



REPORT TO THE COMMUNITY

Public Broadcasting for Greater Washington
FISCAL YEAR 2020 | JULY 1, 2019 – JUNE 30, 2020

Serving the Public in a Time of Need

WETA reaches
1.6 million adults per week via local content platforms

1,200 hours
of new national WETA programming

4 billion minutes
of watch time on the *PBS NewsHour*
YouTube channel

30 hours of weekly at-home learning
programs for local students

15% increase
in *Washington Week* website traffic

20 million Americans
rely on WETA Learning Media

46,500 hours
per week spent listening to Classical WETA

11.8 million streams
of Ken Burns and Henry Louis Gates, Jr., documentaries

52 weeks a year producing live
radio and television



THE WETA MISSION
is to produce and
distribute content of
intellectual integrity
and cultural merit using
a broad range of media
to reach audiences both
in our community and
nationwide. We leverage
our collective resources
to extend our impact.
We will be true to our
values; and we respect
diversity of views,
culture and heritage.

Dear Friends,

Now more than ever, WETA is a vital resource to audiences in Greater Washington and around the nation. This year, with the onset of the Covid-19 pandemic, our community and our country were in need. As the flagship public media station in the nation's capital, WETA embraced its critical role, responding with enormous determination and dynamism. We adapted quickly to reinvent our work and how we achieve it, overcoming myriad challenges as we pursued our mission of service.

The American people deserved and expected information they could rely on. WETA delivered a wealth of meaningful content via multiple media platforms. Amid the unfolding global crisis and roiling U.S. politics, our acclaimed news and public affairs productions provided trusted reporting and essential context to the public.

Despite closures of local schools, children needed to keep learning. WETA delivered critical educational resources to our community. We significantly expanded our content offerings to provide access to a wide array of at-home learning assets — on air and online — in support of students, educators and families.

A renowned source of superb programming, WETA brought the world to audiences as they persevered in social isolation. Our extraordinary productions, broadcasts, streams and community services provided entertainment and inspiration, joy and respite, engagement and connection.

This WETA Report to the Community highlights the company's outstanding, innovative work in Fiscal Year 2020 on behalf of the public. Through generous ongoing support, those we serve have demonstrated how much they value our efforts. We thank them, and our many partners and funders, for sustaining WETA's vital services.

Sincerely,

A handwritten signature in black ink that reads "Sharon Percy Rockefeller". The script is fluid and cursive.

Sharon Percy Rockefeller
President & CEO, WETA

A handwritten signature in black ink that reads "Timothy C. Coughlin". The script is fluid and cursive.

Timothy C. Coughlin
Chairman, WETA Board of Trustees

WETA NATIONAL PRODUCTIONS ENGAGE THE COUNTRY

WETA is a content powerhouse renowned for its expansive portfolio of national productions. In Fiscal Year 2020, WETA presented to audiences across the country more than 1,200 hours of new programming — from insightful news and analysis to documentaries that illuminate important moments in history; and from stories of health and wellness to celebrations of culture and music.



Judy Woodruff and the team of PBS NewsHour producers and reporters deliver nightly newscasts and a breadth of digital content, primetime specials and podcasts that illuminate national and international issues.

PBS NewsHour

WEEKNIGHTS

Millions of Americans turn to PBS NewsHour with Anchor and Managing Editor Judy Woodruff for the balanced and honest reporting that has made it one of the country's most trusted news operations. In addition to the solid reporting and in-depth coverage that are the trademarks of the newscast, PBS NewsHour's award-winning journalism encompasses primetime specials, engaging podcasts and a robust website.

This fiscal year brought the opening of PBS NewsHour West with Stephanie Sy as anchor and correspondent. The new bureau, based at Arizona State University's Walter Cronkite School of Journalism and Mass Communication, allows the news organization to better serve audiences on the West Coast and at pbs.org/newshour — and to expand its 24/7 coverage of national and international news.

In this time of unprecedented news events, PBS NewsHour covered topics far and wide, from the Covid-19 pandemic, protests for racial justice, and the 2020 election to presidential powers, U.S.-Russia relations, and climate change. The politics team followed the stories unfolding in Washington, D.C., and on the campaign trail, exploring the issues and events in the 2020 races; and PBS NewsHour's Judy Woodruff, Amna Nawaz and Yamiche Alcindor,



with Tim Alberta of Politico, moderated the final Democratic primary debate of 2019. In addition, PBS NewsHour featured live coverage of the House Judiciary Committee's public impeachment hearings and, from the U.S. Senate, the impeachment trial of President Donald Trump; and presented Robert Mueller's full testimony before the House Judiciary Committee and House Intelligence Committee.

The production team created notable specials: *Confronting Coronavirus* shed light on recommended health precautions and the pandemic's economic impact; *Race Matters: America in Crisis* focused on the frustration pouring out onto America's streets, outrage about police brutality, and America's systemic racial disparities; *The Plastic Problem* explored the deep impact that plastic is having on the environment; and *China: Power and Prosperity* spotlighted the emerging superpower and its relationship with the United States. The podcasts *Broken Justice* and *America Interrupted* delved into the nation's public-defender crisis and the coronavirus pandemic, respectively.

PBS NewsHour is also committed to making room for stories about how communities are connecting in new ways and shining a light on hope, resilience and beauty in the world. For example, through *Canvas*, which elevates

art as national news, the program highlighted cellist Yo-Yo Ma's project, #SongsOfComfort, which gathered and amplified artist voices from across the country during the pandemic.

pbs.org/newshour | @NewsHour

A production of NewsHour Productions LLC, a wholly owned nonprofit subsidiary of WETA Washington, D.C., in association with WNET in New York. Major funding provided by the Corporation for Public Broadcasting, PBS, and public television viewers. Major corporate funding provided by American Cruise Lines, Babel, BNSF Railway, Consumer Cellular, Fidelity, Johnson & Johnson, and Raymond James, with additional support from Cambia Health Foundation, Carnegie Corporation of New York, Chan Zuckerberg Initiative, The Arthur Vining Davis Foundations, Doris Duke Charitable Foundation, Ford Foundation, Foundation for Child Development, Heising-Simons Foundation, The William and Flora Hewlett Foundation, Lyda Hill Philanthropies' IF/THEN Initiative, Robert Wood Johnson Foundation, The Kendeda Fund, John S. and James L. Knight Foundation, The Lemelson Foundation, the Library of Congress, Lumina Foundation, John D. and Catherine T. MacArthur Foundation, The Andrew W. Mellon Foundation, The Gordon and Betty Moore Foundation, the National Institutes of Health, National Science Foundation, The David and Lucile Packard Foundation, Park Foundation, The Pew Charitable Trusts, Public Welfare Foundation, The Skoll Foundation, Alfred P. Sloan Foundation, Friends of the NewsHour, and others.



EMPOWERING AND ENGAGING STUDENT JOURNALISTS

PBS NewsHour Student Reporting Labs (SRL) connects students with a network of public broadcasting mentors and an innovative journalism curriculum to develop digital media, critical thinking and communication skills while producing original news reports. In the spring of 2020, when schools transitioned to distance learning, SRL created a flexible-learning unit, "Making Sense of Coronavirus Through Storytelling and Media Making," that focused on local community journalism, scripting, and video editing. The curriculum was widely adopted as teachers searched for meaningful remote-learning projects.



NEWS AND DOCUMENTARIES FOR AN INFORMED CITIZENRY

Washington Week

FRIDAYS

Moderator and Managing Editor Robert Costa, one of the most respected journalists in Washington, takes the audience as close to the news as possible, live every Friday night. *Washington Week* features a rotating panel of the top reporters in the nation's capital, with Costa and his colleagues reporting on the urgent issues of the day — the pandemic crisis and its tragic human and economic toll; the political fallout from the virus and its impact on the 2020 election; and the nation's reckoning over race. This fiscal year, WETA produced two specials, one focusing on impeachment and the presidency and the other on Super Tuesday and the South Carolina Democratic primary. The new periodic

feature *Washington Week Bookshelf* spotlights Costa in discussion with authors of new books relevant to politics. The segment is part of *Washington Week Extra*, which streams live each Friday after the *Washington Week* broadcast and features Costa and journalists, historians and others. Further adding to the conversation this year are Instagram Live sessions, in which Costa answers viewers' questions before each weekly program.

pbs.org/washingtonweek | @washingtonweek

A production of WETA Washington, D.C. Major funding provided by Fidelity Investments; Otsuka Pharmaceutical, Inc.; Kaiser Permanente; the Yuen Foundation; the Estate of Arnold Adams; the Corporation for Public Broadcasting; and PBS.



BBC World News

WEEKDAYS, VARIOUS DAYPARTS

Three *BBC World News* newscasts and *BBC World News America* with Katty Kay, which air at varying times throughout the day, present global reporting from the largest news broadcaster in the world. Through a combination of reports from journalists in the field, interviews with top officials, in-depth analysis of global events and tracking of the latest stories in U.S. politics, the daily BBC broadcasts present American public television audiences with comprehensive coverage of international news and domestic political events.

bbc.co.uk/programmes | @BBCWorld

Owned and operated by BBC Global News and distributed to PBS stations in the United States by WETA Washington, D.C. U.S. broadcast presentations made possible by funding from the Freeman Foundation and Judy and Peter Blum Kovler Foundation.



Finding Your Roots with Henry Louis Gates, Jr.

FALL 2019/WINTER 2020

Finding Your Roots, hosted and executive-produced by Henry Louis Gates, Jr., explores how the interaction of different racial, religious and ethnic groups has produced a diverse society in the United States and how family genealogies can both confirm and explode many national myths. Each program features detailed explorations of participants' family histories, assembled through genealogical research and DNA science, to reveal long-buried secrets. In addition to new episodes this fiscal year, the series showcased encore presentations and episodes highlighting new guests and remixed thematic combinations of

former participants' stories. Altogether, Season Six featured 27 new guests including Jon Batiste, Sterling K. Brown and Diane von Furstenberg, disclosing family histories that illustrate the power and diversity of the human experience.

pbs.org/FindingYourRoots | #FindingYourRoots

A production of McGee Media, Inkwell Media, Kunhardt Films and WETA Washington, D.C., in association with Ark Media. Major corporate support provided by Ancestry, Johnson & Johnson and AT&T. Major support also provided by the Ford Foundation, Candace King Weir, the Corporation for Public Broadcasting and PBS.

NEXT FROM HENRY LOUIS GATES, JR.

The Black Church: This Is Our Story, This Is Our Song explores the institution that has been central to the African American community and its long history in the United States.

From enslavement to emancipation, and from the civil rights struggle to political action at every level of society, Black faith leaders, communities and choirs have been at the forefront of movements for uplift and change.

Premiere: February 2021



The David Rubenstein Show: Peer to Peer Conversations

FALL 2019

What makes a truly great leader, and how can leadership be developed into a force for true achievement? Washington, D.C.-based financier and philanthropist David Rubenstein pursues these questions as he interviews prominent guests from business, government and other fields of endeavor in this ongoing series. Rubenstein explores successful leadership with some of the most influential people in the world, asking frank questions to uncover the moments that define how they think,

lead and give back. Featured luminaries include former U.S. presidents George W. Bush and Bill Clinton; Marillyn Hewson, executive chairman of Lockheed Martin Corporation; cellist Yo-Yo Ma; and Satya Nadella, CEO of Microsoft.

pbs.org/show/david-rubenstein-show-peer-peer-conversations

A production of Bloomberg Media and presented on PBS by WETA Washington, D.C. Corporate funding exclusively provided by General Motors.

NEXT FROM DAVID RUBENSTEIN

History with David Rubenstein helps viewers better understand the past and how it informs the present. A probing interviewer, Rubenstein taps the expansive knowledge of top writers and scholars, including *New York Times* best-selling author Michael Beschloss, presidential historian Douglas Brinkley and Harvard University professor Jill Lepore, to illuminate how history is made.

Premiere: July 2020



FROM WETA PRODUCTION PARTNER **KEN BURNS**



Country Music

SEPTEMBER 15-18 & 22-25, 2019

Nearly 35 million people watched the landmark series *Country Music*, directed by Ken Burns, written by Dayton Duncan and produced by Julie Dunfey. The eight-part, 16-hour documentary film chronicles the history of a uniquely American art form. From southern Appalachia's songs of struggle and heartbreak to the rollicking western swing of Texas and from California honky-tonks to Nashville's Grand Ole Opry, the series follows the evolution of country music as it emerged to become America's music. At the film's heart are unforgettable songs and the artists who created them, including the Carter family, Hank Williams, Loretta Lynn and Johnny Cash. The documentary explores their humble beginnings, musical influences and breakthrough moments, and it tells stories of the hardships and joys shared by everyday people. Expanding *Country Music's* footprint into classrooms and communities, WETA partnered with PBS stations, local libraries and educators across the country on related public events and teaching materials — bringing the film to new audiences and extending the life of the documentary beyond its television premiere.

pbs.org/countrymusic | #CountryMusicPBS
@CountryMusicPBS

A production of Florentine Films and WETA Washington, D.C. Funding provided by Bank of America, the Annenberg Foundation, The Arthur Vining Davis Foundations, Belmont University, Tennessee Department of Tourist Development, the Metropolitan Government of Nashville and Davidson County, Rosalind P. Walter and by members of The Better Angels Society, including the Blavatnik Family Foundation, Schwartz/Reisman Foundation, The Pfeil Foundation, Diane and Hal Brierley, John & Catherine Debs, the Fullerton Family Charitable Fund, the Perry & Donna Golkin Family Foundation, Jay Alix and Una Jackman, Mercedes T. Bass, Fred and Donna Seigel, Gilchrist and Amy Berg, James R. Berdell Foundation, David Bonderman, Deborah P. and Jonathan T. Dawson, Senator Bill and Tracy Frist, David and Susan Kreisman, Rocco and Debby Landesman, Lillian Lovelace, John and Leslie McQuown, Mindy's Hope Foundation, the Segal Family Foundation, and Michelle Smith. Major funding provided by the Corporation for Public Broadcasting and PBS.

NEXT FROM KEN BURNS



The upcoming film *Hemingway*, directed by Ken Burns and Lynn Novick, examines the visionary work and turbulent life of one of the greatest and most

influential writers America has ever produced. The three-part, six-hour documentary allows audiences to see beyond the façade of the public man and become intimately familiar with the brilliant, ambitious, charismatic and egocentric genius.

Premiere: April 2021



East Lake Meadows: A Public Housing Story

MARCH 24, 2020

Written, produced and directed by Sarah Burns and David McMahon and executive produced by Ken Burns, this extraordinary film spotlights the East Lake Meadows public housing project opened by the Atlanta Housing Authority in 1970 and demolished a generation later. The documentary explores the impact of racism on housing, revealing the tremendous hardships faced by the families who lived in that community. Through their stories, the film gives voice to some of the most marginalized people in American society and raises critical questions about how the United States has created concentrated poverty and limited housing opportunity for African Americans — and what can be done to address these important issues.

pbs.org/Eastlake | #EastLakePBS

A production of Florentine Films and WETA Washington, D.C. Funding provided by the Corporation for Public Broadcasting, PBS, and public television viewers.

Ken Burns Presents *The Gene: An Intimate History*

APRIL 7 & 14, 2020

Based on Pulitzer Prize-winning author Dr. Siddhartha Mukherjee's book of the same name, *The Gene: An Intimate History* weaves together science, history and personal stories to present a historical biography of the human genome, while also exploring innovative breakthroughs for diagnosis and treatment of genetic diseases — and the complex web of moral, ethical and scientific questions raised by developments in genetics. The documentary spotlights how new medical treatments will improve the lives of millions of people; features interviews with scientific pioneers; and uses a trove of historical footage to track the journey of human genetics, juxtaposing historical moments with stories of contemporary patients and

College Behind Bars

NOVEMBER 25-26, 2019

The four-part documentary, directed by award-winning filmmaker Lynn Novick, produced by Sarah Botstein and executive produced by Ken Burns, tells the story of incarcerated men and women struggling to earn college degrees and turn their lives around through the Bard Prison Initiative, one of the nation's most rigorous and effective prison-education programs. Filmed over four years in New York prisons, the production takes viewers on a stark and intimate journey into meaningful rehabilitation for the 2 million Americans living behind bars. Through the personal stories of the students and their families, the film reveals the transformative power of higher education and puts a human face on America's criminal justice crisis.

pbs.org/collegebehindbars | #CollegeBehindBars



A production of Skiff Mountain Films, in association with Florentine Films and WETA Washington, D.C. Funding provided by Bank of America and members of The Better Angels Society: John & Catherine Debs, The Cousins Family Foundation, Abrams Foundation, Schwartz/Reisman Foundation, Ted Dintersmith & Elizabeth Hazard, McCloskey Family Charitable Trust; and Donna & Dick Strong. Funding also provided by JustFilms/Ford Foundation; National Endowment for the Humanities; Meg & Tomas Bergstrand; Regina K. Scully; The Lise Strickler and Mark Gallogly Charitable Fund, a fund in the New York Community Trust; Patty Quillin through the Meadow Fund at Silicon Valley Community Foundation; Barbara & Richard Novick; Chicken & Egg Pictures; the William H. Donner Foundation; Hartley Film Foundation; Bertha Foundation; The Harnisch Foundation; Compton Foundation; Lisa Philip; and PBS.

PROVIDING TOOLS FOR ENGAGEMENT

Community-building conversations took place across the country, focusing on the WETA documentary *The Gene: An Intimate History*. PBS stations connected filmmakers, educators, students, partners, subject experts, and viewers, who shared resources, discussed topics raised in the film and took part in live Q&A via in-person and virtual events over the course of the year.



DELIGHTING AUDIENCES EVERYWHERE



Garth Brooks: The Library of Congress Gershwin Prize for Popular Song

MARCH 29, 2020

Country music icon Garth Brooks is one of the greatest changemakers in the history of country music. His artistry weaves the beauty of poetry, the universality of the human experience and the inclusiveness of other musical genres, making him one of country music's most influential performers. The titan of the genre is the youngest recipient of the prestigious Library of Congress Gershwin Prize. The special was recorded at DAR Constitution Hall on March 4, just before national stay-at-home orders were instituted due to the Covid-19 pandemic; and it featured an all-star tribute to Brooks from family, friends and admirers including Trisha Yearwood, Keith Urban, Ricky Skaggs, Chris Stapleton, Keb' Mo', Lee Brice and the Howard University Choir. The highlight of the evening was a finale performance by honoree Brooks that brought the crowd to its feet.

pbs.org/gershwinprize | #PBSGershwin

A co-production of WETA Washington, D.C.; Bounce, a division of Concord Music Group; and the Library of Congress. Major funding for the broadcast provided by the Corporation for Public Broadcasting, PBS, and public television viewers. Additional funding provided by The Ira and Leonore Gershwin Fund and The Leonore S. Gershwin Trust for the benefit of the Library of Congress Trust Fund Board, Michael Strunsky, Trustee; AARP; Buffy Cafritz; and Marjorie Fisher Furman. Air transportation provided by United Airlines.

Dave Chappelle: The Kennedy Center Mark Twain Prize

JANUARY 7, 2020

The dynamic, newly reimagined program honored comedian, actor, writer and producer Dave Chappelle, chronicling his extraordinary life and career through an intimate hybrid of documentary film and gala performances to celebrate his receipt of the 22nd annual Mark Twain Prize for American Humor from the John F. Kennedy Center for the Performing Arts. The 90-minute special featured a star-studded gathering of friends and admirers paying tribute to the comedian's humor and accomplishments. In a twist on the beloved annual television event, this year's broadcast shared raw, behind-the-scenes vignettes and insights with Chappelle and his friends. The program lineup included

Neal Brennan, Michael Che, Bradley Cooper, Morgan Freeman, Tiffany Haddish, Colin Jost, John Legend, Lorne Michaels, Q-Tip, Sarah Silverman, Jon Stewart, Keenan Thompson and others.

pbs.org/twainprize | #PBSTwain

A production of WETA Washington, D.C.; The John F. Kennedy Center for the Performing Arts; and Done + Dusted. Corporate funding provided by Capital One. Major funding provided by the Corporation for Public Broadcasting and PBS. Air travel provided by American Airlines.



The Good Road

SPRING 2020

An inspiring series follows longtime philanthropists, globetrotters, best friends and hosts Earl Bridges and Craig Martin as they trek around the world to meet changemakers dedicated to addressing humanitarian issues. The series shines a light on global philanthropy, exploring the complicated scenario that unfolds when charity is introduced into culture, politics, religion and history. The pair visits border camps, rural health clinics and depressed inner-city neighborhoods to discover stories of the limitless power of good. They explore efforts to help Rohingya refugees, stop elephant poaching, end human trafficking, alleviate poverty, and more, while examining what motivates people to make sacrifices in service to others.

goodroad.tv

A production of Good All Over TV and presented by WETA Washington, D.C. Funding provided by AMD.

A Capitol Fourth

JULY 4, 2019

Live from the West Lawn of the U.S. Capitol, this 2019 program commemorated Independence Day with all-star musical performances and a dazzling annual fireworks display. Host John Stamos was joined by the Sesame Street Muppets, Yolanda Adams, Lee Brice, Vanessa Carlton, Carole King, Vanessa Williams, Colbie Caillat and her band Gone West, and others; with the National Symphony Orchestra under the direction of Jack Everly. The uplifting musical evening was also broadcast on the American Forces Network.

pbs.org/capitolfourth | #July4thPBS | @July4thPBS



National Memorial Day Concert

MAY 24, 2020

For a national night of remembrance that took place during the global pandemic, the program featured new content as well as segments from previous shows. Hosts Joe Mantegna and Gary Sinise as well as retired Army General Colin L. Powell and performing artists Trace Adkins, Renée Fleming, CeCe Winans and others offered inspiring stories of service. They paid tribute to those on the front lines of the fight against Covid-19 and honored members of the United States military and their families — active troops, veterans, wounded warriors, and all those who have given their lives for freedom.

pbs.org/NationalMemorialDayConcert | #MemDayPBS | @MemorialDayPBS



A co-production of Capital Concerts and WETA Washington, D.C. Funding provided by grants from The Boeing Company, the National Park Service, the Corporation for Public Broadcasting, the Department of the Army, PBS, and public television stations nationwide. Air travel provided by American Airlines.

A co-production of Capital Concerts and WETA Washington, D.C. Funding provided by grants from the Lockheed Martin Corporation, the National Park Service, the Corporation for Public Broadcasting, the Department of the Army, PBS, and public television stations nationwide. Air travel provided by American Airlines.



Samantha Brown's Places to Love

WEEKENDS

Samantha Brown explores food, art, design, culture and more in such destinations as New York's Finger Lakes region, the pristine British Virgin Islands, Austria's imperial city of Vienna, and New Zealand's City of Sails — more commonly known as Auckland. In Season 3, the Emmy Award-winning host traverses continents in search of little-known places where innovators are creating new travel experiences. Brown takes viewers on exquisite journeys, highlighting the people who are changing, challenging and strengthening destinations to deliver refreshing and enriching adventures.

samantha-brown.com

A production of Samantha Brown Media. Funding provided by AMA Waterways, AAA Travel and Rocky Mountaineer.

PROGRAMS THAT ILLUMINATE THE WORLD

Asian Americans

MAY 11-12, 2020

The series examines what the 2010 U.S. Census identified as the fastest growing ethnic/racial group in the United States. *Asian Americans* explores the impact of this group on the country's past, present and future. Nearly a decade in the making, the five-hour documentary presents stories exploring exclusion and empowerment, sacrifice and triumph, trauma and hope. The series showcases the significant role of Asian Americans in shaping the nation's history and identity — from the first wave of Asian immigrants in the 1850s to identity politics during the social and cultural turmoil of the 20th century to modern refugee crises in a globally connected world. Created by a team of Asian American filmmakers, the production features personal histories, examines individual lives and includes academic perspectives to cast a new light on U.S. history and the role Asian Americans have played in it. Expanding the project's footprint beyond the film, WETA created a collection of educational



assets that delve into the history of Asian Americans. Lesson plans — developed to support in-person and online teaching needs — explore subjects that include the incarceration of Japanese Americans during World War II, the Chinese Exclusion Act, the Filipino American farmworker labor movement, and the fight for civil rights.

pbs.org/asianamericans | #AsianAmPBS

A production of WETA Washington, D.C.; and the Center for Asian American Media (CAAM) for PBS; in association with the Independent Television Service (ITVS), Flash Cuts and Tajima-Peña Productions. Major funding provided by the Corporation for Public Broadcasting, Wallace H. Coulter Foundation, PBS, JustFilms/Ford Foundation, National Endowment for the Humanities, the Freeman Foundation, The Arthur Vining Davis Foundations, Carnegie Corporation of New York, Kay Family Foundation, Long Family Foundation, Spring Wang and California Humanities.

As part of the project, Ken Burns is executive producing a new documentary, *Hiding in Plain Sight: Our Mental Health Crisis*, that explores the impact of mental health stigma and stress on today's youth and how young people are addressing their mental health needs. The four-hour film, slated for Spring 2022 and produced and directed by Erik Ewers and Christopher Loren Ewers of Ewers Brothers Productions, will look at the experiences of young people who live with mental health conditions and focus on the importance of awareness and compassion.

Well Beings was created by WETA Washington, D.C. Funding for the Well Beings Youth Mental Health Project provided by Otsuka, Kaiser Permanente, Bank of America, American Psychiatric Association Foundation, One Mind, Movember, National Alliance on Mental Illness, Dana Foundation, Dauten Family Foundation, The Hersch Foundation, Mental Health Services Oversight & Accountability Commission, John & Frances Von Schlegell, Sutter Health, Robina Riccitiello, and Jackson Family Enterprises. Partners include CALL TO MIND at American Public Media, PBS NewsHour Student Reporting Labs, WE Organization, Forbes, PEOPLE, Mental Health America, National Council for Behavioral Health, and The Steve Fund.



Fires of Faith: The Coming Forth of the King James Bible

APRIL 5, 2020

A docudrama explores the events leading up to the publication of what is widely considered one of history's most important books and a driving force in the shaping of the English-speaking world. More than 50 translators worked for seven years to complete the 1611 version of the King James Bible. This monumental effort, instituted by King James I, brought about a version of the bible that became the standard for the world. *Fires of Faith* explores the effect that the King James Bible has had on American society, culture and religions. The production was filmed on location in Belgium, Germany, England, France, Switzerland, Italy, Israel and the United States.

A production of Groberg Films in association with KBYU Provo, Utah; and the Legacy Films Foundation. Funding provided by Rex and Ruth Maughan, Alan S. and Leslie Layton, David E. and Verla A. Sorensen, Sorenson Legacy Foundation, David and Lora McAllister, Todd and Amy Nelson, George S. and Dolores Doré Eccles Foundation, The Members of the BYU Broadcasting Leadership Council and The Legacy Films Foundation.

Handel's Messiah

DECEMBER 22, 2019

Filmmaker Lee Groberg chronicles the life of composer George Frideric Handel, exploring his path to success and the creation of his magnum opus, the oratorio *Messiah*. The docudrama tells Handel's life story: how he was discovered in Halle, Germany, at age nine; had a meteoric rise to celebrity composer at age 18; and faced the turning point in his career that came with the debut in 1742 of his most notable composition. Handel was a prodigious musical genius and, while many of his musical works have endured, his masterpiece is *Messiah*.



The Definition of Insanity

APRIL 14, 2020

The Definition of Insanity delves into the groundbreaking work of The Miami-Dade Criminal Mental Health Project (CMHP). A community-wide safety net, CMHP works through the court system to steer people with mental illness on a path from incarceration to recovery as their legal cases hang in the balance. Shocked by how people with mental illness were treated in the local jails, Judge Steven Leifman works with a team of dedicated public servants, as well as former adversaries in the criminal justice system, to help people with mental illness navigate from lives of tragedy to possibility. Building on the story of the city's once-failed mental health system, the film reveals a humane criminal justice approach to mental illness that is radiated from the court outwards into the community.

pbs.org/definitionofinsanity | #DefinitionofInsanityPBS



A WETA Well Beings project; and a production of Found Object, LLC, in association with WETA Washington, D.C. Major funding provided by The Matthew Harris Ornstein Memorial Foundation, Inc. Funding also provided by The Achelis & Bodman Foundation; Peacock Foundation, Inc.; the Lynne & Andrew Redleaf Foundation; William and Flora Hewlett Foundation; the Robert P. and Arlene R. Kogod Family Foundation; Prospect Creek Foundation; Judy and Peter Blum Kovler Foundation; David & Laura Merage Foundation; Stanley and Margaret Jaffy; Pamela Harris; and by these additional funders: Harvey and Carol Ann Mackay; Emblem Health; Kevin Rhein; Jim and Helain Pesis; Sally and David Toushin; Joel and Laura Kramer through Fidelity Charitable; Susan and Rob White; Phil and Margaret Soran; Marvin and Judie Liszt; Gail Eisenstagt and Steve Machov through Minneapolis Jewish Federation; Cara Helper and Herb Cohn; Randi Winston and Barry Wolfish; Howard and Linda Scher; Joseph Bechuk; Marilyn Shapiro; Vic and Annette Sandler; Edward Magarian; Shelly Golden; Bonnie McGrath; Leslie Nurenberg; Barb Gurovitsch; Deborah Chesen; and Carol Berg.

FOSTERING A COMMUNITY CONVERSATION

Civic engagement was integral to the success of the WETA production *Asian Americans*. To encourage a dialogue about the Asian American experience, WETA collaborated with PBS stations across the country on a robust community and social media engagement campaign that included virtual screening events, online discussions, poetry slams, online art exhibits, and story collections.

CREATING AND LEARNING WITH EXPERTS

Cook's Country from America's Test Kitchen

WEEKENDS

Loyal viewers find the best no-nonsense recipes for classic American dishes and everyday favorites, with hosts Bridget Lancaster and Julia Collin Davison and the cast of cooks, taste testers and equipment experts. The group explores the endless, delicious facets of American cooking and the stories behind them, from family-friendly weeknight dishes to comforting home-style favorites to holiday showstoppers. By traveling the country and scouring the history books, the cooks find the very best traditional and contemporary American dishes and bring them back to their test kitchen where they collaborate to develop practical, approachable recipes and perform dozens of tests, re-tests, and cross-tests — a process that can take weeks — to ensure the recipes work every time.

CooksCountry.com | #CooksCountry | @CooksCountry

A production of America's Test Kitchen, co-presented by WETA Washington, D.C., and American Public Television, and distributed by American Public Television. Funding provided by Kohler, Sub-Zero, Wolf, Cove, Valley Fig Growers and Acorn TV.

America's Test Kitchen

WEEKENDS

Bridget Lancaster and Julia Collin Davison host the 20th season of *America's Test Kitchen*, rounding out the series' second decade by providing more foolproof recipes for the home cook. With test cooks Dan Souza, Becky Hays, Erin McMurrer, Keith Dresser, Elle Simone and Lan Lam, the program reveals the Test Kitchen's secrets to easy cooking at home, including taste tests with Jack Bishop and equipment reviews with Adam Ried and Lisa McManus. To help viewers during the pandemic, the program presented a series of "At Home" segments and launched "Kitchen Classroom," a free weekly curriculum filled with recipes, activities and quizzes and a family project for the weekend, with a goal of teaching kids how to cook with bonus learning moments about science, math, history and culture.

AmericasTestKitchen.com | #TestKitchen | @TestKitchen

A production of America's Test Kitchen, co-presented by WETA Washington, D.C., and American Public Television, and distributed by American Public Television. Funding provided by Raymond James, Kohler, Pete and Gerry's Organic Eggs, Sub-Zero, Wolf, and Cove.



Sara's Weeknight Meals

WEEKENDS

This beloved cooking series focuses on what matters most the world over — tasty home-cooked meals, prepared with love and enjoyed with family. Chef and cookbook author Sara Moulton hosts the fast-paced, informative half-hour program that is all about getting quick, delicious meals on the table every night of the week. In Season 9, Moulton travels south to Miami, Key West and Gulfport to share regional food traditions from local home cooks and to serve up new favorites for her faithful fans.

SaraMoulton.com/shows | #SarasWeeknightMeals | @saramoulton

A production of Silver Plume Productions and WETA Washington, D.C. Funding provided by Oceania Cruises and Sunsweet Prunes.

Pati's Mexican Table

WEEKENDS

Part travelogue, part cooking show, *Pati's Mexican Table* takes viewers on a journey of cultural immersion with host and James Beard Award-winner Pati Jinich. As the official chef of the Mexican Cultural Institute in Washington, D.C., Jinich is uniquely qualified to help viewers explore the food, culture and history of Mexico and share simple and mouth-watering recipes for home cooks. In Season 8, in the state of Sinaloa on Mexico's west coast, Jinich harvests oysters and eats them right out of the water, searches the mountains for chiltepin chile, and samples regional specialties.

PatiJinich.com | #PatisMexicanTable | @PatiJinich

A co-production of WETA Washington, D.C.; Mexican Table LLC; FRANK; and Switchblade. Funding provided by La Costena, Avocados from Mexico, FUD, Stand Together, Ban Cappel, Mahatma, Divine Flavor, and Norson.



Daniel Tiger's Neighborhood

DAILY

The popular, Emmy Award-winning children's series features content that follows a curriculum based on the teachings of children's television pioneer Fred Rogers as well as new research into child development. The program addresses key universal themes and life lessons for preschoolers and their parents, including managing sibling rivalry, maintaining calm at mealtimes, missing loved ones and coping with accidents, all through the show's hallmark musical strategies.

To help families and caregivers during the Covid-19 pandemic, the series offered daily activities and tips to help kids play and learn at home and launched new PSAs in English and Spanish: "Germs, Germs, Go Away" and "A Germ-Fighting Superhero."

pbskids.org/Daniel | #DanielTigerPBS | @danieltigertv

A production of Fred Rogers Productions and 9 Story Media Group. Funding provided by The Rite Aid Foundation's KidCents program, Vroom, 529 College Savings Plans, the Corporation for Public Broadcasting and PBS.

This Old House | Ask This Old House

WEEKENDS

This Old House is TV's original home improvement show and, now in its 41st season, remains the genre's highest-rated program. The series continues to resonate with audiences as it follows remodeling projects of houses over several weeks. This year, host Kevin O'Connor and his team traveled to Paradise, California, to help families rebuild their homes and lives after the 2019 wildfire there. *Ask This Old House* solves the steady stream of home improvement problems that viewers face. In its 18th season of making visits across the United States, the series features familiar faces and fan favorites from *This Old House*, including O'Connor, general contractor Tom Silva, plumbing and heating expert Richard Trethewey and landscape contractor Jenn Nawada.

ThisOldHouse.com

The programs are productions of This Old House Ventures, LLC, and presented on PBS by WETA Washington, D.C. National underwriting provided by GMC, The Home Depot, State Farm Insurance Company, Marvin Windows & Doors, Gorilla Glue, HomeAdvisor, and Festool.



WETA TELEVISION SERVES THE COMMUNITY



WETA provides an essential connection to stories with meaning for audiences throughout the Washington, D.C., region. Viewers turn to the station for unparalleled access to high-quality programming and compelling educational services that present a trusted window on the world and encourage lifelong learning.

Curated Offerings for Local Viewers

- WETA, the flagship PBS station in the nation's capital, broadcast on four television channels in Fiscal Year 2020: WETA PBS, the primary channel; WETA PBS Kids, a haven for young viewers; WETA UK, a showcase for British programming; and WETA World, home to documentaries and public affairs programming.
- Viewers also have access to thousands of hours of WETA programming via the free PBS Video App and the member benefit WETA Passport. These services are available to audiences near and far through weta.org and on streaming devices.
- This year, WETA introduced thematic programming nights, delivering viewer favorites on "Thriller Thursdays" and "American History Night" on WETA PBS and "Brilliant Britcoms" and "Masterworks Showcase" on WETA UK to complement the wealth of credible news and documentary programs, explorations of science and nature, and captivating arts and educational material across WETA's channels.
- To help audiences stay informed about current events in a fast-moving news cycle, the station realigned the morning lineup on WETA PBS, adding news and public affairs programs to the schedule. This programming block has seen steady viewership since its winter 2020 launch.
- WETA's public affairs productions *PBS NewsHour* and *Washington Week* delved into the presidential primary race with vital reporting and analysis, a debate co-hosted by *PBS NewsHour* and *Politico*, and a *Washington Week* Super Tuesday special.



STORIES FROM AROUND THE GLOBE

In June 2020, the station launched a new channel, WETA World, that celebrates diverse cultures and highlights critical issues. The programming features original documentary series; global news reporting; and films from independent and public television producers from around the world.



Top: *Nature: Cuba's Wild Revolution*. Bottom, from left: *Masterpiece: Sanditon*; *Earth's Sacred Wonders: Closer to the Divine*; *Pinkalicious & Peterrific*; *Country Music*; *Doc World: Out Run*.

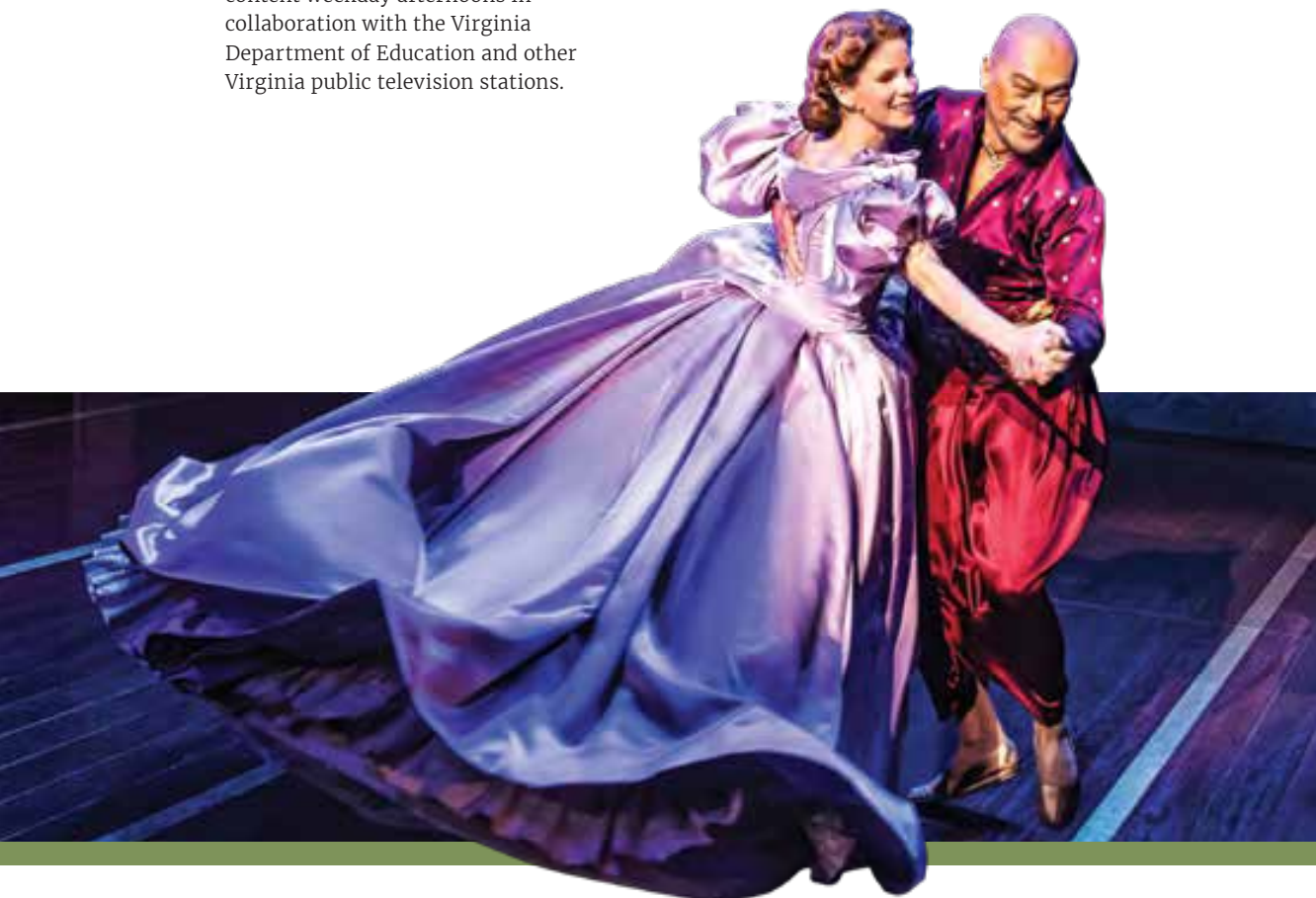
Insightful Programs and Services in Challenging Times

- When the Covid-19 pandemic reached the Washington region, WETA expanded offerings to provide vital services to the community. On weta.org, the station curated digital hubs for local health information and educational resources and activities for parents with school-aged children. WETA also connected local teachers, parents and caregivers with instructional tools through a weekly email distributed in English and Spanish.
- WETA launched the “At-Home Learning” initiative with Maryland Public Television and Howard University Television to offer an 11-hour window of children’s educational programs weekdays on WETA PBS. WETA PBS Kids broadcast special teacher-led instructional content weekday afternoons in collaboration with the Virginia Department of Education and other Virginia public television stations.
- *Looking for the Helpers* vignettes focused on the ways members of the local community came together to uplift and support one another during the public health crisis. Featured profiles spotlighted local artists who painted messages of hope on empty storefronts and the benefits of teddy bear and rainbow scavenger hunts for kids.
- Following the global unrest caused by racial injustice and violence against members of the Black community, WETA fostered civic discourse and engagement through a variety of specials and resources. The station provided materials for teachers, parents and caregivers to enable dialogue with children on these important topics.

- To further the conversation about race in America, WETA rebroadcast essential documentaries from production partner Henry Louis Gates, Jr., as well as films from iconic series *Frontline*, *Independent Lens* and *POV*. The programs were available for free streaming on the PBS Video App to complement the timely WETA production *Race Matters: America in Crisis*, A PBS NewsHour Special.

 **PBS VIDEO APP**

 **WETA | Passport**



Learning Resources That Inspire Young Audiences

- Educational programming for young viewers airs continuously on WETA PBS Kids and weekdays on WETA PBS, helping to nurture children’s academic and developmental growth and provide trustworthy media for parents, grandparents and caregivers.
- Characters from the math-based, problem-solving series *Peg + Cat* joined WETA at The Big Build event at the National Building Museum, where a wealth of interactive, educational activities awaited visitors to the WETA booth.
- As part of early-learning initiatives Ready To Learn and Where Literacy Begins, WETA hosted workshops to help parents and childcare professionals implement a holistic approach to support learning at home and at school. When in-person workshops were canceled due to the coronavirus, WETA offered virtual sessions as well as weekly emails featuring at-home learning activities to support continued educational engagement.
- New additions to the WETA PBS Kids lineup include series *Molly of Denali*, the first nationally distributed children’s series to feature an Alaska Native lead character; and *Xavier Riddle and the Secret Museum*, a time-traveling adventure series whose characters tackle everyday problems by meeting real-life inspirational figures as children.
- WETA partnered with the National Institutes of Health and with EduSerc, a local youth career-development organization, to screen segments of the WETA co-production *Ken Burns Presents The Gene: An Intimate History*, promote careers in STEM and present the history of genomics.
- In 2019, WETA and the YMCA partnered to present “*Odd Squad* Be the Agent Camp” in Washington, D.C. Modeled after the WETA PBS Kids series *Odd Squad*, in which young government agents use math to investigate strange occurrences, the summer program encouraged third-grade students to solve odd cases and peculiar problems using STEM skills, creativity and teamwork.



Top: *Xavier Riddle and the Secret Museum*. Second row, from left: *Peg + Cat* and friend at The Big Build; *Antiques Roadshow*. Bottom, from left: *Great Performances: Rodgers & Hammerstein’s The King and I*; *No Passport Required*; *Midsomer Murders*; *Masterpiece: World on Fire*.

Exceptional Local Content and Community Engagement

- *Country Music in Washington*, a WETA companion project to Ken Burns’s epic film *Country Music*, presented short features, a timeline of local country music milestones, and articles on the *Boundary Stones* blog about bluegrass and country music to explore the Washington area’s deep ties to the genre. WETA hosted public screenings and discussions throughout the region to support Burns’s series.
- WETA aired live *PBS NewsHour* coverage and analysis of the 2019 impeachment proceedings and rebroadcast them each night in primetime to allow viewers to view the historic trial as their schedules allowed; the preempted primetime shows were made available for on-demand viewing on the free PBS Video App.
- *District of Chappelle*, a digital-first short that accompanied the WETA national production *Dave Chappelle: The Kennedy Center Mark Twain Prize*, explored the impact on 2019 honoree Dave Chappelle of growing up in Washington, D.C.
- New episodes of *WETA Arts* and *WETA Around Town* showcased regional arts stories ranging from the 50th anniversary of the moon landing to an exhibit of Bob Ross paintings; spotlighted the flexibility of the local arts scene during the pandemic; and enabled viewers to experience performing arts from home.
- At the Smithsonian Anacostia Community Museum, WETA hosted a screening of the “decades” documentary *Washington in the 2000s*, fostering a conversation about the people and events that shaped Washington in the new millennium.
- The station held public screenings for *The Lavender Scare*, *Independent Lens: Always in Season* and *Finding Your Roots* with Henry Louis Gates, Jr., providing forums for discussion and understanding of the topics presented in these thought-provoking documentaries.
- Production began on several local series coming in Fiscal Year 2021, including *Politics and Prose Live*, featuring discussions with high-profile authors, and *If You Lived Here*, profiling the evolving neighborhoods and real estate offerings of the region.

Fascinating Programming from Near and Far

- As the only public media channel dedicated to British television content, WETA UK presented new seasons of fan favorites *Father Brown*, *Midsomer Murders* and *Vera* and featured mysteries such as *The Moonstone* and *Frankie Drake Mysteries*.
- Joining the lineup on WETA UK was *BBC World News*, in addition to new comedies, dramas, travel explorations and nature specials throughout the year.
- Captivating dramas from *Masterpiece* included the final seasons of *Poldark* and *The Durrells in Corfu* and new seasons of beloved mystery series *Grantchester* and *Endeavour*.
- *Telly Visions*, WETA’s British television and culture blog, launched *Telly Visions: The Podcast* to complement the site’s articles and discussions. The podcast examined *Sanditon* and *World on Fire* from *Masterpiece* as well as *Call the Midwife* and *Doctor Who*.
- Meaningful storytelling from *Frontline* included the Academy Award-nominated Syrian war documentary *For Sama* and specials on the Covid-19 crisis in the U.S. and abroad.
- Performing-arts presentations from *Great Performances* showcased “Broadway’s Best” and took viewers on a journey throughout Europe and North Africa in the music miniseries *Now Hear This*.

OUT-OF-THIS-WORLD LEARNING

WETA offered viewers a look to the stars through a “Summer of Space”: *American Experience: Chasing the Moon* documented the thrilling era of the Space Race; *Nova: The Planets* explored the solar system’s breathtaking beauty; and *Antiques Roadshow: Out of This World* discovered space-related collector’s items.



Top: *Frontline: For Sama*. Bottom, from left: *American Experience: Chasing the Moon*; *Finding Your Roots* with Henry Louis Gates, Jr.; *Molly of Denali*; *WETA Arts*; *Father Brown*; *Nature: Okavango: River of Dreams*.

CLASSICAL WETA CELEBRATES MAGNIFICENT MUSIC

Classical WETA is Greater Washington’s exclusive classical music radio service, offering a respite for listeners who take pleasure in the sounds of this magnificent art form. This year, more listeners than ever tuned in to the inspiring music to transport themselves to new worlds, to brighten their day and to help ease stress.

Classical WETA



Marvelous Music That Inspires

- Classical WETA is one of the most-listened-to classical music radio stations in the country, serving audiences 24 hours a day with beautiful musical offerings on-air, online at classicalweta.org and VivaLaVoce.org, and through the Classical WETA App.
- This year, a weekly audience of more than 324,000 listeners enjoyed recordings from around the world, hosted by Classical WETA’s exceptional on-air staff. Linda Carducci, Bill Bukowski, Nicole Lacroix, John Banther, James Jacobs, Chip Brienza, Rich Kleinfeldt, Trey Graham and Jay Roberts presented a singular musical experience by providing insightful interpretation and context to selections.
- In September 2019, Classical WETA introduced *Classical Breakdown*, a podcast with on-air host John Banther. Thoughtful, lively discussions with musicians, composers and other experts illuminate the artistry of classical music; analyze well-known compositions; and take subscribers behind the music to engender a deep appreciation of this art form.
- *Classical Sunrise* is the newest addition to the programming schedule, delivering a bright, lively piece each weekday morning at daybreak to help start the day on the right note.

- In memory of those lost in the Covid-19 pandemic and as a tribute to the resilience of communities, Classical WETA aired a special live performance, *A Musical Memorial and Tribute: Yo-Yo Ma plays Bach's Solo Cello Suites Live*, presented by WCRB Classical Radio Boston.

Noteworthy Community Presentations

- Through lasting partnerships with local organizations, Classical WETA presented exclusive musical performances, giving members of the community the opportunity to meet on-air hosts at renowned venues and events, including Opera in the Outfield at Nationals Park and the opening celebration of the Reach at the Kennedy Center.
- Among the performances presented from venues around the District this year was a *Front Row Washington* recording of string quartet PUBLIQuartet, a diverse group that composes its own music. The featured works drew upon Native American sources and explored issues of slavery, inequality and injustice in America.
- NSO Showcase kicked off its celebration, “Beethoven at 250,” featuring stirring National Symphony Orchestra performances of works that highlighted the composer’s perseverance and triumph over hardship. New NSO Showcase episodes were available on demand for the first time, allowing listeners greater flexibility to take pleasure in hearing the nation’s finest orchestra.



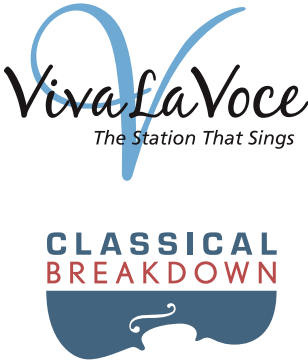
- *From the Top*, a program focused on strengthening youth interest in classical music, featured a concert from the George Mason University Center for the Arts that showcased solos from two Virginia teens. Classical WETA staff, including on-air host Nicole Lacroix, met with audience members at the taping.

The Gift of Voice

- VivaLaVoce is WETA’s all-vocal digital radio station that spotlights choral, operatic and art song. On Classical WETA, perennial fan-favorite programs *Classical WETA Opera House* and *Choral Showcase* enchant listeners with vocal recitals by eminent artists.
- *Choral Showcase* honored compositions from the sacred and the secular realms, filling Sunday evenings with serenity throughout the year. In a nod to women’s history, March programs included notable works from composer and suffragist Dame Ethel Smyth, British contemporary composer Roxanna Panufnik, and others.
- Highlights from the *Classical WETA Opera House* season included a Metropolitan Opera premiere recording of Handel’s *Agrippina* with soprano Joyce DiDonato and a presentation of Rossini’s *Zelmira* from the Washington Concert Opera.

EQUALITY IN CLASSICAL MUSIC

A special interview with world-renowned tenor Lawrence Brownlee on WETA’s new podcast, *Classical Breakdown*, examined how classical music organizations and listeners can make positive changes to achieve a more diverse and equal future in the genre.



WETA LEARNING MEDIA TRANSFORMS LIVES



WETA Learning Media provides a trove of trusted resources for families, educators and caregivers to help make learning available to all. In Fiscal Year 2020, more than 20 million unique users turned to these award-winning websites for critical services that encompass an array of issues, from literacy and child development to trauma and mental health.



Supporting In-Person and At-Home Learning

- As the pandemic disrupted regular schooling and reading instruction, **Reading Rockets** resources offered a lifeline to help families and educators keep students on track with their phonics, fluency, vocabulary and comprehension skills. A new video series with reading expert Linda Farrell centered on effective ways to help children master the skills they need to become proficient readers; and a special Covid-19 collection, *Reading SOS*, answered questions from families about how to boost literacy at home for K-3 students.
ReadingRockets.org | [@ReadingRockets](https://twitter.com/ReadingRockets)
- Renowned for supplying timely, practical resources in English and Spanish, **Colorín Colorado** is the nation's leading website for educators and families of English language learners (ELLs). As schools closed and distance learning became the norm in 2020, Colorín Colorado provided tools for schools to connect with multilingual and immigrant families and reduce gaps in communication and learning. Project leaders also worked closely with educators to build a definitive resource to facilitate meaningful conversations about racism and violence with children in a trauma-sensitive way.
ColorinColorado.org | [@ColorinColorado](https://twitter.com/ColorinColorado)

- **Start with a Book** served a growing online audience with a rich library of high-interest topics paired with engaging books, activities, apps and more to build background knowledge and expand creative thinking and literacy skills over the summer. New 2020 guides explored the themes of civics and democracy as well as multicultural folktales, fairy tales and myths. In the Washington area, WETA partnered with local youth summer programs to deliver staff training, books, and print resources to complement these extensive online tools.
StartWithABook.org

Creating Caring Environments

- Through its ongoing partnerships with leading experts, **BrainLine** provides vital support to people with traumatic brain injury (TBI) or PTSD, their family members, caregivers and healthcare professionals. In Fiscal Year 2020, WETA added new skill-builder content to help professionals become more effective in relating to and serving people with brain injury. Resources that focus on the social and emotional elements of TBI and PTSD — which came further to the forefront during the coronavirus crisis — addressed mental health challenges facing this community.
BrainLine.org | [@BrainLine](https://twitter.com/BrainLine)
- **LD OnLine** helps students with learning disabilities and ADHD reach their full potential and thrive in and out of the classroom, while **AdLit.org** supports adolescent literacy. This fiscal year, the websites offered a host of tools to help students increase fluency and writing skills while keeping up with other school content. Research-based tips and strategies aimed to provide parents and teachers with the means to support these efforts in school, at home and online.
AdLit.org | [@AdLit](https://twitter.com/AdLit)
LDOnline.org | [@LDOnline](https://twitter.com/LDOnline)

HELP FOR IMMIGRANT STUDENTS

The award-winning Colorín Colorado film *You Are Welcome Here* highlights how public schools in Dearborn, Michigan, are helping their new immigrant students succeed. This project, which supports the social and emotional health of young students, was featured in a webinar for educators across the country to help them learn from the Dearborn example.



AdLit.org has been funded by the Carnegie Corporation of New York and by the Ann B. and Thomas L. Friedman Family Foundation. **BrainLine** has been funded by the Bob Woodruff Foundation, the Model Systems Knowledge Translation Center, and the Center on Brain Injury Research and Training (CBIRT), with support from the Infinite Hero Foundation and the University of Indiana. **Colorín Colorado** is funded by founding partner the American Federation of Teachers, AFL-CIO, with generous support provided by the National Education Association and the Poses Family Foundation. **LD OnLine** is funded by Lindamood-Bell Learning Processes. **Reading Rockets** is funded by the Poses Family Foundation and Lindamood-Bell Learning Processes, with support from the University of Oregon and Florida State University. **Start with a Book** is funded by Park Foundation.

WETA FINANCIAL REPORT FOR FISCAL YEAR 2020

WETA is a careful steward of the funds generously entrusted to the station from a variety of public and private sources. The flagship public media station in the nation’s capital — a not-for-profit organization licensed to the community of Greater Washington — is dedicated to a mission of public service, providing vibrant television, radio and online content as well as educational services for all.

Critical Support

During Fiscal Year 2020 (July 1, 2019 – June 30, 2020), WETA received more than \$120 million in funding support and generated \$4.5 million in operating income. This positive financial outcome was the result of generous contributions from individuals, corporations and foundations, coupled with disciplined and cost-effective financial management. Critical support, plus community service grants from the Corporation for Public Broadcasting, provided the essential funds that gave WETA the means to continue to serve the community and produce high-quality programming for audiences nationwide.

On top of strong financial results, WETA achieved notable operational and programming accomplishments this year. The organization produced and distributed important and critically acclaimed content, while expanding its reach and engagement with national and local audiences.

The Impact of the Pandemic

The pandemic affected Fiscal Year 2020 financial results, with operating income of \$4.5 million being higher than it would have been otherwise. A number of significant programmatic initiatives were forced into delays, resulting in lower expense for the final months of Fiscal Year 2020.

Operating Expenses

Close to 90 percent of every dollar that WETA raises goes to pay for radio, television and digital operations, and educational and community engagement services. The remaining expenses are used to develop and steward the donations received and to build and maintain the infrastructure that will enable WETA to continue to serve the Washington, D.C., area for years to come. Generous financial support from diverse sources provides WETA with the resources necessary to withstand periodic economic challenges and to expand services.

Local Operations

WETA depends on broad-based local support to fulfill its community-service mission. In Fiscal Year 2020, contributions from individuals provided 70 percent of the funding for local operations, which include WETA’s television channels, the Classical WETA radio station and weta.org. These individual contributions, along with support from local foundations and corporate organizations, provided the resources that power local broadcasting operations and allow WETA to deliver educational resources and outreach services to the community.

National Television Production

National television productions are significant financial contributors to the station’s operations and its engagement and education initiatives. The slate of documentaries created for national audiences in Fiscal Year 2020 included collaborations with two esteemed WETA production partners: *Country Music* and *Ken Burns Presents The Gene: An Intimate History* and the beginning of Season 6 of *Finding Your Roots with Henry Louis Gates, Jr.*

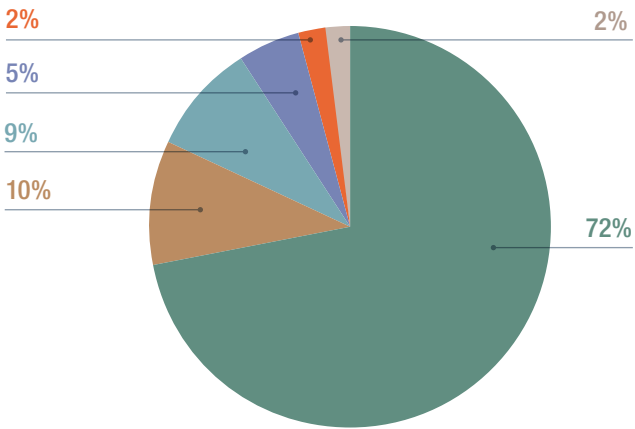
WETA’s core news and public affairs programs, *PBS NewsHour* and *Washington Week*, continued to provide important news and analysis for the PBS national primetime schedule. WETA also produced *Asian Americans* and delivered a strong schedule of performance programs, including *Dave Chappelle: The Kennedy Center Mark Twain Prize* and *Garth Brooks: The Library of Congress Gershwin Prize for Popular Song*.

WETA Institutional Strength

The organization fulfills and expands its ambitious and important mission of public service while carefully managing its resources. WETA is stable and productive because of strategic long-term planning, prudent stewardship by staff, and the loyalty and generosity of supporters.

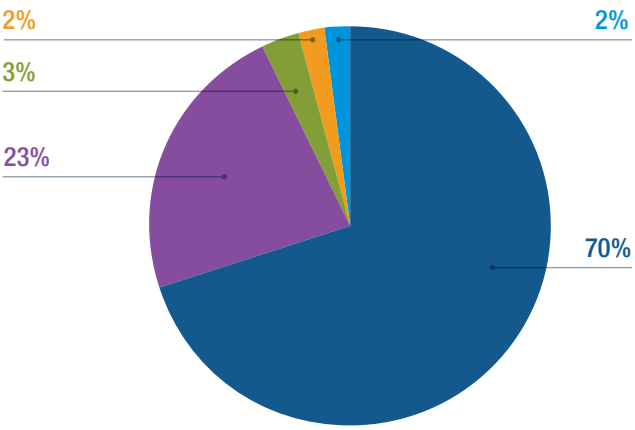
Operating Expenses

National Programming & Productions	\$86,673,773
Television Broadcasting	\$12,217,117
Fundraising	\$10,674,384
Education, Outreach & Promotion	\$6,391,581
Radio Broadcasting	\$2,842,192
Management & General	\$1,639,397
Total	\$120,438,444



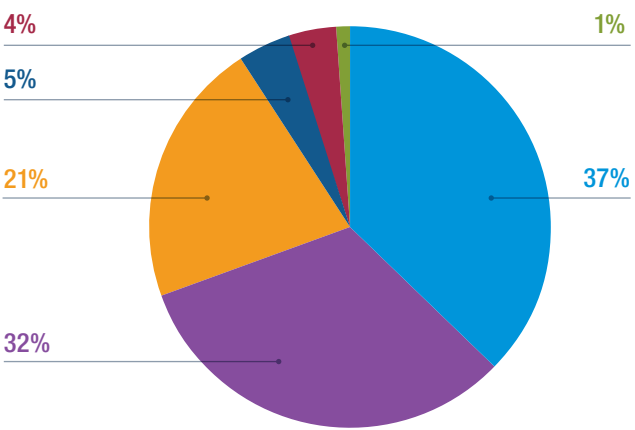
Support for Local Operations

Individuals	\$24,205,298
Public Broadcasting Support	\$7,960,614
Other Income	\$873,765
Corporate Underwriting & Funding	\$797,056
Foundations & Not-for-Profits	\$625,325
Total	\$34,462,058



Support for National Television Production

Foundations & Not-for-Profits	\$33,648,453
Public Broadcasting Support	\$28,848,214
Corporate Underwriting & Funding	\$19,372,738
Individuals	\$4,056,721
Federal & State Government	\$3,571,385
Other Income	\$980,993
Total	\$90,478,504



MEMBERSHIP AND THE COMMUNITY

WETA viewers and listeners provide the indispensable support that enables the station to create outstanding content and educational resources for learners of all ages. These programs connect people across the Washington, D.C., region to lifelong-learning opportunities and enlighten public television viewers throughout the nation.



Dedicated Donors Are the Lifeblood of WETA

More than 133,000 devoted donors support WETA's content and community engagement opportunities in the Washington, D.C., area. Contributions from these loyal supporters exceeded \$24 million in Fiscal Year 2020, and nearly 40 percent of these individuals gave gifts as monthly sustainers, which creates a dependable financial support for the organization's future success.

This year, a growing audience turned to streaming platforms to enjoy content from WETA's vast catalogue of programs on the free PBS Video App and on WETA Passport, the popular member benefit.

On-demand viewing grew to more than 1.6 million streams on computers, tablets, smartphones and set-top devices, with a sharp increase in viewership during the Covid-19 pandemic. WETA also made significant efforts to extend the station's broadcast signal to a wider area in order to reach more viewers over the air.

WETA members' generous support allows the station to create unique events that expand its content offerings. This fiscal year members enjoyed a special screening of *Country Music* with filmmakers Ken Burns and Julie Dunfey

and a performance by musician Kathy Mattea. The event capped a series of local activities and screenings with continuing education groups and at music and film festivals across the region. Other happenings included a conversation with *This Old House* host Kevin O'Connor and executive producer Chris Wolfe; a preview of *Finding Your Roots* featuring Henry Louis Gates, Jr., and special guests; and a screening and discussion of the WETA production *College Behind Bars* at the Duke Ellington School of the Arts.

Engaged Volunteers Give Generously of Their Time

Committed WETA volunteers play a key role in the success of station operations, assisting staff in a variety of activities and special projects in support of WETA and its public service mission. In Fiscal Year 2020, these essential members of the WETA family, more than 100 strong, served the community by donating nearly 3,300 hours of their time at events such as fundraising drives; the National Book Festival, where they took

part in games and trivia with festival attendees; and at the annual NETA Conference, a gathering of public media professionals from across the country. When in-person activities were canceled due to Covid-19, volunteers participated in special research projects for future WETA national productions and helped virtually to answer queries from audience members and donors.

WETA COMMUNITY ADVISORY COUNCIL

The WETA Community Advisory Council (CAC) is made up of individuals who serve as voices of the community, advising on the station's content, outreach services, and public events and activities. CAC members bring to WETA insights from their work throughout the region in diverse fields, including literacy, education, arts and culture, and public service. The council also advises the WETA Board of Trustees on programming and policies to ensure that the station continues to meet the community's educational and cultural needs.

Council members are Loren Allan Smith (chair), U.S. Court of Federal Claims; Dr. Leonard L. Hamlin, Sr. (vice chair), Washington National Cathedral; Vivian Yao (vice chair), Montgomery County Council; Rev. Leslie Copeland-Tune, The National Council of Churches; Sandy Dang, 11Plus and Vietnam Education Foundation; Mario Garcia Durham, Association of Performing Arts Professionals; Ruby Lopez Harper, Americans for the Arts; Col. Winston McDonald Haythe, U.S. Army (Ret.), The George Washington University Law School; Bruce Hightower, Arlington Gay and Lesbian Alliance; Liz Hottel, Politics and Prose; Melissa Houghton, Women in Film and Video of Washington, D.C.; Margaret Hutto, Art Care Consultants; Suzan Jenkins, Arts and Humanities Council of Montgomery County; Dr. Avis Jones-DeWeever, The Exceptional Leadership Institute for Women; Kris McLaughlin, Encore Learning; Jennifer Nycz-Conner, Hilton Worldwide; Kishan Putta, DC Healthlink; Lance Shapiro, Georgetown University Law Alumnus; Dr. Alfred O. Taylor, Jr., Green Valley Civic Association; Katherine Wood, Public Diplomacy Council; and Wuiping Yap, Asia Heritage Foundation.



Clockwise from far left: WETA members enjoy streaming access on WETA Passport, a subscription to the monthly WETA Magazine, and invitations to events such as a screening of *Finding Your Roots* with Henry Louis Gates, Jr.; fans of Classical WETA meet station staff at a community event; a station volunteer assists WETA at the Library of Congress National Book Festival.

LEADERSHIP CIRCLE

WETA appreciates the extraordinary generosity of its loyal Leadership Circle donors, whose philanthropic gifts enable WETA to continue the tradition of presenting high-quality programming and providing important community services.

Chairman’s Circle \$100,000+	President’s Circle \$50,000 - \$99,999	Trustee’s Circle \$25,000 - \$49,999	Director’s Circle \$10,000 - \$24,999
Benefactor \$5,000 - \$9,999	Sponsor \$2,500 - \$4,999	Supporter \$1,000 - \$2,499	

Salon Series

The Salon Series offers unique experiences related to WETA Television and Classical WETA programming. In Fiscal Year 2020, generous donors and friends had the opportunity to hear thought-provoking speakers and attend live performances. The events included a conversation with filmmaker Ken Burns about his film *Country Music*; a preview of *College Behind Bars* with director Lynn Novick at the National Press Club; the presentation of the Library of Congress Gershwin Prize for Popular Song to Garth Brooks; and during the pandemic, a virtual discussion about the five-part WETA documentary *Asian Americans*.



Clockwise from left: Garth Brooks: *The Library of Congress Gershwin Prize for Popular Song*; Gianandrea Noseda conducts the National Symphony Orchestra; Vienna State Opera “*Tales of Hoffmann*”; Washington Week Moderator and Managing Editor Robert Costa (second from left) greets guests at a Lawyers Committee reception.

Friends of Classical Music

Through its support of Classical WETA, this dedicated group of Leadership Circle donors helps ensure the vitality of Washington’s premier classical music radio station. These individuals enjoy behind-the-scenes tours, opportunities to meet on-air hosts, and special events tailored to their interest in this genre of music.



Lawyers Committee

A growing affinity group within the Leadership Circle, the Lawyers Committee welcomes attorneys in the Washington region to increase their understanding of the breadth of WETA’s local and national programming. An autumn 2019 reception featured a lively discussion with Robert Costa, moderator and managing editor of *Washington Week* and national political reporter for *The Washington Post*, about the 2020 election and the state of news media today.



PROJECT AND NATIONAL PRODUCTION SUPPORT

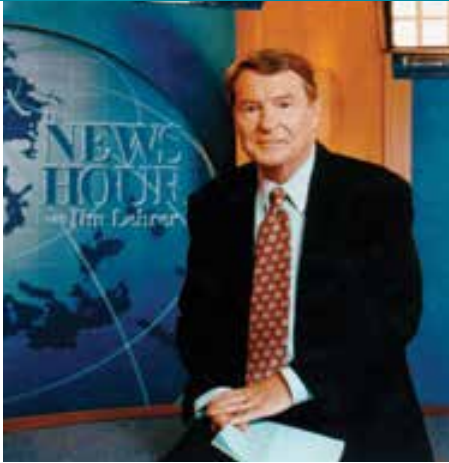


Friends of the NewsHour

Friends of the NewsHour is a group of generous individuals and family foundations that provides philanthropic support ensuring that *PBS NewsHour* has the resources to continue its world-class, award-winning journalism. Friends enjoy special benefits, including text-on-screen broadcast recognition, invitations to regional and virtual events featuring *PBS NewsHour* journalists and producers, and the opportunity to tour the studio and watch a live taping of the program with Anchor and Managing Editor Judy Woodruff (above, at left). WETA is very grateful to the following donors who contributed in Fiscal Year 2020.

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Jim Lehrer Memorial Fund

Honoring the life and work of the *PBS NewsHour* co-founder and longtime anchor who died in January 2020, the Jim Lehrer Memorial Fund continues Jim's legacy at *PBS NewsHour*. Each year, the fund will sponsor Jim Lehrer fellows — aspiring journalists pursuing careers in journalism. Fellowships are awarded to individuals who enhance the diversity of the *PBS NewsHour* staff or to those who are in financial need. The fellows, who are mentored by the *PBS NewsHour* team, gain invaluable hands-on experience.



Gwen Ifill Fund for Journalism Excellence

Honoring the legacy of WETA's beloved friend and colleague, journalist Gwen Ifill, the Gwen Ifill Fund for Journalism Excellence supports innovations for *PBS NewsHour* and *Washington Week*. The Fund provides fellowships and opportunities for emerging journalists from diverse communities to gain hands-on experience mentored by the *Washington Week* and *PBS NewsHour* staff — offering the public broadcasting system a pipeline of promising new talent.



Inkwell Society

Inkwell Society is a group of committed donors who are passionate about the important work of Dr. Henry Louis Gates, Jr., (above, center) in partnership with WETA. They are dedicated to promoting and funding Gates's pipeline of films that examine the rich history of this country and the African American experience. Inkwell Society members support the production of these high-quality, impactful films, as well as accompanying educational outreach materials, digital and social media activities, and community engagement.

Roger Altman and Jurate Kazickas
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The Better Angels Society

The Better Angels Society is composed of individual donors and family foundations whose generosity allows WETA production partner Ken Burns and his colleagues at Florentine Films to continue to produce high-quality documentary films enjoyed by millions of public television viewers nationwide and by special guests at local screening events (pictured). The society's support also expands educational outreach activities, including digital components that introduce current and future generations of Americans to their collective history. WETA thanks the following donors who contributed to the organization through The Better Angels Society in Fiscal Year 2020.

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WETA gratefully honors those individuals who have named WETA as a beneficiary in a will, trust, retirement plan or life insurance policy or through a life income gift that benefits the station in years to come.

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WETA founder
Elizabeth P. Campbell
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Greater Washington community and the nation.

Bequests

WETA greatly acknowledges and remembers these thoughtful donors whose gifts through bequests, trust distributions and retirement plans provided significant support in Fiscal Year 2020 for WETA PBS, WETA UK, Classical WETA, *PBS NewsHour* and *Washington Week*.

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Filmmaker Lynn Novick (right) and guests attend a *College Behind Bars* screening.

LOCAL CORPORATE AND FOUNDATION SUPPORT

Local Corporate Support

WETA wishes to thank the corporate organizations that supported the station’s television, radio and online services, as well as *WETA Magazine* and a variety of local projects during Fiscal Year 2020.

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Local Foundation Support

WETA is grateful for the support of the following foundations, which allowed the station to provide educational services that helped enhance WETA’s local community impact during Fiscal Year 2020. Through television and radio broadcasts, online content, and community engagement programs, WETA served as a local resource for families throughout the region.

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Clockwise from top right: *Grantchester* on *Masterpiece*; *Ken Burns Presents The Gene: An Intimate History*; *The Chaperone* on *Masterpiece*; *Hero Elementary*.



HONORS AND AWARDS



The WETA Board of Trustees Honors Sharon Percy Rockefeller for 30 Years of Leadership

On December 3, 2019, the WETA Board of Trustees paid tribute to President and CEO Sharon Percy Rockefeller for her three decades of service to the organization. Marking the milestone in her ongoing tenure, the board passed a commemorative resolution commending Rockefeller for building WETA into a landmark company of national stature and for redefining the power and possibilities of public media through her extraordinary leadership and dedicated service to the public.



Individual Achievement Sharon Percy Rockefeller

National Medal of Arts (above left)

Yamiche Alcindor

White House Correspondents' Association Aldo Beckman Memorial Award for Overall Excellence in White House Coverage

Stuart Cohen

The White House News Photographers Association Eyes of History Award: Editing, Magazine Feature; First Place – *WETA Arts* "Emil de Cou: NASA and the NSO"

Laura Santhanam

American Psychoanalytic Association: Award for Excellence in Journalism – *PBS NewsHour* "How Detention Causes Long-Term Harm to Children"

WETA Productions, Co-Productions and Projects College Behind Bars

Telly Award: Gold; Television Craft, Directing

Telly Award: Gold; Television, Documentary – Series

Telly Award: Gold; Television, Educational Institution

Telly Award: Gold; Television, Social Impact

Telly Award: Silver; Television Craft, Editing



Colorín Colorado "You Are Welcome Here: Supporting the Social and Emotional Health of Newcomer Immigrants"

National Academy of Television Arts & Sciences Michigan Chapter Emmy Award: Societal Concerns – Program/Special

Telly Award: Silver; Online, Education

Country Music

Telly Award: Gold; Television, Documentary – Series

Telly Award: Gold; Television, History

Western Heritage Award: Documentary

Western Writers of America Spur Award: Documentary

The Gene Explained (For Those Without Microscopes)

Telly Award: Silver; Non-Broadcast, Education

Telly Award: Silver; Online Series/Webseries, Scripted

Reconstruction: America After the Civil War

Alfred I. duPont-Columbia Award: Silver Baton

Start with a Book

Parents' Choice Silver Award: Websites



PBS NewsHour

"How Social Casinos Leverage Facebook User Data to Target Vulnerable Gamblers" – National Headliner Award: Business and Consumer Reporting; Second Place

"Inside Yemen" – Alfred I. duPont-Columbia Award: Silver Baton

"Prime Risk" – National Headliner Award: Investigative Report; Third Place

"Rape, Harassment and Retaliation in the U.S. Forest Service: Women Firefighters Tell Their Stories" – National Academy of Television Arts & Sciences: News & Documentary Emmy Award: Outstanding Investigative Report in a Newscast

"Yemen's Spiraling Hunger Crisis Is a Man-Made Disaster" – National Academy of Television Arts & Sciences: News & Documentary Emmy Award: Outstanding Hard News Feature Story in a Newscast

PBS NewsHour Student Reporting Labs Academy

National Educational Telecommunications Association (NETA) Award: Education – Celebrating Teaching & Learning



HONORING GWEN IFILL

The late *PBS NewsHour* co-anchor and *Washington Week* moderator Gwen Ifill was honored this year by the U.S. Postal Service with a Forever stamp. A dedication ceremony celebrating the release of the stamp took place at a Washington, D.C., church that Ifill attended for years. The stamp is the 43rd in the USPS's "Black Heritage" series, which honors prominent, deceased Black leaders, such as actor and civil rights activist Lena Horne, lawmaker Shirley Chisholm and minister Richard Allen.

Clockwise from top left: WETA President and CEO Sharon Percy Rockefeller; *College Behind Bars*; *Start with a Book*; *PBS NewsHour* White House Correspondent Yamiche Alcindor; *Country Music*; Colorín Colorado.

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The WETA Board of Trustees salutes the WETA staff for its dedication and professionalism during the pandemic, ensuring that WETA continues to serve the Washington, D.C., region and the country with trusted and informative programs and resources that inspire, educate and inform.

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