

ANNUAL 20 REPORT 23



Telling West Virginia's Story





WHO WE ARE

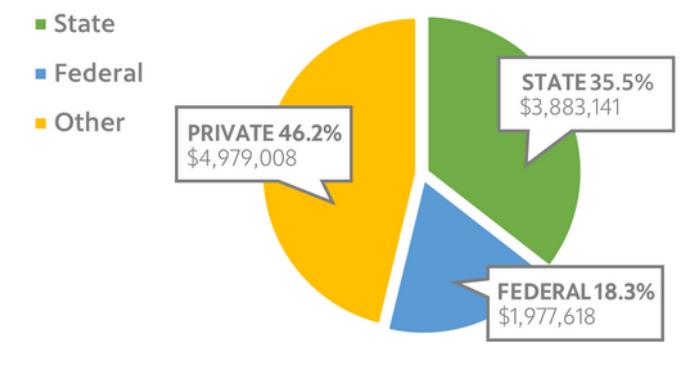
West Virginia Public Broadcasting is committed to “Telling West Virginia’s Story” and to provide educational content for all the citizens of West Virginia, from the youngest to the oldest. We provide free resources for West Virginia teachers to use in the classroom to teach science, literacy, and history. We broadcast programs that bring the arts and humanities to life, and we focus on producing documentaries and radio stories highlighting Appalachian culture, focusing mainly on West Virginia. We continue to partner with the West Virginia Department of Education and the West Virginia Department of Arts, Culture and History. We are also the home of Mountain Stage, a live music performance program that draws people from around the United States to West Virginia on the weekends and goes on the road to take West Virginia to other states.



FUNDING MODEL

West Virginia Public Broadcasting has three main sources of funding - the State of West Virginia, the Corporation for Public Broadcasting and federal grant programs, as well as private dollars from individuals, businesses, organizations and foundations that support the mission of public broadcasting.

FY 2023 EBA FUNDING





REACH 2023

The website wvpublic.org had **1.5 million** page views from Dec. 1, 2022, to Dec. 1, 2023.

- **51,000** teachers, parents and guardians utilizing PBS LearningMedia
- **52,149** WVPB Facebook followers
- **7,662** WVPB Instagram followers
- **25,600** WVPB YouTube subscribers
- **9,555** Inside Appalachia Instagram followers
- **9,262** Inside Appalachia X (formerly Twitter) followers
- **11,063** WVPB Members
- **6,147** WVPB Sustaining Members
- **231** Studio Society Members

Mountain Stage supporters, staff, and volunteers gather at J.Q. Dickinson Salt Works to celebrate 40 years of live music.



The website mountainstage.org had **370,711** page views from Dec. 1, 2022, to Dec. 1, 2023.

- **44,464** Mountain Stage Facebook followers
- **20,504** Mountain Stage Instagram followers
- **13,200** Mountain Stage X (formerly Twitter) followers

UNDERWRITERS

Thank you for your generous support of our programming.

- 16 Hands Studio
- 123 Pleasant Street
- AARP
- Altice USA/Optimum
- Apis Creative
- Appalachian Care Chronicles
- Appalachian Power
- Art Spring
- The Bad Apple
- Bailey Glasser LLP
- Bay Diesel and Generator
- Berkeley Springs Film Festival
- B. Lee Management
- Bowles Rice LLP
- Celtic Calling Gathering
- Charleston Coliseum & Convention Center
- Charleston Area Medical Center (CAMC)
- City of Beckley
- Charleston Convention & Visitors Bureau
- Charleston Dirty Birds
- Citynet
- The Clay Center
- Coal River Coffee Company
- Coat of Arms
- Concord University
- Couples Counseling Service
- Covenant House
- Cultural Foundation of Harrison County
- Digital Relativity
- Diversified Energy
- Dutch Miller Subaru
- Drusky Entertainment
- Edith's Health and Specialty Store
- Edward Tucker Architects
- Elkins Sewing Center
- Embassy Suites by Hilton Charleston
- Extreme Networks
- FestivALL Charleston
- Friends of Spring Hill Cemetery Park and Arboretum
- Friends of the Cheat
- Fund for the Arts
- Eagle View Apartments
- Elkins Sewing Center
- Garrett County Celtic Festival
- Good News Mountaineer Garage
- Glenville State University
- Grassroots Radio Conference
- Hammons Family Fiddle & Banjo Contest
- HD Media
- The Health Plan
- Heritage Music Blues Fest
- Hotel Morgan
- Huntington Symphony Orchestra
- HQ Publishing
- Jenkins Fenstermaker PLLC
- John C. Campbell Folk School
- Kanawha County Public Library
- Kanawha Organ Works
- Kanawha Valley Friends of Old Time Music and Dance (FOOTMAD)
- Kentucky Cabinet for Health & Family Services
- Luke Frazier
- Marion County Convention & Visitors Bureau
- Marshall University Marshall Health
- Mea Cuppa
- Mike Winland Studios
- Mission West Virginia
- Mon Forest Towns
- Morgantown Farmers Market Growers Asso.
- Mountain Health Arena
- National Travel
- New South Media
- OLLI at WVU
- Parkersburg Homecoming
- Peoples Bank Theatre
- Pocahontas County Opera House
- Putnam County Convention & Visitors Bureau
- Quilts by Phyllis
- River Fair Trade
- Robert R. Rodecker c/o Kay Casto Chaney PLLC
- Robinson Grand Performing Arts Center
- Segra
- The Senator's Mansion
- Sew Many Blessings
- The Sewing Gallery
- The Simon Perry Center for Constitutional Democracy
- South Charleston Public Library
- Solar Holler
- Sonesta ES Suites Charleston
- Step by Step Voices of WV Project
- Stuart's Opera House
- Swiftwater General Store
- The Tea Shoppe
- Toriseva Law
- Unite Us
- University of Charleston
- WCHS-TV
- Wells Home Furnishings
- West Virginia Coalition Against Domestic Violence
- West Virginia Environmental Council
- West Virginia Higher Education Policy Commission
- West Virginia Humanities Council
- West Virginia Lottery
- West Virginia Network
- West Virginia Public Education Collaborative at WVU
- West Virginia Public Theatre
- West Virginia Radio Corporation
- West Virginia Renaissance Festival
- West Virginia Rivers Coalition
- West Virginia State Treasurers Office
- West Virginia Symphony Orchestra
- West Virginia Dept. of Tourism
- West Virginia University
- West Virginia University Arts & Entertainment
- West Virginia University Magazine
- West Virginia University Press
- West Virginia Wine and Jazz Festival
- Wheeling Symphony
- WVU Medicine
- The Wine Shop
- Yeager Airport
- ZMM Architects and Engineers



BOARD OF DIRECTORS

Educational Broadcasting Authority

The West Virginia Educational Broadcasting Authority is West Virginia Public Broadcasting's governing board. It receives funds from the state of West Virginia on WVPB's behalf.

William H. File, III, Beckley, *Chairman*

Michael J. Farrell, Huntington, *Vice Chair, representing The WV Higher Education Policy Commission*

Governor Jim Justice represented by

Randall Reid-Smith, *Curator, West Virginia Department of Arts, Culture and History*

Michele L. Blatt, *WV Superintendent of Schools represented by*

Tim Conzett, Charleston

Nancy J. White, Berkeley Springs, *representing the WV Department of Education*

Greg Thomas, South Charleston

Thomas L. Susman, Charleston

Danielle M. Waltz, South Charleston

Stephen Hood, Barboursville

Frank D. Wood, Daniels

Carol Rotruck, Morgantown

West Virginia Public Broadcasting Foundation, Inc.

The Foundation receives major gifts, grants and bequests for WVPB and manages WVPB's endowment fund.

Michael J. Farrell, Huntington, *Chairman*

Edward Armbrecht, Jr., Charleston, *Vice Chair*

Lynda Goldberg, Morgantown, *Secretary*

Leslie Nutting, Wheeling, *Treasurer*

William H. File, III, Beckley, *EBA Chair*

Elliot Hicks, Charleston, *Chair Friends of WVPB*

Brian Gallagher, Huntington,

Immediate Past Chair Friends of WVPB

Andrew Schneider, Charleston

Steve Hopta, Charleston

Susan Bissett, Charleston

W. Peter Holloway, Jr., Wheeling

Barbara Bean, Bridgeport

Carol Rotruck, Morgantown

Lynda Goldberg, Morgantown

Barbara Fleischauer, Morgantown



BOARD OF DIRECTORS

The Friends of West Virginia Public Broadcasting, Inc.

The Friends is a charitable 501c(3) organization which supports the services of WVPB. The organization solicits and manages annual membership donations on behalf of WVPB. Every individual contribution entitles a donor to membership.

Elliot Hicks, Charleston, *Chairman*

Laurie Ruberg, Wheeling, *Vice Chair*

Walt Warren, Wheeling, *Secretary*

Karen Rice, Martinsburg, *Treasurer*

Brian Gallagher, Huntington, *Immediate Past Chair*

Andrea Shirey, Vienna

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Betty S. Ireland, Charleston

Bonnie Brown, South Charleston

Brian Lilly, Daniels

Cecelia Mason, Shepherdstown

Christine Villamagna, Wheeling

David D. Moran, Egleton

David Lieving, Barboursville

Deborah Hammond, Falling Waters

Eva F. Jones, Cross Lanes

Julie Blackwood, Charleston

Lauri Andress, League City

Mark A. Lewis, Parkersburg

Mark Sundstrom, Fayetteville

Peter Staffel, Wheeling

Renate Pore, Charleston

Renee Margocee, Charleston

Richard Goldberg, Morgantown

Rita Ray, Charleston

Robert Moore, Beckley

Sara Hauptfuehrer, Wheeling



EMERGENCY COMMUNICATIONS



Satellite Link and Towers

West Virginia Public Broadcasting provides the only secure broadcast path out of the state Capitol Complex. We broadcast emergency press conferences, providing them to all other news outlets through our satellite uplink. Ten WVPB towers are part of the state's emergency communications network for first responders. We are in the process of expanding this network with new technology.

WVPB/EBA is the only entity that offers statewide **EAS** (Emergency Alert Services), **CAP** (Common Alert Protocol), and **WARN**, a diverse, redundant path to deliver **WEA** (Wireless Emergency Alerts) from FEMA to cellular providers. If an internet disruption breaks the primary connection between FEMA and a carrier facility, the **PBS WARN** system provides an immediate alternate source of WEA messages to the cellular carrier over the air.

Alerts to Your Phone

If you have ever received an emergency alert on your wireless phone - just know WVPB employees and towers make that happen. WVPB is connected to SIRN (Statewide Interoperable Radio Network), a partnership between municipal, county, state and federal public safety agencies. Working with SIRN, we provide necessary resources to expand the reach of essential communication services. We share remote sites, tower space, and microwave paths with SIRN. Several media outlets monitor our EAS signal for redundancy and quality assurance.

PROGRAM HIGHLIGHTS

West Virginia Public Broadcasting continues to tell West Virginia's story through our many productions. WVPB remains committed to education in its programming, whether it's programs for young viewers teaching literacy, science and math, or adult viewers and listeners who remain informed through our newscasts and learn new things through our history and science programs. WVPB's programs instill life-long learning and educate, inspire and inform.

Woody Williams: An Extraordinary Life of Service

WVPB proudly released a new documentary about the life of Medal of Honor recipient Woody Williams titled, *Woody Williams: An Extraordinary Life of Service*. The documentary chronicles the life of the late Hershel "Woody" Williams, World War II Congressional Medal of Honor recipient. The production also shares how Williams, at the age of 85, formed the Woody Williams Foundation, dedicated to honoring and helping Gold Star Families.



Behind the Stage: A Mountain Stage 40th Anniversary Appreciation

Get a behind the scenes look at what goes into making Mountain Stage the radio program we know and love. From its origin in the early 1980's to today, we explore the "to-do" list from lineup to editing the program for national distribution. Meet the team and learn more about the tasks that have made Mountain Stage evolve over the past 40 years.

WVPB's Jan Kuniki and Randy Yohe discuss "Woody Williams: An Extraordinary Life of Service" with WSAZ News reporters.



PROGRAM HIGHLIGHTS

Polly and Nugget's Bookshelf

Polly & Nugget's Bookshelf is a fun, interactive online show where Polly the Opossum and Nugget the Rooster discuss their favorite children's books from their bookshelf. Their humorous banter entertains and informs children of all ages. Each episode features a "key word" that can be posted in the video's comments. A random winner is selected to receive the book shared in the episode, plus a personalized note from the hosts.



WV Trivia

West Virginia Public Broadcasting continues to work with the West Virginia Department of Education to add local educational content to our broadcast. Host Alex Milanese teaches kids about important historical and cultural facts about West Virginia through trivia questions.



The Future Is You

Through a partnership with the West Virginia Department of Education, West Virginia Public Broadcasting is finishing season three of The Future Is You. Through this series of videos, students are introduced to careers in STEM as we travel to schools throughout West Virginia to learn what Career Technical Education (CTE) programs are offered in these hands-on, technical training programs.



The Education team visits the Cherry River Summer Boost Program to share a program about ocean life.



PROGRAM HIGHLIGHTS

Mountain Stage

Produced by West Virginia Public Broadcasting and distributed by NPR Music, **Mountain Stage** is heard every week on over 260 public radio stations across America, and around the world via NPR Music and mountaintage.org. The show is recorded in front of a live audience primarily in Charleston, WV. The show boasts over one million annual impressions over social media, podcast downloads, website visits and live audience attendance.



Inside Appalachia

Inside Appalachia is an award winning weekly radio program and podcast hosted by Mason Adams. The show continuously expands to tell more stories about Appalachia's cultural heritage. Our goal is to share those stories with a broader audience. The show is an audio tour of our rich history, food, music and culture. Inside Appalachia is currently heard on 33 stations in West Virginia, Kentucky, North Carolina and Tennessee. The program gives voice to and provides a platform for the underserved, overlooked, and often dismissed residents of Appalachia. The show recently expanded to tell more stories about our region's diverse arts and culture, through our grant-funded Folkways Project. The Folkways Project supports a team of reporters from throughout Appalachia.



Us & Them

Us and Them is an award winning podcast and radio show hosted by Charleston native Trey Kay. The show focuses on the fault lines that divide Americans.



PROGRAM HIGHLIGHTS

The West Virginia Channel

The West Virginia Channel broadcasts more than 200 hours of West Virginia programming. The television channel offers viewers programs about our rich history and culture, as well as community events.



West Virginia Morning

This program airs on radio Monday through Friday at 7:43 a.m. and covers everything from state government and Appalachian culture to the Mountain Stage Song of the Week.

West
Virginia
Morning

W Public
BROADCASTING

Legislative Coverage

WVPB provides more than 600 hours of programming about the West Virginia Legislature each year, including live floor sessions, the State of the State address, and our own show, **The Legislature Today**. **The Legislature Today** airs on WVPB-TV, WVPB Radio, YouTube and The West Virginia Channel during the Legislative Session.



Streaming

WVPB works with government and community partners to live stream programs like the state History Bowl competition and Academic Showdown, plus Joyful Night, the annual Christmas tree lighting at the Capitol.

Regional Edward R. Murrow Awards

In 2023, WVPB was awarded two Regional Edward R. Murrow Awards (RTDNA) in the Large Market Radio category. WVPB's podcast *Us & Them* with host Trey Kay, in collaboration with co-producer Marisa Helms, won Best News Documentary for the *Us & Them* episode "The Gun Divide." *Us & Them* also won in the Podcast category for "Court of Second Chances." The episode was hosted by Trey Kay and co-produced by Emily Haavik.



EDUCATION RESOURCES

PBS LearningMedia Resource

There have been 51,000 page views on the WVPB Resource page this year. This represents a significant year-over-year increase. In addition, over 40,000 people used PBS LearningMedia, our free online source of educational videos, interactives, lesson plans, and more.

Statewide Events

The WVPB Education Department continues to work with organizations across the state. The team presented at numerous professional conferences and initiated partnerships with organizations to share our mission. This outreach included 5 state conference presentations, 32 children's programs in schools and libraries, 11 community events, and 4 workshops for future educators at colleges and universities.

2023 Mountain Readers Are Leaders

This year, 400 books with accompanying lessons/activities were distributed to classrooms, libraries, and community centers across the state. This new program had volunteers read to over 15,000 children across all 55 counties during the week of October 2, 2023. The program featured WV authors Marc Harshman and Anna Egan Smucker and an interview with an Architect from ZMM Architects.



Braxton County High School Soccer team members volunteered to read to six local elementary schools for Mountain Readers week.



EDUCATION RESOURCES

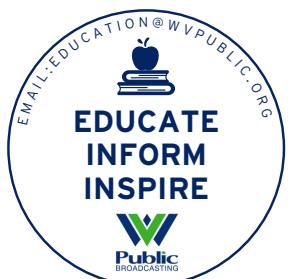
Above and Beyond

Our **Above and Beyond Award** recognizes excellence and creativity of Mountain State teachers. Each month a teacher is selected by a prestigious panel of judges. Teachers are surprised with a signature blue Blenko Glass apple paperweight, a certificate, and a monetary award. Over the past year, WVPB received nominations from schools across 44 WV counties.



2023 WVPB Writers Contest

With over 150 entries from children in grades K-5, eighteen winners joined in a celebration at the West Virginia Culture Center and State Museum. The celebration included a visit from songwriter Tony M. Music and West Virginia children's authors Ashley Belote and Diane Tarantini.



The 2023 Writer's Contest winners gather for a group photo at the conclusion of their celebration event held at the Culture Center.





Public
BROADCASTING

Telling West Virginia's Story

600 Capitol Street Charleston, WV 25301

wvpublic.org

