

WCVE, Richmond/Petersburg, VA
 2023 Q4 10/01/23-12/31/23

Program(s)/Daypart	Sponsor
<i>American Buffalo</i>	American Civil War Museum
<i>Antiques Roadshow</i>	House of Oak and Sofas
<i>Early Fringe</i>	Bridgewater Retirement
<i>Legacy List with Matt Paxton</i>	Virginia Mennonite Retirement Community Wheaton World-Wide Moving 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 Museum of History and Culture Virginia Repertory Theatre
PBS NewsHour	Hospice of the Piedmont Savvy Rest Virginia Repertory Theatre
Primetime programming	Factory Antique Mall Savvy Rest Sheltering Arms Institute Virginia 529 Virginia Museum of Fine Arts Virginia Repertory Theatre
Run of Schedule daypart	Blue Ridge Home Builders Association Bridgewater College Bridgewater Retirement Children's Museum of Richmond Clean Virginia Factory Antique Mall Forbes Center for the Performing Arts Harrisonburg Downtown Renaissance Hospice of the Piedmont House of Oak and Sofas Kelleher HVAC Lakewood Savvy Rest Sheltering Arms Institute Shentel Tiger Solar

Program(s)/Daypart	Sponsor
	VCU Health Virginia Family Dentistry Virginia Institute of Marine Science Virginia Living Virginia Museum of Fine Arts Virginia Museum of History and Culture
<i>The Great American Recipe</i>	Mattaponi Springs Plow & Hearth
<i>Un-Wine'd</i>	Cynthia V. Bailey Fifty-Third Winery Virginia Wine Board
<i>Virginia Home Grown</i>	Strange's Florist Yard Works Wild Birds Unlimited Margaret Vaden Nanchard Morganson Charitable Fund Deb Nelson and Ed Lesnefsky
<i>Virginia Home Grown Clippings</i>	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	Blue Ridge Home Builders Association Bridgewater College Garth Newel Music Center Harrisonburg Downtown Renaissance Lakewood Wild Birds Unlimited