGITAL MEDIA

FACEBOOK

Likes	2,924 (+172 increase)
Followers	2,951 (+486 increase)
Reactions	669
Shares	242
Posts	771+
Engagement	1973
Traffic	79 clicks

TWITTER

Followers	3,229 (+87increase)
Likes	687
Retweets	235
Replies	39
Avg. Monthly Impressions	54,500

INSTAGRAM

Followers	1840 (+519 increase)
Posts	518 Posts
Engagements	5883
Post Video Views	4421

YOUTUBE

Subscribers	8,883 Subscribers (+4556)
Views	1million
Avg Impressions	17.5million
Watch time	324.4k hours
Average View Duration	18:33
Demographics	23.7% Female 76.3% Male

Email Newsletter

Subscribers	19,253
Avg Delivery Rate	98.09%
Open Rate	7.73%
Click & Open Rate	12.89%
Donate Rate	0.02%
Unsubscribe Rate	0.08%





THANK YOU

IT TAKES A VILLAGE

WHUT's donors are supporters who generously secure the future of the station. It is comprised of individuals and family foundations who believe that supporting WHUT is one of the best possible investments in our future. We want to take this opportunity to acknowledge the generosity of our supporters.

Executive Producer's Circle **(\$5000 - \$9,000)**

Jeffrey Dawson

Director's Circle **(\$2500 - \$4,999)**

Mr. Alfred Brooks



HOWARD UNIVERSITY TELEVISION

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www.whut.org

Leadership Circle **(\$1000 - \$2,499)**

Mrs. Madelyn Jennings
Ms. Sherry Trechter
Mrs. Thelma Stevens Mrazek
Mrs. Lillian Peeler
Mr. Gene Godley & Mrs. Patricia Godley
Dr. Mimi Bres
Ms. Susan Fox
Ms. Angela Fitzgerald
Mrs. Kathleen Knepper
Bonnie & Jere Broh-kahn
Timothy Jenkins
Maureen Duignan
Mr. Michael Crosswell
Prue Larocca
John Andelin & Ginger Geoffrey
Mr Linden Welch
Ms Barbara Motley
Roswitha Augusta
Maryeva Candon
Thomas Geuting
Roberta Harrison
Judy Stilwell
Patricia Hastings
Timothy Oliver
Louisa Duemling
Leslie Seagrave
Tami Randolph
Robert Jaeger