

**WETA**

# Report to the Community

PUBLIC BROADCASTING FOR GREATER WASHINGTON  
FISCAL YEAR 2023 • JULY 1, 2022 – JUNE 30, 2023

The WETA logo is displayed in white, bold, sans-serif capital letters. A red swoosh underline is positioned beneath the letters 'E', 'T', and 'A'. The logo is set against a background of blue and white watercolor-style splatters.

**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.



**Dear Friends,**

WETA — the premier public media station in the Washington, D.C. area — produces and presents content of consequence across our broadcast and digital platforms, serving the nation and our community with trusted journalism, riveting explorations of America's history, engaging local stories, inspiring arts, and much more.

This past year saw the pace of innovation quicken at WETA as we reached people in new ways and on additional platforms, making our content even more accessible. Preparing for the future, we continued to build out our new state-of-the-art production studios and renovate our headquarters. We are looking forward to celebrating the new facility's opening in 2024.

During this eventful year, WETA furthered its longstanding commitment to the creation of outstanding news reports, on the air and online, on behalf of the public. With a new roster of accomplished journalists helping our marquee public affairs programs *PBS NewsHour*, *PBS News Weekend* and *Washington Week with The Atlantic*, WETA keeps the nation informed, analyzes issues and contextualizes events.

We continue to tell the diverse stories of our nation, collaborating with our distinguished partners Ken Burns and Prof. Henry Louis Gates, Jr., and other acclaimed filmmakers, to illuminate Americans' shared experience. We take pride in spotlighting our local community via series that honor the people, places and culture of the national capital area. And we celebrate vibrant classical music, arts and performance through a wide array of productions and programming.

WETA remains a cherished institution — an indispensable presence in the media landscape of Greater Washington and the nation. We invite you to discover all that we do to promote lifelong learning as we create and present educational content and resources. As we look to the future, we are very grateful for the ongoing support that makes possible our many vital services to the public.

Sincerely,

A handwritten signature in black ink that reads "Sharon Percy Rockefeller".

SHARON PERCY ROCKEFELLER  
President and Chief Executive Officer

A handwritten signature in black ink that reads "Timothy C. Coughlin".

TIMOTHY C. COUGHLIN  
Chairman, WETA Board of Trustees

# Essential Stories Beyond the Headlines



Each day, millions of Americans turn to *PBS NewsHour* — a reflection of its unwavering commitment to journalistic excellence. The primary daily, breaking and special news producer for PBS and its member stations, the *NewsHour* presents insightful analysis, field reports from around the world, and live studio interviews and discussions.



## PBS NewsHour: Trusted, Respected Journalism

- *PBS NewsHour* sets the standard in news coverage across broadcast, digital and social platforms. Amna Nawaz and Geoff Bennett co-anchor the nightly newscast, delivering solid and reliable reporting on public television's premier news program. Weekday national correspondent John Yang serves as the anchor for *PBS News Weekend*.
- In the past year, the award-winning *NewsHour* team covered the 2022 midterm elections, the war in Ukraine, and the country's gun violence epidemic, among other big stories. Extensive reports delved into topics that included the new Congress and the battle for the House speakership, the global climate crisis, and a slate of unprecedented federal investigations.
- Premiering in 2023 was the special series *America at a Crossroads with Judy Woodruff* — hosted by the former *NewsHour* anchor and managing editor — which offers nuanced explorations of the nation's divisions.

## Digital Content: Expansion and Innovation

- *NewsHour* Productions is investing in expanding its reach strategically. Across digital platforms this fiscal year, *NewsHour's* Communities Initiative reporters captured local views of national political issues, illuminating the issues that motivated citizens to vote in the 2022 elections.
- The year also marked the launch of *Reporting with Numbers Guide*, a product of years of collaborative research between *NewsHour* and Knology, a social sciences nonprofit. This open resource for journalists explores how to use numbers most effectively to report on stories about polling, climate, economics, health, medicine and more.
- Each month, *PBS NewsHour* online content engages more than 37 million people across platforms. *NewsHour's* reach has expanded to meet shifting trends, establishing a strong presence on TikTok, Instagram and YouTube — with continuous growth and a record 53 million average monthly video views across the web.

## Special Coverage: Insights That Matter

- In an intensely covered news year, *NewsHour* delved deeply into the political consequences of the midterm elections, Supreme Court rulings, the debt deal, and President Joe Biden's State of the Union address. *Vote 2022: Election Night Special* provided live updates and insights from a panel of campaign strategists and political analysts, including *NewsHour's* Capitol Hill correspondent Lisa Desjardins and White House correspondent Laura Barrón-López.
- In February, Judy Woodruff conducted an exclusive interview with President Biden, covering critical topics such as the economy, relations with China, and the upcoming political season. *The End of Roe: A PBS NewsHour Special Report* aired following the historic Supreme Court decision overturning 50 years of the constitutional right to abortion. Experts explored the legal activism leading to the court's decision, what it means that abortion regulation has now shifted to the states, and what comes next.
- As mass shootings continue to grip the nation, *NewsHour* provided Peabody Award-winning coverage of the gun violence epidemic. The series *Guns in America* sheds light on this uniquely American problem, putting the devastating news in historical and policy contexts, while centering the stories on individuals and communities affected by guns. The *NewsHour* primetime special *Ricochet: An American Trauma* aired in October and explored the three most common forms of gun violence: suicide, homicide and mass shootings. *NewsHour* also followed closely the shifts in U.S. immigration policy and the new realities after the end of Title 42 pandemic restrictions, and harnessed personal stories through *Brief but Spectacular* video shorts that profile inspiring people.

- *NewsHour* received a duPont-Columbia award for its extensive coverage of the war in Ukraine and the aftermath of the Taliban's takeover of Afghanistan. The recognition attests to the news operation's journalistic commitment to telling the stories beyond the headlines, focusing on the human impact of crises. *NewsHour's* on-the-ground reporting, from India to Haiti and around the world, is distinctive in prioritizing the plight of people living in these areas.

## For Students: Empowering the Next Generation

- PBS *NewsHour* Student Reporting Labs (SRL) is a hands-on journalism training program that connects young people with real-world experiences and educators with resources and community. Award-winning instruction tools and education opportunities include the SRL Student Academy, SRL Teacher Workshop, and Gwen Ifill Legacy Fellowships. In Fiscal Year 2023, more than 5,000 educators used Story Maker, the SRL learning platform. The first-ever Student Advisory Team designed social media initiatives and new prompts, and TikTok school takeovers went into student broadcast studios and introduced rising student journalism stars.
- SRL launched its first nationwide Student Journalism Challenge; produced the election special *We the Young People: Moments of Truth* for national PBS audiences; and delivered the third season of the teen mental health podcast *On Our Minds*, a 2022 recipient of the Edward R. Murrow Award for best podcast. A new SRL five-year strategic plan outlines the path to nationwide expansion, a strong alumni network, and a diverse and creative community of practice in media and journalism education.

[pbs.org/newshour](https://pbs.org/newshour) | F/I/X: @NewsHour, YT: pbsnewshour, TT: pbsnews | [studentreportinglabs.org](https://studentreportinglabs.org) | @ReportingLabs

A production of *NewsHour* Productions LLC, a wholly owned nonprofit subsidiary of WETA Washington, D.C. Major corporate funding provided by BDO, BNSF, Consumer Cellular, Cunard Cruises, and Raymond James, with additional support from the Carnegie Corporation of New York, Ford Foundation, the Gordon and Betty Moore Foundation, the John D. and Catherine T. MacArthur Foundation, The Kendeda Fund, the John S. and James L. Knight Foundation, the Andrew W. Mellon Foundation, the National Science Foundation, the Skoll Foundation, the Walton Family Foundation, the William and Flora Hewlett Foundation, Friends of the NewsHour, the Corporation for Public Broadcasting, PBS, and others. *Judy Woodruff Presents: America at a Crossroads* funding provided by Jim and Nancy Bildner, Mary Graham, Roger Sant, Alison Blair Taylor, Dr. Carl A. and Susan Hinko Batlin, FJC-A Foundation for Philanthropic Funds, Ann B. and Thomas L. Friedman Charitable Fund, Anne Kelleher and Ray Boedecker, Donna and Mack McLarty, Sunrise Foundation, Kettering Foundation, The Opportunity Fund, Pritzker Traubert Foundation, and Omidyar Network. Major support for Student Reporting Labs provided by the Corporation for Public Broadcasting, the National Science Foundation, the John D. and Catherine T. MacArthur Foundation, the Frieda Berlinski Foundation, the Charles Stewart Mott Foundation, the National Institutes of Health Science Education Partnership Award, and the Ewing Marion Kauffman Foundation.

# Illuminating the Nation's Stories

**W**ETA plays a vital role in reaching audiences through exceptional television and digital programming, community engagement campaigns, and educational materials to spur conversations about history, civic life, lived experiences, and the many diverse stories of America. As the second-largest producer for the PBS system, WETA creates and distributes content that delights and informs people from coast to coast.



## The U.S. and the Holocaust

SEPTEMBER 18, 20 & 21, 2022

This powerful documentary explores America's response to one of the greatest humanitarian crises in history, from the first signs of persecution of the Jews in Germany in the 1930s to the liberation of the death camps in 1945. The three-part film — directed and produced by Ken Burns, Lynn Novick and Sarah Botstein — details the rise of Hitler and Nazism in Germany in the context of global antisemitism and racism, the eugenics movement in the United States, and race laws in the American South. To help engage audiences, the filmmakers embarked on an international tour that included appearances at The World Jewish Congress and the United Nations, as well as at two public events in Washington, D.C. WETA partnered with the United States Holocaust Memorial Museum to expand the film's reach in communities around the nation and to produce indispensable educational resources, working in tandem with PBS LearningMedia. WETA awarded grants to 22 PBS stations that resulted in more than 180 community engagement activities, including workshops and panel discussions. To help ensure the film's lasting impact, WETA developed an educator's guide that supports classroom use of the documentary and school-wide assemblies related to its subject matter. Other project activities include a companion website that features interactive journeys of families fleeing Nazi terror; a social media campaign that surfaced stories of individual survivors, witnesses and rescuers; and a program hashtag that has seen more than 17 million impressions. | [pbs.org/holocaust](https://pbs.org/holocaust) | [#USandTheHolocaustPBS](https://twitter.com/USandTheHolocaustPBS) | [@KenBurns](https://twitter.com/KenBurns)

A production of Florentine Films and WETA Washington, D.C. Corporate funding provided by Bank of America. Major funding provided by: David M. Rubenstein; Park Foundation; Judy and Peter Blum Kovler Foundation; Gilbert S. Omenn and Martha A. Darling; The Arthur Vining Davis Foundations; and by the following members of The Better Angels Society: Jeannie and Jonathan Lavine; Jan and Rick Cohen; Allan and Shelley Holt; the Koret Foundation; David and Susan Kreisman; Jo Carole and Ronald S. Lauder; Blavatnik Family Foundation; Crown Family Philanthropies, Honoring the Crown and Goodman Families; the Fullerton Family Charitable Fund; Dr. Georgette Bennett and Dr. Leonard Polonsky; The Russell Berrie Foundation; Diane and Hal Brierley; John and Catherine Debs; and Leah Joy Zell and the Joy Foundation. Funding also provided by the Corporation for Public Broadcasting and public television viewers.



## Making Black America: Through the Grapevine

OCTOBER 4, 11, 18 & 25, 2022

The four-part series from renowned scholar Henry Louis Gates, Jr. highlights the vibrant cultural and social spaces paramount to the African American experience, chronicling the vast social networks and organizations created by and for Black people beyond the reach of the "white gaze." The documentary series recounts the formation of all-Black towns and business districts, Historically Black Colleges and Universities, and the social media phenomenon of Black Twitter. Gates sits down with noted scholars, politicians and cultural leaders — including journalist and commentator Charles M. Blow; political activist, scholar and author Angela Davis; and hip-hop pioneer and visual artist Fab 5 Freddy — to discuss this world behind the color line and what it looks like today. Beyond the documentary, WETA guided national strategy for community engagement and supported local outreach efforts that took place around the country, awarding 19 grants to public television and radio stations for project-related activities in targeted markets. The result was dozens of in-person and virtual screenings and discussions that focused on perspectives of history and civic engagement. WETA partnered with BlackPast.org, an organization dedicated to providing reliable and accurate information on the history of African Americans, to create a collection of seven standards-based, classroom-ready educational resources. Users have accessed this information more than 15,000 times. | [pbs.org/makingblackamerica](https://pbs.org/makingblackamerica) | [#MakingBlackAmericaPBS](https://twitter.com/MakingBlackAmericaPBS) | [@HenryLouisGates](https://twitter.com/HenryLouisGates)

A production of McGee Media, Inkwell Media and WETA Washington, D.C. Major support provided by the Corporation for Public Broadcasting; Ford Foundation; Open Society Foundations; The Andrew W. Mellon Foundation; Gilder Foundation; The Arthur Vining Davis Foundations; and the John S. and James L. Knight Foundation. Additional funding by The Inkwell Society and its members Howard and Abby Milstein; Jim and Susan Swartz; Ellen Pao; Georgette Bennett and Dr. Leonard Polonsky; Joanne L. Cassullo; Deval Patrick; Roger and Jurate Altman; David M. Cote; Betsy and Jesse Fink; John H. N. Fisher and Jennifer Caldwell; Nancy A. Garvey; Josh Steiner; Richard and Kathy Taylor; Charlotte Wagner; David and Nina Fialkow; Steven L. Rattner; Mitch Kapur and Freada Kapur Klein; Connie Lurie; Nicole Commissiong and Darnell Armstrong; Gwen and Peter Norton; May and Samuel Rudin Family Foundation; Fletcher and Benaree Wiley; and Beth Rudin DeWoody. Funding also provided by public television viewers.



## Finding Your Roots with Henry Louis Gates, Jr.

WINTER 2023 | SPRING 2023

Hosted and executive produced by Prof. Henry Louis Gates, Jr., the critically acclaimed genealogy program illustrates the power and diversity of the human experience by tracing family trees. Season 9 features detailed explorations of the family histories of notable figures, including actors Jamie Chung, Brian Cox, Viola Davis and Danny Trejo; pop star Cyndi Lauper; comedians Carol Burnett and Niecy Nash; athlete and sportscaster Tony Gonzalez; journalists Jim Acosta and Van Jones; activist Angela Davis; and statesman Jeh Johnson. WETA produced the *Finding Your Roots National Conversation Series*, a set of four free virtual events featuring a panel of production team members and subject matter experts in discussion about genealogy and series research. Social media engagement recorded strong follower growth across both the series' and Prof. Gates's platforms, boosted by the addition of new TikTok accounts, which doubled in followers by the end of the season. | [pbs.org/FindingYourRoots](https://pbs.org/FindingYourRoots) | [#FindingYourRoots](https://twitter.com/FindingYourRootsPBS) | [@FindingYourRootsPBS](https://twitter.com/FindingYourRootsPBS)

A production of McGee Media, Inkwell Media, Kunhardt Films and WETA Washington, D.C. Corporate support provided by Ancestry and Johnson & Johnson. Major support provided by the Corporation for Public Broadcasting. Support also provided by Ford Foundation, Candace King Weir, and The Inkwell Society and its members.

## Washington Week with *The Atlantic*

FRIDAYS

In August 2023, Jeffrey Goldberg, editor in chief of *The Atlantic*, was named the new moderator of the weekly series *Washington Week*. The Friday-night roundtable program, which has been rebranded *Washington Week with The Atlantic*, is known for delivering the most interesting, informative and reporter-driven conversation of the week. It offers objective political reporting and incisive analysis of the nation's most critical stories, with a panel of top journalists from print, broadcast and online news organizations. Panelists are known for providing in-depth examination and insightful explanation of the wider impact of Washington politics and policy on people's lives. The series is the longest-running primetime news and public affairs program on television and this year covered the investigations and indictments of former President Donald Trump, the upcoming 2024 presidential election, the debt-ceiling debate, the aftermath of the Supreme Court's ruling that overturned *Roe v. Wade*, and much more.

[pbs.org/washingtonweek](https://www.pbs.org/washingtonweek) | [@washingtonweek](https://twitter.com/washingtonweek) | [washingtonweekpbs](https://www.facebook.com/washingtonweekpbs)

A production of NewsHour Productions LLC, a wholly owned nonprofit subsidiary of WETA Washington, D.C., and *The Atlantic*. Major funding provided by Consumer Cellular, the estate of Arnold Adams, The Yuen Foundation, Sandra and Carl DeLay-Magnuson, Rose Hirschel and Andy Shreeves, Robert and Susan Rosenbaum, the Corporation for Public Broadcasting and PBS.



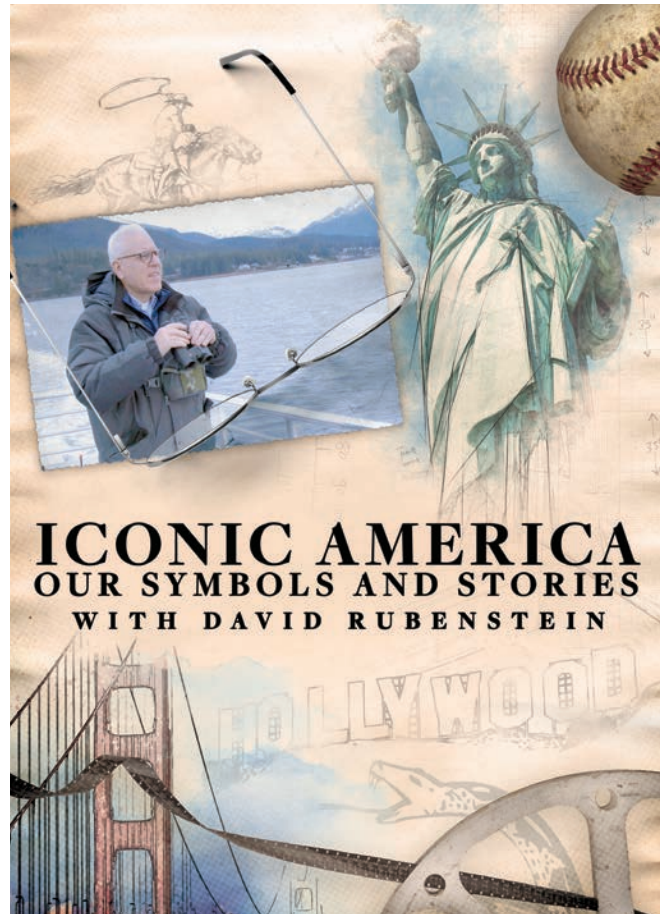
## Iconic America: Our Symbols and Stories with David Rubenstein

APRIL 26 AND MAY 3, 10 & 17, 2023

Host and executive producer David Rubenstein introduces this new series examining American history through some of its most iconic symbols. The indelible artifacts, places and archetypes featured in the initial rollout of the series are Fenway Park, the Hollywood sign, the Gadsden flag, and the Cowboy. A patriotic philanthropist and lifelong student of history, Rubenstein visits locales around the country to meet and engage with historical thinkers, community members, and subject-matter experts. Together, they use these icons as a gateway to understanding America's past and present. WETA produced a local public event at The George Washington University that featured Rubenstein, Secretary of the Smithsonian Lonnie Bunch, Librarian of Congress Carla Hayden, and moderator David Brooks of *The New York Times* in conversation about how to inspire engagement in American history. WETA partnered with PBS stations in Boston and Los Angeles on in-market events focusing on their cities' iconic landmarks spotlighted in the series. In addition, WETA built a multiplatform engagement and education initiative, collaborating with public libraries and PBS stations nationwide to celebrate national and regional symbols such as Iowa's diverse waterways and California's redwood tree. In-depth education activities included teacher training workshops, comprehensive lesson plans, and professional development resources for educators.

[pbs.org/iconicamerica](https://www.pbs.org/iconicamerica) | [#IconicAmericaPBS](https://www.facebook.com/iconicamericaPBS)

A production of Show of Force, DMR Productions and WETA Washington, D.C. Funding provided by The Zohar and Lisa Ben-Dov Family through the Luminescence Foundation.



## Joni Mitchell: The Library of Congress Gershwin Prize for Popular Song

MARCH 31, 2023

Music legend Joni Mitchell takes center stage as performing artists honor the singer-songwriter and celebrate her art and artistry upon her receipt of the Library of Congress Gershwin Prize for Popular Song. Recorded live at DAR Constitution Hall in Washington, D.C., the all-star tribute concert features performances by James Taylor, Annie Lennox, Brandi Carlile, Herbie Hancock, Cyndi Lauper, Marcus Mumford, Graham Nash, Diana Krall, Angélique Kidjo, Ledisi, and Lucius. The song list consists of many of Mitchell's beloved tracks, including "Big Yellow Taxi" and "River," as well as the Gershwin standard "Summertime" — which Mitchell herself performed, bringing the house to its feet. Throughout the show, participants reflect upon their personal memories of experiences with the honoree and share stories about the pivotal moments in Mitchell's life and career that she credits with helping to shape her artistry. Stunning works of visual art painted by Mitchell are prominently featured in the program. | [pbs.org/gershwinprize](https://www.pbs.org/gershwinprize) | [#GershwinPrizePBS](https://www.facebook.com/gershwinprize)

A co-production of the Library of Congress; WETA Washington D.C.; and Ken Ehrlich Productions, Inc. Corporate funding provided by Wells Fargo. Major support provided by the Corporation for Public Broadcasting, AARP, The Leonore S. Gershwin Trust and The Ira & Leonore Gershwin Philanthropic Fund. Funding also provided by the American Society of Composers, Authors and Publishers; FTS International; and William C. Burton. Travel provided by United Airlines.

## A Capitol Fourth

JULY 4, 2022

Millions of viewers celebrated the nation's 246th birthday by watching this annual special, live from the West Lawn of the U.S. Capitol. The 90-minute program is hosted by country music star and Grammy nominee Mickey Guyton, who leads an all-star cast in a patriotic evening of musical performances by top artists from pop, country, R&B, classical and Broadway. Among the luminaries are Yolanda Adams, five-time Grammy Award-winning Gospel vocalist; Loren Allred, multi-platinum-selling singer; Emily Bear, composer of jazz, classical and pop music; and Darren Criss, star of the Broadway revival of the David Mamet play *American Buffalo*. This time-honored Independence Day special puts viewers front and center for America's biggest birthday party, complete with the nation's greatest fireworks display, live from the National Mall.

[pbs.org/a-capitol-fourth](https://www.pbs.org/a-capitol-fourth) | [#July4thPBS](https://www.facebook.com/July4thPBS) | [@July4thPBS](https://www.facebook.com/July4thPBS)

A co-production of Capital Concerts, Inc., 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.



## National Memorial Day Concert

MAY 28, 2023

Tony Award-winner Joe Mantegna and Emmy Award-winner Gary Sinise return to host a national night of remembrance. The annual holiday special illuminates personal stories and tributes interwoven with musical performances, honoring the service and sacrifice of America's military personnel, their families, and all those who have given their lives for this country. The live broadcast, from the West Lawn of the U.S. Capitol, includes appearances by actor Dulé Hill, Broadway star Megan Hilty, country music sensation Jo Dee Messina, the National Symphony Orchestra under the direction of top pops conductor Jack Everly, and the Joint Chiefs of Staff. Special segments include "Paying Tribute to Gold Star Families," "Vietnam War POWs 50th Anniversary" and "70th Anniversary Korean War Armistice." | [pbs.org/NationalMemorialDayConcert](https://www.pbs.org/NationalMemorialDayConcert) | [#MemDayPBS](https://www.facebook.com/MemDayPBS) | [@MemorialDayPBS](https://www.facebook.com/MemorialDayPBS)

A co-production of Capital Concerts, Inc., and WETA Washington, D.C. Funding provided by Lockheed Martin, the Horatio Alger Association of Distinguished Americans, the National Park Service, the Corporation for Public Broadcasting, the Department of the Army, General Dynamics, PBS, and public television stations nationwide. Air travel provided by American Airlines.



## BBC News and BBC News America

WEEKDAYS, VARIOUS DAYPARTS

In April, the BBC made a major change to its news programming by consolidating four global news programs into the rebranded *BBC News*. The new platform presents enhanced coverage of breaking news and live events to reflect the way audiences across all markets are increasingly coming together to seek out trustworthy reporting. In Fiscal Year 2023, viewers of *BBC America* welcomed new anchor Sumi Somaskanda, who is based in the program's Washington, D.C. studios. The BBC demonstrates its impartial, world-class coverage during significant, shared moments such as the Russian invasion of Ukraine, the impact of climate change, protests in Iran, and turmoil in British politics — providing audiences everywhere with continued access to its global editorial footprint and journalistic expertise. | [bbc.co.uk/programmes](http://bbc.co.uk/programmes) | @BBCWorld

A production of the BBC; presented by WETA Washington, D.C. and distributed by PBS Plus. Funding provided by Freeman Foundation, Judy and Peter Blum Kovler Foundation, and Raymond James Financial.



## Tell Me More with Kelly Corrigan

FALL 2022 | SPRING 2023

*New York Times* bestselling author Kelly Corrigan returned in Fiscal Year 2023 with two new seasons of her intimate and heartfelt interview series that presents candid, insightful conversations with notable guests reflecting on their lives and the impact they can have on the world. In Season 4, Corrigan welcomes journalist, author and producer Katie Couric; actor and writer Selma Blair; poet Mahogany Browne; legal analyst Neal Katyal; activist Cecile Richards; and others. Season 5 debuted in Spring 2023 with episodes spotlighting comedian Neal Brennan; musician, author and philanthropist Jewel; pianist Lang Lang; and cognitive scientist Maya Shankar; among others. | [pbs.org/show/tell-me-more-kelly-corrigan](http://pbs.org/show/tell-me-more-kelly-corrigan) | #TellMeMorePBS | @CorriganKelly

A production of Corrigan Electric and Second Peninsula, and presented on PBS by WETA Washington, D.C. Major funding provided by the John Templeton Foundation and by the Gordon and Llura Gund Foundation.

## The David Rubenstein Show: Peer to Peer Conversations

FALL 2022

Renowned financier and philanthropist David Rubenstein conducts fascinating interviews with influential contemporary figures, exploring successful leadership and how it can be developed into a force for achievement. Rubenstein leads conversations with prominent figures and guests from government, technology, arts and other fields to discuss their personal and professional choices and explore their paths to success. Guests of note in Fiscal Year 2023 are filmmaker Ken Burns, chef and humanitarian José Andrés, retired Supreme Court associate justice Stephen Breyer, Secretary of the Smithsonian Lonnie Bunch, Dallas Mavericks owner Mark Cuban, co-CEO of Ariel Investments Melody Hobson, jazz musician Wynton Marsalis, and fashion designer Diane von Furstenberg. | [pbs.org/show/david-rubenstein-show-peer-peer-conversations](http://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 provided by General Motors.



# WELL BEINGS

## Well Beings

ONGOING

This multiplatform, multi-year campaign addresses the critical health needs in America through original broadcast and digital content, engagement campaigns, and impactful local events. Launching in Fiscal Year 2023 was *Our Turn to Talk*, a digital-first film that follows a podcast spotlighting teens from various walks of life as they navigate their mental health journeys, bravely sharing stories without fear, shame or stigma. *On Our Minds*, now in its third season, is the 2022 Edward R. Murrow Award-winning podcast from PBS NewsHour Student Reporting Labs (SRL) that focuses on the mental health challenges young people face. In May 2023, Well Beings partnered with Detroit Public Television and SRL to produce a town hall conversation led by youth for youth that raised awareness about mental health challenges specific to the LGBTQIA+ community. Taped in front of a studio audience in Detroit, the event streamed live, reaching more than 63,000 viewers. On [WellBeings.org](http://WellBeings.org), WETA featured the six winners of SRL's inaugural Student Journalism Challenge, which invited students to report on student life as well as challenges and solutions in school communities. The Well Beings campaign continues to experience audience growth. From its inception in 2020 through Fiscal Year 2023, social media engagement using #WellBeings amassed 122.2 million impressions and a reach of 40 million users across platforms. | [WellBeings.org](http://WellBeings.org) | #WellBeings | @WellBeingsOrg

*Our Turn to Talk* is co-produced by WETA and Principle Pictures. Original production funding provided by Ruderman Family Foundation, Alkermes, Sage Therapeutics, Windy Shattuck, Fred and Michael Grubb, Kris Trustey, Maribeth Brostowski, Suzanne Garverich, Mary Susan Hulefeld, Sumner Saitz, Tara Dean, Lauren Chiarello, Crystal Kjelsberg, Alison Lehane, Jan Tyler, Julia Carpenter-Conlin, Jennifer Famiglietti, Kathryn Burns, Terry Logan, Margaret Catagnus, Kristin Pedemonti and Margaret Martin. *On Our Minds* is produced with support from WETA's Well Beings campaign and Youth Mental Health Project, as well as The Arthur Vining Davis Foundations and Pivotal Ventures. Well Beings was created by WETA Washington, D.C. The Well Beings Youth Mental Health Project is made possible by Otsuka, Kaiser Permanente, Bank of America, Liberty Mutual Insurance, American Psychiatric Association Foundation, One Mind, Movember, National Alliance on Mental Illness, Dana Foundation, Dauten Family Foundation, The Hersh Foundation, Mental Health Services Oversight & Accountability Commission, John & Frances Von Schlegel, Sutter Health, Robina Ricciello, 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 Mental Wellbeing, The Steve Fund, and The Jed Foundation.

## History with David Rubenstein

FALL 2022

David Rubenstein's skillful questioning of prominent guests takes viewers behind the scenes, enabling a rare insight into the American story and a real sense of how history gets made. Top writers and scholars share their extensive knowledge on the topics of the evolution of the nation's narrative, divisions within the colonies prior to the American Revolution, subsequent struggles for equality, and the expansive nation now reckoning with its past. Season 4 guests include New York University professor Ada Ferrer, former war refugee Lien-Hang Nguyen, historian Manisha Sinha, biographer Stacy Schiff, and columnist and author George Will. With Rubenstein, they explore the past and how it informs the present. | [pbs.org/show/history-david-rubenstein](http://pbs.org/show/history-david-rubenstein)

A production of the New-York Historical Society and presented on PBS by WETA Washington, D.C.



## Samantha Brown's Places to Love

WEEKLY

Affable television host Samantha Brown traverses places near and far to experience culture and demonstrate her spirit of adventure while building connections with the people she meets along the way. Season 6 features 10 new episodes that explore the emotional heart of travel and the people who change, challenge and strengthen a destination. Brown takes a Southern California road trip by electric car, leaps into her Limerick adventure at King John's Castle in Ireland, learns about the Avalanche Dogs rescue program in Montana, and sets sail on an Alaskan cruise through the breathtaking Inside Passage. Each episode provides viewers with innovative and unconventional travel experiences.

[Samantha-Brown.com](http://Samantha-Brown.com) | [#PlacesToLove](https://twitter.com/PlacesToLove) | [@SamanthaBrownTravels](https://twitter.com/SamanthaBrownTravels)

A production of Samantha Brown Media and presented by WETA Washington, D.C. Funding provided by The Beaches of Fort Myers and Sanibel; AMA Waterways; AAA Travel; and Rocky Mountaineer.



## This Old House

WEEKLY

The revered home-improvement series that started in the late 1970s ultimately launched a new television genre connecting home enthusiasts with trusted information. Forty-four years later, host Kevin O'Connor and his team travel to Atlanta to restore a charming 1890s Victorian home, which once belonged to the city's first Black postmaster general, so that the new homeowners can use it as a homeschool for their children. Other highlights this season are closer to home base in Massachusetts — a remodel of a classic New England-style home initially built in 1889 to house local shipbuilders in Newburyport and an empty-nester couple's restoration of a 1720s Cape Ann gambrel home in Ipswich.

[pbs.org/show/old-house](http://pbs.org/show/old-house) | [#ThisOldHouse](https://twitter.com/ThisOldHouse) | [@ThisOldHouse](https://twitter.com/ThisOldHouse)

A production of This Old House Ventures, LLC and presented on PBS by WETA Washington, D.C. National underwriting provided by The Home Depot, Amica and GAF.



## Ask This Old House

WEEKLY

Familiar faces and fan favorites are back for the series' 21st season of helping homeowners tackle their most complicated home-improvement projects. The team finds solutions to a wide range of challenges, including building a compost bin for a school; restoring French wallpaper in a 19th-century home; addressing common problems of chimneys and revealing how to repair them step-by-step; transforming a dried-out yard into a full-sun garden; repairing a homeowner's brick driveway edging with cobblestones; engraving an 1800s granite post; and looking ahead to the future of solar electric vehicle chargers. | [pbs.org/show/ask-old-house](http://pbs.org/show/ask-old-house) | [#AskThisOldHouse](https://twitter.com/AskThisOldHouse) | [@AskThisOldHouse](https://twitter.com/AskThisOldHouse)

A production of This Old House Ventures, LLC and presented on PBS by WETA Washington, D.C. National underwriting provided by The Home Depot, Amica and GAF.



## Alma's Way

DAILY

This critically acclaimed children's series follows the life of Alma Rivera — a proud, confident Bronx-born Puerto Rican girl — on her adventures with family, friends and neighbors in her diverse New York City neighborhood. The series covers self-awareness, responsible decision-making, overcoming fears, and the power of kindness, with each story showcasing different aspects of Latino culture. A new one-hour special, *Alma Goes to Puerto Rico*, is composed of two adventure-filled episodes that follow Alma on a trip to visit Papi's family. In Puerto Rico, she searches for the owner of a beautiful Bomba skirt and for the perfect gift for her great-grandmother's 100th birthday. | [pbskids.org/almasway](http://pbskids.org/almasway) | [#AlmasWay](https://twitter.com/AlmasWay) | [@AlmasWay](https://twitter.com/AlmasWay)

A production of Fred Rogers Productions in association with Pipeline Studios, and presented on PBS Kids by WETA Washington, D.C. Major funding provided by the Corporation for Public Broadcasting, The Arthur Vining Davis Foundations, Acton Family Giving, Richard King Mellon Foundation, and PNC Foundation.

## Donkey Hodie

DAILY

Inspired by characters created by children's television pioneer Fred Rogers, the whimsical puppet series empowers kids to dream big and overcome obstacles through practicing skills such as resilience, persistence, and problem-solving. Episodes introduce viewers to new pals and exciting locations in Someplace Else — a world where everyone is welcome and can pursue their biggest dreams — while modeling and practicing key learning goals, including empathy, perspective-taking, and managing feelings. Resources include video clips, activity ideas and digital games that help children explore executive function and self-regulation skills. | [pbskids.org/donkeyhodie](http://pbskids.org/donkeyhodie) | [#DonkeyHodieOfficial](https://twitter.com/DonkeyHodieOfficial)

A production of Fred Rogers Productions and Spiffy Pictures, and presented on PBS Kids by WETA Washington, D.C. Major funding provided by the Corporation for Public Broadcasting, The Arthur Vining Davis Foundations, PNC Foundation, Richard King Mellon Foundation, CME Group Foundation, and Heinz Family Foundation.



## Daniel Tiger's Neighborhood

DAILY

Public television's #1 animated show for preschoolers — and the first series inspired by the groundbreaking *Mister Rogers' Neighborhood* program — celebrated its tenth anniversary with a marathon of "Top 10 Tiger Tales" showcasing fan-chosen episodes from over the years. The special programming event launched the highly anticipated new season, featuring such preschool "firsts" as having a new babysitter, going to a sleepover and trying a new activity. Curriculum on the companion app offers daily activities and tips to help children learn through games and projects. | [pbskids.org/Daniel](http://pbskids.org/Daniel) | [#DanielTigerPBS](https://twitter.com/DanielTigerPBS) | [@DanielTigerTV](https://twitter.com/DanielTigerTV)

A production of Fred Rogers Productions and presented on PBS Kids by WETA Washington, D.C. Funding provided by The Rite Aid Foundation's KidCents program, Vroom, the Corporation for Public Broadcasting and PBS.

## Pati's Mexican Table

### WEEKENDS

Part travelogue and part cooking show, this popular program continues to shine a spotlight on the vibrant cuisine of Mexico and the country's people, culture and communities. Now in its 11th season, the series presents new explorations with Pati Jinich, the James Beard Award-winning host, cookbook author, and resident chef at the Mexican Cultural Institute in Washington, D.C. This year, Jinich visits the Mexican border state of Nuevo León, draped in dazzling mountains and miles of desert. There, she spotlights the region's distinctive flavors, which are defined by local ingredients, proximity to the U.S. border, and influences from Sephardic Jewish culinary roots.

[PatiJinich.com](http://PatiJinich.com) | [#PatisMexicanTable](https://twitter.com/PatiJinich) | [@PatiJinich](https://www.instagram.com/PatiJinich)

A production of WETA Washington, D.C.; Mexican Table LLC; and FRANK. Funding provided by La Costeña, Avocados from Mexico, FUD, King Arthur Baking Company, Stand Together Chamber of Commerce, Mahatma Rice, Tecate, Fundación FEMSA, and Oléico.



## Sara's Weeknight Meals

### WEEKENDS

Chef Sara Moulton hosts this informative series filled with helpful hints for quick and easy healthy meals at home. Season 11 features ideas for Sunday suppers, one-pot recipes, and flavor-packed meals using only six ingredients. From California and Florida to Turkey and Spain, Moulton meets people who are creating culinary delights with new and interesting ingredients. Then, back in her kitchen, she adapts for the home cook such regional recipes as a Cuban taco mashup inspired by a visit to Miami and a show-stopping butternut squash farrotto that is a new spin on risotto made with the ancient grain, farro.

[saramoulton.com/shows](http://saramoulton.com/shows) | [#SarasWeeknightMeals](https://twitter.com/SarasWeeknightMeals) | [@saramoulton](https://www.instagram.com/saramoulton)

A production of Silver Plume Productions, presented by WETA Washington, D.C. and distributed by American Public Television. Funding provided by Oceania Cruises.



## America's Test Kitchen

### WEEKLY

Bridget Lancaster and Julia Collin Davison host the 23rd season of *America's Test Kitchen*, continuing the tradition of empowering home cooks with reliable information they can use in their own kitchen. Test chefs offer instruction on Punjabi griddle bread, a staple in Mumbai and Delhi that is stuffed with potatoes; and a rich chocolate tart with a secret ingredient that is dark chocolate containing a cacao percentage of 60-65. This year, the cooking franchise launched *America's Test Kitchen: The Next Generation*, the new competition series that is in search of the next on-screen talent to work inside the ATK studio kitchens. The last cook standing will earn a spot beginning in 2024.

[AmericasTestKitchen.com](http://AmericasTestKitchen.com) | [#TestKitchen](https://twitter.com/TestKitchen) | [@TestKitchen](https://www.instagram.com/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 Kohler, Plugra Butter, Sub-Zero, Wolf, and Cove.



## Cook's Country

### WEEKLY

The program celebrates its 15th anniversary with an extended season featuring 18 new episodes and original on-the-road reporting pieces. Hosts Bridget Lancaster and Julia Collin Davison are joined by a cast of experts on their exploration of the endless, delicious facets of American cooking and the stories behind them. The team works to develop trustworthy product reviews and craft practical, approachable recipes for classic American dishes. This season spotlights okra stew, popular among the Gullah Geechee people; tater tot hotdish, the casserole that is a Minnesota favorite; and rice dressing, straight from Louisiana's Cajun country.

[CooksCountrytv.com](http://CooksCountrytv.com) | [#CooksCountry](https://twitter.com/CooksCountry) | [@CooksCountry](https://www.instagram.com/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, Naked Wines, and Valley Fig.



## Highlights of the WETA National Productions Pipeline

WETA has an extensive pipeline of productions in development. Projects are years in the making, and their scope includes collaborating with producers and advisers; securing financial resources from generous funders; and developing broadcast and digital-first content, beneficial engagement initiatives, and vital educational materials. Featured here are highlights of upcoming projects.

### LANDMARK DOCUMENTARIES FROM KEN BURNS AND FLORENTINE FILMS



*The American Buffalo* takes viewers on a journey through more than 10,000 years of North American history and across some of the continent's most iconic landscapes. The film traces the mammal's evolution, its significance to the Great Plains, its near extinction, and its relationship to the Indigenous People of North America.

October 16 & 17, 2023

*The American Revolution* presents an unvarnished, true-to-life account of the men and women of the Revolutionary generation, their humanity in victory and defeat, and the crisis that tried their souls. The film gives an evenhanded look at the unassailable virtues and unavoidable contradictions of the fight for independence and the birth of the United States of America.

Fall 2025

### IMPACTFUL COLLABORATIONS WITH HENRY LOUIS GATES, JR.



*Gospel* explores Black spirituality through sermon and song, illustrating how oral traditions have shaped American popular culture and reflected the abiding faith of a people. The documentary delves into the origin story of the Black gospel tradition during the Great Migration that blended the sacred spirituals with traditional preaching to soar to new heights.

February 12 & 13, 2024

*Great Migrations* chronicles the massive exodus of six million Black people who left the South between 1910 and 1970, seeking to escape the harsh inequality and racial terror of Jim Crow, find individual freedom and enjoy equal rights, and build better lives for their families through expanded economic opportunities. In their examination of the epic saga, filmmakers visit locations where key events unfolded and Black communities took shape.

February 2025

### CONSEQUENTIAL CONTENT FROM THE WETA WELL BEINGS CAMPAIGN



*Caregiving* shines a light on the realities of providing care for others, from personal victories and precious memories to seemingly unbearable dilemmas. The series examines caregiving across themes such as seniors, veterans, cancer, youth, and mental health — demonstrating the resourcefulness of the human spirit, as well as creative solutions and successful programs that exist throughout the United States. This project is planned for 2025.

Also in the Well Beings pipeline are *Ken Burns Presents Hiding in Plain Sight: Adult Mental Illness A film by Erik Ewers and Christopher Loren Ewers*; *Defeating Dementia*; and *Life, Unexpected*. These projects are slated for Spring 2025.



# Compelling Content for Our Community

As the flagship PBS station in the national capital region, WETA serves the community with high-quality programming that only public media can offer. A wealth of content on television, on digital platforms and at in-person events provides loyal and passionate audiences with the beloved entertainment, educational and public affairs programs that they rely on every day.

## Offering More Ways to Watch WETA

- Five broadcast channels — WETA PBS, WETA UK, WETA Metro, WETA World and WETA PBS Kids — present a wide array of engaging, informative and inspiring programming for diverse audiences. The curious viewer has an expansive choice of content curated for a range of interests, from the best of PBS to British programming to local documentaries.
- As audiences have shifted viewing habits, WETA has expanded the scope of its offerings. On-demand viewing on the PBS App and the WETA Metro livestream on YouTube reach hundreds of thousands of viewers weekly. The member benefit WETA Passport — which houses a rich library of the newest shows as well as past seasons of favorite programs through the PBS App — has become one of the most popular ways for WETA members to watch their treasured programs.
- WETA is committed to increasing its portfolio of locally produced programming, resulting in a growing audience that tunes in for series that explore the region's real estate, dining scene, arts and culture offerings, and travel destinations.
- The station website weta.org welcomed more than two million visitors during Fiscal Year 2023. The site offers live streaming of full episodes of television shows, select video clips, and information about WETA programs and services. The WETA YouTube channel received a makeover this year, with a new focus on local food, events, history, arts and travel, bringing in significant new viewership.
- WETA Metro became available to D.C.-area Comcast subscribers in June 2023. The channel, which is also available for streaming on the PBS App and through YouTube TV, offers viewers a daytime schedule of news, public affairs, and local programming, plus a robust selection of award-winning documentaries.



## Keeping People Connected and Entertained

- Masterpiece* programs attracted growing audiences in Fiscal Year 2023. Blockbuster drama series *All Creatures Great and Small*, the third and final season of *Sanditon*, and new series *Tom Jones* brought in millions of viewers, plus record numbers of streams through the PBS App.
- WETA viewers also flocked to mysteries, including *Foyle's War*, one of the most popular drama series in television history. Among the year's mysteries from *Masterpiece* were new series *Maggie Murders* and *Annika* and continuing series *Endeavour* and *Grantchester*.
- American Experience* illuminated the nation's stories across a variety of eras and topics, from *The Murder of Emmett Till*, a film by Stanley Nelson, to *Taken Hostage*, which revisits the 1979-1981 Iran hostage crisis. *American Masters* presented profiles of those who have left an indelible impression on the national landscape, including leading public health advocate Dr. Anthony Fauci and music icon Roberta Flack. Another noteworthy documentary series from Fiscal Year 2023 is *Fight the Power*, which explores how hip-hop music and culture has changed the world.
- WETA production partners offered new examinations of American history via Ken Burns's *The U.S. and the Holocaust* and Henry Louis Gates, Jr.'s *Making Black America: Through the Grapevine*. Prof. Gates's popular series *Finding Your Roots*, now in its ninth season, remains a perennial hit.
- Trust in WETA news and public affairs programming remains high for *PBS NewsHour*, *PBS News Weekend* and *Washington Week with The Atlantic*. Judy Woodruff's new series, *America at a Crossroads*, along with documentaries from *Frontline*, *POV* and *Independent Lens*, explored the year's vital issues: gun violence, climate change, Supreme Court rulings, and the war in Ukraine.
- Themed nights on WETA PBS and WETA UK are unmissable TV, with "Thriller Thursdays" bringing in record audiences thanks to hits like *Agatha Christie's Marple* — and "American History Nights" on Saturdays, featuring popular series such as Ken Burns's *Ben Franklin*.

Top, from left: *Get Out of Town*; *Independent Lens: Hidden Letters*; *Great Performances: Richard III*; *Nature: Treasure of the Caribbean*; *Annika* on *Masterpiece*; *All Creatures Great and Small* on *Masterpiece*. Opposite page: *Tom Jones* on *Masterpiece*.





## Inspiring Audiences Through Local Productions

- *Get Out of Town* is the new regional travel series created by the WETA local production team and hosted by mother-daughter duo Laurita and Lauren Portee. The show explores destinations within a half-day's drive of the D.C. area. Of note are episodes spotlighting Deep Creek Lake, Philadelphia, Harpers Ferry and the Shenandoah Valley.
- WETA's local house-hunting show *If You Lived Here* returned for a third season, with Emmy Award-winning hosts John Begeny and Christine Louise exploring a wide array of neighborhoods and properties in Washington, D.C., Virginia and Maryland. John, who was a cherished host and colleague, passed away in August 2023. The series continues to celebrate his extraordinary enthusiasm and positive energy.
- Host Seth Tillman takes viewers on culinary and cultural adventures around the region on *Signature Dish*. The WETA-produced restaurant review series, honored this year with a regional Emmy Award, showcases standout dishes at dining establishments throughout the area.
- The short-form arts and culture series *Around Town Best Bets* relaunched in Fiscal Year 2023, and the Emmy-winning monthly program *WETA Arts* explored local arts stories, presenting a special feature on D.C. artist Alma Thomas.
- WETA PBS and WETA Metro became the broadcast home for the long-running high school quiz show *It's Academic* in early 2023. After 60 years on the air, the popular showcase of local students' academic skills has a new look and will be produced at the WETA television studios.

## Connecting Viewers to the World and the Cosmos

- The WETA UK channel celebrated 10 years of serving Anglophile audiences with the best in British programming, from the well-received series *Hotel Portofino* and *The Yorkshire Vet* to Jane Austen-themed marathons and many more beloved UK programs.
- TellyVisions.org, the station's popular British television and culture website, offered reviews of more than 50 programs this year. Favorites include the television series *Ted Lasso* and the David Bowie documentary *Moonage Daydream*. The *Telly Visions* podcast featured reviews, recaps and celebrity interviews, including one with the cast of the new PBS series *Marie Antoinette*.
- It was a momentous year in Great Britain's modern history, and WETA UK presented extended live coverage of the death of Queen Elizabeth II and the coronation of King Charles III.
- From lions, hummingbirds and wild dogs to telescopes, cryptocurrency and climate change, the iconic PBS series *Nature* and *Nova* drew curious viewers into the mysteries of planet Earth and beyond, both via broadcast and the PBS App.
- The WETA World channel is the destination for programming that explores issues often falling outside mainstream media. Examples from the past year include *Girl Talk*; the *Local, USA* special *Buffalo Soldiers: Fighting on Two Fronts*; and the *America ReFramed* feature *Big Chief, Black Hawk*. The channel also offered slates of programs in celebration of Black History Month, Hispanic Heritage Month, Asian American and Pacific Islander Heritage Month, Native American Heritage Month and LGBTQIA+ Pride Month.



Top, from far left: *If You Lived Here*; *Signature Dish*; *WETA Arts*; *Around Town Best Bets*. Bottom, from far left: *It's Academic*; *Nature: The Hummingbird Effect*; *Maggie Murders on Masterpiece*.



### Fostering Community Connection and Conversation

- At public screenings of Ken Burns's *The U.S. and the Holocaust*; Henry Louis Gates, Jr.'s *Making Black America: Through the Grapevine*; and *Iconic America: Our Symbols and Stories with David Rubenstein*, filmmakers and content experts demonstrated how public television helps shape and broaden the understanding of American history.
- The WETA local history website *Boundary Stones* launched a video series this year that highlights quirky and often unknown facts about D.C.-area history. The series received a local Emmy Award for the video short *Civil Rights Hero Julius Hobson Fought Racism with DC Rats*.
- WETA Metro worked to reach new audiences with special documentary programming, including *Barry Farm*, which examines a vanishing Washington, D.C. neighborhood, and *Scattering CJ*, an inspiring story of how a grieving mother celebrated the life of her son who died by suicide.
- In partnership with the nonprofit Common Ground Committee, WETA brought to local audiences *Finding Common Ground on Guns* and *Finding Common Ground on the State of Our Democracy*, bipartisan discussions seeking solutions to contentious national issues.

### Serving Children Throughout the Region

- The WETA PBS Kids channel added the new series *Rosie's Rules* to its lineup in Fiscal Year 2023. Viewers ages 3-6 follow the adventures of Rosie Fuentes and her family and discover the dos, don'ts, and ah-ha moments that are Rosie's "rules." The series joins *Elinor Wonders Why*, *Nature Cat*, *Work It Out Wombats!*, and other beloved programming created to give children tools to learn and explore their diverse world.
- Community events such as *Be My Neighbor Day*, in partnership with YMCA Silver Spring and Fred Rogers Productions, and *The Big Build*, presented by The National Building Museum, brought educational activities and life-size WETA PBS Kids characters to thousands of families and children throughout the D.C. area.
- Through the *Ready To Learn* and *Where Literacy Begins* initiatives, WETA conducted more than 70 workshops in Washington, D.C., Maryland and Virginia communities. These trainings, many of which were presented partially or entirely in Spanish, served more than 3,000 adults and children. The workshops offer tools to improve reading and literacy skills through the use of PBS educational programming and resources.
- The annual WETA PBS Kids Writers Contest featured the prompt "When I look out the window..." which enticed more than 300 students in grades K-4 to submit original stories and poetry. Participation was 50 percent higher in Fiscal Year 2023 than the preceding year.



Top, from far left: *Independent Lens: Love in the Time of Fentanyl*; *Wonders of Mexico*; *Great Yellowstone Thaw*; *Searching: Our Quest for Meaning in the Age of Science*. Bottom, from far left: *Elinor Wonders Why*; *Peg + Cat*; *Rosie's Rules*.

# Celebrating the Artistry of Classical Music



**W**ETA Classical is a haven for listeners who welcome classical music into their homes, cars and workplaces every day. With broadcasts of beloved masterpieces and a range of programs featuring local and national arts presentations, the treasured radio and digital service offers an inspiring listening experience for devotees of the genre's magnificent music.



**WETA Classical**

VivaLaVoce.org  
The Station That Sings

CLASSICAL  
BREAKDOWN

## Saluting the Art Form That WETA Listeners Cherish

- The exclusive radio home of classical music in the national capital area, WETA Classical broadcasts symphonies, chamber music, full operas, and vocal favorites, along with local concerts recorded at music venues throughout the region. Each week, a dedicated group of nearly 300,000 listeners from the District of Columbia, Maryland and Virginia engage with the service.
- Audiences tune in via 90.9 FM and HD Channel 90.1 in Washington, D.C. and WGMS 89.1 in Hagerstown, Maryland; on translator W205BL in Frederick, Maryland; and online at wetaclassical.org, via the WETA Classical App, and through the *Classical Breakdown* podcast. VivaLaVoce, the WETA Classical digital music station, offers a full lineup of classical vocal music.
- On-air hosts Linda Carducci, Bill Bukowski, Nicole Lacroix, James Jacobs, John Banther, Rich Kleinfeldt, Evan Keely, Austin Vitaliano, Chip Brienza, Matthew Dayton, David Martosko, Marcus Pfeifer, Julie Huang Tucker and Scott Tucker guide listeners through a thoughtfully curated lineup of works from renowned composers, along with unique programs that feature arts organizations from around the region.

## Delving into the Music — On-Air, Online and in Person

- *Classical Breakdown*, the podcast hosted by John Banther, celebrated its fourth year and 90th episode in this fiscal year. Highlights from the season included explorations of the lives of female composers and a conversation with National Symphony Orchestra Maestro Gianandrea Noseda.
- Emanuel Ax, Danny Elfman and Sarah Chang were among the musicians, composers and other guests interviewed on the new *Classical Score* blog, a resource that gives aficionados the opportunity to examine a myriad of topics related to their favorite art form.
- Fiscal Year 2023 saw the celebration of Sergei Rachmaninoff's 150th birthday throughout WETA Classical channels, with dedicated on-air programming, *Classical Score* blog explorations, and an in-depth look into *Rhapsody on a Theme of Paganini* on the *Classical Breakdown* podcast.
- WETA Classical midday host Nicole Lacroix visited a class of 10th-grade girls in Vienna, Virginia to lead a discussion about the role of women in classical music. The students had organized a grassroots campaign to make Antonio Vivaldi's *The Four Seasons* the 2022 winner in the station's annual listeners' choice *Classical Countdown*.
- On-air hosts John Banther and Nicole Lacroix made special appearances at musical events throughout the D.C. area, including concerts at Wolf Trap National Park for the Performing Arts and at the National Symphony Orchestra Season Opening Gala.

## Showcasing International and Local Performances

- *NSO Showcase* presented recordings of the National Symphony Orchestra in concert, including a program dedicated to American composers and one celebrating the holiday favorite Handel's *Messiah*. *Center Stage from Wolf Trap* featured chamber music recitals by world-class artists performing compositions by Samuel Barber, Pat Metheny, and others recorded at The Barns at Wolf Trap.
- To mark the one-year anniversary of the invasion of Ukraine, WETA Classical aired a live broadcast from the Metropolitan Opera titled *For Ukraine: A Concert of Remembrance and Hope*, which included Mozart's *Requiem* and Beethoven's Fifth Symphony.
- Choral music of all kinds, from spirituals and hymns to folk songs, was celebrated on the WETA Classical weekly series *Choral Showcase* and on the 24-7 vocal digital channel VivaLaVoce.
- Navajo composer and pianist Connor Chee and the global music project "32 Bright Clouds: Beethoven Conversations Around the World," which featured award-winning Israeli-American pianist Yael Weiss, were just two in an outstanding series of concerts showcased this year on *Front Row Washington*, the WETA Classical program that spotlights performances by musicians and ensembles at area venues.
- From *Rigoletto* and *The Magic Flute* to the world premiere of Kevin Puts' *The Hours*, the Saturday broadcasts of *Opera Matinee* offered listeners the best of the Metropolitan Opera as well as operas from around the world.

# Unparalleled Resources for Online Learning

Millions of people rely on the award-winning WETA Learning Media websites for research-based information on reading instruction, learning disabilities, the brain, and mental health. Families, educators, librarians, caregivers and others visit the acclaimed sites to obtain impactful resources for veterans with brain injuries, English language learners, and students who struggle to read.



## Making Learning and Literacy Accessible to All

- For more than 20 years, the award-winning **Reading Rockets** project has provided a breadth of information and resources on how children learn to read; why so many struggle; and how teachers, parents and other caring adults can help. The website attracts more than 11 million users annually. To reflect the country's multicultural communities, Reading Rockets has expanded its resources on books and authors, publishing new video interviews with acclaimed writers such as Matt de la Peña, Christina Soontornvat and Renée Watson. There is now more information on teaching with diverse books and an updated listing of "100 Children's Authors and Illustrators Everyone Should Know." Social and Emotional Learning (SEL) resources have expanded to include guidance on integrating SEL into literacy instruction and learning from educators and experts, including leading SEL researcher Dr. Christina Cipriano of the Yale Child Study Center. WETA also undertook a major relaunch of the Reading Rockets website, which went live in July 2023. [ReadingRockets.org](http://ReadingRockets.org) | [@ReadingRockets](https://twitter.com/ReadingRockets)
- AdLit** equips families and educators with tools and resources to help improve literacy, especially among low-income students, students of color, and students with disabilities. Focused on middle and high school levels, the website offers comprehensive guides to reading and writing instruction and a multitude of background resources such as blogs, articles, videos, webcasts and expert interviews. This year, WETA updated AdLit 101, its latest professional learning module focused on adolescent literacy. The site has new blogs, including "Making History" from award-winning teacher and author Jessica Lander, who engages students by inviting them to add their own perspectives to the American story. Also developed in Fiscal Year 2023 is a series on teaching and trauma that features videos, interviews and podcasts focusing on how educators can support students affected by adverse experiences in childhood. [AdLit.org](http://AdLit.org) | [@AdLit](https://twitter.com/AdLit)

- Reaching more than four million people a year, **Colorín Colorado** is the nation's leading website for educators and families of English language learners (ELLs), providing vital information, activities and advice for nearly two decades. WETA released multilingual video series highlighting how families can support literacy at home, including "Being Bilingual Is a Superpower!" and "Partnering with Indigenous Families from Latin America," which encourages families to sustain their culture and offers schools ideas for family engagement. Colorín Colorado continues to grow its tips for supporting Ukrainian refugees and launched "Colorín on the Go," an innovative app that spotlights more than 100 strategies for educators who work with ELLs. [ColorinColorado.org](http://ColorinColorado.org) | [@ColorinColorado](https://twitter.com/ColorinColorado)
- Start with a Book** offers families, librarians, and summer-program staff vital resources on reading, writing, and hands-on exploration that are designed to help children strengthen reading comprehension and build background knowledge. New this year is the "Weather Wonders" STEM toolkit, focusing on weather and climate. WETA continues to collaborate with D.C.-area under-resourced communities to ward off summer learning loss, delivering staff training, books, and program materials. Partners include Jubilee Housing Youth Services and Beacon House in Washington, D.C., Ruby Tucker Family Center in Alexandria, and the Arlington Public Schools Extended Day Program. [StartWithABook.org](http://StartWithABook.org) | [@ReadingRockets](https://twitter.com/ReadingRockets)
- With the number of learning disabilities diagnosed on the rise, **LD OnLine** is a more crucial resource than ever, presenting trustworthy information for people navigating their learning journey with ADHD, dyslexia and other learning disabilities (LD). The initiative has bolstered its online resources on teaching and instruction to include interviews with educators who reveal their strategies for supporting students as well as articles that highlight personal accounts from adolescents and adults with LD. Topics include the importance of social and emotional support, effective collaboration, and helping neurodiverse students thrive. [LDOnLine.org](http://LDOnLine.org) | [@LDOnLine](https://twitter.com/LDOnLine)

- In development for a Fiscal Year 2024 launch is **Reading Universe**, a step-by-step pathway for pre-K through sixth-grade teachers to learn about evidence-based reading instruction and then translate it into classroom practice. The engaging and video-rich project offers comprehensive guides to teaching the essential skills that all students need to master in order to become skilled readers, with a particular focus on teaching student groups that are often overlooked. The site is being developed with input from some of the most knowledgeable and influential voices in the field of education, along with a cadre of reading teachers and coaches from across the country. [ReadingUniverse.org](http://ReadingUniverse.org) | [@RUTeaching](https://twitter.com/RUTeaching) | [@ReadingUniverse.org](https://facebook.com/ReadingUniverse.org) (Facebook)

## Building Hope and Community for People with Brain Injury and PTSD

- BrainLine** provides authoritative information and support for anyone whose life has been affected by brain injury or post-traumatic stress disorder. The award-winning website features articles, expert advice, and personal accounts from those living with brain injury or PTSD and their caregivers. Building on a partnership with Wounded Warrior Project®, BrainLine has expanded its military-specific resources for caregivers and for veterans and their families that include information about treatment for PTSD and brain injury. New in Fiscal Year 2023 was a focus on complementary and alternative medicine, featuring interviews on spiritual healing and art therapy with experts Mark Schimmelpfennig and Stephanie Clark from Rush University. In addition to presenting cutting-edge research and insight from leading experts and institutions, BrainLine has grown its personal blogs and in-person video series considerably this year, adding firsthand stories from veterans and caregivers. [Brainline.org](http://Brainline.org) | [@BrainLine](https://twitter.com/BrainLine)

**AdLit** is funded by the National Education Association, in partnership with the Grateful American Foundation and an anonymous donor. **BrainLine** is powered in part by Wounded Warrior Project to honor and empower post-9/11 injured service members, veterans, and their families. **Colorín Colorado** is funded by founding partner the American Federation of Teachers, AFL-CIO, with generous support provided by the National Education Association. **LD OnLine** is funded by the National Education Association. **Reading Rockets** is funded by the National Education Association and an anonymous donor. **Start with a Book** is funded by Park Foundation. **Reading Universe** is funded by Jim and Donna Barksdale, the Emily Hall Tremaine Foundation, and two anonymous donors.



# Honors and Awards



## PBS NewsHour

Peabody Award — “Guns in America”

Alfred I. duPont-Columbia Award — “The Fall of Afghanistan” and “War in Ukraine”

## PBS NewsHour Student Reporting Labs

Edward R. Murrow Award: Best Podcast — “On Our Minds with Noah & Zion”

Telly Award: Gold; Online-Series: Video Journalism — “Moments of Truth”

## Benjamin Franklin

Writers Guild Award: Documentary Script

## Boundary Stones

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Historical/Cultural-Short-Form Content

## BrainLine

Telly Award: Bronze; Health & Safety-Online

## The U.S. and the Holocaust

Television Academy Honors

## Well Beings / Hiding in Plain Sight: Youth Mental Illness

Digital Health Award: Gold; Video Series

Research America Awards: Isadore Rosenfeld Award for Impact on Public Opinion

Telly Award

- Bronze: Television-Documentary: Long Form
- Bronze: Television-Fitness, Health & Wellness

Writers Guild Award: Documentary Script-Current Events

## WETA Arts

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award

- Arts/Entertainment-Short-Form Content
- Historical/Cultural-Short-Form Content

## John Begeny and Christine Louise

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Talent-Program Host — *If You Lived Here*

## Stuart Cohen

The White House News Photographers Association Award

- Video Editor of the Year
- First Place: Magazine Feature
- First Place: White House/Presidential
- Second Place: Audio
- Second Place: Editing Long Form
- Second Place: Political/Campaign
- Third Place: Breaking News
- Award of Excellence: Editing Short Form
- Award of Excellence: News Feature

## Gwen Ifill

The White House Correspondents Association: Dunnigan-Payne Prize; Lifetime Career Achievement (posthumous)

## Kathleen McCleery

National Federation of Press Women Award

- First Place: Special Programming, Television
- Second Place: Prepared Report, Television

## Amna Nawaz

Gold House: A100 Award

Kashmir HUM: Women Leaders Award

## Mary Pratt-Henaghan

The WICT Network Touchstones of Leadership Award: Rob Stoddard Mentor Award

## Seth Tillman

National Academy of Television Arts & Sciences, National Capital/Chesapeake Bay Chapter: Emmy Award; Writer-Long-Form Content — *Signature Dish*

## Dawnita Wilson

Northern Virginia Chamber of Commerce DEI Impact Award

## Judy Woodruff

The Delegation of the European Union to the United States: Transatlantic Bridge Award

DePaul University Center for Journalism Integrity & Excellence: Distinguished Journalist Award

International Women’s Media Foundation’s Courage in Journalism Leadership Award

New York Women in Communication Matrix Award

The Shorenstein Center: Goldsmith Career Award for Excellence in Journalism

S.I. Newhouse School of Public Communications: Fred Dressler Leadership Award

This awards listing represents honors received in Fiscal Year 2023.



Top: Former *PBS NewsHour* anchor and managing editor Judy Woodruff. Bottom, from left: *PBS NewsHour* staff; members of the PBS NewsHour Student Reporting Labs team; *If You Lived Here* co-hosts John Begeny and Christine Louise; WETA Arts host Felicia Curry.

# WETA Financial Report for Fiscal Year 2023

**WETA is a careful steward of the funds generously entrusted to the organization from a variety of public and private sources. The flagship public media station in the nation's capital is a nonprofit organization licensed to the community of Greater Washington — and dedicated to a mission of public service and to offering compelling television, radio and online content and educational services for all.**

## Critical Support

WETA received \$130 million in funding support for local and national operations and generated \$6 million in operating income during Fiscal Year 2023 (July 1, 2022 – June 30, 2023). 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 in the national capital area and throughout the country.

Beyond these strong financial results, WETA achieved a number of notable operational and programming accomplishments this fiscal year. The station produced and distributed important and award-winning content, maintained its reach and engagement with local and national audiences, and expanded its viewership through digital streaming.

## Operating Expenses

More than 80 percent of every dollar that WETA raises goes to pay for radio, television and digital operations, in addition to educational and community outreach 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 public for years to come. Strong financial support from diverse sources provides WETA with the resources necessary to withstand periodic national economic challenges and to maintain the organization's vital services to the community.

## Local Operations

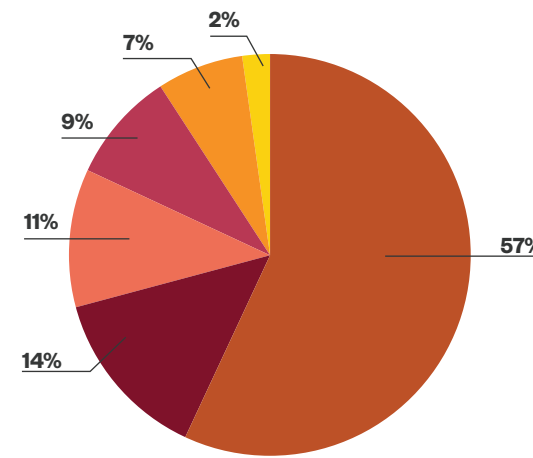
WETA depends on broad-based local support to fulfill its community-service mission. In Fiscal Year 2023, contributions from individuals provided 67 percent of the funding for local operations, which include WETA's five television channels: WETA PBS, WETA UK, WETA Metro, WETA World and WETA Kids; on radio, WETA Classical; and online at weta.org. Individual contributions, along with support from local businesses, foundations and organizations, provide the resources that power broadcast operations and allow WETA to deliver impactful educational resources and outreach services to the Greater Washington community.

## National Television Production

WETA national television productions are among the organization's top priorities and have a significant footprint in the PBS national program schedule. Impactful engagement and educational initiatives are key components of many WETA national projects, ensuring that the productions have a long life after their television premiere. The slate of documentaries created for national audiences in Fiscal Year 2023 included collaborations with key WETA production partners: *The U.S. and the Holocaust* by Ken Burns, Lynn Novick and Sarah Botstein; *Making Black America: Through the Grapevine* and Season 8 of *Finding Your Roots*, both with Henry Louis Gates, Jr.; and *Iconic America: Our Symbols and Stories with David Rubenstein*, the new series that explores America's past and present through indelible artifacts, places and archetypes. Delivering on WETA's commitment to presenting outstanding journalism, the core news and public affairs programs *PBS NewsHour*, *PBS News Weekend* and *Washington Week with The Atlantic* provided vital reporting and in-depth analysis for the PBS national primetime schedule.

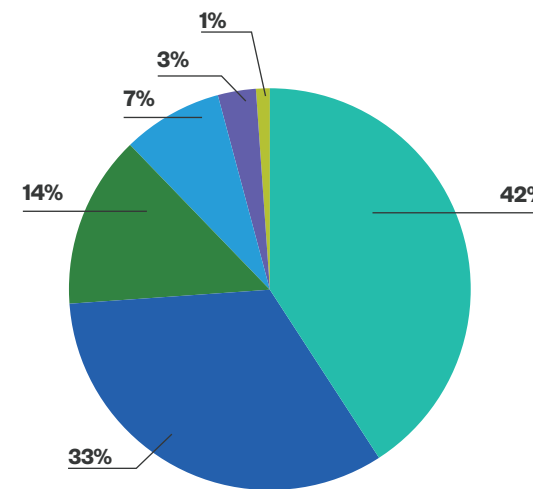
## WETA Institutional Strength

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



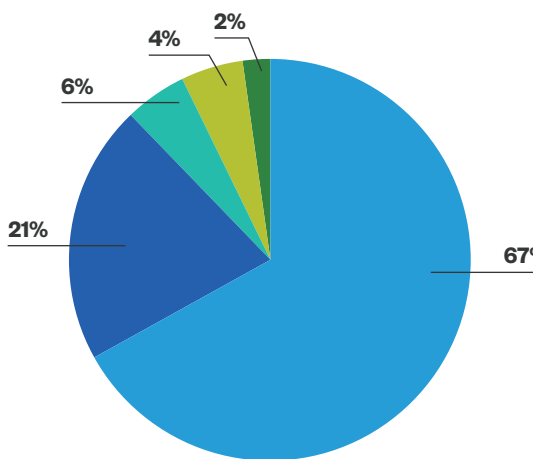
### Operating Expenses

National Programming & Production	\$71,084,207
Television Broadcasting	\$17,446,940
Management & General	\$13,889,858
Fundraising	\$10,723,934
Education, Outreach & Promotion	\$8,613,755
Radio Broadcasting	\$3,100,717
<b>Total</b>	<b>\$124,859,411</b>



### Support for National Television Production

Foundations & Nonprofits	\$33,837,311
Public Broadcasting Support	\$26,801,707
Corporate Underwriting & Funding	\$11,518,126
Individuals	\$5,853,593
Federal & State Government	\$2,289,959
Other Income	\$1,100,071
<b>Total</b>	<b>\$81,400,767</b>



### Support for Local Operations

Individuals	\$32,775,480
Public Broadcasting Support	\$10,227,694
Foundations & Nonprofits	\$2,804,880
Other Income	\$2,294,928
Corporate Underwriting & Funding	\$921,958
<b>Total</b>	<b>\$49,024,940</b>

WETA financial statements are audited annually by an independent, certified public accounting firm.

# Membership and the Community

Generous donors who value the station's high-quality programming and impactful local initiatives empower WETA to provide a meaningful public service to the people of the national capital area. WETA is privileged to enjoy a robust and loyal member base whose financial contributions ensure that the station remains a cultural and educational pillar of the community.

## Donors Are the Lifeblood of WETA

- More than 146,000 individuals made financial contributions to WETA in Fiscal Year 2023. This vital support enables the station to offer audiences superb television, radio and online content and to mount educational and engagement initiatives that nurture lifelong learning.
- Individual giving is by far WETA's largest source of funds. In Fiscal Year 2023, donors generously contributed more than \$32 million, representing two-thirds of the station's local operating budget. Sustaining donors continued to provide a dependable base of revenue through monthly or annual gifts that form the station's financial foundation. They support the organization's work in the community and help make WETA an essential community resource.
- WETA Passport is a popular member benefit, affording early access to hit series and an on-demand library of thousands of hours of past favorites. Members enjoy the monthly *WETA Magazine* and the weekly *WETA Highlights* e-newsletter, which spotlight programming and station news that informs WETA's engaged audiences. The e-newsletter *WETA Passport Picks* is created specifically for donors interested in the station's streaming offerings.
- Exclusive in-person events provide a forum for donors to connect more deeply with WETA. In advance of the fall premiere of *The U.S. and the Holocaust*, donors were invited to a preview screening and panel discussion with filmmakers Ken Burns, Lynn Novick and Sarah Botstein; bestselling author Daniel Mendelsohn; and Jeffrey Goldberg of *The Atlantic*. In the spring, donors had the opportunity to preview the new WETA series *Iconic America: Our Symbols and Stories with David Rubenstein* and hear a powerful panel discussion with Rubenstein, Secretary of the Smithsonian Lonnie Bunch, Librarian of Congress Carla Hayden, and *The New York Times* columnist David Brooks about the meaning of the country's indelible artifacts, places and archetypes.
- Throughout Fiscal Year 2023, donors enjoyed exclusive virtual events that illuminated WETA programming. Among the most sought-after opportunities were those related to the ever-popular drama series *Masterpiece*. Donors received access to an exclusive preview of the upcoming seasons of *All Creatures Great and Small* and *Miss Scarlet and The Duke*. Both events featured a question-and-answer session with the series' respective cast and crew.



## Volunteers Build Community

- Cherished volunteers offer their time and talents by assisting with a variety of support activities and serving as WETA ambassadors in the community. They assist staff at public screenings and with data entry and management, customer service, writing and editing duties and much more — all of which contribute to the success of the organization.
- This fiscal year, volunteers helped create a positive experience for families at Be My Neighbor Day at the Silver Spring YMCA, where WETA PBS Kids' Daniel Tiger and Katerina Kittycoat enthralled fans of the popular children's series *Daniel Tiger's Neighborhood*.
- At the National Building Museum, volunteers represented WETA at The Big Build, an annual hands-on festival that inspires creativity through a wide variety of interactive design and building activities. Many of the same volunteers supported WETA at the Capital Remodel and Garden Show at the Dulles Expo Center, where John Begeny and Christine Louise, hosts of the WETA production *If You Lived Here*, were among the headliners.

## Community Leaders Help WETA Achieve Its Goals

- The WETA Community Advisory Council serves as a collective voice of the local community, providing valuable counsel on matters related to station outreach services, program promotion, and public events and activities. To help ensure that WETA continues to meet the public's educational and cultural needs, the council advises the WETA Board of Trustees on station activities targeted to the community. Council members offer insights from their work in diverse fields, including literacy, arts, culture, education, and public service. WETA is thankful for the leadership and advice of the council and appreciates its members' dedication to serving the D.C.-area community.
- Council members are Loren Allan Smith (chairman), U.S. Court of Federal Claims; Dr. Leonard Hamlin, Sr. (vice chair), Washington National Cathedral; Vivian Yao (vice chair), Montgomery County Council; Sandy Dang, 11 Plus Vietnam Education Foundation; Michelle Eider, Sixth & I; Charlotte Fox, International Women's Media Foundation; Ruby Lopez Harper, independent arts administration expert; Carla Bascope Hebble, Visit Alexandria; Bruce Hightower, Arlington Gay and Lesbian Alliance; Liz Hottel; Melissa Houghton, Women in Film and Video of Washington, D.C.; Kris McLaughlin, Encore Learning; Jennifer Nycz-Conner, Hilton Worldwide; Kishan Putta, DC Health Link; Randy Showstack, Washington, D.C. Pro Chapter of the Society of Professional Journalists; George Williams, D.C. Public Libraries; and Victor Zikas, Vietnam Veterans Memorial Fund.



WETA member benefits include the monthly *WETA Magazine* and screening and discussion events with WETA production partner Ken Burns and others; Clifford the Big Red Dog visits Stafford Elementary School; volunteers join WETA staff at the Capital Remodel and Garden Show and other community events.



# The WETA Capital Campaign: Building the Future

“The WETA Capital Campaign has exceeded all expectations. We are immensely grateful for the generosity and leadership of our donors, who are helping to make the next chapter of WETA possible.”

— Sharon Percy Rockefeller  
President and Chief Executive Officer, WETA



Under the leadership of WETA President and Chief Executive Officer Sharon Percy Rockefeller and the WETA Board of Trustees, WETA has raised \$58 million for The WETA Capital Campaign: Building the Future to renovate and expand WETA headquarters. The updated facility will include new state-of-the-art production studios that will enhance the station's ability to create and share content of consequence with the public.

This momentous achievement, accomplished in advance of the project's completion, surpasses the ambitious fundraising goal of \$50 million. The success of the campaign has been made possible by the unwavering support of generous donors, whose gifts will allow WETA to reach new heights in its service to the public.

When the new WETA facility opens its doors in Spring 2024, it will consolidate WETA and PBS NewsHour teams and studios under one roof, house a modern multimedia production center, and create new multipurpose gathering spaces that will foster an even stronger connection between WETA and the community it serves.

The finished construction project will be a testament to innovation, collaboration, and community engagement in practice. WETA will host a variety of activities and events, from premiere screenings, talent lectures and teacher trainings to town hall forums, educational outreach and professional development opportunities.

The station extends its deepest gratitude to everyone who provided financial support for The WETA Capital Campaign: Building the Future. The following is a list of the philanthropic donors who support the station's mission of service and who have made this extraordinary construction project possible through gifts of \$1,000 or more through June 30, 2023.



Artist renderings of the exterior and lobby of WETA's renovated and expanded headquarters; WETA Master Control.

## Philanthropic Support

### \$1,000,000+

Mrs. Eugene B. Casey • Joanne and Bill Conway – Bedford Falls Foundation • Robert and Arlene Kogod • Jacqueline B. Mars Marsha and Alan Paller • Edward and Nancy Rice • Sharon Percy Rockefeller and Senator John D. Rockefeller IV +\*  
David M. Rubenstein • Roger Sant • Koo and Patricia Yuen • Leonore Annenberg Endowment • Rice Family Foundation  
Estate of Margot Kelly • The Boeing Charitable Trust • One anonymous donor

### \$250,000 - \$999,999

Roger and Helen Krone • Clarice Smith • The Morris and Gwendolyn Cafritz Foundation • A. James & Alice B. Clark Foundation  
Nussdorf Family Foundation • National Endowment for the Humanities • Estate of Arnold Adams  
Estate of Katherine Carlene Garrigus • Daniel Eisinger Family Trust • One anonymous donor

### \$100,000 - \$249,999

Greg Gallopoulos (Chair, Capital Campaign Steering Committee) + • Mr. and Mrs. Ronald J. Gordon • Marlene A. Malek +  
Bradford T. and Alison F. Nordholm • Paul and Chandler Tagliabue • John and Susan Ulfelder + • Galena-Yorktown Foundation  
Estate of Madeleine M. Brown • Estate of Kathleen G. Cooper • One anonymous donor

### \$10,000 - \$99,999

Honorable Karna Small Bodman • Peter Buscemi and Judith A. Miller • Dr. Anne Page Chiapella • Ms. Lynne H. Church  
Michael Jay Chusmir and Deborah McPherson Chusmir • Mr. and Mrs. Timothy C. Coughlin +\* • The Honorable and Mrs. John Dalton  
Barbara and Martin Faga • John and Julie Hamre • Adrienne and Dennis Hensley • Ms. Susan Lee and Mr. Stephen A. Saltzburg +  
Jerome and June Libin • The Honorable and Mrs. Jan Lodal • Mrs. Sally L. Merten • Susan and David McMunn • Phyllis R. Naylor  
Ms. Madeline Nelson • Mr. and Mrs. Robert W. Quinn Jr. + • Charles Percy Rockefeller • Mr. and Mrs. Thomas J. Saylak  
Mr. and Mrs. John Schwieters (Chair, Construction Committee) +\* • Robert L. and Janet Sloan +\* • Catherine Ann Stevens + • Eileen and Michael Tanner  
George A. Vradenburg III • Alice and Bruce Whelihan • Alan L. Wurtzel • Park Foundation • Estate of Marilyn Hill • Trust of Robert T. Hollohan  
Estate of Alison G. Tennyson • Estate of John Treadwell • Estate of Irene P. Wertz • Four anonymous donors

### \$1,000 - \$9,999

Mrs. Judith C. Adams • Mr. and Mrs. Kenneth L. Adelman • Mr. Marc Van Allen • Mr. Patrick H. Allen • John Andelin and Virginia Geoffrey  
Steve and Jane Anderson • Ms. Charlotte Bahin • Alexander Bastani • Dr. and Mrs. John L. Beahler • David W. Briggs and John F. Benton  
Mr. James R. Berlow • John W. Bittinger • Mary Kay Blake • Mrs. Erna P. Brown • Joseph B. Bruns and Susan R. Bruns +  
Diane M. Cadell and Peter Loysen • Bob and Monte Campbell • Mr. and Mrs. Rodion Cantacuzene • Ms. René Carter + • Ms. Barbara F. Chambers  
Mrs. Joan M. Choppin • Priscilla Clapp • Ms. Julia P. Clark Esq. • Mr. Richard H. Cleva • Kathy Connolly and Geoff Cooper  
Jason R. Daisey and Malcolm J. Harkins IV • Lisa Lindstrom Delaney and Jim Delaney • Ms. Debra N. Diener • Michael A. Doornweerd • Edward P. Eagles  
Ms. Margery Elfin • Mrs. Catherine A. Fiddes • Jill and David Fosse • Jacob and Haley Fuchs • Mickela Gay • Mr. Bernard Gerwitz • Ms. Anita Gomez-Bennett  
Mr. Randall M. Griffin • Joseph P. Gromacki • Mr. Lalit Gupta and Mrs. Anubha Gupta • Thomas Harter and Marguerite Lay • Mrs. Rosalind Helz  
Pamela Stewart Higgins • Mr. James Hill • David W. Howie • Ms. Stephanie Kanwit • The Walker A. Kern Family • Mr. Gregory L. King  
Edward Labaton • Mr. and Mrs. Jeffrey Legum • James S. Landberg • Mr. Stephen H. Leppla • Margaret Matejka • Linda Mayer  
Dan and Karen Mayers • Mara Mayor • Ms. Susan H. McCannell • Mr. and Mrs. Michael J. McDermott Jr. • Ms. Marcia Meltzer • Mrs. Mary S. Meyer  
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Ms. Sandra Piech • Ms. Victoria Pierce • Ms. Robin L. Poppe • David Punshon-Smith • Dr. and Mrs. P. Gregory Rausch • Ruth Reh  
John and Peggy Richardson • Mr. and Ms. David Ross • Mrs. Gail Rothrock • Mrs. Geraldine Rottenberg • Alan and Florence Salisbury  
Thomas and Eugenia Sander • Dr. and Mrs. Paul Schlein • Helen J. Schwartz • Mrs. Shivam Mallick Shah • The Honorable and Mrs. Loren A. Smith +  
Dr. Barbara L. Barrat Solomon • Ms. Dixie Sommers • Christopher and Anne Spahr • Mr. and Ms. Jon Spear  
Mr. Edward Starr and Ms. Marilyn Marcossou • Mary Marshall Stewart • Lila and Brendan Sullivan • Alison Blair Taylor • Dr. Anthony Tambasco  
Kirk and Laura Wade • Ms. Eilyn Wagner • Linda and Steve Weitz • David Crane and Jeff Wells • Jacqueline H. Werner • Ms. Louise S. Widdup  
Ms. Christina Witsberger • Christopher Wolf and James L. Beller Jr. + • The Elizabeth A. Johnson Charitable Fund  
Three anonymous donors • 2,293 donors contributing less than \$1,000

+ Denotes service on the Capital Campaign Steering Committee

\* Denotes service on the Construction Committee

# WETA Board of Trustees

The WETA Board of Trustees ensures that the organization fulfills its mission of public service to the local community and the nation. Stewards of the financial affairs of WETA, trustees guide station leadership on planning and operations. They bring enormous expertise to WETA from their involvement in business, education, community and arts organizations.

## Officers

Timothy C. Coughlin  
*Chairman*  
Melanie Nussdorf \*  
*Vice Chairman and Secretary*  
Catherine Stevens \*\*  
*Vice Chairman and Secretary*

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Kenneth Adelman	Elizabeth Lodal
Robert Allbritton	Marlene Malek
Karna Small Bodman	Julissa Marengo
Nancy Breuer	David O. Maxwell
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<i>Trustee Emeritus</i>	Shivam Mallick Shah
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Cheryl Holcomb-McCoy	Loren Allan Smith
Timothy Keating	<i>ex officio</i>
Roger Krone	Riley Temple
Susan Lee	John Ulfelder
Uma Lele	Kari Waldack
Jerome Libin	<i>Asst. Secretary to the Board</i>

## WETA Corporate Officers

Sharon Percy Rockefeller  
*President and Chief Executive Officer*  
Ruby Goyal Aggarwal  
*Executive Vice President and Chief Finance and Administrative Officer*  
Lisa Lindstrom Delaney  
*Executive Vice President and General Counsel*  
Michael Rancilio  
*Executive Vice President, and General Manager of NewsHour Productions*

\* Mrs. Nussdorf was appointed to this position in March 2023.  
\*\* Mrs. Stevens concluded her service in this position in February 2023.



WETA Board of Trustees Chairman  
Timothy C. Coughlin



WETA President and Chief Executive Officer  
Sharon Percy Rockefeller

# Leadership Circle

WETA appreciates the generosity of loyal Leadership Circle donors, whose annual philanthropic gifts enable the station to continue its tradition of presenting outstanding programming and providing vital community services.

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



## Salon Series

The WETA Leadership Circle Salon Series offers unique experiences related to the station's television and radio programming. This year, donors enjoyed the opportunity to hear thought-provoking speakers and attend engaging events, including a panel discussion with filmmakers Ken Burns, Lynn Novick and Sarah Botstein about their new film *The U.S. and the Holocaust*; a conversation with *PBS NewsHour's* Nick Schiffrin about the war in Ukraine; and the taping of *Joni Mitchell: The Library of Congress Gershwin Prize for Popular Song*, which subsequently aired on WETA PBS and public television stations throughout the country.

## Friends of Classical Music

This dedicated group of Leadership Circle donors shows its support for WETA Classical by helping to ensure the vitality of Washington's premier classical music radio station. Donors enjoy opportunities to meet on-air hosts and attend events tailored to their interest in this genre of music, including a May 2023 performance by pianist Ella Kim and violinist Emma-Grace Kim at the House of Sweden in Washington, D.C.

## Lawyers Committee

An affinity group within the Leadership Circle, the Lawyers Committee welcomes attorneys in the Greater Washington area to increase their understanding of the breadth of WETA's local and national programming.

From top, *Sanditon on Masterpiece*; *Joni Mitchell: The Library of Congress Gershwin Prize for Popular Song*; pianist Ella Kim and violinist Emma-Grace Kim perform for WETA's Friends of Classical Music.

# National Production and Project 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 voice-over and 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 co-anchors Amna Nawaz and Geoff Bennett. WETA is very grateful to the following donors who contributed in Fiscal Year 2023.

Melanie R. Adams and Dennis M. Fisher	Stephen and Marilyn Kerman Charitable Fund
Dr. and Mrs. Amir and Hastie Afkhami	Brigitte Kerpsack and Dave Olsen
Kathleen B. Allaire	The KHD Fund
American Securities Foundation	Leonard and Norma Klorfine
Paul and Kathy Anderson	Judy and Peter Blum Kovler Foundation
Carl A. Batlin and Susan Hinko Batlin	Bill and Karen Lavoie
Jocelyn Bauer	Dr. Uma Lele
Bedford Falls Foundation, Joanne and Bill Conway	Lillian Lovelace
Georgette Bennett and Leonard Polonsky	The Mason Hirst Foundation
Jim and Nancy Bildner	Howard and Abby Milstein Foundation
Jane Borg and Barry Blattman	The John and Wendy Neu Foundation
Katie and Grey Bryan	Richard and Sally Phelps in Honor of Mark Shields
Eric and Cynthia Butler	Prescott Chien Family Charitable Fund
Arthur D. Collins, Jr. Foundation	The Regan Family in Honor of Jack and Prue Regan
David Crane and Jeff Wells	Jay and Sharon Rockefeller
Merton Campbell Crockett	Jerry Rosenthal and Cionna Buckley
The Deerbrook Fund	Shari Rosenthal in Memory of Bertram, Elliott and Ronald Marx
Sandra and Carl DeLay-Magnuson	David M. Rubenstein
desJardins/Blachman Fund	Dr. Margaret Ruttenberg
The Dorney-Koppel Foundation	Roger Sant
Consuelo Duroc-Danner	Tom and Laurie Saylak
Cap and Margaret Anne Eschenroeder	Sidley Austin Foundation and Partners in Memory of Newton N. Minow
Pamela and Mark Fiumara	Paula Sindlinger
FJC – A Foundation of Philanthropic Funds	George and Camilla Smith
Chris Gaiser	The Stoddard Family in honor of Fox and Elsie Stoddard
Kristin Gamble	Lise Strickler and Mark Gallogly
Paul and Marcia Ginsburg	Sunrise Foundation
The Glassman Family	The Family of Merriellou and Ned Symes
Richard E. and Beverly B. Goodwin	John and Heather Trzeciak
Gruber Family Foundation	Elizabeth Varriano-Marston, Windham Packaging, LLC.
Louise Grunwald	Edward B. Whitney and Martha C. Howell
Kitty Hawks and Larry Lederman	Christopher and Holly Wright
Paul and Alexandra Herzan	Koo and Patricia Yuen
Hull Family Foundation	The Zohar and Lisa Ben-Dov Family
Kathryn Ischinger	
The Jacks Family Fund	
Kyle and Linda Kerbawy	



## Individual Support for Washington Week with The Atlantic

*Washington Week* is the longest-running primetime news and public affairs program on television. Since 1967, viewers have come to rely on the rotating panel of award-winning journalists to provide objective reporting and incisive analysis of the major news events of the week. WETA is thankful for the generous individual donors and family foundations that provide critical support for this core program.

The Yuen Foundation  
Sandra and Carl DeLay-Magnuson  
Rose Hirschel and Andy Shreeves  
Robert and Susan Rosenbaum



## Gwen Ifill Fund for Journalism Excellence

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



## The Inkwell Society

This group of committed donors is passionate about the important work of Prof. Henry Louis Gates, Jr., in partnership with WETA and McGee Media. Inkwell Society members are dedicated to promoting and funding Gates's pipeline of films that examine America's rich history and the African American experience. These donors support the production of high-quality, impactful films and accompanying educational outreach materials, digital and social media activities, and community engagement projects. WETA appreciates the generous contributions from the following donors in Fiscal Year 2023.

Roger Altman and Jurate Kazickas	Mitch Kapor and Freada Kapor Klein
Dr. Georgette Bennett and Dr. Leonard Polonsky	Connie Lurie
Carol Biondi	Demond and Kia Martin
Lloyd Carney	Howard and Abby Milstein
Joanne Cassullo	Sarah and Bob Nixon
Richard Cohen	Gwen and Peter Norton
Nicole Commissiong and Darnell Armstrong	Ellen Pao
David M. Cote	Deval L. Patrick
Beth Rudin DeWoody	Steve Rattner
Hayward and Kathy Draper	Jay and Sharon Rockefeller
Geralyn Dreyfous	May and Samuel Rudin Family Foundation, Inc.
David and Nina Fialkow	Peter Schwabach and Misan Sagay
The Betsy and Jesse Fink Charitable Fund	Robert F. Smith
John H. N. Fisher and Jennifer Caldwell	Josh Steiner
Nancy A. Garvey (deceased)	Jim and Susan Swartz
Dr. Jessica Harris	Richard and Kathy Taylor
Benjamin A. and Felicia Horowitz	Charlotte Wagner
Eric G. Johnson	Candace King Weir
Grant S. Johnson	Fletcher and Benaree Wiley
Rosabeth Kanter	Anne Wojcicki
	Zegar Family Foundation
	One anonymous donor



*PBS NewsHour* co-anchors Geoff Bennett and Amna Nawaz; *Washington Week with The Atlantic* moderator Jeffrey Goldberg; production partner Henry Louis Gates, Jr.; filmmaker Ken Burns.



## The Better Angels Society

The Better Angels Society and its members support the films of WETA production partner Ken Burns, his colleagues at Florentine Films, and other filmmakers. The nonprofit organization is made up of individual donors and family foundations that are dedicated to educating Americans about their history through documentary film. Its goal is to support history documentary filmmakers, advancing the use of their body of work to promote civic engagement and educate generations of students and lifelong learners. WETA thanks the following donors who contributed to the organization through The Better Angels Society in Fiscal Year 2023.

Dr. Georgette Bennett and Dr. Leonard Polonsky	Allan and Shelley Holt
Gilchrist and Amy Berg	Mr. and Mrs. Paul Tudor Jones
The Russell Berrie Foundation	Philip I. Kent Charitable Fund
Blavatnik Family Foundation	Kissick Family Foundation
Diane and Hal Brierley	Koret Foundation
Brooke Brown Barzun Foundation	David and Susan Kreisman
Augusta Brown Holland Foundation	Rocco and Debby Landesman
Owsley Brown III Foundation	Jo Carole and Ronald S. Lauder
The Caldwell Fisher Family Foundation	Jeannie and Jonathan Lavine and The Crimson Lion Foundation
The Keith Campbell Foundation for the Environment	The Lynch Foundation
The Margaret A. Cargill Foundation Fund at the Saint Paul and Minnesota Foundation	Jacqueline Mars
Jan and Rick Cohen	McCloskey Family Charitable Trust
Michael and Sandy Collins Foundation	John and Leslie McQuown
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Educator, activist, and a trailblazer for public education, Elizabeth P. Campbell helped establish WETA in 1961 as one of the region's most valued and essential institutions. Through her bequest, Mrs. Campbell laid the foundation for WETA to always be an integral part of the educational and cultural life of Greater Washington and the nation.



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