EMERGENCE
FY 2023 LOCAL CONTENT AND SERVICE REPORT
ABOUT WHUT

“I am thrilled that classical stretch is on Monday-Friday. I watch every day. Great program!”  Nessa Spitzer, donor since 2007

WHUT is transmitted over the air via Channel 32.1 and 32.2 WHUT PBS Kids channel as a 100% Free Public Broadcast to the District of Columbia, Southern Maryland, Baltimore, Northern Virginia, and other surrounding cities.

2.9 MILLION + HOUSEHOLDS

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.
As a loyal supporter, chances are you already know that members provide critically important levels of operating support, so it’s no exaggeration to say you help make every minute of watching, surfing and streaming possible on WHUT – Howard University Television!

It also means that WHUT is accountable to you, and that’s just the way we like it. It’s a partnership built on trust. You can always trust WHUT to...

... introduce you to fascinating people, places and ideas

... bring you fact-based news that gets to the heart of the matter

... deliver smart, diverse, thought-provoking programming that respects your intelligence and

... treat you like a curious neighbor with local stories that help connect you to your DMV community.

We invite you to join us as we continue to emerge by watching us live, on-demand, or even on Passport to find the best of your station, telling your stories! We look forward to continuing to impact communities across the DMV and thank you for your support in making this possible!

Sean Plater — General Manager
STORIES OF IMPACT
ARCH12 PROJECT

WHUT organized and presented an exclusive screening of the Arc12 Project's *Open Lines*. This unique film featured Howard University student Noah Thierry and his peers and was hosted by the renowned Greatness Coach, Dr. Michael. The film focuses on suicide and mental health wellness. The event also included a panel discussion with national radio personality Frank Ski from WHUR-FM 96.3.

Additionally, it received a Congressional Proclamation from Texas Representative Sheila Jackson-Lee's office, adding significant importance to the initiative.

This kind of event is crucial in raising awareness about mental health issues and fostering discussions that contribute to breaking the stigma surrounding them. It demonstrates the station's commitment to engaging with the community on important topics and providing a platform for open conversation.
In October, we raised awareness for Domestic Violence Awareness Month by releasing *The 15%*, a four-part series led by Dr. Denise McCain and community advocate Mandrell Birks. The statistics therein underscore the prevalence of intimate partner violence and how it affects not only the direct victims but also their children and loved ones, who may feel helpless when trying to intervene. We hope this special continues the conversation by discussing the financial impact, sharing survivor stories, and providing valuable resources.
B4U Vote was a collaboration between academia, community leaders, and experts to provide resources and perspectives on the voting process and voter sentiment. The special played a crucial role in fostering civic engagement, encouraging people to exercise their right to vote, and promoting an informed electorate.
The Legacy Series is a documentary-style series that explores the legacies of famous and infamous individuals in the DMV. Meet the family and friends of these legacy makers as they travel in the recesses of their minds to bring these rich stories back to life and describe how those occurrences have impacted their lives. Those left behind have either continued to follow in the footsteps laid before them or left the legacy unfulfilled and started anew.
The Legacy Series:
Tony Lewis Sr. and Tony Lewis Jr.

This episode details the remarkable story of a father and son from northwest Washington, DC, whose legacy begins in the early 1980s, at the height of the crack epidemic in the nation’s capital.

Within weeks of running on WHUT, Tony Lewis Sr. was released from prison after serving 34 years. He is now speaking across the country on his experiences, the impact of poverty on communities, and advocating for returning citizens. This episode has been shown in classrooms across the DC Metro area.

“I feel the legacy series episode was the final variable needed to free my father from his life without parole sentence. It was literally that important to our family.” - Tony Lewis Jr.
DMV THE BEAT

*DMV The Beat* uses music and storytelling to connect with the community in Washington, DC. It emphasizes community, activism, politics, and a commitment to addressing social issues and fostering engagement among residents.

By featuring performances and interviews with recording artists rooted in the DMV (District of Columbia, Maryland, Virginia) community, *DMV The Beat* aims to showcase the diverse talent within the region and highlight the voices of artists who have a strong connection to the local culture.
WHUT, in partnership with WHUR, brings a monthly special to WHUT's viewing audience and fosters informed discussions on a range of topics that impact its audience's daily lives. *The Daily Drum* has been a primetime staple of Howard University Radio for more than 40 years and is hosted by Harold Fisher.
"Vaccines: What Parents Need to Know about Childhood Vaccines" addresses concerns, provides information on vaccine schedules, and emphasizes the importance of vaccination for a child’s well-being and community health.

"Make it Count" focuses on civic engagement and the electoral process. This segment educates the audience on how to understand ballots, the significance of each vote, and the impact it can have on local and national issues. Empowering viewers with knowledge about the democratic process is essential for active and informed citizenship.

"Millennials in Activism" explores millennials' role in activism under the social justice banner. It discusses the social issues that matter to millennials, the methods they employ in activism, and their impact on driving positive change. Understanding the perspectives and contributions of younger generations in social justice is essential for fostering intergenerational dialogue and collaboration.
ARTICO

ART & ACTIVISM

This creative show brings life to the magnificent world of art in the DMV. ARTICO highlights art of all kinds - from performance, painting, sculpture, architecture, fashion, and more! WHUT is proud to create a show focused on showcasing the many talents of this region.
WHUT started a new tradition of celebrating the rich history and stories that often go untold in the District of Columbia on 202 Day by showcasing our local creators and telling meaningful stories that make Washington DC such a unique and powerful place to live, work, and play.
Dear Anna,

I just finished watching the airing of your documentary, “The Last Battlefront: Quest for the Vote in Washington, D.C.” on the PBS Howard University Station at noon today. Bravo. You have made such an important film. It is so well researched and well presented. I hope you can get a viewing with Congress. They need to see this.

I learned a lot viewing this film. I liked the way your script evolves and becomes quite emotional by the end.

The film definitely makes the case for representation in DC.

Congratulations.

Big hugs and huge praise to you,

Judy Hallet

PS I loved seeing credit given to WIFV and to Dick and Melody Kane.
DIGITAL ENGAGEMENT
SOCIAL MEDIA METRICS

**INSTAGRAM**
- Profile Visits: 7.9k
- Reach: 102k
- Increase in Reach: 1.4k

**FACEBOOK**
- Profile Visits: 4.2k
- Increase in Visits: 562%
- Increase in Reach: 34k

**YOUTUBE**
- Views: 481,115
- Followers: +4,000
This clip of *DMV The Beat* captured viewers’ attention, driving them to watch the full episode on YouTube. This led to a remarkable surge, amassing over 5,000 total views and significantly boosting engagement.
“VERY GOOD! THESE STORIES MUST BE TOLD. AND I’VE BEGUN TO WONDER WHY IT’S TAKING SO LONG TO PRODUCE OUR CITIES STORIES. WELL BETTER LATE THAN NEVER I GUESS. I GUESS WE NEED TO PROCURE OUR OWN HISTORY BEFORE WAITING ON SOMEONE ELSE TO DO SO…”

-DMV_BL PODCAST
“VERY NICE. CAN’T WAIT TO SEE THE AMAZING STORIES FROM PPL IN THE COMMUNITY. THANK YOU FOR THIS BROADCAST STATION”
-BREEZEWORKPUBLISHING
EDUCATION AND OUTREACH
In 2023, WHUT’s Education and Outreach Department emerged from the virtual pivot of the pandemic and into vibrant in-person events that sought to reengage our community and reconnect with various stakeholders. Our department worked to increase partnerships to create a more widespread impact and utilize time and grant resources to spark qualitative relationships with underserved youth. Intentional events like Making Black America’s Dinner and a Movie Screening allowed us to rebuild community amongst our members and participating in an externship with the Boys and Girls Club provided an opportunity for our station to support future media makers.
Daniel Tiger Be My Neighbor Day: WHUT successfully initiated a long-term partnership that was ignited by a family-friendly community engagement event. Be My Neighbor Day was hosted in partnership with the National Harbor, a premiere family-friendly destination that welcomes 12-million visitors annually. This event saw more than 500 attendees and served as a launching pad for our station to emerge into the community with resources for kids, parents, and educators.
Be the Change (formerly known as The Legacy Project), is a WHUT initiative in Washington, DC, addressing the rising local crime rates and the need for positive programming for teens. The project aims to support young individuals in making positive life choices, ultimately putting them on a trajectory toward a more constructive and fulfilling future.

The Legacy Project played a significant role in the local community by educating youth about the importance of making choices that contribute to building a positive legacy. The program drew inspiration from historical figures such as Harriet Tubman and Frederick Douglass, emphasizing their impact on shaping history and encouraging students to consider their own legacies.

The project's purpose extended beyond conventional education, seeking to empower students and stimulate learning, social innovation, and creativity. By providing a closer look at the obstacles overcome by historical figures, such as visits to the Harriet Tubman Underground Railroad Visitor Center and the National Museum of African American History and Culture, students gained valuable insights into resilience and achievement.
The Legacy Project, conducted over four months in partnership with the Children’s Guild Public Charter School in DC, utilized films, educational materials, and guest speakers to engage students actively. The culmination of the program, featuring a live museum where students dressed and presented information about historical figures, showcased the students' newfound knowledge and creativity. The event garnered significant media coverage from WHUT, NBC 4, and the Washington Informer newspaper, highlighting its community impact.

The recognition through the NETA Award in the Learning Events Category further underscores the project's success in community engagement, content quality, education, and overall impact. "Be the Change" has demonstrated its commitment to making a positive difference in the lives of young individuals and contributing to the broader community by fostering a sense of hope, inspiration, and achievement.
Black Women Soar: Black Women Soar (BWS) is an intergenerational celebration designed to honor Black Women “soaring” in underrepresented fields and was held in partnership with the Federal Aviation Administration and the College Park Aviation Museum. In honor of Women’s History Month WHUT honored 15 educators for overcoming personal and professional challenges to rise as leaders in their field. Each honoree was asked to identify a mentee to accompany them to the event and the pair were led through an inspirational keynote speech and Pinning Ceremony. Among the honorees were Dean of Howard University School of Education, Dr. Dawn Williams, DC 21’ Milken Educator Award Recipient, Jenelle Bryant, and other notable DC educators. The event was so impactful, our station decided to make it one of our annual impact projects, that will explore a new career field every year.
WHUT also emerged with a new initiative, Career Exposure. As a recipient of the Ready to Learn Planning Projects grant, we learned more about the Community Engagement Model and utilized the Community Assets and Needs Assessment (CANA) to host a series of listening sessions purposed to identify barriers and opportunities to community engagement in a post-pandemic era. Our station heard from educators, community professionals and parents who shared with us various areas of need, including digital assets, support with closing the gaps that created by the pandemic and others. Still the most resounding concerns remained centered on access to career opportunities for community members of all ages. This became a viable area of interest for our station to adopt as a new initiative for programming. The CANA process also helped identify a community that would become our Learning Neighborhood. WHUT committed to partnering with the Highland Dwelling community in Ward 8, in partnership with A Wider Circle, Jump Start, Exodus Treatment Center, and local schools and libraries.
**Additional Events**

**Spring Fling Festival**: WHUT connected with Ward 8 community partners to host a festival for kids and families. The station hosted a Parent/Caregiver Focus Group and offered giveaways at the Spring Fling Festival. WHUT hosted an interactive kids and family activity table that promoted Summer Reading at the Anacostia River Festival.

WHUT hosted a **Mental Wellness Renovation** event, creating a dedicated mental wellness space in partnership with Shepherd Boys and Girls Club (Clubhouse #6) as part of the Hiding in Plain Sight community engagement efforts.
American Graduate: Jobs Explained

Our station identified American Graduate: Jobs Explained as an ideal match to reach youth ages 13-18 also known as the “missing middle” for how often this age group goes underserved in programming. The Jobs Explained grant will allow our station to create workforce development and career exposure social video content within the hospitality career field. WHUT used early grant phases to attend trainings and build capacity in preparation for content creation across social media platforms and spark community impact.
MEMBERSHIP STATS

We're expanding our station reach, focusing on Digital and Passport, which is a new group of donors to target and bring in as members.

- 7,205 members
- 2,466 new members this year
- 49% (3,502) support us on a monthly basis
- Sustainer renewals are up 16%
- 17% 2,940 donors were acquired through Digital and Passport
- 18.5% Members acquired through Digital and Passport have an 18.5% higher retention rate
- 66% Digital and Passport members go on to donate 66% more than On-Air Pledge donors after five years
- 17% 2,183 members activated their Passport benefit
During the 2022-23 School year, PILOT worked with representatives from the Howard University College of Engineering and School of Communications to expand the Fellowship program to 4 students: Naisha Flechier, Brent Piper, Bipul Gyawali, and Kritish Pokharel. These fellows participated in the NAB Leadership Foundation’s Technology Apprenticeship Program and focused on NextGen TV in concert with the NAB lab at 1M.
ACKNOWLEDGEMENTS

Major Donors

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

Betsy Sherman
Samuel Anderson
Clyde Webster
Johnnie Young
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WE THANK YOU FOR YOUR CONTINUED SUPPORT OF OUR STATION.

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