The national capital area’s flagship public media station created and presented superb television and radio content this year on behalf of audiences in Greater Washington and throughout the country. In pursuit of our mission of service, WETA remained deeply engaged in educating and inspiring Americans of all ages with extraordinary programming — from classical music and arts to news, history, drama and much more — delivered via broadcast and digital platforms.

This year, as Americans sought reliable information and context, our trusted WETA public affairs television productions presented journalism of the highest standard. Audiences valued PBS NewsHour, with Judy Woodruff as solo anchor and managing editor, and Washington Week, moderated by Robert Costa, for reporting and analyzing the news with insight, balance and integrity.

WETA also told stories of our Washington-area community and illuminated important chapters of our collective past, bringing to air locally focused historical and cultural productions such as Bygone DC and, for a national audience, the riveting film The Vietnam War — our latest collaboration with Ken Burns and Lynn Novick.

In this report, we invite you to explore the impressive breadth of WETA’s services to the public. Thank you for your support.

Sincerely,

SHARON PERCY ROCKEFELLER
President & CEO, WETA

TIMOTHY C. COUGHLIN
Chairman, WETA Board of Trustees
NATIONAL PRODUCTIONS

WETA is one of the top-producing stations for public television in the United States, creating more than 350 hours of programming in Fiscal Year 2018. WETA productions encompassed many genres, from incisive news and public affairs series and documentaries spotlighting history and culture to an array of entertaining concerts and engaging lifestyle shows. These programs informed and delighted audiences throughout the country.

PBS NewsHour WEEKNIGHTS
pbs.org/NewsHour | @NewsHour

Millions of Americans each week turn to the award-winning PBS NewsHour to make sense of a complex world and fast-paced news cycle. Judy Woodruff anchors the evening broadcast, working with a team of highly regarded journalists to present original, in-depth, balanced reporting.

In March 2018, Woodruff’s solo anchor role was formalized; she had served as PBS NewsHour’s sole anchor and managing editor since Gwen Ifill’s passing in November 2016. Newly hired correspondents, including Amna Nawaz, Nick Schifrin and Yamiche Alcindor, expanded the team’s roster of veteran journalists. Nawaz is the primary substitute anchor and covers a range of topics. Schifrin, previously a PBS NewsHour special correspondent, is now foreign affairs and defense correspondent. Alcindor is White House correspondent.

PBS NewsHour dedicates time to important stories beyond the daily news cycle — including reports on advancements in science and health, trends in business and education, and newcomers and legends in the arts. The Peabody Award-winning multipart series “Inside Putin’s Russia,” created from seven weeks of reporting in Russia, illuminated Vladimir Putin’s grip on his country and its tense relations with the United States. In March 2018, after months of reporting, FOIA requests and sensitive interviews with sources, PBS NewsHour produced a series about widespread accusations of sexual harassment and abuse in the U.S. Forest Service. Soon afterwards, the Forest Service chief resigned and the agency initiated a major overhaul of its sexual harassment policies. Also this year, PBS NewsHour launched a book club in partnership with The New York Times. “Now Read This” has 60,000 members in its Facebook group and includes broadcast and online components, as well as cross-promotion in The New York Times Book Review.

The public’s appetite for trusted content is demonstrated in PBS NewsHour’s rising viewership.

PBS NewsHour Student Reporting Labs connect students with a network of public broadcasting mentors, an innovative journalism curriculum and an online collaborative space to develop digital media, critical thinking and communication skills while producing original news reports. This year, students covered such stories as March for Our Lives demonstrations and school walk-outs as well as the impact and perceptions of misinformation.

In the 18 months following the 2016 presidential election, PBS NewsHour’s nightly broadcast audience increased 25 percent over the previous 18 months. PBS NewsHour also produces robust news resources for a growing digital audience, with millions of users regularly staying informed with PBS NewsHour content via YouTube, Apple News, Facebook, Twitter and Instagram.

PBS NewsHour embraces a culture of experimentation and innovation and is dedicated to the future of journalism. PBS NewsHour mentors young journalists and gives students opportunities to report from the field as part of the PBS NewsHour Student Reporting Labs, the PBS NewsHour News Assistant program and the Gwen Ifill/PBS NewsHour Journalism Fellowship.
The conversations extended beyond the broadcast with additional discussions available on the series’ website, Costa’s periodic social media reports and the program’s blog — “Robert Costa’s Notebook” — in which the journalist shares insight into his reporting.

This fiscal year, WETA also created nine half-hour special editions. Washington Week Extra aired live on Fridays at 8:30 p.m. ET, focusing on additional topics and extending the Washington Week weekly footprint to a full hour of television on PBS stations.

Washington Week moderator and Washington Post national political reporter Robert Costa leads a group of journalists every Friday night in a robust roundtable discussion of the week’s major national news stories. The program presents a compelling conversation, drawing on Costa’s incisive work at The Washington Post and his enthusiasm for politics, combined with contributions from panelists representing a wide range of respected news organizations.

At a time when the political debate is highly charged and partisanship is rampant, viewers and online users know they can turn to Washington Week for objective, reliable reporting. Every week, Costa and his panel of journalists from print, radio, television and online news organizations share their original reporting and insightful analysis and explain the broader implications of Washington politics and policy on people’s lives.

This critically acclaimed series explores ancestry through genealogy research and DNA testing. Professor Gates, the Alphonse-Fletcher University Professor and Director of the Hutchins Center for African & African American Research at Harvard University, explores the mysteries and revelations hidden in guests’ family trees. In conversations with Gates, 27 of today’s leading artists, politicians, activists, performers and journalists discovered surprising ancestral stories while learning their family histories. Season 4 guests included author Ta-Nehisi Coates, actor Ted Danson, comedian Larry David, filmmaker Ava DuVernay, actress Scarlett Johansson, author and activist Janet Mock, actress Lupita Nyong’o, DJ and producer Questlove, politician Bernie Sanders and comedic performer Amy Schumer. For Fiscal Year 2018, WETA again invited viewers to share family histories via social media.

Finding Your Roots with Henry Louis Gates, Jr.  
SEASON 4, A 10-PART SERIES BEGINNING OCTOBER 3, 2017  
pbs.org/FindingYourRoots | #FindingYourRoots

In Principle  
AN 8-PART SERIES BEGINNING APRIL 13, 2018  
pbs.org/InPrinciple | #InPrincipleOnPBS

This new public affairs series featured co-hosts Michael Gerson, a syndicated Washington Post columnist, frequent contributor to PBS NewsHour and author of the book Heroic Conservatism; and Amy Holmes, a political news commentator formerly of MSNBC and The Blaze TV and Radio Network. Each week, the pair — with guests from across the ideological spectrum in the worlds of politics, policy, the arts and academia — probed the framework of today’s news and political conversations, examining how history, faith and culture influence the larger discussions taking place in the country today. Guests included President George W. Bush, journalist Gretchen Carlson, Microsoft co-founder Bill Gates, governors John Hickenlooper and John Kasich, Bishop TD Jakes, former Mayor of New Orleans Mitch Landrieu and former U.S. Secretary of Defense Donald Rumsfeld.

Finding Your Roots with Henry Louis Gates, Jr.
WETA 2018 ANNUAL REPORT

NATIONAL PRODUCTIONS

Filmmakers Ken Burns and Lynn Novick imparted the epic story of the Vietnam War as never before told on film. The 10-part, 18-hour documentary featured testimony from nearly 80 witnesses, including Americans who fought in the war and others who opposed it, as well as combatants and civilians from North Vietnam and South Vietnam. Ten years in the making, the film brought to life the war and the chaotic epoch it encompassed, including rarely seen, digitally remastered archival footage; photographs by some of the most celebrated photojournalists of the 20th century; historic television broadcasts; evocative home movies; and revelatory audio recordings from inside the Kennedy, Johnson and Nixon administrations.

The film was overwhelmingly well received by audiences and the press alike. George Will wrote in The Washington Post, “The Vietnam War is a masterpiece — and a model for assessing our history.” More than 39 million viewers watched the film, with all 10 episodes streamed 10 million times, a record for a Burns/Novick film. The project also offered a Vietnamese-subtitled version, which was made available in Vietnam and streamed nearly 2 million times there.

Surrounding the themes in The Vietnam War, WETA created a public-engagement initiative aimed at encouraging community participation in a national conversation, a cornerstone of the educational mission undertaken by the decades-long collaboration between Ken Burns, PBS and WETA. With partnerships at both national and local levels, engagement activities took place in every state as well as the U.S. Virgin Islands and Puerto Rico. National outreach partners included The American Library Association, which distributed companion materials for public-library events; The Vietnam Veterans Memorial Fund, which worked with PBS stations to host a traveling version of the Vietnam Veterans Memorial and make photo contributions to their project “The Wall of Faces”; and state humanities councils nationwide, which provided local programming and dialogue facilitation resources. Overall, PBS member stations collaborated with 350 local organizations to create more than 350 community engagement events and activities around the country.

WETA developed an educational initiative and interactive website and created companion teaching materials for the 2017–2018 academic year, featuring educational DVDs, activity packs and supplemental resources. The project offered teacher-training seminars and comprehensive educational packages to thousands of U.S. high schools. The series website provided resources for veterans and their family members as well as information about veterans services, including a 24-hour help line.

The Vietnam War
SEPTEMBER 17–21 & 24–28, 2017
pbs.org/TheVietnamWar
#VietnamWarPBS | #VietnamStoriesPBS

Tony Bennett: The Library of Congress Gershwin Prize for Popular Song

JANUARY 12, 2018
pbs.org/GershwinPrize | #PBSGershwin

Legendary crooner Tony Bennett was this year’s honoree at a crowd-pleasing tribute concert at DAR Constitution Hall, becoming the first "interpretive singer" to receive the Gershwin Prize. Musicians performed songs associated with Bennett throughout his enduring career, honoring the musician and the Great American Songbook. The lineup featured Chris Botti, Michael Bublé, Gloria Estefan, Michael Feinstein, Savion Glover, Josh Groban, Wé McDonald, Brian Stokes Mitchell, Lukas Nelson, Vanessa Williams and 2008 Gershwin Prize honoree Stevie Wonder, with host Bruce Willis and special presenter Wynton Marsalis. The concert’s highlight was a performance by Bennett, who earned a resounding standing ovation. The Gershwin Prize, named in honor of revered composers George and Ira Gershwin, recognizes the profound and positive effect of popular music worldwide.


David Letterman: The Kennedy Center Mark Twain Prize

NOVEMBER 25, 2017
pbs.org/TwainPrize | #PBSTwain

Fireworks lit up the nation’s capital in this annual special, featuring soul men Dan Aykroyd and Jim Belushi of The Blues Brothers; music legends The Beach Boys; singers Chris Blue, Sofia Carson and Mark McGrath; legendary Motown stars The Four Tops; and Tony Award-nominated Hamilton star Phillipa Soo; with the National Symphony Orchestra. The concert included a tribute to men and women in uniform by country music star Trace Adkins and was hosted by actor John Stamos. Broadcast live to a worldwide audience from the West Lawn of the U.S. Capitol, the musical extravaganza was also available through the American Forces Network to American personnel around the world.

A co-production of Capital Concerts and WETA Washington, D.C. Funding provided by The Boeing Company, the National Park Service, the Department of the Army, PBS, and public television viewers. Air travel generously provided by American Airlines.

National Memorial Day Concert

MAY 27, 2018
pbs.org/National-Memorial-Day-Concert | #MemDayPBS

Celebrating the 150th anniversary of Memorial Day, this national tribute to men and women in uniform also commemorated the 70th anniversary of the Women’s Armed Services Integration Act and marked the 50th anniversary of the Battle of Khe Sanh, a fierce fight of the Vietnam War. The program featured retired Army General Colin L. Powell and actors John Corbett, Graham Greene and Mary McCormack, as well as musical performances by Alfie Boe, Cynthia Erivo, Charles Esten, Megan Hilty and Leona Lewis. Award-winning actors Joe Mantegna and Gary Sinise co-hosted the annual special, broadcast live from the West Lawn of the U.S. Capitol and available via the American Forces Network to American personnel serving worldwide.

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

Vermeer, Beyond Time

FEBRUARY 1, 2018

Today, Johannes Vermeer is considered one of the most loved, treasured and well-known artists in the world. This documentary, narrated by Steve Martin, focused on the artwork and family life of Vermeer — the painter from the small city of Delft who lived and worked in the Dutch Golden Age of the 17th century. Vermeer died in penury and obscurity before being rediscovered some 200 years later, earning admiration throughout the world. The film traversed the Dutch Master’s conversion to Catholicism, his artistic contemporaries, and the wider world of the short-lived Dutch Republic. Using digital techniques and dramatic enactments, Vermeer, Beyond Time offered a moving and affecting portrait of this unique genius.

Masters of Genre Painting: Inspiration and Rivalry. "The U.S. broadcast was made possible by The Rice Family Foundation."

A production of Marzenia Production and Soko Moon Pictures for ARTE, RTE and WETA. "Beyond Time was presented in association with the National Gallery of Ireland, The Louvre, Paris; and The National Gallery of Art, Washington — the three venues for the major exhibition "Vermeer and the Masters of Genre Painting: Inspiration and Rivalry." The U.S. broadcast was made possible by The Rice Family Foundation."
The popular travel series transported viewers to unusual and unexpected destinations across the globe, following host-guides as they interacted with local inhabitants and spotlighted engaging local culture, sumptuous cuisine and breathtaking vistas. The charismatic presenters took turns exploring everything from big-city landmarks, such as the Colosseum and the Forum in Rome, to exotic sights in remote areas, like those near Bear Island in the Arctic. Food was the focus of several episodes, ranging from the truffles noir in France to the regional specialties of Bolivia, boats in Egypt, and a fishing trawler along the coast of Norway, among other exciting adventures this year.

For centuries, a rugged and venerated Mexican hilltop has borne witness to the rise and fall of pre-Columbian societies and to the creation and destruction of temples and pyramids. This documentary explored an intriguing theory about whether one of the world’s largest pyramids is buried there. The program investigated one of the few clues that remains today: a 435-year-old map that was carefully redrawn and passed down from generation to generation, depicting what would be one of the largest step-pyramid structures in known history. Scholars, archaeological experts and an elite university panel weighed in about the centuries-old mystery.

This film, about the incredible life story of Mormonism’s founder, was narrated by Academy Award-winning actor Gregory Peck and remastered from an earlier 1999 version with all-new dramatic re-creations and actor Gregory Peck and remastered from an earlier 1999 version with all-new dramatic re-creations and scholarly and religious commentary. Smith’s life and death inspired both impassioned rancor and unflinching reverence. Following his activities across New York, Ohio, Missouri and Illinois, the film’s dramatizations were based on Smith’s own accounts and those of his followers, depicting his life as Mormons believe it happened, with context for and analysis of his decisions. The film illuminated America’s shared history and contemporary topics such as religious liberty, tolerance and personal conviction.

For more than 17 years, television host Samantha Brown has been traversing continents, applying her singular brand of warmth and inclusion along the way. In this series, new to WETA in Fiscal Year 2018, Brown delivered refreshing and enriching travel experiences, encouraging viewers to seek out the emotional soul of a place. From soda fountains in Brooklyn and ancient water towns in Shanghai to Irish communities and coastal Monterey, Brown found the little-known spots and haunts where innovators are creating brand-new experiences. Whether through food and drink, art and design, or culture and adventure, each episode provided a well-curated list of travel attractions.

A schedule of the 2018 WETA national production slate and the financial and production partners is included in the WETA 2018 Annual Report.
In this year’s episodes, Martha Stewart demonstrated how home bakers can create the finest, most delicious desserts from scratch. Season 8 explored the modern baking pantry and ingredients that are fun to try, healthy to eat and more readily available than ever. The scrumptious recipes included farro chocolate-chunk cookies, whole-wheat monkey bread, buttermilk lemon-yogurt cupcakes. Season 9 took on treasured barley biscuits, rhubarb and raspberry rye crisp, and chunk cookies, whole-wheat monkey bread, buttermilk lemon-yogurt cupcakes. Season 10 featured farro chocolate-chunk cookies, whole-wheat monkey bread, buttermilk lemon-yogurt cupcakes.

A teacher at heart, Chef Sara Moulton’s mission has remained the same for decades — to help the home cook serve a tasty dinner each night. Sharing culinary tips, Moulton cooks with fellow chefs, assists viewers via Skype, and travels to food destinations for gastronomic insights. This year, she took to the road to discover how America cooks. She fished for catfish with a farmer in Arkansas; sampled the legendary fried chicken of Martha Lou’s Kitchen in South Carolina; and, back in her home kitchen, learned how to cook striped-bass curry in the Goan style.

The team at America’s Test Kitchen revives and restores classic American heirloom recipes in this cooking series produced at a renovated Vermont farmhouse. Helmed by hosts Julia Collin Davidson and Bridget Lancaster, each episode shares cooking skills and a deep knowledge of food history. The show deconstructs favorite American recipes to reveal the secrets to foolproof cooking at home. Including lost recipes, regional favorites and new classics, Season 10 featured authentic Mississippi mud pie, the classic Latin dish arroz con pollo and delectable grilled bourbon steak.

In this year’s episodes, Martha Stewart demonstrated how home bakers can create the finest, most delicious desserts from scratch. Season 8 explored the modern baking pantry and ingredients that are fun to try, healthy to eat and more readily available than ever. The scrumptious recipes included farro chocolate-chunk cookies, whole-wheat monkey bread, buttermilk lemon-yogurt cupcakes. Season 8 followed her to Oaxaca, where adventures included exploring local markets, traveling to remote villages in search of pre-Hispanic recipes, and cooking with Mexico’s most celebrated chefs. From chocolates and cheeses to moles and mezcal, Jinich tasted her way through the very best of Oaxaca, inspiring recipes such as tasajo torta and pescado agridulce.
WETA TELEVISION

WETA serves the Greater Washington community with a diverse array of television programming. From news and public affairs, performing arts and drama to history, science and children’s series, the station’s offerings appeal to audiences of all ages.

WETA and the Local Community

- WETA is the flagship PBS station in the nation’s capital, offering television programming around the clock on four channels: primary channel WETA TV 26; WETA HD, in high definition; WETA UK, presenting the best in British television; and WETA Kids, committed to providing educational fare for young viewers.

- One of nearly 350 PBS member stations across the country, WETA reaches 2 million viewers in an average week through cable, satellite, streaming and over-the-air transmission. WETA Television signals reach households in Washington, D.C., and in 39 counties and municipalities in Maryland, Virginia and West Virginia.

- The new WETA local series Check, Please! DC, hosted by restaurateur Rose Previte, highlighted the diner’s perspective on the food scene in Maryland, Virginia and Washington, D.C. A panel of citizen reviewers shared their opinions about establishments and cuisines throughout the region.

- A second edition of Neighborhood Eats explored the dining experiences, local people and stories of Adams Morgan, Mount Pleasant, Southwest Washington, Silver Spring, and the Del Ray neighborhood in Alexandria. Celebrating the delicious charms of each area’s vibrant dining scene, the show met the chefs and restaurateurs behind these local businesses.
The documentary film Bygone DC took a walk down memory lane, spotlighting the places that once defined the region’s past and exploring the impact of their legacy through archival footage and original interviews.

Discovering Washington: Through the Lens celebrated the history and beauty of remarkable local sights and landmarks by land, water and air — joining WETA Television’s portfolio of films created exclusively for audiences in Greater Washington.

WETA Arts and WETA Around Town, hosted by Robert Aubry Davis, highlighted the best of the local arts scene. Recent topics included the exhibition “Vermeer and the Masters of Genre Painting: Inspiration and Rivalry” at the National Gallery of Art; and an interview with acclaimed contemporary artist Ai Weiwei on the global refugee crisis, his new documentary film Human Flow, and the collaborative artist project “Ai Weiwei: Trace at Hirshhorn.”

As a companion program to The Vietnam War, the documentary co-directed by Ken Burns and Lynn Novick, the two-part WETA TV 26 production Vietnam in Washington featured a panel of scholars, veterans and civilians who offered their perspectives on how the war shaped the cultural landscape of the national capital area.

Viewers had direct access to WETA programming through a variety of local events. The Vietnam War preview screenings and panel discussions, for example, featured filmmakers, on-camera interviewees, and community members connected to the conflict. Additional activities included a screening and discussion of the documentary Independent Lens: Served Like a Girl, a special event previewing new programming on the WETA UK channel, and participation in the annual EU Open House at the British Embassy.

Local digital activities for The Vietnam War included three micro-documentaries featuring the stories of a former Red Cross nurse, a retired Army medic and a Vietnamese-American writer; an interactive timeline of significant Greater Washington events related to the Vietnam War; and an integrated effort with PBS to collect personal recollections from each neighborhood’s past.

Performance and Drama That Entertains

WETA UK, the nation’s only public media channel devoted to the best in British television programming, presented favorite mystery and comedy television series including new episodes of Midsomer Murders, Father Brown and The Doctor Blake Mysteries. This year, WETA introduced a slate of new titles including Upstart Crow, Maigret and I Want My Wife Back. The Telly Visions blog on weta.org offered weekly episode recaps and posts as a companion to the broadcasts.

Masterpiece premiered Little Women, a new adaptation based on the beloved novel by Louisa May Alcott; and Prime Suspect: Tennison, portraying the early career of one of television’s most iconic detectives, Jane Tennison. Victoria, Poldark and Grantchester returned for additional seasons.

Other highlights in the WETA schedule included a new season of the popular series Call the Midwife, a Last Tango in Holifield holiday special, and a new 20th-anniversary rendition of a groundbreaking hip-hop artist’s seminal debut album in Nas Live from the Kennedy Center: Classical Hip-Hop, performed with the National Symphony Orchestra.

Community-focused digital projects on weta.org included new articles on the Boundary Stones blog, which brought a local perspective to notable historic events. This year, the blog also launched an interactive “Historical D.C. Metro Map,” reimagining station names of the second-busiest rail system in the United States, inspired by significant vignettes from each neighborhood’s past.
Programs That Engage and Inform

PBS NewsHour and Washington Week, each produced by WETA, provided comprehensive news reports and analysis, while the new limited public affairs series In Principle invited thought leaders from across the ideological spectrum to examine the framework of today’s news and political conversations.

The award-winning series Frontline presented in-depth investigations, exploring key political figures both abroad and at home, the little-known story of the only U.S. bank prosecuted after the financial crisis, and other complex stories shaping our times.

Science documentaries captured viewers’ imaginations, as Nature spotlighted never-before-seen behavior via cameras worn by the animals themselves in Animals with Cameras, and Nova explored the traditional art of origami folding as a powerful tool to explore the limits of science.

Celebrating the cultural diversity and heritage of the Greater Washington community, WETA presented special-interest programming throughout the year, from the Independent Lens film Tell Them We Are Rising: The Story of Black Colleges and Universities to The Chinese Exclusion Act from American Experience and an encore presentation of the Peabody Award-winning WETA co-production Latino Americans.

In Service to Children

In Fiscal Year 2018, WETA presented an impressive lineup of children’s programming each weekday morning on WETA TV 26 and around the clock on the WETA Kids channel, providing a haven for young viewers and a trusted destination for parents, grandparents and other caregivers.

New offerings this year were the creative arts-focused Pinkalicious & Peterprijc, following the adventures of an imaginative girl and her younger brother; and the hour-long special Odd Squad: World Turned Odd, featuring agents Oona, Olympia and Otis as they embark on a mission across time, using math skills and teamwork.

Cementing connections with the local community, WETA participated in events throughout the year, including STEM-skill learning at the National Building Museum’s Discover Engineering Family Day; EdFEST, Washington’s annual public school fair; and the Prince George’s County Tots to Teens Expo.

In partnership with the YMCA Power Scholars Academy, WETA hosted the “Odd Squad: Be the Agent Camp,” where rising second-grade students engaged in games and crafts to solve a series of odd cases using math, science and critical-thinking skills.

The annual WETA Kids Writers Contest received more than 400 submissions from K-3rd grade students, with the most entries of any school originating from Campbell Elementary School, the namesake of WETA founder Elizabeth P. Campbell. Students were asked to write an original short story, poem, or piece of non-fiction starting with: “I walked out into my neighborhood and...”

The WETA Kids Ready To Learn project presented workshops on how to use children’s television programs to enhance literacy skills and prepare children for success in school. Conducted in English and Spanish for parents and childcare providers, this year’s 73 workshops benefited more than 2,400 children.

The Where Literacy Begins initiative, focusing on the milestones of early learning and how best to nurture reading comprehension and young children’s development, provided tools and techniques for parents and other caregivers of children from birth to three years of age. WETA offered 31 workshops throughout the community this year.
Musical Inspiration

- One of the most-listened-to classical music radio stations in the country, Classical WETA 90.9 FM highlights performances from distinguished venues throughout the region and the world, as well as an extensive in-house library of recordings.

- In Fiscal Year 2018, Classical WETA reached a weekly audience of more than 430,000 listeners on-air — via WETA 90.9 FM in Washington, D.C.; WGMS 89.1 FM in Hagerstown, Maryland; and WETA 88.9 FM in Frederick, Maryland — and streaming via the Classical WETA app and online at classicalweta.org.

- This year brought changes to the announcer lineup, with Linda Carducci moving into a new role as weekday morning host and John Banther now sharing weekday evening on-air duties with James Jacobs. The superb team of presenters also includes Bill Bukowski, Nicole Lacroix, Chip Brienza, Rich Kleinfeldt, Trey Graham and Jay Roberts, who collectively provide a singular classical music experience around the clock.

- Classical WETA presented a special concert recorded at Washington National Cathedral: Ireland’s Poet-Patriots: A Musical History by composer Richard B. Evans, chronicling the epic story of Ireland’s struggle for nationhood through contemporary and traditional music and the words of the country’s greatest writers.

Classical for Washington

- Community engagement continues to be an important aspect of Classical WETA. Activities this year included on-air host appearances at venues throughout the region, such as George Mason University’s Center for the Arts, Wolf Trap and Folger Shakespeare Library.

- Classical WETA presented baroque programs that were in-concert auditions of the five candidates for the position of artistic director of the Washington Bach Consort. Each candidate was featured in audio interviews with Classical WETA hosts as part of the station’s online Classical Conversations series.

- In addition to providing a stream of Classical WETA radio broadcasts in Fiscal Year 2018, classicalweta.org presented features such as “Test Your Classical Music IQ,” “What’s Your Classical Composer Personality?” and the annual Classical WETA 90.9 FM Classical Countdown.

A Gift of Song

- Throughout the year, Classical WETA featured the world’s greatest vocal talents. The program Choral Showcase and the all-vocal station VivaLaVoce presented a variety of artists and ensembles in Greater Washington and beyond, offering vocal, choral and operatic performances. Classical WETA Opera House broadcast the latest season of the Metropolitan Opera, with performances of Verdi’s Luisa Miller, featuring Pállíco Domingo, and an English-language version of Mozart’s The Magic Flute.

- Select Wolf Trap Opera performances aired on Classical WETA Opera House. Productions from the recent season included a modern retelling of the Italian folk tale Bastianello; and the Philip Glass/Robert Moran opera The Juniper Tree, based on the Brothers Grimm fairy tale.

Clockwise from bottom left: Music Director Gianandrea Noseda conducts the National Symphony Orchestra; Front Row Washington features performances by top local musicians and ensembles, including the Calidore String Quartet, Washington National Cathedral is the backdrop to Ireland’s Poet-Patriots: A Musical History with conductor Scott Tucker; Classical WETA Opera House spotlights Wolf Trap Opera’s production of Rossini’s The Touchstone.
LEARNING MEDIA

WETA Learning Media empowers a growing community of parents, educators and others with the tools they need to help those in their care succeed in the classroom and beyond. These web-based projects served 18.2 million unique users in Fiscal Year 2018 and brought together more than 403,000 followers on social media.

Supportive Services to Help Students Learn and Grow

■ Colorín Colorado, the award-winning collection of bilingual, research-based resources for supporting English language learners, concentrated its efforts in Fiscal Year 2018 on timely issues facing schools today. A record number of users visited ColorínColorado.org to access the robust set of new tools that focused on the educational and social-emotional well-being of students from immigrant families. Thousands of users also participated in a series of Facebook Live events — featuring Greater Washington-based education experts — that fostered valuable dialogue supplemented by additional assets on the site.

■ AdLit.org and LD OnLine aided students of all ages in overcoming their struggles to become more successful readers and writers. This year, in service to parents and teachers aiming to help readers reach their full potential, these sites featured new book lists; advice from experts; and strategies for understanding the impact that learning disabilities and ADHD have on reading success.

Creative Strategies to Expand Literacy Skills

■ Reading Rockets expanded its efforts to boost young readers’ literacy skills through a series of partnerships and programs in Fiscal Year 2018. A set of video interviews with notable authors, including Diary of a Wimpy Kid creator Jeff Kinney and National Ambassador for Young People’s Literature Gene Yang; a new section devoted to assistive technology; and a series of practical, inclusive classroom strategies for teaching children on the autism spectrum contributed to yet another year of record audiences using the resources available on ReadingRockets.org.

■ Start with a Book developed a new summer science curriculum, River Rangers, to cultivate kids’ curiosity and creativity through exploration of rivers and water conservation. An extended Washington-area edition of the River Rangers toolkit provided local parents and teachers with in-person trainings and customized activities that incorporate the Potomac and Anacostia rivers into summer learning adventures. The program also provided timely text message tips in both English and Spanish for parents to help their children keep reading and exploring during summer.

Resources for People with Brain Injury or PTSD

■ The August 2017 re-launch of BrainLine.org gave users easier access to the site’s extensive resources for treating and living with brain injury and post-traumatic stress disorder (PTSD). Now optimized for mobile browsing, BrainLine is serving more than 300,000 unique visitors each month and in Fiscal Year 2018 garnered more than 2.3 million video views on topics ranging from symptoms management and caregiving to military blast injuries. Expanded resource directories guided users to state-by-state civilian and military services; and new bloggers shared their experiences, triumphs and challenges, and insights into recovering from and living with brain injuries.

AdLit.org has been funded by the National Writing Project, the Ann B. and Thomas L. Friedman Family Foundation and Carnegie Corporation of New York, with generous support from the Poses Family Foundation. BrainLine is funded by the Bob Woodruff Foundation; the Model Systems Knowledge Translation Center; the American Legion Child Welfare Foundation, Inc.; and the Center on Brain, Injury Research and Training (CBIRT).

Colorín Colorado is funded by founding partner, the American Federation of Teachers, AFSCME, 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, with additional support from FH 360 and the Center on Technology and Disability. Start with a Book is funded by the Park Foundation.
HONORS AND AWARDS

Gwen Ifill (In Memoriam)
Arizona State University Walter Cronkite School of Journalism and Mass Communication; Walter Cronkite Award for Excellence in Journalism
Larry Foster Award for Excellence in Public Relations and Journalism

WETA Productions, Co-Productions and Projects

Bygone DC
National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Editor — Program (Non-News)

A Capitol Fourth
New York Festivals International TV & Film Awards: Entertainment Special; Bronze World Medal

Jackie Robinson
Clarion Award; Television Documentary Program — National

National Memorial Day Concert
New York Festivals International TV & Film Awards: Entertainment Special; Silver World Medal

Pati’s Mexican Table
James Beard Foundation Broadcast Media Award: Outstanding Personality/Host: Pati Jinich

PBS NewsHour
*The End of AIDS?” — The National Academies of Sciences, Engineering, and Medicine: Communication Award; Film/Video
*The End of AIDS?” — National Academy of Television Arts & Sciences, Emmy Award; National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Military — Program Feature/Segment

“Fighting ISIS” — CINE Golden Eagle Award for Professional Media: Nonfiction Content — Series/Miniseries

“How Moss Revealed an Undetected Air Pollution Threat in Portland” — AAAS Kavli Science Journalism Silver Award: Television Spot News/Feature Reporting

“Inside Putin’s Russia” — Peabody Award

“These Robots Are Helping Answer a Huge Unknown About Young Marine Life” — AAAS Kavli Science Journalism Silver Award: Television Spot News/Feature Reporting

“Why a Kenyan Island May Teach the World How to Beat AIDS” — American Society of Tropical Medicine and Hygiene: Communications Award

James Beard Foundation Broadcast Media Award: Television Segment

Webby People’s Voice Award: News & Politics Website

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Military — Program Feature/Segment

*“These Robots Are Helping Answer a Huge Unknown About Young Marine Life” — National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Military — Program Feature/Segment

Turner ed the facility has robust fiber-optic and satellite connectivity along with experienced technical and engineering staffs.

Looking ahead to a bright future in television production, WETA started construction and deployment of a new Washington Week that went live in July 2018.
WETA FINANCIAL REPORT
FOR FISCAL YEAR 2018

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 television and radio programming as well as digital content and educational services beyond broadcast.

Generous contributions from individuals, corporations and foundations — coupled with disciplined and cost-effective financial management — resulted in a solid financial performance in Fiscal Year 2018 (July 1, 2017 – June 30, 2018). This valuable support, plus community service grants from the Corporation for Public Broadcasting, provided the essential funds that gave WETA the means to serve the community and produce high-quality programming for public television audiences nationwide. With total Fiscal Year 2018 income of more than $115 million, WETA closed the year with a 2 percent positive margin in operating income. This strong financial performance allowed WETA to achieve a number of notable operational and programming accomplishments this year.

Local Broadcasting Operations

WETA depends on broad-based local support to fulfill its community-service mission. In Fiscal Year 2018, contributions from individuals provided more than 63 percent of the funding for local broadcasting operations, which include WETA Television’s four channels — WETA TV 26, WETA HD, WETA UK and WETA Kids; Classical WETA 90.9 FM; weta.org; and WETA Learning Media. Individual contributions, along with support from area foundations and organizations, provided the resources that power local broadcasting operations and allow WETA to deliver educational resources and outreach services to the Greater Washington community.

National Television Production

National television productions are significant financial contributors to the station’s operations and its outreach and education initiatives. The slate of documentaries created for national audiences in Fiscal Year 2018 included The Vietnam War, from filmmakers and longtime WETA collaborators Ken Burns and Lynn Novick, and Season 4 of Finding Your Roots with Henry Louis Gates, Jr. WETA also produced performance programs such as David Letterman: The Kennedy Center Mark Twain Prize and Tony Bennett: The Library of Congress Gershwin Prize for Popular Song. WETA’s core news and public affairs programs, PBS NewsHour and Washington Week, continued to provide important news and information for the PBS national primetime schedule.

Operating Expenses

More than 86 percent of every dollar that WETA raises goes to pay for radio, television and digital operations, including educational and community outreach services. The remaining expenses are used to develop and steward donations and to build and maintain the infrastructure that will enable WETA to continue to serve the Greater Washington region 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 to the community.
MEMBER SUPPORT AND COMMUNITY EFFORTS

More than 125,000 loyal WETA members support the station’s local television and radio operations as well as programming services, educational activities and community events. A strong WETA member base remains critical to the station’s ongoing mission to provide these services to the public.

WETA members value the station’s exceptional television, radio and online content as well as the learning initiatives and cultural offerings that WETA presents on behalf of the community. The station has served Greater Washington for more than half a century — appealing to people of all ages from all neighborhoods, with a variety of interests.

In Fiscal Year 2018, individual contributions constituted nearly $22 million, accounting for 63 percent of the station’s local operating budget. One-third of the WETA membership has pledged support as monthly sustaining members, ensuring a consistent foundation for the financial health of WETA Television and Classical WETA 90.9 FM. Streaming access through WETA Passport has also grown popular with members, as the service garnered 670,000 member views of public television program favorites via computers, tablets, smartphones and TV streaming devices.

Providing deeper insight into the station’s programming, WETA offers members access to unique event opportunities that both enlighten and entertain. In this fiscal year, these special occasions included a screening and discussion for the Ken Burns and Lynn Novick film The Vietnam War and a sneak peek at new programming on the popular WETA UK channel.

Volunteering at WETA

The efforts of dedicated volunteers further the success of WETA’s operations in Greater Washington. Volunteers assist station staff in community initiatives that include answering phones during pledge drives, making thank-you calls to new members, taking on special office projects and participating in local events and on-site promotions. More than 100 volunteers contributed nearly 3,500 hours of their time to WETA throughout Fiscal Year 2018, a generous show of dedication and commitment to the organization and its mission of public service.

WETA Community Advisory Council

Meetings of the WETA Community Advisory Council occur twice each fiscal year to assist WETA in forming deeper relationships with the Greater Washington community. The council is composed of members of local organizations that represent the station’s broadcast area population, which resides largely in the District of Columbia, Maryland and Virginia.

The expertise of the council covers a range of interests and specialties, including literacy, education, arts, culture, history, and underserved populations. The council advises the WETA Board of Trustees with respect to programming and other policies to ensure that the station continues to serve the community’s educational and cultural needs.

Council members are Loren Allan Smith (chairman), U.S. Court of Federal Claims; Dr. Leonard L. Hamlin, Sr. (vice chairman), Washington National Cathedral; Vivian Yao (vice chairman), Montgomery County Council; Laurie Albert, Jewish Community Center of Northern Virginia; Jeanie Collins Carr, Black Student Fund; Stephanie Cheng, Chinatown Community Cultural Center; Rev. Leslie Copeland-Tune, D.C. Baptist Convention; Mario Garcia Durham, The Association of Performing Arts Presenters; Ruby Lopez Harper, Americans for the Arts; Col. Winston McDonald Haythe, USA (Ret.), The George Washington University Law School; 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, National Council of Negro Women; Lance Shapiro, Georgetown University law student; Dr. Alfred O. Taylor, Jr., Nauck Civic Association; Katherine Wood, Public Diplomacy Council; and Wuiping Yap, Asia Heritage Foundation.

Opposite page and above: Throughout the year, WETA members and volunteers enjoyed a variety of station activities, including attending a screening and panel discussion for The Vietnam War, participating in pledge drives, receiving the monthly WETA Magazine and attending community events.
WETA appreciates the generosity of its loyal Leadership Circle donors, whose annual philanthropic gifts enable WETA to continue its tradition of providing high-quality programming and important community services.

**LEADERSHIP CIRCLE**

**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

**Leadership Circle Salon Series**

The Salon Series offers unique experiences related to the programming on WETA Television and Classical WETA 90.9 FM. In Fiscal Year 2018, generous donors had the opportunity to hear thought-provoking speakers and attend live local performances. The events included “Tips & Tricks” from Bridget Lancaster and Julia Collin Davison of *America’s Test Kitchen*, the presentation at DAR Constitution Hall of the Library of Congress Gershwin Prize for Popular Song to Tony Bennett, and a tea and discussion of *PBS NewsHour* coverage of the arts with senior correspondent and chief arts correspondent Jeffrey Brown at the home of WETA President and CEO Sharon Percy Rockefeller.

**Leadership Circle Friends of Classical Music**

This dedicated group, supporting Classical WETA with annual gifts of $1,000 or more, ensures the vitality of Washington’s premier classical music radio station. Donors enjoy behind-the-scenes tours of the station, opportunities to meet on-air hosts, and invitations to private recitals — including one this year by pianist Yuliya Gorenman at the Cosmos Club in Washington, D.C.
WETA gratefully honors those individuals who have named the organization 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.

Elizabeth P. Campbell

WETA founder Elizabeth P. Campbell championed free, high-quality education for all citizens, and her vision helped establish WETA as one of the region’s most valued and essential institutions. Through her bequest, Mrs. Campbell laid the groundwork to ensure that WETA would always be an integral part of the educational and cultural life of the Greater Washington community and the nation.
WETA is grateful for the support of the following foundations, which allowed the station to provide a wealth of local services during Fiscal Year 2018. Through television and radio broadcasts, online resources and community-engagement programs — many targeted to children and families — WETA served households across the region.

The Morris and Gwendolyn Cafritz Foundation
Eugene B. Casey Foundation
The Dallas Morse Coors Foundation for the Performing Arts
Marshall B. Coyne Foundation
Delman Mortonson Charitable Foundation
Dimick Foundation
The Max and Victoria Dreyfus Foundation, Inc.
The Richard Eaton Foundation

The Robert M. Fisher Memorial Foundation, Inc. — A Foundation of John G. and Joan R. Gossnell Foundation
The Jacob and Charlotte Lehrman Foundation
The Maple Tree Fund
The J. Willard and Alice S. Marriott Foundation
Richard E. and Nancy P. Marriott Foundation
MAXIMUS Foundation

The Meredith Foundation
Claus Moors Charitable Foundation
New York Community Trust
Park Foundation
The Phase Foundation
PNC Foundation
Prince Charitable Trusts
Nora Roberts Foundation
The Scheidel Foundation
SCHF Management, L.P.
Seely Foundation
Eugene M. Sullivan, M.D. Foundation
Wallace Genetic Foundation
The Yuen Foundation
One anonymous foundation

The Better Angels Society

The Better Angels Society is composed of individual donors and family foundations whose generosity allows WETA production partner Ken Burns (pictured) to continue to produce documentary films enjoyed by millions of public television viewers nationwide. The society’s support also expands educational outreach activities, including dynamic web components that introduce current and future generations of Americans to their collective history. WETA thanks the following donors who contributed to WETA through The Better Angels Society in Fiscal Year 2018.

Gichriki and Amy Berg
Bhavnik Family Foundation
David Ronderman
Gary & Nancy Chartrand
Linda and Bob Davis
John & Catherine Deha
Alan & Marcia Docter
East Lake Community Foundation
Jessica & John Fullerton
Robert & Beverly Gruppene
John Kissick

David and Susan Kreisman
Bonnie and Tim McClooke
Marc & Leslie McQuown
New York Community Trust
The Piel Foundation
Mindys Shearer-Piel
Schwartz/Reisman Foundation
Robertson Foundation
Fred and Donna Siegel
Stephen & Barbara Slaggie
Michelle Smith

The Better Angels Society in Fiscal Year 2018.

Friends of the NewsHour

Friends of the NewsHour is a group of 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 events featuring PBS NewsHour journalists and producers, and the opportunity to tour the broadcast studio and watch a live taping of the program. WETA is very grateful to the following donors who contributed generously in Fiscal Year 2018.

Paul and Kathy Anderson
Jocelyn Baurer
Bedford Falls Foundation, Joanne and Bill Conway
Georgette Bennett and Leonard Polonsky
John and Louise Bryson
David Crane and Jeff Wells
Deerbrook Charitable Trust
desjardins/Blachman Fund
Consuelo Duroc-Danner
Elizabeth and Irvine Flinn

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 during a time when journalism and media are evolving and the way people access information is transforming. 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.
LOCAL UNDERWRITING

WETA wishes to thank the corporate organizations that supported WETA Television, Classical WETA 90.9 FM, WETA Magazine, weta.org and local projects during Fiscal Year 2018.

20th Century Fox
A24 Films
Acorn Media Group, Inc.
Alexandra Symphony Orchestra
Amazing Kay Fong @ Ticonderoga
American Congress of Rehabilitation Medicine
American Guild of Organists
American-Turkish Association of Washington – ATADC
Apollo Orchestra
Armed Forces Benefit Association (AFBA)
The Art League
Association of the United States Army
Attia Glaz Concert Productions
Bach Choir of Bethlehem
Baltimore Symphony Orchestra
at Strathmore
BB&T
Bobolink Records
The Boeing Company
British Embassy
Cantate Chamber Singers
Capital Art Fair
Cathedral Choral Society
Catholic Charities USA
Center for the Arts at George Mason University
Children’s Chorus of Washington
China Performing Arts Agency (CPAA)
The Choral Arts Society of Washington
The Chorus Foundation
Clarice Smith Performing Arts Center at the University of Maryland
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The Current Newspapers
CVS
Daniel Tigar’s Neighborhood LIVE Dances Concert Series
DC Commission on the Arts and Humanities
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Doctors Without Borders
Edlavitch DCJCC
The Embassy Series
The Episcopal Church of the Redeemer
Fahim Dafa Association of Washington, DC
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GEICO
The Georgetown Concert Series
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The Hyton Performing Arts Center
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International Conference on Oriental Carpets
The International School of Music
Jenner & Block LLP
The John F. Kennedy Center for the Performing Arts
Johns Hopkins Kimmel Cancer Center
Johns Hopkins Medicine – A Woman’s Journey
The Kreger Museum
Legacy Recordings
Levine School of Music
Live Nation
LogMeIn, Inc.
Manassas Ballet Theatre
Marine Corps Heritage Foundation
Mayor’s Office on Asian and Pacific Islander Affairs – DC.gov
Middleburg Concert Foundation
National Archives Foundation
National Chamber Ensemble
National Children’s Chorus
National Gallery of Art
The National Lutheran Choir
National Philharmonic
Opera Lafayette
Opera Philadelphia
Pharmaceutical Research and Manufacturers of America, PhRMA
Quatt Associates, Inc.
The Reston Choral
Rockville Bach Academy
Sidney’s Music & Entertainment
Sightline Media Group
Smithsonian Institution – Freer Gallery of Art and Arthur M. Sackler Gallery
Smithsonian Institution – National Air & Space Museum
Smithsonian Institution – National Portrait Gallery
Sony Pictures Classics
St. Jude Medical Foundation
St. Martin’s Press
Strathmore
Trafalgar Releasing Ltd
UMBC – University of Maryland, Baltimore County
United States Army – Military District of Washington
United States Army Band “Pershing’s Own”
UnitedHealth Group
“Pershing’s Own”
University of Maryland, College Park
Vaneece Music Group
Walt Disney Pictures, Inc.
Washington Bach Consort
Washington Balalaika Society
The Washington Ballet
Washington Choral Society
Washington Conservatory of Music
Washington Master Choral
Washington National Cathedral
Washington Revels
Waterford Concert Series
Wintergreen Performing Arts
Wolf Trap Foundation for the Performing Arts
Young Concert Artists, Inc.

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WETA TV 26
26.1 Over the Air Via Antenna
Comcast 26
Cox 800
DirecTV 26, 26-1
Dish 820
Fios 26
RCN 26

WETA HD
26.1 Over the Air Via Antenna
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Cox 800
DirecTV 26, 26-1
Dish 820
Fios 516
RCN 63

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RCN 58

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