From the Chief Executive Officer

This time of the year in the Hampton Roads region usually means a return to classrooms for teachers and students, but as I write this many of the school systems in our area have chosen to begin their academic year with virtual instruction due to concerns about COVID-19. Since schools first closed their doors in March, WHRO Public Media has been working hard to assist educators during this health crisis. Our first response was to open up online high school courses, providing free access to educators nationwide. This collection included 25 full-year, media rich, customizable courses aligned with Virginia’s Standards of Learning (SOL).

We also recorded huge spikes in usage of eMediaVA.org our repository of 160,000 digital learning resources, all correlated and searchable by SOL. Both teachers and parents found it to be a valuable resource as they worked to keep students engaged and learning at home, and we offered webinars for those unfamiliar with the platform.

Our education staff and production team collaborated to create a full season of educational content for VA TV Classroom that aired weekdays throughout the region. Now, in preparation for an extended period of virtual learning, we’ve just wrapped up production on Season 2 of VA TV Classroom, and it has already started airing in some areas of the Commonwealth.

These are just a few ways we’ve worked to support educators and families during these unprecedented times. As you know, WHRO Public Media was founded to support our local K–12 school divisions. Our station was formed as Virginia’s first non-commercial, educational television station that brought televised teaching into our region’s classrooms. Education is still at the heart of all we do. In this issue, we highlight the ways that WHRO has responded to the pandemic to help keep students learning across Virginia. I hope you’ll take some time to read about the incredible work my staff is doing. I’m so proud of them!

We are also celebrating a milestone in the history of our WHRO and WHRV FM stations. This year marks 30 years of having two public radio stations bringing news, information, music and arts programs to the Hampton Roads region. Throughout the pandemic, we’ve heard from listeners how much you enjoy and rely on these stations. We will be holding our fall radio pledge drive this month. I hope you will join us to support all of the ongoing work we are doing. Without you, none of it would be possible!

Thank you again for your continued generosity. Stay safe this fall!

Bert Schmidt
President
& Chief Executive Officer

Dimensions is printed on recycled paper containing 10% post consumer waste and uses eco-friendly soy based inks.

From the Chief Executive Officer

From the CEO

VA TV Classroom

Radio Highlights

Matinée

WHRO Education
Season 1 ran for 10 weeks and was aired by public media stations across the Commonwealth. Families reported their children were enjoying the shows each week, and teachers were thrilled to be a part of the project.

“It’s amazing to me how many have told me that they’re tuning in and they’re watching and learning,” said Alystra Barefoot, a second-grade teacher at Poquoson Primary School in the Hampton Roads region. She shared with The Current, a publication for staff working in public media, that she recorded lessons on reading and social studies in her dining room. “It makes me so happy that something I’m doing is having a positive impact in such a horrible time,” she said.

“Building VA TV Classroom in such a rapid manner was the work of several people,” Fehl-Seward said. “Participating WHRO staff poured heart and soul to produce and distribute this content to students across the Commonwealth. We all believed in the mission of providing instruction to students in an accessible and equitable format during the close of school buildings.”

WHRO President and CEO Bert Schmidt agreed and said he was extremely proud of the work accomplished by everyone involved. “The VDOE, our schools, the stations and our staff all stepped up and put in many, many hours,” he said, “working into the night and on weekends.”

After a short break, the team quickly got back to work to create Season 2 of the program. VA TV Classroom airs weekdays at 11 a.m. beginning September 14.

The Making of ‘VA TV Classroom’

Educational Program Returns for Students Across Virginia

It was a feat that they weren’t sure they could pull off so quickly. When Virginia schools closed in March due to COVID-19, the staff of WHRO Public Media responded in record time. Knowing that some students across the Commonwealth—especially in more rural areas—did not have reliable access to internet, the station geared up for a return to its roots. WHRO TV began as Virginia’s first non-commercial, educational television station that brought televised teaching into the region’s classrooms. What would it take to put teachers back on television bringing educational instruction into Virginia homes?

The WHRO Education team put out a casting call for teachers and received recommendations from local school superintendents. The selected teachers attended a number of trainings and meetings, including information about the design and purpose of the new program, technical sessions, and multiple curriculum planning meetings. Since social distancing and quarantine mandates restricted the production team from filming teachers in the studio, teachers created videos from their homes using Zoom that were passed along to WHRO editors to package into programs.

Through this monumental effort, VA TV Classroom was born. The show featured segments aligned with various grade levels. Learn and Grow with WHRO featured one hour of content for K–3 students, while Continue to Know with WHRO featured one hour of content for grade levels 4–7. The program also included 30-minute segments on Algebra and Earth Science for higher grade levels, as well as a one-week AP Prep program.

“For Season 1 of Learn and Grow, the teachers started on a Monday, March 30, and the first week of video segments, 20 segments total, were recorded by Thursday, April 2. Week 2 was recorded by Monday, April 6,” recalled Mitzi Fehl-Seward, vice president of digital learning.

Season 1 of ‘VA TV Classroom’ aired 8,400 minutes of educational content:

- AP PREP: 300 min.
- ALGEBRA I: 1,500 min.
- EARTH SCIENCE: 1,500 min.
- CTK: 2,100 min.
- LAG: 3,000 min.
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TV listings are subject to change without notice. For the most up-to-date listing, visit whro.org/tvschedule.
NOVA: Dog Tales/Cat Tales
Wednesday, September 2, 8:00 p.m.
Follow the epic journey of dog domestication and see what science says about dogs’ love.
God, demon, house pet? What can science tell us about the human relationship with cats?

Sam Smith: Live at BBC Music's Biggest Weekend
Friday, September 4, 8:00 p.m.
Thrill to the Grammy Award winner’s electrifying performance before a sold-out crowd at the massive summer music festival in May 2018. Songs include the smash hits “Stay with Me,” “Too Good at Goodbyes,” “Money On My Mind” and more.

Great Performances: Romeo and Juliet
Friday, September 11, 9:00 p.m.
Experience Shakespeare's classic as a ballet from choreographer Kenneth MacMillan performed by dancers from The Royal Ballet set to a score by Russian composer Sergei Prokofiev and filmed on atmospheric sets and locations throughout Budapest.

Van der Valk on Masterpiece
Sunday, September 13, 9:00 p.m.
Brilliant but cynical commissaris Piet van der Valk solves baffling crimes in 21st-century Amsterdam, which is more prosperous, cosmopolitan and crime-prone than ever.
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Islands of Wonder
Wednesday, September 16-30, 8:00 p.m.
Journey to three of the most exotic, mysterious and remote islands on the planet: Madagascar, Borneo and Hawaii. Isolated from the rest of the world, they harbor remarkable wildlife and pioneering human communities found nowhere else on Earth.

Last Tango in Halifax Season 4
Sunday, September 20, 8:00 p.m.
After seven years of marriage, Alan and Celia discover that wedded bliss isn’t always blissful. Clashing politics, Alan’s new job and a wild local lad create tension. Caroline gets emotionally embroiled at work. Alan’s brother visits.

NOVA: How Writing Changed the World
Wednesday, September 23, 9:00 p.m.
Writing shaped civilization itself, from the trading of goods to tales of ancient goddesses and kings. Follow the evolution of the written word, from millennia-old carvings in an Egyptian turquoise mine to our modern-day alphabets.

Cinema15: Bill & Ted’s Excellent Adventure
Saturday, September 26, 8:00 p.m.
Two high school buddies set off on a quest to prepare the ultimate historical presentation with the help of a time machine.
Cast: Keanu Reeves, Alex Winter, George Carlin
WEEKDAYS

5-10am Morning Classics with Dwight Davis
10am-1pm Mid-Day Classics with Anthony McSpadden
1-4pm Mid-Day Classics with Rebecca Weinstein
4-7pm Afternoon Classics with Wayla Chambo
7-9pm Performance Today
9pm-Mid. Evening Classics with Raymond Jones
Mid.-5am 90.3 Overnight

SATURDAYS

Mid.-6am 90.3 Overnight
6-7am Harmonia
7am-Noon Car Tunes
Noon-1pm From the Top
1-4pm Opera Southwest
9/5 Armienta: Bless Me, Ultima
9/12 Wagner: Lohengrin
Royal Opera House
9/19 Beethoven: Fidelio
9/26 Mozart: Don Giovanni
4-6pm Intermezzo
6-8pm Performance Today
8-11pm This Just In with Raymond Jones
11pm-Mid. Harmonia

SUNDAYS

Mid.-7am 90.3 Overnight
7am-Noon Your Musical Brunch - 8:30 - BirdNotes
Noon-1pm With Heart and Voice
1-3pm Performance Today
3-4pm From the Parlor with Dwight Davis
4-7pm Afternoon Classics with Raymond Jones
7-8pm Classical Guitar Alive!
8-10pm Pipedreams
10pm-Mid. Evening Classics with Raymond Jones

SATURDAYS

Mid.-1am Mountain Stage
1-5am Sinnett Overnight
5-7am BBC News
7-8am Left Right & Center
8-10am Weekend Edition Saturday
10-11am A Way with Words
11am-Noon Wait, Wait! Don’t Tell Me!
11am-Noon This American Life
1-5pm Out of the Box with Paul Shugrue
5-6pm All Things Considered
6-7pm Snap Judgment
7-8pm The Arts Hour
8-10pm Rhythm Lab Radio
10-11pm Vocal Sound of Jazz
11pm-Mid. Juke in the Back

SUNDAYS

Mid.-5am Blues Before Sunrise
5-7am BBC News
7-8am With Good Reason
8-10am Weekend Edition Sunday
10-11am On Being
11-noon Ask Me Another/Writer’s Block
Noon-1pm The Splendid Table
1-5pm Sinnett in Session
5-6pm All Things Considered
6-7pm Thistle & Shamrock
7-9pm Pickin’ on WHRV
8-10pm Acoustic Highway
10-11pm Folk Alley
11pm-Mid. Art of Song
Mid.-1am Woodsongs
Exciting and new Saturday nights at WHRV & the 1920’s Radio Network

**SNAP JUDGMENT**
6:00 p.m. on WHRV 89.5 FM

Longtime fans of WHRV might remember *Snap Judgment* from years back as one of the most engaging, dramatic, and musical delights in storytelling available. *Snap Judgment* is all new each week, with stories and sounds sure to provide those ‘driveway moments’ where you must hear what happens next.

**The Arts Hour from The BBC**
7:00 p.m. on WHRV 89.5 FM

On *The Arts Hour* from our friends at BBC World Service, host Nikki Bedi explores arts and culture with an infectious passion, intelligence and verve that will grow your mind and expand your understanding of the unique and diverse world of art and expression. You’ll never know where Nikki will take you each week, but the ride-along will be worth the time.

**Rhythm Lab Radio**
8:00 – 10:00 p.m. on WHRV 89.5 FM

*Rhythm Lab Radio* is where music meets the melting pot of sonic exploration. Join host DJ Tarik Moody for what he describes as a mix of urban, jazz, hip-hop, soul, electronic, and everything in between. You’ll hear classic tracks and learn about new and emerging music stylings through an award-winning and diverse array of guest DJs. *Rhythm Lab* is a lesson in musical soundscapes, and we trust it will become a perfect addition to your Saturday WHRV listening experience.

**Saturday Night Fish Fry**
7:00 p.m. on the 1920’s Radio Network

*The Saturday Night Fish Fry with Neal Murray*, who passed away in 2018, moved to our sister-station, The 1920’s Radio Network (99.3 FM), Saturday nights at 7 p.m. We have also made nearly seven years of shows available free and on-demand at whro.org/fishfry
When schools closed in March—leaving teachers and parents needing educational resources at home—our staff members began working around the clock to create and distribute these vital resources. For many, both well-seasoned educators as well as parents who suddenly found themselves in the role of teacher, learning and teaching in a virtual environment was new ground.

As people switched to a distance learning environment, our team of educators jumped in to help. We created webinars to teach families and teachers how to use our online learning platform, eMediaVA.org, and we created a series of webinars about “Teaching at a Distance.” These included strategies to engage students and facilitate learning as well as plenty of online tools to make the transition a smooth one.

The webinars were quite popular with educators. One teacher commented, “All of a sudden it all seems more doable—thank you for the ideas, explanations and calmness.”

As I write this, school administrators are still deciding what the upcoming school year will look like. Regardless of whether students attend classes in person or at home, the WHRO Education team stands ready to help with educators’ needs. You can find the recorded webinars at whro.org/webinar.

WHRO Education’s premier library of digital content, eMediaVA, has been more helpful than ever for teachers across the Commonwealth. We’ve seen record usage in the months following local school closures. The online learning platform is a one-stop collection of high-quality instructional resources that are aligned to Virginia’s Standards of Learning.

eMediaVA draws content from trusted sources such as the Library of Congress, National Geographic Education, Sesame Workshop, Science Museum of Virginia, NASA and many more. Because eMediaVA is web based, all of this is available anywhere teachers or students have an internet connection.

In addition to the wealth of educational content featured in eMediaVA, the WHRO Education team created playlists for teachers and parents to use with students who were learning from home during the pandemic. These playlists included K–12 content in subjects such as math, science, social studies, geography and more. The platform also contains special collections that offer an entire year of geometry and algebra taught in brief video segments as well as content that aired in Season 1 of VA TV Classroom.

Access to eMediaVA is free to all Virginia public, private and homeschool educators and their students. Tutorial documents are available at emediava.org/help.
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**WHRO Matinée**

All your favorite PBS programs every weekday afternoon starting at 3:30 p.m. on WHRO TV15

See what’s on at whro.org/matinée
One thing that our Education staff always enjoys is getting out in the community to help children and families learn together. Last year, we kicked off the Community Collaborative for Early Learning and Media initiative that brought together families to maximize learning. Our education specialists led family fun night sessions in the community where participants enjoyed dinner together before learning about coding, engineering and science with fun, hands-on activities.

This year we had to get creative with these family learning sessions since we could no longer meet in person. Thanks to our Digital Strategies team, we were able to offer the events virtually. Families received kits and emails with the resources needed for four sessions, and they worked at their own pace at home.

“We knew going into this that our preparations and implementation had to be modified and that we would face some difficulties and challenges,” explained Martha Razor, manager of early childhood learning. “Staying in communication with the families and getting feedback from them was our biggest challenge. However, in the end, it all came together and we are very grateful for the participating families and our WHRO staff who helped make it happen.”

This year’s series of lessons and activities were based on the popular PBS Kids program Molly of Denali. Families discussed traditions and values and they learned how to read and create informational and procedural texts. Fun activities included following a recipe to make trail mix, creating a viewing scope and playing games.

"Overall, I think that the virtual Molly of Denali program that replaced the April face-to-face program went pretty well." Razor said. "Six out of the 10 families that had originally registered participated. Many were very appreciative and thankful to us for providing an alternative."

“My son really enjoyed the WHRO program,” said Heather, one of the participants. “The parts he liked best were making things, especially the recipes. He makes the smoothie almost every day. He is now more interested in making food and reading recipes."

Another parent, Lisa, agreed. “Silas had so much fun with Molly of Denali! He especially enjoyed doing the craft projects after viewing the video.”

This Community Collaborative for Early Learning and Media program is funded through a grant from the U.S. Department of Education’s Ready to Learn Initiative for work with families of preschool and elementary school children. Other work under the grant has included spring break camps and professional development for educators.

See photos from past events at whro.org/familyfun
As an aging workforce retires, employers are seeking skilled workers for trade careers in record numbers, but they are finding that many young people fail to consider these careers as they finish high school. There seems to be a lot of misinformation when it comes to careers in the trades, jobs often known as “blue collar” positions. Here are five of the most common myths people still believe about skilled trade careers.

#1 Trade careers are for people who wouldn’t do well in college.

**Truth:** The skilled trades often require the hands-on application of advanced math and science concepts. Plumbers, carpenters, electricians, welders and other skilled workers rely on math, measurements and problem-solving skills. This is not work for second-rate minds!

“I think we’re coming out of this battle with an idea that everybody needs to graduate from a four-year institution with a bachelor’s degree in order to succeed,” explained Barbara Washer, director of development and programs at the Virginia Ship Repair Association. “We know objectively that that’s not true.”

#2 The trades don’t pay as well as jobs that require a college degree.

**Truth:** Salaries in trade careers may depend partly on your location, but there is plenty of money to be made in skilled careers.

“The average income of a ship repairer in Hampton Roads right now is over $80,000 a year,” Washer said.

Plus, most of these workers are not starting their careers with student loan debt. Some even complete paid training programs that allow them to begin earning income right away.

“You can raise a family. You can have a nice house,” Washer explained. “The myth that maybe if you’re going into the trades, you’re going to make a little bit less money, that’s not the case.”

#3 Trade careers offer no opportunities for advancement.

**Truth:** The sky is the limit for many people working in the trades. As they learn new skills and earn new certifications, these workers advance in their field and often earn pay increases along the way. Xavier Beale, Vice President of Trades for Newport News Shipbuilding is a good example. He is a second-generation shipbuilder who began his career there at age 18 as a pipefitter.

“I am now responsible for 12,000 tradespersons,” he explained. “This is a place that dreams are made of; the opportunities are there.”

#4 Trade careers require work that is physically strenuous or dirty.

**Truth:** Yes, some of these positions require physically demanding work, but not all of them. There are positions that require project management, design, planning or administrative duties. In addition, the trades equip workers with skills that they can take anywhere because they are providing services needed all over the world.

Some of these careers also endure economic downturns better than other industries. While the travel, tourism and retail industries were hit hard during the COVID-19 pandemic, industries like manufacturing, healthcare and ship repair workers were deemed “essential” and continued working while other businesses were shut down. When you learn a skilled trade, you gain skills you can use for life.

#5 Trade careers are only for men.

**Truth:** Fortunately, this is starting to change as more women choose to work in the skilled trades. National organizations have formed for women working in construction, maritime and other trades, and the National Association of Women in Construction has a Tidewater chapter.

“There are some amazing, talented, strong industry leaders who are women who are out here doing this stuff every day and making it happen,” explained Washer. She believes it is important for young women to see other women in these roles.

“These women are able to raise families. They have great careers. All of the metrics for success that you could want in your life exist through these career pathways,” Barbara explained.

Read some of these success stories and learn about our new American Graduate initiative “Work Like a Girl” at amgrad.whro.org
On September 21, 1990, 90.3 signed on as a full-time classical music station, taking the WHRO-FM call letters. NPR programming remained on 89.5 under new call letters, WHRV. Looking back on 30 years gone by, we couldn’t have done it without you.

Thank you for supporting 89.5 WHRV and 90.3 Classical WHRO – your public media for Eastern Virginia.
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Many of our members feel so strongly about the future of WHRO that they’ve included the station in their will, trust, life insurance, retirement, or other estate plan. We’re honored to include these generous members in the WHRO Public Media Legacy Society:

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- Bill* and Happy Anderson
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