



LOCAL CONTENT & SERVICE

REPORT TO THE COMMUNITY

Year 2014

LOCAL VALUE → 2014 KEY SERVICES → LOCAL IMPACT

WHUT uses the intellectual wealth of Howard University and the many resources of the Washington DC Metro area to produce informative, inspiring content for use via multiple media distribution platforms, with a special emphasis on serving those under-represented in the media.

WHUT makes public broadcasting's educational content more visible and accessible in underserved communities

In 2014, WHUT continued its American Graduate work through the Digital Media Art Clubs (DMACS) using Howard University students

from the School of Communications, Social Work and Arts and Sciences as Fellows, to mentor high school students in the local DC community..

WHUT continued to build awareness about the dropout crisis in DC through content distributed via multiple media platforms and by featuring local organizations within the area that provide services to at risk students.

In the early childhood education area WHUT continued to provide low-income students with new learning experiences through the introduction of PBS transmedia

STEM assets, and PBS Learning Media to children, educators and parents to help bridge the digital media gap in these communities.

WHUT's partnership with DCPS and public charter schools provides them with resources for childhood literacy and math, teacher training as well as helps to expand the network of local libraries and organizations engaged to supplement WHUT's educational mission.

WHUT's broadcast signal reaches more than two million households in the Washington DC Metro area.

GREETINGS

FROM GENERAL MANAGER JEFFERI LEE

No matter the weather, WHUT is your guide - bringing the world within your grasp. Whether you traverse oceans to reach far away destinations with "Globe Trekker", take a hike a little closer to home with "Vocal Point", stretch out with Miranda Edmonde "Classical Stretch", come to celebrate the beauty of creativity on Masterpiece and Austin City Limits..., with WHUT, you always set forth to experience places as yet unseen.

Even if all you crave is a cozy spot to catch up on the news of the day with BBC World News and Democracy Now, engage with interesting interviews on Charlie Rose, or discover the making of a genius on American Masters, WHUT is here for you - on the air, on your television and online, providing the programs that spark inspiration rather than limiting imagination.

In addition to the marvelous programs that WHUT brings to you, your contributions have helped us

- Continue to serve and expand our educational services in the underserved communities in Wards 1, 7 and 8.
- Bridge the educational gap among low income kids and build their literacy, math, science and technology skills through PBS kid's assets.
- Worked with middle school students to engage them in school through our Digital Media Arts Clubs to ensure their graduation.
- Build awareness about the dropout crisis in DC through the American Graduate: Let's Make it Happen Initiative.
- Build strong relationships with schools in the community and introduce, train and provide teachers, parents and caregivers with engaging content.

Because of your contributions, WHUT was able to partner with local producers to bring you documentaries that draw viewers' attention to substantial concerns such as the Emmy Award winner "Fate of a Salesman" and "Ward 8: The Past, The Present, and The Future" and "Thirteen Percent."

In addition to our on the ground presence in the community, we are making traction online with our newly designed website. There are multiple new ways you can support WHUT; you can find more information at www.whut.org. This has been an exciting year of growth for us, and it would not have been able to be possible without viewers like you.

Your generous year-end support now will help WHUT be ready to meet another year with brilliant television for everyone to enjoy. Please make your vital contribution now. Thank you!

Sincerely,



Jeffery Lee
General Manager



HOWARD UNIVERSITY TELEVISION



Peg + Cat 100th Day of School



Curious George Halloween Boo Fest

READY TO LEARN PBS RAISING READERS

For the past seven 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. The station has prioritized building strong relationships with DCPS, charter schools, day care centers, public libraries, and local non-profits within the Metro DC region, especially those in low-income communities such as Wards 1, 7 and 8.

Family Literacy Events

WHUT hosted family literacy nights and book festivals at several schools including: Patterson Elementary, Marie Reed Elementary, Burrilville Elementary, and CentroNia. Kids, young and old participated in reading, music and arts activities, and treated to storytelling and a visit from the famous PBS Character SuperWhy!. Channel 32 also partnered with the Ward 7 Education Council to host a school fair that gave families the opportunity to explore ,connect and support schools in their neighborhoods

Peg+Cat 100th Day of School

WHUT partnered with KIPP DC to host the 100th Day of School. During this event, students met the math loving duo PEG+CAT --- the latest PBS KIDS Preschool show. WHUT provided the student the opportunity to experience the interactive math games using WHUT's mobile lab, iPads and kindles. Along with all of this, WHUT provided educators and parents with apps to encourage early math learning in the classroom and at home.

Curious George Halloween Boo Fest

Collaborating with the Anacostia Neighborhood Library, WHUT hosted a Curious George Halloween party. WHUT screened the PBS Kids Curious George movie, and provided related interactive games, and activities.

Cyberchase STEM Summer Camp

WHUT joined Girls Inc. and The Women of CyberJustu to implement a STEM summer camp based on the popular Cyberchase Series. The six week camp was attended by over 37 girls. Participants learned basic coding concepts, game design, mobile applications development and cyber security. The station also hosted Cyberchase Days at Howard Middle School and at the Neval Thomas Elementary.

PBS Kids Writers Contest Awards Reception

To celebrate the PBS Kids Writers Contestants, WHUT hosted a Ceremony at its studios. More than 80 children, parents, teachers, principals and community members attended. The contest helped students express their creativity by writing and illustrating their own stories. Prior to the contest WHUT conducted several workshops at elementary schools in Washington, DC to help students cultivate their writing skills - nurturing the next generation of great authors.

WHUT serves underserved communities in Wards 1, 7 and 8 through its work in early childhood education. For the past six years WHUT has used its position as a public media provider and well-connected community organization to develop new partnerships and strengthen previous relationships with District of Columbia public schools, charter schools, day care centers, community centers, public libraries and local nonprofits that serve low-income families. WHUT has expanded its efforts to bring Ready to Learn (RTL) and other PBS Kids content into areas of the city that have high poverty rates.

AMERICAN GRADUATE

In 2011, WHUT became part of the American Graduate Let's Make it Happen Initiative. This initiative was founded in response to the disappointing high school dropout rate. To combat this problem, WHUT created a Digital Media Arts Club (dMAC) - an after school multimedia production club designed to engage at-risk youth. DMac provided extracurricular sessions and workshops on broadband literacy, media production and civic engagement. In addition, WHUT produced and aired a number of programs addressing local issues related to the drop out crisis, and on how best to improve educational outcomes for youth. A flagship event was The American Graduate Day multi-platform broadcast. The program encouraged individuals and community organizers to continue their work in shepherding and supporting their local students down of the path toward graduation.

American Graduate Community Conversations

WHUT convened a group of educational leaders, stakeholders, dropout prevention experts, Researchers City and DC education staff members to gain a deeper understanding of the factors influencing the dropout crisis in Washington, DC. Topics included: common barriers and challenges, potential solutions and the role of the community in these efforts.

American Graduate Community Town Hall

Early February, community members and educational stakeholders from the DC area gathered at WHUT's Television Studios for the American Graduate Community Town Hall. NPR's Michel Martin moderated while educators, community leaders and students shared their perspectives on alternative pathways to a high school education.

Digital Media Arts Clubs

(CentroNia, UPO/Smithsonian & Eastern SHS)

WHUT partnered with CentroNia, Eastern SHS and the United Planning Organization/Anacostia Smithsonian to provide 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 for personal growth, self-expression, and to improve educational performance. Student's explored topics like: the Black Male Achievement Gap, Anacostia Watershed, and the community of Columbia Heights, all through the lens of CentroNia.



Community Town Hall
Hosted By NPR's Michel Martin



Digital Media Arts Club

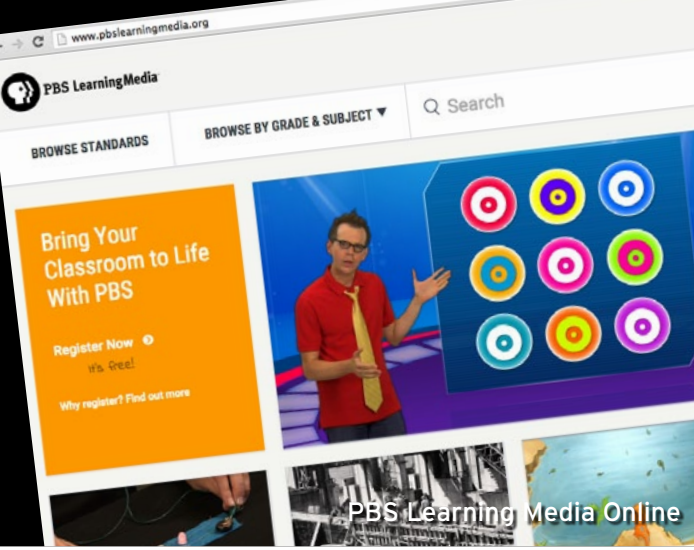


The Graduates Screening



The Graduates/ Los Graduados Screening

WHUT joined with Cesar Chavez Public Charter School for Public Policy to screen "The Graduates/ Los Graduados" -- a documentary that examines what factors typically hold young Latino men back from graduating and what can be done about it. After the screening, students talked with WHUT's general manager about the importance of staying in school.



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.

STATION TOURS

The station regularly provides tours for elementary schools, high schools and civic groups and gives them an overview of careers in media in addition to 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, Girls Scouts and various middle & high schools.



Young Writers' Camp Thank You Note

Dear Ms. Drayton,

Our Young Writers' Camp was a huge success. The tour of WHUT gave us inspiration. Our campers had a fantastic time conversing about the various opportunities in television and their connection to writing.

We Look Forward to seeing you again next year!

Sincerely,
Philimena Owona,
Lead Facilitation
Young Writers' Camp



COMMUNITY OUTREACH

Arab American Stories Screening

WHUT brought together community members for a screening of the acclaimed series "Arab American Stories" followed by a panel discussion and a reception at its studios. Arab American Stories is a 13 part series that explores the diversity of the Arab American experience. Hosted by NPR's Neda Ulaby, this Arab American series features people from all walks of life. The film shows how their inspirational stories impact their communities, their families, and the world at large.



Arab American Stories Screening

Latino Americans OVEE Screening

WHUT and CentroNia held a screening of Latino American Video utilizing OVEE online. The viewing was followed by a moderated conversation. The event featured clips from the documentary Pride & Prejudice-Latino Americans Civil Rights Then & Now, which explored the life and times of Cesar Chavez, Dolores Huerta, The Capo Family and The Los Angeles Walkout.



Fate of a Salesman Screening

Fate of a Salesman Screening

WHUT collaborated with local filmmakers to screen and discuss The Emmy award -winning documentary "Fate of a Salesman" which is an intimate portrait of a way of life on the verge of extinction. In its 60th year of business, Men's Fashion Center in Washington, DC came to represent identity, legacy and redemption for salesmen Willie and Steve and owner Jerry. But business crawled to a halt in the face of a tough economy and changing neighborhood, pushing the toward closure. The men struggle to redefine themselves as the place with which they have long identified begins to vanish.



Bronx Obama Screening

Community Cinema

WHUT continues to bring monthly screenings of the ITVS's Independent Lens series to Busboys and Poets, the Jewish Community Center, 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 Decade of Docs In Our City Festival

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 Decade of Docs in our City, the Palestinian Film Festivals and other similar events in the city.

WHUT is not just public television, but quite literally the public's television...

...a community resource that is dedicated to serving everyone through our quality television programs, our educational services, our outreach projects, and our involvement in the community.



NBC Health & Fitness Expo

A FEW FACTS...

- WHUT's broadcast signal reaches more than two million households with a sixty-miles radius.
- Our website receives around 150,000 hits a month.
- WHUT partners on a number of community engagement activities with participation from over 150,000 people each year.

HEALTH AND COMMUNITY EVENTS

Health Fair & Blood Drive

WHUT partnered with Mathews Memorial Baptist Church's for the annual Health Fair and Blood Drive providing community members with valuable resources and educational tools related to various health topics.

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 -- giving the station the opportunity to promote the many health and fitness, and lifestyle shows that air on WHUT, as well as our children initiatives. WHUT made sure every child attending the expo walked away with a Healthy Lifestyle bag.



Columbia Heights Day

LOCAL COMMUNITY EVENTS

WHUT participated in a number of local community events including: Columbia Heights Day, Adams Morgan's Day, Tots-to-Teens Expo, Cinco de Mayo Celebration, the Washington Auto Show and Alexandria's Food & Wine Festival

Each featured live music, dancing, children's arts and crafts workshops, food, interactive games and activities. Throughout the day, WHUT promoted our English and Spanish educational resources and programs. Maya and Miguel, and superstar SuperWHY! were just a few of the many PBS characters on hand to excite and entertain the children.

Roselle Center for Healing Christmas Party of Shelters

As its giving back to the community event WHUT in conjunction with Roselle Center for Healing provided Christmas gifts and a Christmas dinner to over 120 homeless children and parents representing shelters from around the city.



Roselle Center Christmas Party





Host AngoINETTE Crosby and guests

VOCAL POINT

WHUT continued producing Vocal Point its community series that focuses on a wide variety of important issues and concerns relevant to the greater DC metro area by bringing together subject matter experts, advocates, community leaders and personal stories from those directly affected, to gain a deeper understanding of the issues as well as identify resources within the immediate community. Some of the topics covered this year included:

Kids Serve Too! The Effect of Deployment on Children in Military Families.

What are the challenges that Washington, DC area children face when a loved one in the military is deployed?

The 50th anniversary of the March on Washington.

-- But 50 years later, how far have we really come? Are the Trayvon Martin case and recent decisions by the Supreme Court on voting rights true setbacks or just bumps in the road?

Meeting Students Where They Are

-- a look at non-traditional approaches to making sure students are graduating high school career and college ready.

The Black Male Achievement Gap

- Telling the Truth a discussion on the issues, challenges and solutions to minimize the educational achievement gap amongst black males.

Your Money: An All-Over Financial Makeover

-- addressing some of the big picture pitfalls in personal finance and empowering viewers with information to help them get-and stay--financially healthy

African Genealogy: Finding Present Day Meaning in the Distant Past

examines the pros and cons of knowing your heritage and how it might inform and direct where you're going.

Black Music 2014, Style, Stance & Substance

-- A celebration of Black Music month and a discussion of the impact of black music today and its relevance beyond pure entertainment.



Host Rock Newman and guest Judy Smith

Previous Guests Include:

- **Vince Grey**, Former Mayor of DC
- **Judy Smith**, Crisis Management Expert
- **Jim Vance**, News Anchor
- **Craig Wilder**, M.I.T. Professor
- **Don Peebles**, Real Estate Entrepreneur
- **James Brown**, Sportscaster
- DC Resident **Mary Grice** and Attorney **Robert Vogel**
- **Marc Fischer**, Senior Editor Washington Post
- **Lt. Gov. Anthony Brown** of Maryland
- **Jolene Ivey**, Maryland Congresswoman
- **Ras Baraka**, Mayor of Newark
- **Lorenza Creighton**, President MGM Grand National Harbor
- **Alfred Liggins**, CEO of Radio One
- **Debbie Allen**, Entertainer



CARER DEVELOPMENT

For the past sixteen years, WHUT has been a partner of the United States Telecommunications Training Institute (USTTI). Through this partnership the station has hosted over 116 international journalists, broadcasters and producers for a two-week long summer seminar 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.

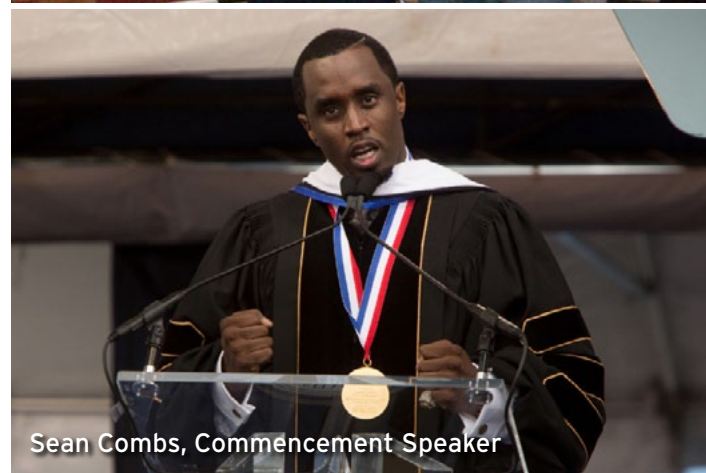
Since its inception, WHUT has actively engaged Howard University students in the life of the television station. Each semester, an average of twenty students serve as interns or work study employees in the television station, securing direct experience in broadcast management, marketing, promotion, programming, 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 .

For over 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, of Howard University's residential cable service.

For The Love of Children (FLOC) College & Career Night WHUT partnered with FLOC for an event for FLOC families, including a College Fair and postsecondary exploration activities targeted towards students and their parents.

SERVING THE UNIVERSITY

WHUT continues to serve its mission of being the media outlet for its licensees Howard University by covering major events such as Opening Convocation, the Healthcare Symposium, Commencement and Charter Day.



AROUND TOWN

A FEW WORDS FROM OUR LOYAL VIEWERS

The program about birth certificates - the Illinois Land, etc (Simple Piece of Paper) - SO wonderful. God bless you! I cried all through it.

- Lillian Menne Peeler of Alexandria, VA

I am a long time viewer of WHUT and believe you have the best TV programming on television. I am particularly pleased that you program THE ROCK NEWMAN SHOW. I watch this show religiously. His presentation as host is professional, intelligent, smooth and engaging. I like his style, sense of humor and his questions. He is always well versed on the person and topic that he is discussing. I am very impressed. As such, I want to become a member of WHUT and thank you for THE ROCK NEWMAN SHOW.

-Bernard Demczuk, Ph.D. of Washington, DC

I appreciate the upgrades I've seen. I applaud increased attention in Wards 1, 7 & 8.

- Katherine Simpson of Silver Spring, MD

An extra gift in gratitude for carrying wonderful programs like Democracy Now.

-Harriet Jane Smith of Washington, DC



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