

WCVE, Richmond/Petersburg, VA
 2024 Q1 01/01/24-03/31/24

Program(s)/Daypart	Sponsor
<i>American Buffalo</i>	American Civil War Museum
<i>Antiques Roadshow</i>	House of Oak and Sofas
<i>Great Performance</i>	Mary Roper Davis and Rober Poore Roper Memorial Fund
<i>In Julia's Kitchen</i>	Virginia Museum of History and Culture
<i>Legacy List with Matt Paxton</i>	Bekins Van Lines First Light Home Care
<i>Masterpiece</i>	David and Louise Martin
<i>Nature</i>	Louise B. Cochrane Charitable Foundation Stuart G. Schmidt Charitable Trust Wild Birds Unlimited
<i>NOVA</i>	Louise B. Cochrane Charitable Foundation Sally R. Youngs Shentel
PBS Kids daypart	Children's Museum of Richmond Forbes Center for the Performing Arts Kelleher HVAC VCU Health Virginia 529 Virginia Repertory Theatre
PBS NewsHour	Foxfield Racing Savvy Rest Sheltering Arms Institute Virginia Repertory Theatre
Primetime programming	Factory Antique Mall Savvy Rest Sheltering Arms Institute Virginia 529 Virginia Museum of Fine Arts
Run of Schedule daypart	Children's Museum of Richmond Clean Virginia Factory Antique Mall Forbes Center for the Performing Arts Foxfield Racing Garden Club of Virginia House of Oak and Sofas Kelleher HVAC Lakewood Savvy Rest Sheltering Arms Institute Shentel Tiger Solar VCU Health Virginia Family Dentistry Virginia Institute of Marine Science Virginia Living Virginia Museum of Fine Arts

Program(s)/Daypart	Sponsor
	Virginia Museum of History and Culture Virginia Repertory Theatre
<i>The Great American Recipe</i>	Mattaponi Springs Plow & Hearth Virginia Museum of History and Culture
<i>Un-Wine'd</i>	Cynthia V. Bailey Virginia Wine Board
<i>Virginia Home Grown</i>	Deb Nelson and Ed Lesnefsky Grelen Nursery Ken Venos Margaret Vaden Mary Roper Davis and Rober Poore Roper Memorial Fund Strange's Florist Wild Birds Unlimited
<i>Virginia Home Grown Clippings</i>	Mary Roper Davis and Rober Poore Roper Memorial Fund Strange's Florist
<i>VPM News Focal Point</i>	Irene Burlock and Joe Holicky Trish Bernal Paul H. Pusey Foundation The Estate of Ann Lee Saunders Brown
Weekend Daytime daypart	Garth Newel Music Center Lakewood Wild Birds Unlimited