

WPTE

4TH QUARTER

REPORT

2023

6:30AM HRP#1

7:00AM HRP#2

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Women's Health Advocacy

Title: Community Outreach Coalition

Source: Pre-recorded interview

Host: Dale Murray

Date: Oct. 1, 2023

Guests and titles: Dr. Kendra Robinson, Executive Dir. And founder

Summary of Discussion: October is Breast Cancer Awareness Month. The Community Outreach Coalition works to close the gap in breast cancer among women of color. We discussed and promoted their breast cancer awareness walk, shared information about the resources for preventive care at the walk, and ways listeners can best spread the word and encourage others to attend.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Creative Arts

Title: Creatives for Virginia

Source: Pre-recorded interview

Host: Dale Murray

Date: Oct. 1, 2023

Guests and titles: Keena Renee-Carson, Creative for Virginia,
Founder

Summary of Discussion: Keena Renee-Carson organized a group of artists and creatives from Hampton Roads, and took them to the state capitol to lobby for a bill supporting creative entrepreneurs – presented by Delegate Jackie Glass of Norfolk. We discussed how she envisions enhancing the quality of life for creative artists across Hampton Roads, and what specific initiative/programs she had in mind to empower and uplift artistic talents.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Hampton Roads Perspectives

Date: 10/8/23

Source: BZ

Host: Devin

Guests and titles: Alison Byrne, Museum Deputy Director &
Director of Exhibitions.....Linda Koller, Director of Marketing and
Special Events

Summary of Discussion:

1. How long has the show been running?
2. When is it?
3. Where is it?
4. How many artists will be there?
5. What kind of artwork can people expect to see/buy?
6. Can anyone get "into" the show?
7. What makes this show different than other shows?
8. Besides the artwork is there anything else?
9. What is the Family ART Park?

10. Is there a cost for the Family ART Park?
11. Tell me about the Beach Club? What is it?
12. Where can I buy a ticket?
13. How much are tickets?
14. What does the cost include?
15. In addition to the amazing artwork what else can people buy?
16. What is the design for the poster?
17. What does the t-shirt design look like?
18. Where should people go if they would like more information?

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Creative Arts

Title: Creatives for Virginia

Source: Pre-recorded interview

Host: Dale Murray

Date: Oct. 8, 2023

Guests and titles: Keena Renee-Carson, Creative for Virginia,
Founder

Summary of Discussion: Keena Renee-Carson organized a group of artists and creatives from Hampton Roads, and took them to the state capitol to lobby for a bill supporting creative entrepreneurs – presented by Delegate Jackie Glass of Norfolk. We discussed how she envisions enhancing the quality of life for creative artists across Hampton Roads, and what specific initiative/programs she had in mind to empower and uplift artistic talents.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Community Services

Date: October 15, 2023

Source: Sales

Host: WooWoo

Guests and titles:

Sentara Breast Cancer Clinic Dale Gauding Marketing Director

Sentara and Dr. Keith Newbrough Medical Director for the
Comprehensive Breast Centers at Sentara Virginia Beach General
Hospital & Sentara Princess Anne.

Summary of Discussion:

Dr Newbrough was a guest on the show to discuss the importance of Breast Health and highlighting the need for more awareness during the month of October – which is Breast Cancer Awareness month. We talked about the right age for women to begin screenings and the process of a mammogram. Overall the discussion centered around breast health, screenings and lowering the risk.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Child Services

Date: October 15, 2023

Source: Sales

Host: WooWoo

Guests and titles:

Kathy Baker – Director at Pendleton Child Services Center

Summary of Discussion:

Kathy Baker of Pendleton Child Service Center was a guest on Sunday for another edition of Hampton Roads Perspectives. Kathy was in to discuss the “Celebrating Children” event taking place at Mt Trashmore in Virginia Beach. She also talked about adoption, raising children in a positive environment, how to spot child abuse & how to raise children in today’s world. Kathy was excited to share her experiences on the show!

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community

Program Title: Pandas Fight Against Cancer

Date: Oct 22 2023

Source: Email

Host: Natalia Ilchyshyn

Guests and titles: PJ Reed, Founder

Summary of Discussion:

The Panda represents helping a family in need affected by cancer. Selling of their merchandise is the main way they generate money as a nonprofit organization to donate to the families in need. They love to work closely within our community for other causes such as annual toy drive, canned food drive for the holidays, and back to school. They are holding their canned food drive the first weekend in November to help families get ready for Thanksgiving!

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community

Program Title: Begin Again Foundation

Date: Oct 22 2023

Source: Email

Host: Natalia Ilchyshyn

Guests and titles: Audrey Leishman, Founder

Summary of Discussion:

Their mission is to save lives through sepsis and toxic shock syndrome education and awareness, provide financial assistance to survivors and families, and support communities during times of crisis. They are always holding galas, golf tournaments, fundraising events to continue helping families that are impacted by sepsis. They are going to be holding a dinner at Heirloom to raise money at the end of the month.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community Health

Title: The Up Center

Source: Pre-recorded interview

Host: Dale Murray

Date: Oct. 29, 2023

Guests and titles: Michael Jones, Dad Engagement Specialist

Summary of Discussion: The Up Center is launching a new program that puts the focus on dad while still supporting mom. Their goal is to improve the maternal health outcomes by working with dads, especially in underserved communities. We talked about the program and other resources for expecting parents.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Gun Violence

Title: Stop the Violence 757

Source: Pre-recorded interview

Host: Dale Murray

Date: Oct. 29, 2023

Guests and titles: Monica Atkins, founder

Summary of Discussion: Stop the Violence 757 is a nonprofit started after its founder, Monica Atkins, lost her 25-year-old son to gun violence in 2014. We discussed what she thought were possible solutions to end gun violence and how gun violence affects the youth she encounters.

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Hampton Roads Perspectives

Date: 11/5/23

Source: Jay Jay Mayo

Host: Devin

Guests and titles: Jamar Davis – Vice President, Jason McDonald - Secretary

Summary of Discussion:

1. Can you tell us more about Hampton Roads Pride and its mission in uniting the LGBTQIA+ community in the 757? How did it all start?
2. It's clear that Hampton Roads Pride values inclusivity. Can you share some of the ways you ensure that Pride is welcoming for the entire queer community and allies?
3. Pride is often associated with June, but Hampton Roads Pride emphasizes that pride is 365 days a year. Could you elaborate on how this continuous celebration plays a crucial role in your organization's mission?
4. Jamar - As the Vice President of Hampton Roads Pride, can you tell us about your role and what inspired you to become involved in this organization?
5. Jason - Hampton Roads Pride, can you tell us about your role and what inspired you to become involved in this organization?
6. Could you shed some light on the importance of philanthropic

support for non-profit organizations like Hampton Roads Pride? How does it contribute to the success of your initiatives?

7. Hampton Roads Pride collaborates with various partners in the community. Could you share some examples of successful partnerships and how they've contributed to the overall mission of the organization?

8. Let's talk about the upcoming events. Can you give us a sneak peek into what attendees can expect from events like the "Run the Rainbow 5k," the VSC series, and the opera series?

9. For those who are interested, how can they get tickets and participate in these upcoming events?

10. Hampton Roads Pride has a scholarship program. Could you tell us more about it and how it plays a role in nurturing the next generation of LGBTQIA+ leaders in the community?

11. In what ways do you envision the organization growing and making an even greater impact in the future?

12. Finally, how can our listeners, businesses, and the community at large get involved, support, and stay updated with Hampton Roads Pride and its upcoming events

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Hampton Roads Perspectives

Date: 11/5/23

Source: myself

Host: Devin

Guests and titles: Jessica Lee – Program Coordinator for
Tidewater Youth Services (Santa Clause Shuffle)

Summary of Discussion:

1. What is the Santa Claus Shuffle? (Tidewater Youth Services Foundation SIGNATURE fundraising Event) Where and when is the race
2. Can you tell us about Tidewater Youth Services Foundation?
3. Who do you primarily serve (tell a story!)?
4. What is the mission of TYS?
5. What are your primary programs? How do you improve the "Quality of Life" for the youth you serve
6. How long have you been conducting the Santa Claus Shuffle? What is the history of this event (there has to be a lot since this is the 27th annual)?
7. What is unique about the Santa Claus Shuffle? The Secret Sauce that has kept it around for 27 years?
8. Tell me about the people that participate (families? young or old?)
9. Who are some of the teams that are participating?
10. What is the goal(s) for the Santa Claus Shuffle?

11. Who are some of the sponsors and other groups that support this event?
12. How will the proceeds be used?
13. How do you register for the race?
14. Other than running in the race, are there other ways people can participate and be involved in the Santa Claus Shuffle?
15. What else should we know?
16. Other than the Santa Claus Shuffle, how can someone get involved with Tidewater Youth Services Foundation?

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Community Services

Date: November 12th, 2023

Source: Sales

Host: WooWoo

Guests and titles:

Alli Pierera Director of Marketing VIRGINIA Arts Festival

Summary of Discussion:

Alli was a guest on the show to share all the fun festive Holiday programming that the Virginia Arts Festival was planning to bring to Hampton Roads. Alli shared info, ticket details showtimes and more. The Virginia Arts Festival celebrates its 26th Anniversary in 2023. The largest performing arts organization in southeastern Virginia, Virginia Arts Festival has transformed the region's cultural scene, presenting great performers from around the world and making this historic region a cultural destination for visitors from across the United States and around the world.

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Community Services

Date: November 12th, 2023

Source: Sales

Host: WooWoo

Guests and titles: Steven Kennedy Vice President of Conserve York County

Summary of Discussion:

Steven Kennedy – Vice President of Conserve York County – was a guest on the show to discuss the project he and fellow residents of York County are passionate about – which is conserving land on York County. Steven said the natural appeal of York County and the Historic Triangle is quickly disappearing. Uncontrolled development is irreversibly destroying the last vestiges of our region's character and his mission is to conserve the land and say no to development.

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community

Program Title: Southeastern Food Bank

Date: Nov 19 2023

Source: Email

Host: Natalia Ilchyshyn

Guests and titles: Beth Booker, Partner Relations Manager

Summary of Discussion:

Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America and the Federation of Virginia Food Banks, has been providing food for people experiencing food insecurity throughout Southeastern Virginia and on the Eastern Shore. Their mission is to make sure no one goes hungry. They are collecting donations in preparation of Thanksgiving! Make sure to donate at Local Food Lions.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community

Program Title: Thanks for Giving Blood Drive

Date: Nov 19 2023

Source: Email

Host: Natalia Ilchyshyn

Guests and titles: Tiffany McClain, Account Rep

Summary of Discussion:

Thanksgiving is the perfect time to gather with loved ones, give thanks over a delicious meal and make a lifesaving difference by giving blood. The American Red Cross is holding blood drives across Hampton Roads Friday through Sunday, Thanksgiving weekend. You could help save multiple lives by donating blood. They are also giving out some free t-shirts, festive socks.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Creative Arts

Title: Soundscapes

Source: Pre-recorded interview

Host: Dale Murray

Date: Nov. 26, 2023

Guests and titles: Carol Minter, Executive Dir. at Soundscapes

Summary of Discussion: Newport News based non-profit Soundscapes is teaching young students how to play musical instruments. Executive Director Carol Minter discussed how music education is an important part of childhood development, and the free lessons they provide help impart important life skills.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Creative Arts

Title: Pharoah Family Foundation

Source: Pre-recorded interview

Host: Dale Murray

Date: Nov. 26, 2023

Guests and titles: SNL alum Jay Pharoah, Ramona and Shaina Pharoah, Exe Directors.

Summary of Discussion: After 10 years of supporting local art students, SNL alum Jay Pharoah and his family recently launched their latest intuitive: the Pharaoh Phamily Phoundation. It awards scholarships to graduating Indian River High school seniors pursuing careers in the arts. We discussed the specific criteria or fields of study the foundation forces on and the application process. We also talked about the challenges he's experienced as they expand the foundation's scope.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Creative Arts

Title: Pharoah Family Foundation

Source: Pre-recorded interview

Host: Dale Murray

Date: Dec 3, 2023

Guests and titles: SNL alum Jay Pharoah, Ramona and Shaina Pharoah, Exe Directors.

Summary of Discussion: After 10 years of supporting local art students, SNL alum Jay Pharoah and his family recently launched their latest intuitive: the Pharaoh Phamily Phoundation. It awards scholarships to graduating Indian River High school seniors pursuing careers in the arts. We discussed the specific criteria or fields of study the foundation forces on and the application process. We also talked about the challenges he's experienced as they expand the foundation's scope.

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Hampton Roads Perspectives

Date: 12/3/23

Source: myself

Host: Devin

Guests and titles: Andrea Starr – Executive Director/CEO of Forward Foundation

Summary of Discussion:

What is Forward Foundation

Why is the work we do and support we provide so important?

Why am I so passionate about the work we do - my personal connection

Who is eligible for our services and understanding the demographic of which we serve?

What areas do we focus on? Support, educate, and empower

What is the long term goal – achieving financial stability

What types of services are offered – childcare subsidies, setting goals, financial literacy, setting professional, family, and financial goals, mental health and wellness, educational workshops, career development, life skills, community support, social events

What is the application process and what are the requirements?

What are the ways people can help?

What events do we have coming up

How do people find us and where can you learn more?

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Community Services

Date: December 10th, 2023

Source: Programming

Host: WooWoo

Guests and titles: Gina Benefiel Executive Director of the VB Rescue Foundation.

Summary of Discussion: Gina was a guest on the show to talk about the VB Rescue Foundation and the upcoming 3rd Annual Lighted Boat parade to benefit the foundation. The Virginia Beach Rescue Squad Foundation supports an independent and vital emergency medical care and transport system. Almost 1,000 men and women from every walk of life serve the community under the direction of the City of Virginia Beach EMS Department. There are ten squads altogether with nearly 450,000 residents. Each squad is a 501(c)(3) nonprofit organization that finances its operational needs through individual fundraising.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Community Services

Date: December 10th, 2023

Source: Programming

Host: WooWoo

Guests and titles: Bonnie Sutton Access College Foundation

Summary of Discussion: Bonnie was a guest on the show to discuss the upcoming college acceptance period for Seniors who applied for early and acceptance and the process in which financial aid works for those accepted to college early. Over 34 years, Access has helped provide an opportunity for 77,000 students to receive a college education and make a difference.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community

Program Title: Ability Center of Virginia

Date: Dec 17 2023

Source: Sales

Host: Natalia Ilchyshyn

Guests and titles: Michelle Prendergast, Executive Director

Summary of Discussion:

Ability Center of Virginia provides programs and services to support the needs of individuals with different abilities throughout Hampton Roads. The programs provide a wide range of activities that encourage community inclusion, personal independence, healthy life choices, and social skill development. They are always looking for volunteers to help on a daily basis.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Community

Program Title: CASA

Date: Dec 17 2023

Source: Sales

Host: Natalia Ilchyshyn

Guests and titles: Kathrine Kosky, Head of Volunteering

Summary of Discussion:

They provide trained volunteers to speak for abused and neglected children who are the subjects of juvenile court proceedings. Your commitment would be about a year to 18 months. You would need to do visits at school, in the homes and at times show up to court. CASA provides extensive training. They have a gala coming up in April 2024 to raise money for the program.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Human Trafficking

Title: Latisha's House Foundation

Source: Pre-recorded interview

Host: Dale Murray

Date: Dec. 24, 2023

Guests and titles: Elizabeth Ameling, Founder and Director and
Heidi Wallace, state coordinator

Summary of Discussion: The Latisha's House Foundation tackles the issue of human trafficking by providing specialized victim services to victims within the Hampton Roads region. We talk about how they got referrals, programs and resources they offer and the challenges they face.

Hampton Roads Perspectives Public Affairs Program Summary Sheet

Program Category: Political Activists

Title: Do The Right Thing

Source: Pre-recorded interview

Host: Dale Murray

Date: Dec 24, 2023

Guests and titles: Gary McCollum, Executive Director

Summary of Discussion: Do the Right Thing is a grass roots community effort founded by concerned citizens of all backgrounds from government and politics to business, law enforcement, and faith leaders. The organization seeks to establish an open and transparent platform to express opinions and ideas to advance justice, fairness, and accountability. We discussed the organizations main focus, specific achievements and milestones, and ways the organization engages with the community to address social issues.

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Hampton Roads Perspectives

Date: 12/31/23

Source: myself

Host: RVG

Guests and titles: Dr. Shemeka Gerald – VP of Learning, and
Stephanie Walter – Director of Engagement & Communications

Summary of Discussion:

Who/What is YELLOW?

How do you all get started?

What are the 3 pillars of YELLOW?

What makes YELLOW unique?

As Director of Engagement + Communications, what is your role?

As Vice President of Learning, what is your role?

How do students selected at YELLOWHAB?

What makes learning at YELLOWHAB different than other schools?

What are some themes for this school year?

How do you all plan to scale HAB?

Why did you start in Norfolk?

How do you all support the parents/families alongside the students?

What has YELLOW done this year to support and enhance the community?

How are you all involved with Something In The Water Festival?

What are some ways that people can support YELLOW and YELLOWHAB?

What are some of your goals for 2024?

Hampton Roads Perspectives

Public Affairs Program Summary Sheet

Program Category: Community Affairs

Program Title: Hampton Roads Perspectives

Date: 12/31/23

Source: myself

Host: Devin

Guests and titles: Jen and Will Fox – Co Founders of D-Feet Cancer

Summary of Discussion:

What is the mission of D-Feet Cancer The Dalton Fox Foundation?

How did you come up with the name D-Feet Cancer?

What is Ewing Sarcoma?

Tell the listeners about the standard of care for children diagnosed with Ewing Sarcoma.

What is the importance of finding less toxic treatments for pediatric cancer?

Explain the importance of pediatric cancer research funding.

How can our listeners get involved with D-Feet Cancer?

How long has D-Feet Cancer been around?

Share with the listeners a little bit about Dalton.

How many kids & families are diagnosed with Ewing Sarcoma and/or pediatric cancer each year?

How does the foundation raise money for research?

How much has the foundation donated to research?

Where do donations to D-Feet Cancer go?

Does D-Feet Cancer fund research into any other cancers?

What else can listeners do to help local kids beat cancer?