



FY2019 ANNUAL REPORT



HOWARD UNIVERSITY TELEVISION
CELEBRATING 40 YEARS OF PUBLIC MEDIA



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TABLE OF CONTENTS

INTRODUCTION

WHO ARE WE	4
MESSAGE FROM DIRECTOR	5

LOCAL PROGRAMMING

THE ROCK NEWMAN SHOW	6 - 7
ARTICO	8 - 9
WHUT DIGITAL	10 - 13

EDUCATIONAL EVENTS

Educational Events & Resources	15
Educational Events	17

COMMUNITY OUTREACH

ANNUAL EVENTS	18
RESOURCES	19
WHUT SCREENINGS 2019	21
SERVING THE UNIVERSITY	23
CONNECTING THE WORLD	25

THANK YOU

VIEWERS CIRCLE	26
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WHO ARE WE

Local Value

2019 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 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 6,243 current active members and 2236 sustaining members.
- WHUT stays active, collaborating with more than 120,000 people each year from the Washington Metropolitan community it serves. With more than 39 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 EXECUTIVE DIRECTOR OF OPERATIONS

To Our Valued Supporters:

WHUT is honored to bring educational, entertaining, and intellectually stimulating multi-cultural and intergenerational programming to the DMV community. We are committed to deliver diverse perspectives using multi-channel media as we inform, motivate, and enliven. Your steadfast support allows us to continue our work with the best national public media programming, while also supporting our local community with great local content as well.

For nearly 40 years, WHUT has been a broadcast communications leader, presenting some of the area's most relevant programming -- stories that resonate and reflect the community we live in. We achieve this by showcasing programs specifically produced and/or directed by women, and/or people of color, as well as our PBS KIDS 24/7 channel and our locally produced programs: ARTICO – Art in Your Community, The Rock Newman Show, and WHUT Digital.

In addition to our on-air programming, your contributions have helped us directly engage with our community. This past fiscal year, WHUT hosted Independent Television Service (ITVS) and Point of View (POV) featured film screenings and had booths at events like The Washington Auto Show and the African American Wellness Walk. WHUT's education goals are also expressed through early literacy learning sessions, STEM focused camps, and family/community learning workshops. These activities provide fun learning environments for children and families, in addition to professional development opportunities for educators.

Our commitment to broadcasting and producing quality content and serving our community has never wavered, and we are incredibly grateful for your support throughout the years. Thank you so much for your dedication to public media and WHUT!

Sincerely,



Luma Haj
Executive Director of Operations



LOCAL PROGRAMING

YOUR STORIES

YOUR STATION

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 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 - U Steet / Black Broadway

Rev. Sandra Butler Truesdale, U Street/Black Broadway historian, and Kamal Ali, of Ben’s Chili Bowl join Rock to address an overview of the issues from The Howard Theater, to gentrification and it’s impacts on the U Street corridor, the history of U Street and much more.

The Rock Newman Show - Zachary Lane: A Champions Story

Howard University student – Zachary Lane is a scholar/athlete with nothing but bright days ahead...and then she was diagnosed with Hodgkin’s Lymphoma – a form of blood cancer that targets the immune system. But with the love of her family and excellent – though challenging – medical care, Zachary is making the climb back to health. This is a story of a champion and a story you won’t want to miss.

The Rock Newman Show - Councilwoman Brianne Nadeau

DC Councilmember Brianne Nadeau represents Ward One, which includes Howard University and a historically Black community. The Councilwoman talks about how gentrification is changing the face of this community and the cultural clash ramping up between longtime residents and newcomers. Also, a look at her plan to promote more affordable housing in Ward One – as well as, how the political process in City Council works to move public issues from debate to legislation.

The Rock Newman Show - Kwibuka 25

KWIBUKA-25 marks 25 years since the Tutsi genocide in Rwanda. As Rwandans at home and around the world commemorate those “100 days of terror”, the world also recognizes that Rwanda has come a long way to rebuilding and promoting an African Renaissance. A discussion with Rwanda’s Ambassador to the United States.

The Rock Newman Show - Nipsey Hustle Tribute

Rock and his guests examine the life and mission of Nipsey Hustle, one of hip-hop’s rising stars who was taken away far too soon. From his music and entrepreneurial endeavors, to his views on community empowerment and gang violence, an exploration on what made him so influential and beloved.

The Rock Newman Show - Dr Ron Daniels : – Founder & President, The Institute of the Black World 21st Century

With reparations, gentrification, issues like the Mueller Report and rising calls for President Trump’s impeachment making headlines – Rock shares an illuminating discussion on the “Politics of the Unusual” with political scientist Dr. Ron Daniels, Founder & President of the Institute of the Black World 21st Century.

The Rock Newman Show - Ned and Constance Sublette, Authors -- The American Slave Coast

Travel back to the year 1808 with Ned and Constance Sublette, co-authors of The American Slave Coast. In 1808, the United States ended the practice of kidnapping Africans and condemning them to slavery. But slave-breeding had already become something of a pseudo-science in the U.S. - leaving little concern about replenishing the ranks. A fascinating hour.

The Rock Newman Show - MPD Chief : Peter Newsham

In 2017, Newsham stepped into the role of chief of the Metropolitan police department at a time when the city was inundated with issues directly related to gentrification and the growing concern regarding police brutality and community relations. This episode takes a deep dive into these issues as we welcome Washington DC’s Metro Police Departments’ Chief Peter Newsham to the show.



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

FEEDBACK FROM THE COMMUNITY

“Rock, I enjoyed both of your interview with Dr. Claud Anderson! Thank you and keep up your excellent work!” –

Gary M., Email

“Terrific Work! I particularly like Amy Goodman’s “Democracy Now!” and the Rock Newman Show...” –

Charles E., Email

“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)

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 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 forth 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 Anquinette 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. 301

A new season of #ARTICOtv is here - Join us for September's episode of #ArticoTV. It's a journey into the dark with Art All Night in Washington DC, A walk through a little known tunnel under the Art Museum of the Americas, part of the Organization of American States Museum - OAS - and sooo much more!

ARTICO | Art in your Community | Ep. 302

Join Anqoinette for another beautiful episode of #ARTICOtv - Art in your Community on #WHUTv - Channel 32 Washington DC. See the 2019 "POY" Pictures of the Year exhibit. Learn about Bachata dancing, Steel Pan and healing illness through the arts.

ARTICO | Art in your Community | Ep. 303

In the episode, a visit to one of the trendiest new hotels in DC - The EATON, with its unique art spaces. There's also game making in 3D, Joe's Movement Emporium, Crocheting, and holiday caroling.

ARTICO | Art in your Community | Ep. 304

ArticoTV takes a look back at the BEST ARTICO segment of 2018 "Artico Rewound" includes: the Art of Burning Man, African Art, and more.

ARTICO | Art in your Community | Ep. 305

Black History Month meets Artico at the City dock in Annapolis Md. Other highlights include Beyonce Illusionist, Riley Knoxx. A puppeteer, Balloon Art, and the gallery within the Washington Convention Center.

ARTICO | Art in your Community | Ep. 306

An exclusive look of the new entertainment and basketball arena St. Elizabeth's Campus in South East DC, now home to the Washington Mystics. There's also expressive Jewelry - A Guerrilla Projectionist - master painter, Sylvia Snowden and more.

ARTICO | Art in your Community | Ep. 307

This episode features vocalist Alison Crockett. Mosaics with artist Dany Green. Movies from DC Filmfest 2019, Wizdom -- the Wizards Senior Dance Team, and designer lattes. The host location is the fun and funky City Winery in northeast Washington, DC.

ARTICO | Art in your Community | Ep. 308

AFI docs, The Art of Barbering, The National Bonsai & Penjing Museum, Story Telling from Story District, and more.

LOCAL PROGRAMING

YOUR STORIES

YOUR STATION



HOWARD UNIVERSITY TELEVISION

DIGITAL

WHUT DIGITAL

WHUT launched WHUT Digital in 2018. This initiative focuses on producing and curating video content specific for the station's digital platforms and expanding the social media footprint across all platforms. All of the content found on WHUT DIGITAL can be found on WHUT's YouTube, Facebook, Twitter and Instagram pages 365 days per year as we show case on-demand and current local content for ALL AUDIENCES.



HOWARD UNIVERSITY TELEVISION
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#WHUTDigital – 2018 URBAN ONE honors!

Nayo Campbell and WHUT Digital was live on the red carpet for the Urban One Honors held in Washington DC in December of 2018. Interviews included Brandy, April Ryan, Rotimi and more.

#WHUTDigital – HU Marching Band and visits FedEx Field

The Howard University Showtime Marching band performed LIVE at the halftime show at FedEx Field in Landover Md where the Washington Redskins narrowly edged the Dallas Cowboys. Nayo Campbell covered one of the last major performances of the Showtime band under the direction of its longest standing Director - Living Legend, Mr. John Newson.

#WHUTDigital – Kevin Hart, Night School Tour

On Saturday 15th September, 2018 - Actor, Comedian, Entrepreneur - Kevin Hart, alongside producer, Will Packer and director, Malcolm D. Lee greeted a packed auditorium of eager Howard University students as part of a stop on their promotional tour for the upcoming movie: "Night School" co-starring Tiffany Haddish. In an hourlong dialogue, the panels spoke of their individual journeys in the entertainment industry and encouraged students to follow their dreams.

#WHUTDigital - The Hate U Give, Red Carpet Interviews

Nayo Campbell interviews the stars and producer of the film – "The Hate U Give."

#WHUTDigital - What Men Want Interview ft. Taraji P. Henson & Adam Shankman

Nayo Campbell scored an exclusive one on one interview with Howard University Alumni and lead actress in the g film "What Men Want" - Taraji P. Henson as well as the movie's director, Adam Shankman.

#WHUTDigital – James Brown Exclusive Interview

Nayo Campbell spent time with living legend and sportscaster James Talmadge Brown, commonly called "J.B." Brown is the acclaimed host of The James Brown Show, The NFL Today on CBS Sports and Thursday Night Football on CBS Sports and NFL Network. He is also a Special Correspondent for CBS News

#WHUTDigital – 2019 NBA All Star Weekend, Charlotte NC

North Carolina played host to one of the most anticipated events in basketball during the year, The NBA All Star Weekend. Host Nayo Campbell took the journey south of the DMV to bring you some exclusive interviews and footage from the weekend inclusive of All-Stars Kyrie Irving (Boston Celtics), Bradley Beal (Washington Wizards) and Much more.

#WHUTDigital – Interview with Senator Kamala Harris – HBCU Exclusive

Senator Kamala Harris, 2020 Presidential Candidate made a planned stop on the campus of her Alma mater, Howard University and gave our host - Nayo Campbell an exclusive interview and insight on her views and values on HBCU's.

#WHUTDigital – Presents “US” Exclusive Interview with Cast and Producer Jordan Peele

Nayo Campbell interviewed the Producer, Director, Writer of the phenomenal horror film “US”, starring Lupita Nyong'o and Winston Duke. In the film, Peele pays homage to Howard University by having the main character dress in an ICONIC “Howard Sweatshirt”.

#WHUTDigital – Interview w/ Michael Ealy – Upcoming Film “THE INTRUDER”

Host Nayo Campbell takes a dive into the mind of locally bred Actor Michael Ealy. The interview includes a discussion of Ealy's diverse acting career and his ties to the D.M.V. area.

#WHUTDigital – Interview w/Dennis Williams and Avery Sunshine

Howard University Alumnus, playwright, artist, director, Dennis Williams and Songstress Avery Sunshine join Nayo Campbell for interviews at WHUT studios for their play “I've Cried the Blues” in the Warner Theatre. Also stars Keke Wyatt, Diana Carver, Karen Linette and Jordan White.

#WHUTDigital – Interview with the Cast of “AMBITIONS”

Nayo Campbell sat down with the Cast of Own's new late-night drama Ambitions. The show stars veteran actors Robin Givens, Essence Atkins, and Brian White. “Ambitions,” is a multigenerational family saga that explores love, power, and politics in Atlanta, Georgia. It was created by award-winning producer Will Packer and Jamey Giddens.

#WHUTDigital – “BEATS” (Netflix Movie) Red Carpet Premier

Nayo Campbell traveled to Miami Beach, for the annual ABFF, where she attended the Red-Carpet Premiere of Netflix new feature film “Beats”. “Beats” stars Howard University Alum Anthony Anderson and newcomer Khalil Everage. industry and encouraged students to follow their dreams.

#WHUTDigital – American Black Film Festival 2019 Mashup Video

The African Black Film Festival is becoming a staple in the film industry, as a launch pad for groundbreaking movies and series across the US. Nayo Campbell interviewed some of Black Hollywood’s biggest entertainers, actors, and producers; asking the important question “What Part of The Black Experience Do You Want to Tell?”.

#WHUTDigital – Exclusive LaLa Anthony Interview (Power Season Finale and Balancing Motherhood)

Host Nayo Campbell sat down with entrepreneur and actress Lala Anthony as she served as the 2019 ABFF (American Black Film Festival) Ambassador. She opened on the series season finale of Starz hit series “POWER”, balancing motherhood, her business and representing women of color.

#WHUTDigital – Covers the Bobby Debarge Story Cast (Telling the True Story and Debarge Family Approval)

Nayo Campbell sat down with the director and Cast of TV One’s film - “The Bobby Debarge Story”. The movie explores the tumultuous life of the former lead singer of 70’s R&B/Funk Band “Switch”, and eldest Debarge.



**BROCCOLI
BAR**
**LATE
HAPPY
HOUR**
**EVERYDAY
5-10 PM**
\$8 HOUSE COCKTAILS
\$6 BEER & WINE

Appetizers & Pizza





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) \$175K planning grant enters year two, providing programs for children ages two to eight, from low-income households, to build a stronger foundation in early science and literacy learning. WHUT engaged these children, their families, and caregivers utilizing RTL's high-quality digital and hands-on educational content. Activities included four workshops and WHUT KIDS first-ever Spring Break camp.



**Ready
To Learn®**



RTL PBS KIDS Scratch Jr Family Creative Learning (FCL)

Four workshops were conducted throughout the year with community partner Patterson Elementary School. Eight families with children aged 5-8 years old participated in the four workshops. The ScratchJr app and activities were well received and was a valuable addition to help supplement the partners' STEM teaching goals.



RTL Odd Squad: Be the Agent Camp

WHUT conducted its first camp, by launching Odd Squad: Be the Agent Camp during Spring Break (April 15-19) with our community partner Bald Eagle Recreation Center – Department of Parks and Recreation. The camp included a total of 12 campers and 2 facilitators. It was decided to conduct the half day camp structure each day and start at 10am and conclude 2pm (excluding April 16th; DC Holiday-Emancipation Day). Odd Squad campers had full access to the computer lab, community room, and gymnasium and it also offered adequate space for all of the camp-related activities. On the final day, we held a “End of the Camp” celebration where each camper received a Certificate of Achievement and a WHUT/PBS gift bag complete with WHUT and PBS resources. Camp attendees had a wonderful entertaining and educational experience and became lifelong Odd Squad fans!



WHUT also sponsored and/or participated in several local events such as NBC4 Health & Fitness Expo, Awesome Con, Washington Auto show, and family literacy nights.

Finally, WHUT continues to offer professional development resources for teachers and caregivers through PBS Teacherline & Learning Media. These resources offer inspiring, creative, and customizable digital experiences from public media's world-class programming.



EDUCATIONAL EVENTS

ROOTED IN THE COMMUNITY

Educare Family Fun Day

WHUT participated in the Educare event in Northeast DC. The program consisted of a full day of organized activities for families, including visiting the Educare facility and learning about innovative programs and supplemental resources available to enhance young scholars' educational experiences.

Bellevue Community Back-to-School Annual Event

WHUT participated in this annual event hosted by the MPD in the Bellevue Community. This event drew 2,000 attendees and featured over 30 exhibitors. The event included live performances, demonstrations, distribution of 2,000 backpacks and supplies, health screenings and more.

Sing, Talk, and Read (DCPL) – Deanwood Recreation Center

This event, hosted in partnership with the Department of Parks and Recreation, celebrated the importance of early literacy and how parents can help their child prepare for kindergarten. The Deanwood Library and Recreation Center was transformed into a play space where families participated in early literacy activities, enjoyed live performances, and interacted with community partners. organization of journalists of color in the nation.

Literary Night W.B. Paterson Elementary School

WHUT served as an exhibitor and provided RTL app information and other pertinent resources to children and their families. The event featured 13 workshops that included topics such as literacy, technology, and basic Chinese.

Sesame Street's 50th Anniversary Tour at KIPP Charter School N.E.

WHUT participated in Sesame Street's 50th Anniversary Celebration held on the campus of KIPP Public Charter School located in Ward 6. The day was fun-filled included interactive mazes, colorful stage shows, and unending activities for everyone to enjoy. The celebration also provided a treasure dig, photo opportunities, sweepstakes, and a cookies-and-milk snack station. The one-day event drew over 5,000 attendees!



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, and educational and fun family activities at the children's area. The WHUT area received more than 1,000 visitors. Also, 30 members of the Junior League volunteered at this event.



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!



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





I AM
UPO

I AM

WILLOW
EDGE



COMMUNITY OUTREACH

ROOTED IN THE COMMUNITY

Indie Lens Pop-up Series

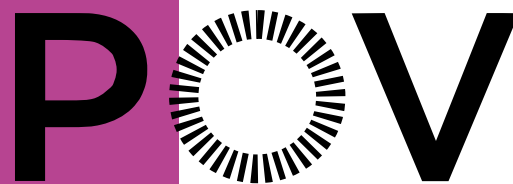
WHUT continued to bring monthly screenings of the ITVS's Independent Lens series to Busboys and Poets. The screenings were attended by community leaders and local partner organizations. Following the viewings, a lively panel discussion ensued. Some of the features included African American films like, Charm City. In addition, WHUT hosted screenings of Whose Streets?, Backs Against the Wall, and Won't You Be My Neighbor. Turnouts were excellent!



FEEDBACK FROM THE AUDIENCE

"Straight from my ANC 7C meeting to a screening of Whose Streets?. Powerful film and dialogue of hard truths s/o to April Renee Goggans!!!" - Anthony Lorenzo Green, Facebook

"Very excited for this @whuttv screening of @DarkMoneyFilm and the discussion that will follow! #darkmoneyfilmpps #followthemoney" - Manuela Ekowo, Twitter



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 2,000 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. 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.

SERVING THE UNIVERSITY

WHUT continues to serve its mission as a media outlet for its licensee -- Howard University. For almost 39 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. At this year's Howard University Commencement, the keynote address was delivered by former Atlanta mayor, the Honorable Kasim Reed. His speech generated 1,762 live streams,



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 provided production services for the Gwendolyn S. and Colbert I King Lecture series.



WHUT continually provides internship 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 24 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, cover all the men and women basketball home games. Their work has also streamed on the Bison World close circuit network on camps and on the SPOTLIGHT NETWORK YouTube channel, the Chapel's website, and the athletics HUBison website.





HOWARD UNIVERSITY TELEVISION
CELEBRATING 40 YEARS OF PUBLIC MEDIA

CONNECTING TO THE WORLD

SOCIAL & DIGITAL MEDIA



@whuttv

FACEBOOK

Likes	2,752 (+317 increase)
Followers	2,951 (+486 increase)
Reactions	669
Shares	242
Posts	1900+
Comments	37

TWITTER

Followers	3,142 (+459 increase)
Likes	1.1K
Retweets	418
Replies	37
Avg. Monthly Impressions	54,500

INSTAGRAM

Followers	1,321 (+768 increase)
Posts	486 Posts
Likes	2,040 Likes
Demographics	38% Men 62% Women
Age Range 25-34	29%
Age Range 35-44	28%
Age Range 45-54	17%

YOUTUBE

Subscribers	4,334 Subscribers (+ 3614)
Views	71,000
Avg Impressions	495,000
Avg View Duration	12 Min
Media Type	59% Cellphone 27% Computer
Demographics	21% Female 79% Male

Email Newsletter

Subscribers	17,823
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 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.



HOWARD UNIVERSITY TELEVISION
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FY2019 IN REVIEW