



**WETA**

# Report to the Community

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

# 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

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# 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+

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+ Denotes service on the Capital Campaign Steering Committee

\* Denotes service on the Construction Committee