This is a very simply produced piece – we did it in house, and it mirrors what we have named our “Open Sesame” tour. The tour is based on Terry Axelrod’s “Point of Entry” concept and focuses less on the technical aspects of what we do and more on the impact of our work on our viewers, our listeners, and the teachers and students who benefit from our educational services.

Those who have taken the tour – potential sponsors, major donors, board members, some prospects, have been “blown away” that we are so much more than what they see on TV or hear on the radio.

A few months ago, we took a major donor and his wife on the tour – they are huge radio fans and give only to our radio station. They are preschool educators and had absolutely no idea about our educational services, the Ready to Learn program, or the technology training we do with teachers throughout central Virginia. They were so impressed that they doubled their gift on the spot!
Here at the Community Idea Stations, we change lives.

We educate people of all ages. We make hard days a little easier. We move people to laughter and tears.

There is no greater honor.

COMMUNITY idea stations

WCVE Richmond PBS • WCVW Richmond PBS • WHTJ Charlottesville PBS • 88.9FM WCVE

www.ideastations.org

...ideas that enrich the community...
Our Mission

- Our founders recognized the power and the promise of television to teach and inspire children beyond classroom walls.
- Since then, we have expanded the vision of those extraordinary leaders using technologies they never dreamed possible.
- We provide the high-quality radio and television programming our listeners and viewers expect.
- We are deeply committed to teachers, students, children and their parents, and we strive to provide services that will educate, inspire and open worlds of possibility for teaching and for learning.

"Thank you for the free books. I chose Help! I'm Trapped in My Teacher's Body. I like funny books. Sometimes I don't like reading. But I think that will change when I read this book."

Taylor
Glen Lea Elementary

Educational Services

- We serve over 250,000 students and 16,000 teachers in 550 schools, from 48 school divisions.
- Our educational services staff works closely with teachers in many underserved and underresourced school systems, enabling them to provide free books to their students, and providing free training in the latest technologies, helping them to inspire and challenge their students.
- Our educational services staff works with parents and caregivers of preschool children to share creative, innovative learning activities that can be used in conjunction with PBS children's programs.
Television Programming

- The Community Idea Stations are our region's only source of PBS and community-based programs.
- We make programming and production decisions based on the interests and needs of our community.
- We celebrate the history and culture of our community with programs such as BEYOND FAITH, VIRGINIA CURRENTS, VIRGINIA HOME GROWN, EAST OF THE BLUE RIDGE and NO HIGHER HONOR.

Radio Programming

- 88.9 FM WCVE is our community's only source of NPR news, classical, and jazz programming.
- We are consistently among the top 10 public radio stations in the country, based on the percentage of the available audience we reach.
- We respond to the interests of our community by broadcasting programs from the World Affairs Council, the Jepson Leadership School and the Richmond Symphony. Education, global affairs and classical music are vitally important to our community.

Distance Learning

- Through satellite technology, we are the “bridge” between students and teachers, throughout the Commonwealth and across the country.
- We provide distance learning for high school students, offering them opportunities to take courses such as Japanese and Advanced Calculus, in schools that cannot justify the expense of paying those teachers to instruct only a few students.
- We provide professionals—emergency medical technicians, teachers and others—the opportunity to continue their education through teleconferencing.