



HOWARD UNIVERSITY TELEVISION

FY 2016

LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

LOCAL VALUE — 2016 KEY SERVICES — LOCAL IMPACT

WHUT's broadcast signal reaches more than 2.5 million households in a 60-mile radius in the DMV metropolitan area.

Approximately 450,000 watch WHUT weekly, which is 8.7% of the DMV viewing households.

WHUT membership is growing every year with a current active membership base of 6,157

Our website received around 161,536 hits in FY2016. Our Twitter account received 11,828 impressions in FY2016, our Facebook page received 426,069 impressions in FY2016.

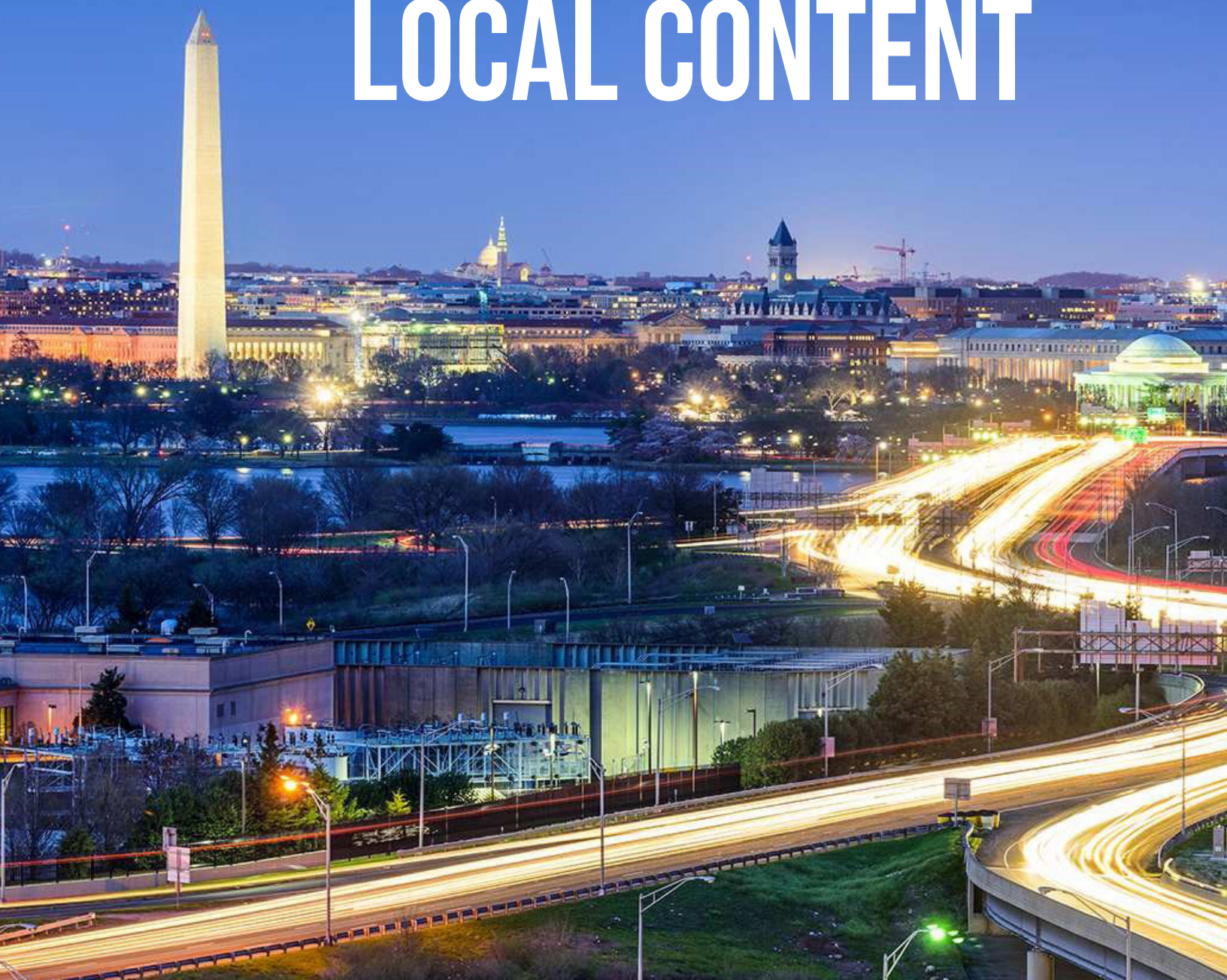
WHUT partners on a number of community engagement activities with participation from over 150,000 people each year.

- WHUT endeavors to underscore Howard University's overall mission in its commitment to excellence, leadership and public service.
- With more than 35 years on air WHUT has become a leader in broadcast communications by providing quality, relevant, and informative programming for the Greater Washington, D.C. viewing community, while offering exceptional professional training in television production, engineering, and management.
- In addition to the marvelous programs we air WHUT is actively engaged in Wards 1, 7 and 8, specifically, bridging the educational gap among low income kids.

Using PBS kid's assets, the station works to build their literacy, math, science and technology skills.

- WHUT continues to build awareness about the dropout crisis in DC by supporting student engagement, and improving graduation statistics through the American Graduate: Let's Make it Happen Initiative and the Digital Media Arts Clubs.
- WHUT delivers encrypted public safety video and data to emergency responders by using its broadcast TV signal at major events at the National Mall.

FOCUS ON LOCAL CONTENT





Fit For Summer



WHUT continued to serve the community by providing the educational informational series “Vocal Point” that covered issues such as improving mental health in youth and teens, tips on staying fit and healthy, voting rights act 50th anniversary and more.

STATE OF MIND: IMPROVING MENTAL HEALTH IN YOUTH

When President Obama hosted a White House Conference on Mental Health some years ago, he asked Americans to expand their knowledge and understanding of this issue -- challenging us to examine our prejudices and mis-perceptions. The President also called for better community-based solutions to address mental health needs, particularly those of the young. “Vocal Point,” looked at challenges impacting the minds of today’s youth and discussed what actions are being taken to support them.

FIT FOR SUMMER - THE LATEST & GREATEST

On this episode, “Vocal Point”, showed you how to get in shape inside and out. Experts gave useful tips for the physical body and the physical space. Viewers saw how the two worked hand in hand.

THE VOTING RIGHTS ACT, 50YRS LATER: WHERE DO WE STAND?

In a letter to the New York Times, president Barack Obama said he would not be where he is today, had it not been for the unsung heroes still fighting to make voting easier, not harder, for people of color to vote. He again urged congress to restore all parts of the 1965 voting rights act. During his presidency, voting rights for many Americans came under attack. About a dozen states clamped down on who is allowed to cast a ballot. Opponents argue that these laws are racist, and prevent minorities from exercising their right to vote.



Acoustic Holiday

NO MATTER THE COLOR: CANCER IN MINORITIES

When it comes to preventing and surviving cancer, many minorities aren't fairing as well as non-minorities. Recent U.S. data shows many racial and ethnic minorities die more frequently from cancer than whites. And, the reasons are often attributed to poverty, insubstantial access to health care, and other socioeconomic factors. What is being done, and what should be done about this tragic disparity?

THAT GOOD GOVERNMENT JOB: HOW TO FIND ONE, GET ONE, & OTHER

In the market for a new job? On this episode of "Vocal Point," we shared the step-by-step goods on how to get that elusive government job, along with tips on procuring government contracts, and what recruiters are looking for in the coming year.



That Good Government Job

MEMORY MATTERS: THE CARE AND HEALING OF ALZHEIMER'S

Alzheimer's disease: a progressive, degenerative disorder that attacks the brain's nerve cells resulting in memory loss and other devastating changes. As our population ages, Alzheimer's affects a greater percentage of Americans. On this episode of "Vocal Point," we examined the disease and its impact on those who fall prey to it, and those who care for them.

ACOUSTIC HOLIDAYS

This past December, "Vocal Point" offered viewers something special -- a program to help them relax and de-stress during the hectic holiday season. Acoustic Holiday featured various artists and music groups from throughout the DMV. Howard University was well represented with stellar performances from the Howard Gospel Choir, the University's all-female jazz vocal ensemble SAASY, and Howard alumna Kendall Isadore, who lights up the stage with her violin and voice. Also, soulful recording artist Tamara Wellons gave a beautiful rendition of a holiday classic, and local folk band Los Gallos Negros offered up foot-tapping carols. WHUT's special gift to our viewers.



No Matter The Color: Cancer in Minorities

In response to the airing of "Vocal Point"

WHUT Howard University Television, thank you. I am one of many that enrolled in financial education classes because you featured this organization (Capital Area Asset Builders) during the snowstorm. I am about controlling finances, increasing savings and building wealth.

-Jadeorchid Fi'ala



The Voting Rights Act 50 Years Later



Host Rock Newman and guest Ted Leonsis

THE ROCK NEWMAN SHOW

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 a profound and authentic discussion that is 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 guests for this year: Minister Louis Farrakan, DC Mayor Muriel Bowser, Herbalist Dr. Sebi, Dr. Kurt Newman president of Children’s National Hospital in Washington, DC, Mayor Vincent Gray, Congressman Chris Van Hollen and more.

In response to the airing of “The Rock Newman Show”

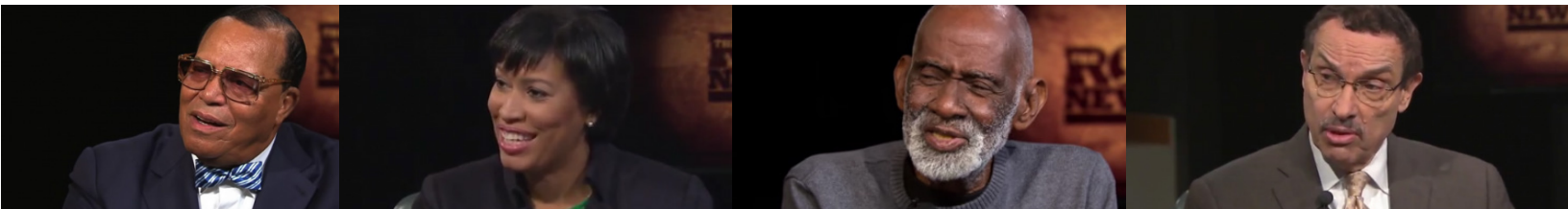
“Wow!! A huge THANK YOU to you, Rock, for bringing to light the needs of our returning veterans.”

“Mark, your program sounds fabulous and I’m sure that for each veteran you help, there are just as many that don’t know about the program’s availability or how to access the opportunity. Maybe your next stop should be the VAMCs all around the country!”

- Pat

“Rock Newman” a very important show for you to have. We are outraged about “Black Lives Matter” but we fail to ask “to who?” Many of our young people are being raised by the streets. And, they are living by the rules of the streets, which is by any means necessary. We have babies having babies and they aren’t equipped to be parents. The result is what we see today in urban and rural areas around the country.”

- Ronald Baker





Host Mimi Geerges

THE MIMIGEERGES SHOW

In January 2016 WHUT launched the “The Mimi Geerges Show” to enlighten viewers about the world and our place in it. American citizens want and need to better understand the people, politics, culture and history of other countries and in particular, the broader Middle East. Today, the United States is profoundly involved in the world around us, and particularly, the Middle East. The rise of ISIS, the threat of “lone-wolf” attacks, and the quest for secure sources of energy dominate the national agenda and bind us to the Middle East. The region is a source of religious inspiration for millions of Americans, but it has also become the fountain-head of American fears. Our relations with the Middle East impact the United States as never before, yet many Americans lack detailed knowledge about the region’s demographics, culture, and history.

The program embraces a wide diversity of guests, with an emphasis on helping viewers understand the source and nature of the humanity in people throughout cultures worldwide. Guests included Tavis Smiley, Diane Rhem, General Michael Hayden, former Director of the National Security Agency.

In response to the airing of “The Mimi Geerges Show”

Hi Mimi,
Love your show! Great interview today!

Sean A. Lilly





Hosts Harold Fisher and Rock Newman

— THE — DAILY DRUM

The station also continued its collaboration with its sister Radio station WHUR, HUR Voices and the Office of University Communications to connect Howard University in a tangible and supportive way to the surrounding community, the city and its issues by hosting quarterly special editions of “The Daily Drum” multimedia live broadcast featuring candid conversations with everyone from advocates and experts, to family members, educators and more, all addressing the pressing issues impacting communities around the globe.

NOT ONE MORE – SAVING LIVES

A two-hour live discussion of “Not One More”, a look at how to keep our communities free of crime and violence.

HOUSING AND EDUCATION: EQUALITY FOR ALL

A live one-hour special town hall discussion exploring housing and educational issues in the Washington, DC region.

DOMESTIC TERRORISM IN BLACK & BLUE

A live town hall discussion about the incidents that grip the headlines far too often. Whether it’s a mass shooting at a church or police killing unarmed teens, some say both tragic incidents are forms of domestic terrorism. But are they really? This “Daily Drum” special looked at this issue, exploring Domestic Terrorism in Black and Blue.



The District

THE ISTRIC

The winner of the on-line competition “My Big Show” debuted the mini doc-series “The District” on WHUT.

Homeless families navigating work and shelter , Anacostia residents battling a rapidly shifting neighborhood, the faces behind the reshaping of the H Street Corridor — these types of uniquely-local stories are the focus of “The District”, an intimate look at issues impacting people and communities in and on the corners of Washington, DC rarely covered in media.



Election Special - Road to the Convention

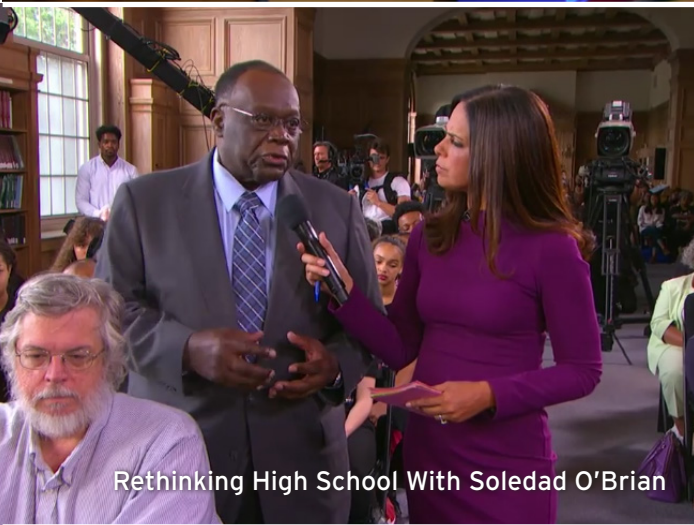
WHUT’s continued commitment to broadcast minority voices was highlighted by two elections specials:

Election Special – “The Democratic Debate”

Howard University’s current and rising leaders discussed issues relevant to communities of color in the 2016 presidential election.

Election Special – “The Road to the Conventions”

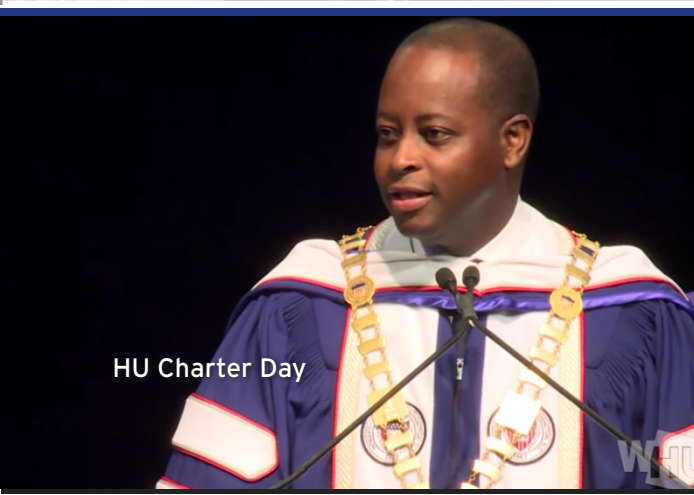
The primaries had ended- the national conventions less than a month away. And the road to getting there was tumultuous with speed bumps, political potholes along the way. An esteemed panel discussed it all!



Rethinking High School With Soledad O’Brian

Web Streaming

WHUT web streamed the **Cancer Moonshot summit**, which is a new cancer initiative hosted at Howard University, in Washington, D.C. The program was part of a national day of action which also included more than 270 events in communities across the United States. Vice President Joe Biden was joined by more than 350 researchers, oncologists and other care providers. Also participating were data and technology experts, patients, and their advocates, and family members. Announcements were made regarding new actions to accelerate progress toward ending cancer as we know it.



HU Charter Day

WHUT also web streamed multiple web-casts featuring events on campus including Commencement, Charter Day, and Opening Convocation.

EDUCATIONAL EVENTS

READY TO LEARN: PBS RAISING READERS

For the past nine years WHUT has worked to build awareness of the literacy, and STEM-based programming available to parents, caregivers and early childhood educators through Public TV's Ready to Learn initiative and other PBS kids content.

Additionally, partnerships were solidified and sustained with both public and private charter schools, libraries, community centers, day care facilities and educational non-profits in targeted communities supporting under-served populations within the 20009, 20019 and 20020 zip codes.

WHUT continues to improve the literacy and math skills of children from 2 – 8 years of age in the targeted zip codes by hosting literacy extravaganzas, events and classroom activities based on “Cyber Chase”, “Peg + Cat”, Nature Cat, Ready Jet Go!, Daniel Tiger’s Neighborhood, Odd Squad summer “Be The Agent” camp , and by distributing apps to reduce the digital divide among low income students.

Some of the partners we’ve worked with this past year include: Anacostia Neighborhood Library, Mount Pleasant Library, DC Neighborhood Promise Initiative, Educare, Jump Start, City Year, Dorothy I Height Elementary School, Patterson Elementary School, Cesar Chavez Public Charter School: Parkside campus and KIPP DC.

WHUT partnered with Anacostia Community Library to host an Odd Squad math camp for children 5 – 8 years old. Odd Squad is a PBS KIDS series featuring a television show, on-line games, and apps. The student agents use math, problem solving and creativity to solve the case and correct the oddity. More than 35 children participated in the Odd Squad summer camp.

For The Love Of Children (FLOC)
8th Annual Book Festival



First Lady of the United States
Michelle Obama on American Graduate Day



Digital Media Arts Club at Girls Inc.



DC College Access Program (DC-CAP) at
Eastern High School



WHUT American Graduate Champions Dinner

AMERICAN GRADUATE

In 2011, WHUT became part of the American Graduate Let's Make it Happen Initiative. This initiative responded to the disappointing high school dropout rate. To combat this problem, WHUT created Digital Media Arts Clubs (dMAC) - after school multimedia production clubs designed to engage at-risk youth. Students receive digital media production and literacy training, and hands-on training in video production, social media, and presentation development. Participating in the dMAC has shown to positively impact student academic achievement, attendance and engagement in the classroom. Some of this year's activities included:

American Graduate Day

This live national, multi-platform broadcast event focused on the individuals and organizations working in communities across the country to keep students on the path to graduation. WHUT hosted a LIVE Remote highlighting the work of the DC College Success Foundation. WHUT also created video interstitials for local champion organizations. Those organizations include: The Fishing School, Words, Beats & Life, Catholic Charities, YWCA – EMPowERgirlz and College Success Foundation.

Digital Media Arts Clubs

WHUT provided digital media production and literacy training to students from D.C. public schools with the goal of increasing retention rates and academic achievement. The dMACs engaged, educated and empowered students to use digital technologies to achieve personal growth, self-expression, and improve educational performance. Students explored topics like staying in school, bullying and healthy life choices. During fiscal year 2016 dMacs were hosted at Girls Inc. & Eastern High School.

American Graduate National Mentoring Month

American Graduate Mentoring Month celebrated the positive effects of mentoring young lives in Washington, DC, and raised awareness of the need for mentors in our local community. It also highlighted several organizations that offer mentoring opportunities. WHUT's campaign included on-air, online, community outreach and social media efforts. Our efforts coincided with the efforts to encourage people to become an American Graduate champion. WHUT created video interstitials to highlight **Asian American LEAD**, **Everybody Wins**, **Concerned Black Men (CARES)** and **A.C.E. Mentor**.



ConnectHome

WHUT participated in the new ConnectHome initiative launched by the U.S. Department of Housing and Urban Development (HUD) in conjunction with the Obama administration, nonprofits EveryoneOn, U.S. Ignite, and local and national stakeholders. The collaboration seeks to narrow the digital divide for children and families living in HUD-assisted housing. ConnectHome is the next step in a national effort to expand access and use of high speed broadband. It builds on the efforts of the Obama Administration's ConnectED initiative to connect 99% of K-12 students to high speed internet in classrooms and libraries.



DC Connect

PBS Learning Media

WHUT continues to provide teachers 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 provide educators the opportunity to fully utilize digital learning in the classroom. WHUT continues to promote and make available these resources for educators throughout the Metro DC region. Blair Mishleau, a teacher from KIPP DC Heights Academy was selected as a 2016 Lead PBS LearningMedia Digital Innovator for the creative way he uses technology and PBS LearningMedia materials to engage students at his school.



Patterson Elementary School
Family Literacy Night

Station Tours

The station regularly provides tours for elementary schools, high schools and civic groups, gives them an overview of careers in media, and offers hands on experience on the use of production equipment. Last year's groups included Young Writers Club Television, the Howard University Middle School Summer writing program, DC Department of Parks and Recreation, Boy Scouts, Light the Way Foundation, and various middle & high schools.



Students In Studio During Station Tour

In response to WHUT Educational and Outreach Events

@IamLarrin

Thanks to @whutv for your work in the community and your support of @metropolitanbap.

@SkilledTradesDC

Thanks @whutv and #AmGradDC for showing what students are achieving through career and technical education!



Odd Squad Summer Camp

COMMUNITY OUTREACH



YOUR VOICE IN THE COMMUNITY **WEUT**®

“In Football We Trust”

The “In Football We Trust” screening was hosted at Busboys & Poets. The screening was a part of the Indie Lens Pop-up Series. The film follows four Polynesian high school football players in Utah struggling to overcome gang violence, family pressures, and poverty as they enter the high stakes world of college recruiting and the promise of pro sports. The odds may be stacked against them, but they’ll never stop fighting for a better future. WHUT is a community partner of the Indie Lens Pop-Up. It’s a neighborhood series that brings people together for film screenings and community-driven conversations. Featuring documentaries seen on the PBS series Independent Lens. The screening was attended by more than 400 participants.



Black Panthers: Vanguard of the Revolution”

The “Black Panther: Vanguard of the Revolution” screening was hosted at Busboys & Poets and was a part of the Indie Lens Pop-up Series. The film highlighted the turbulent and emerging revolutionary culture of the 1960s, with the Black Panther Party at the vanguard. The documentary weaves together a treasure trove of rare footage with the voices of a diverse group of people who were there, Director Stanley Nelson tells the vibrant story of a pivotal movement that feels timely all over again. The event was attended by 85 participants.



Indie Lens Pop-up Series WHUT continues to bring monthly screenings of the ITVS’s Independent Lens series to Busboys and Poets, and the Hill Center at the Old Naval Hospital. Each screening is followed by an engaging panel discussion attended by community leaders and local partner organizations.

AFI Docs Documentary Festival and FilmFest DC

In continuing its mission to be the voice of independent producers in the community, WHUT served as the media sponsor for the AFI Docs and the Filmfest DC, the Palestinian Film Festivals and other similar events in the city.



WHUT® YOUR VOICE IN THE COMMUNITY



NBC Health & Fitness Expo

HEALTH & COMMUNITY EVENTS

NBC Health & Fitness Expo

WHUT participated in the NBC4 Health & Fitness Expo at the Washington Convention Center. The expo is the largest free consumer health event in the country, with close to 200 exhibitors and 87,000+ attendees! WHUT was on hand to promote our health and fitness and healthy lifestyle shows. The event also provided us a forum to promote our children's initiatives. WHUT distributed healthy living bags to the children in attendance. Our booth was visited by more than 500 visitors.

The Washington Auto Show

WHUT co-sponsored the PBS Play Land at the Washington Auto Show a fun and educational experience for the children, which included interactive games, PBS Characters and PBS Mobile Learning Lab activities. The play land was visited by more than 1000 kids.



The Washington Auto Show

Rosselle Homeless Christmas Event

WHUT partnered with the Roselle Center for Healing to provide Christmas gifts and a Christmas dinner for more than 120 children and their parents who were victims of domestic abuse.

Cinco de Mayo Celebration

WHUT partnered with the Mount Pleasant Neighborhood Library to participate in the National Cinco de Mayo Festival in Washington, DC. The celebration featured live music and dance, children's arts and crafts workshops, food, games and activities for the entire family. During the festival, we promoted educational resources, and programs provided by WHUT in English and Spanish. Maya and Miguel mascots were an exciting attraction for the attendees. 75 participants came to our booth.



Rosselle Homeless Christmas Event

LOCAL COMMUNITY EVENTS

Jump Start at Howard

WHUT partnered with the Howard University Jump Start program to provide children in the Washington, DC area a day of fun and enrichment. Kids learned the fundamentals of fire safety, nutrition, reading, etc. 100 kids participated in the event.

Kart Kingdom: Capitol Scramble Game

WHUT hosted a PBS Kids Kart Kingdom Live Game in Washington, DC. The Kart Kingdom: Capitol Scramble Game engaged the kid's minds and strengthened relationships between the station and local families. More than 100 children participated in the Kart Kingdom: Capitol Scramble Games at the H Street Festival.



Cinco De Mayo Celebration

CAREER DEVELOPMENT

Howard University Students

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.

Spotlight Network

For more than 21 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.

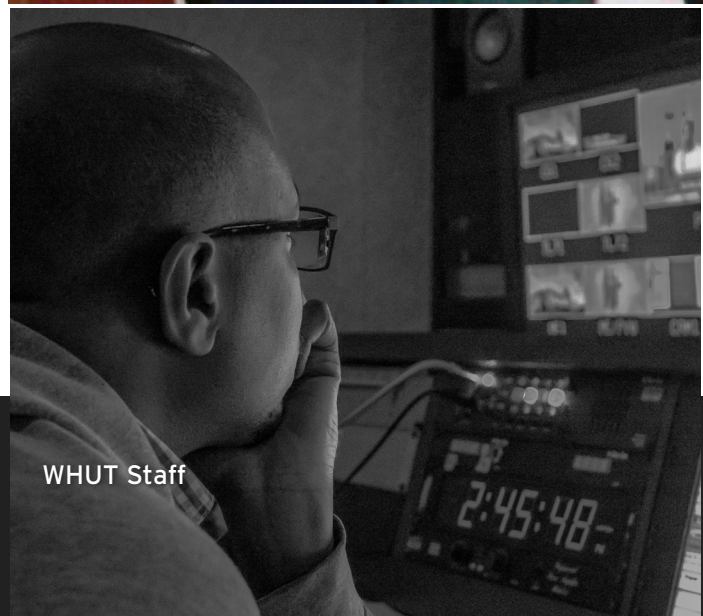
News Vision

WHUT collaborates with the School of Communications to feature and broadcast 90-second packages produced by the News Vision class. The project gives exposure to the students' work and helps them build their resumes.

NewsVision is produced by broadcast journalism seniors in the Department of Media, Journalism and Film in the School of Communications in partnership with WHUT-TV a PBS station licensed to Howard University. The 30-minute newscast is the culmination of content written, reported and produced by journalists in the capstone course of the same name.

Binge-TV Film School Showdown

The station worked with Binge-TV to provide Howard University students a platform to feature user-generated content on-line and on TV. The Showdown gives college and university students – creators of original content and red carpet dreamers – the opportunity to air and promote their short films worldwide.



SAFETY AND SECURITY

WHUT partnered with SpectraRep and the U.S. Park Police to help keep the public safe at The Concert for Valor, which honored America's veterans and their families on the National Mall in Washington D.C. WHUT and SpectraRep worked with U.S. Park Police to run six cameras simultaneously and datacast video to officers around the Mall, as well as any necessary alert notifications and files should a need arise. Due to the large crowd at the concert, cell service was greatly diminished, but the datacasting solution continued to operate flawlessly throughout the event.



TESTIMONIALS

Please continue the excellent programming. We need it in light of current events. Thanks

Tony Conard

I like the Rock Newman Show and Tavis Smiley.

Nathaniel White

My favorite shows that I can not live without: Classic Stretch & Body Electric. I depend on these shows to stay healthy. I also like the news at 6, Globe Trekker, Independent Lens.

Suzanne Stotlemeyer

I especially like your Sunday Night lineup of music.

John Maddox

With thanks and great respect for your wonderful content, and especially to Amy Goodman and her crew for their steady illumination of the reality we live in. with Love

Joanne Taylor



HOWARD UNIVERSITY TELEVISION

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