

# Blue Ridge Public Television

1215 McNeil Drive Roanoke VA 24015

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[www.BlueRidgePBS.org](http://www.BlueRidgePBS.org)



**CEO/Executive Director:** Mr. James Baum

**Board Chair:** Ms. Marsha Combs

**Company Affiliation:** Retired

**Type of Organization:** Media & Communications

**Mission Statement:** The mission of Blue Ridge Public Television is to enrich people's lives. As the only locally owned, nonprofit TV station in the southwestern region of Virginia, our purpose is to provide educational, informational and cultural programming that fills a unique role as a positive and lifelong resource for the communities we serve.

**Impact Statement:** In 2016:

- Blue Ridge PBS continued growing our community outreach by partnering with the Mill Mountain Zoo for children's events;
- The McLaughlin Awards to recognize area teachers;
- Produced the documentary "Lakeside: 66 Years of fun in the Sun";
- Won our 6th regional Emmy Award for "Smith Mountain Lake: Generating Power, Creating Memories";
- And signed a 24-hour children's channel on the air to continue helping area children prepare for school.

**Full-time Staff:** 11

**Volunteers:** 21

(excludes part-time staff)

## Programs

Blue Ridge Public Television

**Projected Revenue:** \$1,037,135.00

**Projected Expenses:** \$1,060,452.00

Fiscal Year	2016	2015	2014
Total Revenue	\$2,525,703	\$2,698,693	\$2,698,693
Total Expenses	\$3,222,051	\$3,187,445	\$3,187,445