

FISCAL YEAR

2018

ANNUAL REPORT



HOWARD UNIVERSITY TELEVISION



ANNUAL REPORT **FY: 2018**

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WHO ARE WE

Local Value

2018 Key Services

Local Impact

WHUT is not just a tv 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 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 450,000 viewers watch WHUT weekly, which is 8.7% of DMV viewing households.
- WHUT membership is growing every year with more than 6,400 current active members
- WHUT stays active, collaborating with more than 180,000 people each year from the Washington Metropolitan community it serves.

- With more than 38 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 is fervently immersed in Wards 7 and 8, specifically, bridging the educational gap among low income kids. Using 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.



MESSAGE FROM THE GENERAL MANAGER

Jefferi K. Lee

To Our Valued Supporters:

We here at WHUT take pride in our content that enriches lives, and we aim to strengthen communities through the power of media. We believe that our society is enhanced when people have access to diverse perspectives and opportunities for lifelong learning. Your unwavering support empowers us with the means to present only the very best in public media to our viewing community and support to our local community.

We are always on a mission to provide relevant programs, that provide in-depth coverage of current events such as The Rock Newman Show. As well as important developing stories on Democracy Now! Our many other diverse programs and services also inform and educate the public, providing content and context surrounding history, the arts, science, literacy and much more. We are also committed to highlighting local talent, which is why our show ARTICO features amazing people in the D.C. area showcasing their gifts.

In addition to the marvelous programs that WHUT brings to you, your contributions have helped us bridge the areas of educational deficiency from youth in marginalized communities and work to not only build their literacy, but to also provide them with many STEM (science, technology, engineering and math) learning opportunities through PBS KID's resources. We have also continued to build strong relationships with schools in the community and introduce, train and provide teachers, parents and caregivers with engaging content.

We pledge to continue to provide more amazing broadcasts, productions and community activities that are all made possible with the generous support of our members. We are grateful for your commitment to public broadcasting, and we're looking forward to bringing you more great programs and events.

Thank you again for your generosity and for helping to sustain our outstanding services to the public.

Sincerely,

Jefferi Lee
General Manager





LOCAL PROGRAMMING



In November 2013, WHUT transitioned the, then, on-line and radio series “The Rock Newman Show” to a weekly TV series airing on WHUT. “The Rock Newman Show,” was created to present profound and authentic discussions that are rarely heard. It’s an unscripted and unapologetic conversation that swings from breaking news to undiscovered history, from local and national politics to the nuance of race relations and religion.

“The Rock Newman Show” is an engaging platform that captures personal stories of extraordinary achievement. Among the featured episodes:



The Rock Newman Show - DC Mayor Muriel Bowser

DC Mayor Muriel Bowser joined Rock Newman to discuss The State of the District of Columbia, the many accomplishments during her time as mayor, future plans for the city and her plan for running for a second term.

The Rock Newman Show - The Marion Barry Legacy

A statue of Marion Barry was unveiled on Pennsylvania Avenue on March 3rd, 2018. It was one of only three statues honoring an African-American in the District. Cora Masters-Barry and statue sculptor Steven Weitzman talked about the significance of the statue and the role Marion Barry played as the most influential and savvy local politician of his generation..

The Rock Newman Show - Larry Hogan

Larry Hogan, the second republican governor of Maryland in 50 years was featured. Hogan coasted to re-election in the recent gubernatorial race against democratic challenger, Ben Jealous. Governor Hogan is also among several republican governors who have fired broadsides at Donald Trump, warning him to cool his divisive rhetoric.

The Rock Newman Show - Ginuwine

A profile on GINUWINE, The singer, songwriter, actor shared the story of his humble beginnings growing up in Maryland just outside of Washington DC. GINUWINE took us on a ride through a career spanning two decades. He revealed his highs and lows in the music business and discussed the evolution and magic of his musical powerhouse crew that included iconic friends and colleagues Missy Elliott, Timothy "Timbaland" Mosley and Aaliyah.

The Rock Newman Show - Etan Thomas & Sonia Wiggins-Pruitt

Etan Thomas of the Washington Wizards took a stand against the war in Iraq and other issues affecting Black Americans. Rock Newman talked with Etan Thomas about his book "We Matter: Athletes and Activism" and was joined in the discussion by Lt. Sonia Wiggins Pruitt, National Chairperson of the National Black Police Association.

The Rock Newman Show - The Afro Latino Experience

This episode examined what it's like to be Afro-Latino in the USA and what's it's like to be Afro-Latino in Central and South America. The guests included Tonija Hope Navas - Director of The Ralph Bunche International Center, Ana Luiza Almeida - The Inter-American Commission on Human Rights Organization of American States and Gilberto Amaya - Member of the Advisory Committee with the US



Guest: The Honorable Mayor Muriel Bowser - Washington D.C.

FEEDBACK FROM THE COMMUNITY

"Wow! Interesting, Powerful, & Informative! This information is deep and mind blowing! Once again, thank you Rock Newman!"

SweetCakes via (Youtube)

"Thought provoking. Brings truth to light. Every person of color should be tuned in. Knowledge is power. Not for folks that are complacent." -

Wanda Young (Facebook)

"Hi Rock, Never stop doing what you do. I love your show and I think it's the best place for essential knowledge as it relates to us as a country and as a people. Thanks for doing what you do" -

Rob Lugo (Facebook)

#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 for DC Fashion Week, the Anacostia Cultural Center, Signature Theater, the Wheaton Ice Academy, Alice Jazz, and many more outlets, too numerous to mention. In its second season, WHUT's ARTICO is a quick and fun way to learn about all the great cultural and entertainment offerings in our area - from the offbeat to the familiar. Hosted by Anqoinette Crosby, each episode introduces you to artists and art venues from a variety of disciplines. There's also a monthly arts calendar with suggestions for the entire family, a lot of them free. ARTICO — Art in your community on WHUT.



ARTICO | Art in your Community | Ep. 201

February 2018 Welcomed the 2nd season of ARTICO to WHUT - Some call it a lost art, but not according to Custom Milliner, Phyllis Eley; a pair of Olympic hopefuls perform a symphony on ICE, and more.

ARTICO | Art in your Community | Ep. 202

Black Panther is all the rage. It's effect on fashion, and interview with the writer of the Black Panther Movie Book, and that very cool car. And, more stories about the arts in the DMV.

ARTICO | Art in your Community | Ep. 203

Highlights from this episode: ARTICO explored the Renwick Gallery, The Art of Burning Man, B-Roll Media & Arts, and a forensic bringing closure to families of missing children.

ARTICO | Art in your Community | Ep. 204

Featuring building ART infusing art with structures that surround us; the art of FINE TAILORING, an exquisite bead artist, a screen printing guru and a female LD (lighting designer).

ARTICO | Art in your Community | Ep. 205

ARTICO visits OLD TOWN, Alexandria and the renowned Torpedo Factory Art Center; a talented young cellist who pays it forward; a glass blowing studio in Baltimore and an Iconic choir whose music is its message!

ARTICO | Art in your Community | Ep. 206

We've got art on the fringe...Art at the Harbor...Food on Canvas...And Opera on Tap...

ARTICO | Art in your Community | Ep. 207

Heavenly music with a twist....Cage Free Voices, Dancing in a Line.



#ARTICO



FEEDBACK FROM THE COMMUNITY

"ARTICO has really opened my eyes to the rich art and culture going on around the DMV. Thanks to ARTICO, I go out more and try new things. Thanks, WHUT! Thanks, ARTICO!"

Freda M (email)

"WHUT made a real commitment to enhancing community television with the originally produced program ARTICO. This is the only program that shows the rich, diverse art and cultural events, and artists from around the DMV. It encourages me to explore more, and I feel good watching it."

Paula C (email)

"ARTICO unearths a variety of diverse art and cultural happenings in the DMV. The show is not only beautifully produced, it is intelligent, full of unique information and interesting people and places to explore. It has opened my world to try new things and places to go. Thanks WHUT, I look forward to future episodes!"

A.M. Babino (email)





WHUT re-launched the @Howard Series in 2016, which delivers fresh compelling stories connecting the university to its broad array of constituents: alumni, students, faculty, staff, opinion leaders, the business community and more.

Some featured episodes seen across all devices and digital platforms include:

@Howard – CELEBRATING 100 Years of ROTC

Howard University in Washington DC has an illustrious roster of ROTC alumni. Its home to one of the LARGEST producers of African American Officers in the United States Army and Air Force. On this episode of @ Howard, we highlight the legacy and accolades of Howard University's past 100 years of service and excellence in the R.O.T.C. program relations in the 21st century.

@ Howard –Inside Out Prison Exchange Program Closing Ceremony 2018

The Inside Out Program is based on the idea that incarcerated men, women, and youth alongside college students can benefit from studying crime, justice and related social issues together as peers. Featuring, Dr. Bahiyah Muhammad Pd.D, Asst. Professor HU & Actor, Entrepreneur Nick Cannon. WHUT presented the culmination of the 2018 Class.





BREAD FOR THE CITY

Bread for the City – George A Jones, Chief Executive Officer; The mission of Bread for the City is to help Washington, DC residents living with low income to develop the power to determine the future of their own communities. They provide food, clothing, medical care, and legal and social services to reduce the burden of poverty. They seek justice through community organizing and public advocacy and work to uproot racism, a major cause of poverty.

CHILDREN’S NATIONAL HEALTH SYSTEM

Children’s National Health System – Kurt Newman, M.D., President and Chief Executive Officer; Children’s National is the premier provider of pediatric services in the Washington DC metro area and its the only health system specializing in kids. Last year, they saw more than 219,000 children from the nation’s capital, Maryland and Virginia as well as from across the country and around the world. Children’s National is ranked #1 in Neonatology and one of the nation’s top ten children’s hospitals by U.S. News & World Report and is Magnet® designated for excellence in nursing.

CONSORTIUM FOR OCEAN LEADERSHIP

Consortium for Ocean Leadership – Jon White, President and Chief Executive Officer; In 2007, two of the premier ocean science organizations with more than 40 years of history advocating for the scientific community and managing major programs merged. The creation of COL from the Consortium for Oceanographic Research and Education (CORE) and the Joint Oceanographic Institutions (JOI) created a unified voice for oceanographic research and education in our nation’s capital. Today, COL continues to unite the ocean science, technology, and education communities through advocacy, program management, and facilitation of research efforts. designated for excellence in nursing.

CULTURAL DC

CulturalDC – Tanya Hilton, Executive Director; CulturalDC sees the arts as a driving force in building sustainable communities. They provide a wide range of programs and services that support artists’ ability to live and work in the city and give audiences access to affordable and accessible cutting-edge visual and performing art from artists living and working today.



Insights with Mark Oppenheim

INSIGHT with Mark Oppenheim - a co-production of mOppenheimTV and WHUT. The series highlighted 15 nonprofit organizations and their impact on strengthening the communities of the Washington D.C. Metropolitan area. The series Included conversation with:



FIRST BOOK

First Book – Kyle Zimmer, President and Chief Executive Officer; First Book transforms the lives of children in need. Through a sustainable, market-driven model, First Book creates equal access to quality education – providing everything from brand-new, high-quality books and educational resources, to sports equipment, winter coats, snacks, and more – affordable to its member network of more than 350,000 educators who exclusively serve kids in need.

GALA HISPANIC THEATRE

GALA Hispanic Theatre – Rebecca Rad Medrano, Co-Founder and Executive Director; Founded in 1976, GALA Hispanic Theatre has been a groundbreaking and energetic theater with a different accent, presenting classical and contemporary plays in Spanish and English, plus an accompanying program of dance, music, poetry, spoken word, art and, more recently, film.

HOWARD UNIVERSITY DEVELOPMENT

Howard University Development – David Bennett, Vice President of Development and Alumni Relations of Howard University. He discussed how opportunities provided to students by Howard helps shape a more cohesive society. This interview was produced in collaboration with WHUT (Howard University Television)

NATIONAL ASSOCIATION OF BLACK JOURNALIST

National Association of Black Journalists – Sharon Toomer, Executive Director; The National Association of Black Journalists (NABJ) is an organization of journalists, students and media-related professionals that provides quality programs and services to, and advocates on behalf of black journalists worldwide. Founded by 44 men and women on December 12, 1975, in Washington DC, NABJ is the largest organization of journalists of color in the nation.

NATIONAL PARKS CONSERVATION ASSOCIATION

Theresa Pierno, President & CEO; Since 1919, National Parks Conservation Association has been the independent, nonpartisan voice working to strengthen and protect America's favorite places. With 1.3 million members and supporters, they are the voice of America's national parks, working to protect and preserve our nation's most iconic and inspirational places for present and future generations.

PATIENT ACCESS NETWORK FOUNDATION

Patient Access Network Foundation (PAN Foundation) – Daniel J. Klein, President and Chief Executive Officer; The Patient Access Network (PAN) Foundation is dedicated to helping federally and commercially insured people living with life-threatening, chronic and rare diseases with the out-of-pocket costs for their prescribed medications. Partnering with generous donors, healthcare providers and pharmacies, PAN provides the underinsured population access to the healthcare treatments they need to best manage their conditions

UNITED NEGRO COLLEGE FUND

United Negro College Fund – Michael L Lomax, President & Chief Executive Officer; UNCF's mission is to build a robust and nationally-recognized pipeline of under-represented students who, because of UNCF's support, become highly-qualified college graduates and to ensure that their network of member institutions is a respected model of best practices to move students to and through college.

VOICE FOR A SECOND CHANCE

Voices for a Second Chance – Paula Thompson, Executive Director; Voices' empowers prisoners incarcerated and newly released to create, maintain and strengthen family and community ties so they are better prepared to successfully transition back into our community, and build better futures for themselves and their families.

WHUT - HOWARD UNIVERSITY TELEVISION

WHUT – Jefferi K. Lee, General Manager; For more than 35 years on air WHUT has been a leader in broadcast communications providing quality programming for the Greater Washington DC viewing community. WHUT presents shows that are relevant and informative. The station also offers exceptional professional training in television production, engineering and management.

WOLF TRAP FOUNDATION FOR THE PERFORMING ARTS

Wolf Trap Foundation for the Performing Arts – Arvind Manocha, President & Chief Executive Officer; Wolf Trap Foundation for the Performing Arts is the official partner to the National Park Service providing concert and performance programming within the Park. As a nonprofit organization, Wolf Trap Foundation is dedicated to creating excellent performing arts experiences for the enrichment, education and enjoyment of diverse audiences.



**REMEMBERING KING - 50 Years of
The MOVEMENT - The LEGACY - The KING**

WHUT hosted a two part series in commemoration of the 50th Anniversary of the assassination of Reverend Dr. Martin Luther King Jr. in April 1968. The station held a much praised Debate with the Howard University Forensic Society & National Debate team along with a panel discussion featuring four important walks of life, The past, present and future - professors, students and community leaders who were alive during the assassination as well as those who were not, to bring value to the idea of Dr. King's potential views in today's social and political climate.





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 hosted a number of events related to the animated PBS series *Splash & Bubbles*. The program helps children learn marine biology and ocean science concepts while building social-emotional skills. In addition, WHUT sponsored and/or participated in a number of local events such as Sing, Talk and Read, Book – O – Ween, NBC4 Health & Fitness Expo, AwesomeCON, Washington Auto show, and family literacy nights.

Sing, Talk and Read Family Festival

(September 8th) at Deanwood Library and Recreation Center
 WHUT participated at this event which had over 500 attendees. The Sing, Talk, and Read Festival provides interactive and educational activities for D.C. families. The goal is to demonstrate a supportive network to communities with young children and raise awareness about the benefits of early literacy. The festival also provided information on how education and improved literacy can improve the quality of life of DC families and their children -- present and future.



Splash and Bubble Clean Up event

WHUT hosted a *Splash & Bubbles* Clean-up Day at Anacostia Park. The event was attended by more than 80 children and included *Splash and Bubbles*-themed experiences and activities. Children and educators participated in interactive stations. The Day included *Splash & Bubbles* Clean-up with Anacostia Watershed Society, educational boat tours of the Anacostia River, facilitated tours of the Aquatic Resources Education Center, *Splash & Bubbles* Reeftown Range pledge & badge, WHUT /PBS Kids Giveaway Bags.



Ready To Learn®

Ready to Learn

WHUT received a Ready to Learn (RTL) planning grant that was used to conduct a needs assessment of the community in Ward 8 and develop a proposal for a two-year Community Collaborative for Early Learning & Media (CC-ELM). The objective of the CC-ELM is to give children ages two to eight, from low-income households, a stronger foundation in early science and literacy learning. CC-ELM engaged them, their families, and caregivers utilizing RTL's high-quality digital and hands-on educational content. WHUT's proposal was awarded a grant of \$175K.

W.B Patterson's Annual Science Fair

WHUT's outreach and education manager was selected to judge for the annual science fair at the W.B.Patterson school one of our partners. The station promoted the results of the competition between 50 science fair projects, and submitted recommendations for winners of each grade level who, then, proceeded to the city finals.



FEEDBACK FROM THE COMMUNITY

"Thank you very much for partnering with the Anacostia Watershed Society for a successful *Splash & Bubbles* Clean-up Day at Anacostia Park. The students from Neval Thomas Elementary School helped us to pick up about 50 pounds of trash! We enjoyed working with WHUT and the students." -

Emily Castelli, Anacostia Watershed Society





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 Sid the Science Kid. 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 to fully utilize digital learning in the classroom. WHUT continues to promote and make available these resources for educators throughout the Metro DC region!

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. Last year's groups included: Girls Scouts Troop, Shaw Community Ministry, Howard University Alumni Club of Atlanta, Light the Way Foundation Summer Camp, Root Branch Productions & Film Academy, Young Writers Club Television, the Howard University Middle School Summer writing program, East of the River Career Exposure Camp and various middle & high schools.



COMMUNITY OUTREACH



WHUT In The Community

WHUT launched a series of WHUT in the Community spots featuring the work of our local partners and highlighting resources available to the community.

Smart from the Start – Leap Graduation – (Woodland Terrace Community)

WHUT's General Manager Mr. Jefferi Lee gave the keynote speech at a ceremony held to acknowledge the completion of training and program certifications from the Smart from the Start Leap Program. The program was attended by young men between the ages of 17-25, residents of the Woodland Terrace community. His speech inspired students to follow their dreams and continue their education to achieve their goals.

Career Development

For the past eighteen years, WHUT has been a partner of the United States Telecommunications Training Institute (USTTI). Through this partnership, the station has hosted over 120 international journalists, broadcasters and producers for two-week long summer seminars. The seminars are held at WHUT on the subject of public broadcasting. WHUT partners with the FCC, Corporation for Public Broadcasting, MHz Networks/World View, PBS, NPR and the Newseum, among others to insure a rich series of lectures and participatory forums for these international visitors. Participants have come from the Philippines, Ukraine, Sri Lanka, Uganda, Ghana, Mongolia, Bangladesh, Nepal and many other countries. Feedback provided by attendees note this service as "an invaluable experience" and one that has "made a significant positive impact" providing much needed knowledge about the PBS system and community.

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 2,000 students.

WHUT ESTATE PLANNING SEMINAR 2018

WHUT hosted an Estate Planning workshop for the community to cultivate the relationship and provide them with information that will help them in their future plans.

The station recruited a local Legal professional to consider the value of having attendees put their "Ducks in a Row". The event was well recieved and disclosed free advice for the future and proper local preperation of wills and other estate documents.



Annual Events

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 among the more than 600 new models from over 35 manufacturers, WHUT provided a daily mascot parade, and educational and fun family activities at the children's area, receiving 1,000+ visitors. Also, 30 members of the Junior League volunteered at this event.



NBC 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!



AwesomeCon

WHUT was present at the event for the first time this year within the designated children's section in an effort to encourage young learners and parents to explore fields related to engineering, science, math, and reading. Comics, marvel characters, and others were on hand promoting imagination and creativity.

Attendees interacted with the PBS digital play pads, received coloring materials, and other educational giveaways provided by DCSTEM, the event was attended by around 70,000 people.



WHUT SCREENINGS 2018

Indie Lens Pop-up Series

WHUT continued to bring monthly screenings of the ITVS's Independent Lens series to Busboys and Poets. The screenings were attended by community leaders and local partner organizations. Following the viewings, a lively panel discussion ensued. Some of the features included African American films such as, *I am not your Negro* and *Chasing Trane*. In addition, WHUT hosted a screening of ***Tell Them We Are Rising: The Story of Black Colleges and Universities*** with award-winning filmmaker Stanley Nelson at Cramton Auditorium. More than 600 people attended that event.



PBS Online Film Festival

WHUT hosted a watch party for the 2018 PBS Online Film Festival featuring diverse films from member stations, producers and public media partners. Viewers watched the films and voted and shared their favorites.

Kingdoms of the Sky

WHUT hosted a screening at the station for the film "Kingdoms of the Sky," which was followed by a Q&A with the audience. "Kingdoms of the Sky," is a co-production with the BBC that takes viewers on a tour of three of the planet's most impressive mountain ranges – the Rockies, the Himalaya, and the Andes – showcasing the mountains themselves and the extraordinary people and animals that live and thrive on these peaks.



FEEDBACK FROM THE COMMUNITY

"Beautiful footage and engaging narrative"

(survey comment)

"Enjoy as a supporter many on-air programs. However, we "LOVE" the Community Film Screenings. Please continue. They were a great means of social interaction both as meet& greet before the screening AND input via active interaction following the filming. "

K.A. Wentz (email)

WHUT

HOWARD UNIVERSITY TELEVISION



WHUT AT THE MOVIES

WHUT added a movie night to its line up and has collaborated with the Cathy Hughes School of Communications to record introductions and a discussion of (6) films featuring Paul Robeson that aired on WHUT in November and December; the series was hosted by Emeritus Professor Dr. Bischetta Merritt and grad student Ulysses Barry. WHUT aired a Hitchcock series hosted by film critic and reporter Arch Campbell is a "local legend" having reported on movies, theatre and entertainment in Washington, DC and nationally since the 1970s.





HOWARD UNIVERSITY TELEVISION

DIGITAL

WHUT DIGITAL

WHUT launched a new initiative focused on producing and curating video content specific for the station's digital platforms and expanded the social media footprint to include Instagram.

In the first few months of the initiative, WHUT Digital has already grown to receive thousands of views on social media. Host, Nayo Campbell, a former Spotlight Media and Howard University Graduate,

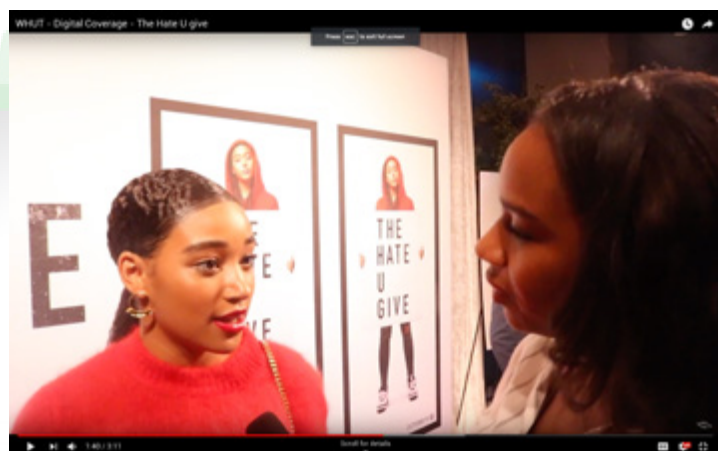
She has gone above and beyond to bring in exclusive interviews to WHUT and the digital platforms, leading off with comedian and actor Kevin Hart as well as several red carpet exclusive interviews in the Washington DC metropolitan region.

WHUT Digital is geared to tap the station into new and emerging markets. It has grown the reach of the station's general Social Media Platforms by over 210% in the last FY.

Moving Instagram followers from **178 to 762 followers (as of June 2018)**

Moving Twitter Followers from **2274 to 2859 (as of June 2018)**

- We hope to continue to develop this platform of "DIGITAL ONLY" media.



DIGITAL FOOTPRINT

JUNE 2017 - JUNE 2018



www.facebook.com/whuttv



www.twitter.com/whuttv



www.instagram.com/whuttv



www.youtube.com/WHUTtv



<https://www.whut.org>



HOWARD UNIVERSITY TELEVISION

WHUT'S FACEBOOK

YTD: 2435 Likes 2465 Followers
76% Direct traffic
18% WHUT.org
6% Search Engines (google/Bing)

WHUT'S TWITTER

YTD 2683 Followers
Monthly Impressions (August) 66,500
Top Month Impressions (May) 479,000
Average tweet Impression 1200

WHUT'S INSTAGRAM

YTD: 553 Followers
June 8 - 14th Impressions 4236
Age Range 18-24 15%
Age Range 24-34 34%
Age Range 35 - 44 23%
Demographic 40% male 60% Female

WHUT'S BI-MONTHLY NEWSLETTER

June 2018 - 17829 Audience
97.96% Delivery
11.46% Open Rate
15.10% Clicks - 0.12% Unsubscribers (average)

WHUT'S YOUTUBE

Joined October 2 2012
YTD Subscribers 713
62% External Source Views
15% Suggested Videos
78% Watched On Youtube
22% Embedded (whut.org)

WHUT'S YOUTUBE

June 2018 Views - 2688
Average View duration 6:15 Minutes

WHUT'S WEBSITE

20.5% Returning Visitor
79.5% NEW Visitors
25-34 Age Visitor - Top 33.5%
45.85% FEMALE
54.15% MALE

WHUT'S WEBSITE

4300 Active Users
1300 * Weekly Average
59.1% Desktop 29.1% Mobile 11.8% Tablet
Most Visited Page: home/tv-schedule



HOWARD UNIVERSITY

SERVING THE UNIVERSITY

WHUT continues to serve its mission as a media outlet for its licensee -- Howard University. For almost 38 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. Howard University Commencement, this year's keynote address was delivered by actor and Black Panther star Chadwick Boseman which was viewed by 32,000 viewers online.

Major University Programs (Opening Convocation, Charter Day and Commencement) providing production teams to record, livestream and edit programs for repeat airing on WHUT to entire DMV community.

Production services for various Gwendolyn S. and Colbert I King Lecture series.

Mentorship for News Vision students during the production of end-of-year projects that aired on WHUT or streamed online, provided technical and editorial feedback for the News Vision students packages.

WHUT continually provides internship and senior practicum opportunities for students to learn and get hands on television broadcasting experience, and all the related fields, which support a fully operational television enterprise. In addition, WHUT provided students opportunities for student to work/intern with independent producers on programs distributed nationally such as the DC Jazz Festival.

For more than 23 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 have documented symposia for faculty and off campus groups, and their work has aired on WHUT and on a separate SPOTLIGHT NETWORK closed circuit channel, Channel 4, part of Howard University's residential cable service. Spotlight started recording and streaming the Rankin Chapel Services on Sunday. Also, covering all the men and women basketball home games.



FEEDBACK FROM THE COMMUNITY

Stephanie B. " I just sent a donation to WHUT. Your programming is outstanding. While WETA and MPT are showing cartoons and outdated British sitcoms all morning, you are providing substantive and intellectually interesting programs. I watch Democracy Now daily. I'm delighted to have discovered your line up. Thank you..."

THANK YOU

The Viewer's Circle (\$1,000-\$2,499)

WHUT's Leadership Circle donors are supporters who generously secure the future of WHUT. It is comprised of individuals and family foundations who believe that supporting WHUT is one of the best possible investments in our future.

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