

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

Program(s)/Daypart	Sponsor
<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
<i>NOVA</i>	Louise B. Cochrane Charitable Foundation Sally R. Youngs
PBS Kids daypart	Kelleher HVAC VCU Health Virginia 529
Primetime programming	Virginia 529
Run of Schedule daypart	Children's Museum of Richmond Garden Club of Virginia Kelleher HVAC VCU Health Virginia Family Dentistry Virginia Living Magazine Virginia Institute of Marine Science
<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