

Tobacco Festival:

1. QUEEN AND PRINCESSES OF TOBACCOLAND in special studio originated preview program, October 17th.
2. FERKO MUMMER'S BAND in exclusive marching maneuvers originated on WRVA-TV studio outdoor parking lot, October 18th.
3. TOBACCO FESTIVAL PARADE Remote from Broad street outside WRVA Theatre, Friday evening, October 18th.

Public Schools: As soon as Richmond Public Schools System was ready to use WRVA-TV's facilities, station made time, facilities and personnel available for educational use.

1. SCHOOLS IN ACTION - three series from November 1, 1956, to January 24, 1957; February 10, 1957, to April 15, 1957; and October 28, 1957, to January 20, 1958. These were designed as public relations showcases for the school system and presented half hour programs in all subject matter areas with classroom atmosphere recreated in WRVA-TV studios, live in evening time.
2. ART AROUND US - November 18, 1957 to February 10, 1958 - in-school series, first local effort at in-school teaching by television. In cooperation with Richmond City Schools, these classes were received and used in classrooms, aimed at providing, through use of their best expert teachers, art training at a level they were unable to achieve in every classroom by regular teaching methods.

Jamestown Festival: 1957, was the 350th anniversary of the founding of the Virginia Colony in America at Jamestown. WRVA-TV participated extensively in the commemorative and educational activities attendant to the celebration:

1. INTERNATIONAL FLEET REVIEWS June 12th and July 21st. WRVA-TV covered the events with its own camera and production staffs aboard the U. S. Navy's missile ship, Canberra, and high above in U. S. Marine helicopters. Exposed raw film was delivered by helicopter teams to the WRVA-TV studios for fast processing and editing and same-night presentation.
2. 1607 - JAMESTOWN - 1957 - Featuring the Jamestown Festival area, WRVA-TV made sound-on-film half hour, touring grounds, ship replicas, and displays. Top station talent personalities participated as hosts, inviting all to visit the Festival. Originally presented in "AA" time on June 19th and repeated by request several weeks later.
3. QUEEN ELIZABETH II IN VIRGINIA - Two special programs on October 31st covering the Queen's visit to Jamestown and Williamsburg. WRVA-TV's own staff making sound-on-film programs for afternoon and night presentation.

Miss Richmond Contest:

When no sponsoring organization came forth to carry on the community's traditions of beauty, WRVA-TV took on the project as a sustaining feature. From the WRVA Theatre stage, the contest finals were judged on June 16th.