



Telling West Virginia's Story 2016 Annual Report



“The national media is gone, but the story is far from over.”

- Inside Appalachia host Jessica Lilly with flood survivor Gerda Thompson

West Virginia Public Broadcasting educates, informs and inspires our people by telling West Virginia's story



West Virginia Public Broadcasting (WVPB):

- **educates** our people
- **informs** about state government
- **communicates** during emergencies
- **promotes** our economy

West Virginia Public Broadcasting reached **more than 2 million people** in 2016 on radio, TV and online

For every \$1 of state investment, **WVPB matches it with another \$1 from other sources**

WVPB's PBS Kids Channel provides high-quality educational programming 24 hours a day, 7 days a week

West Virginia Learning Media is a free online service with educational videos, curricula, games and activities

The West Virginia Channel tells our story online and on TV through programs about the state's history and culture

Mountain Stage promotes tourism and our state's image throughout the world

Our new channel expands educational children's shows to nights and weekends on cable, over the air and online

More than **6,000 users** are registered for West Virginia Learning Media, with **130,000 pageviews** in 2016

We provide **1,800 hours** of W.Va. programming plus **600 hours of state Legislature coverage** each year

More than **200 radio stations** carry Mountain Stage and **13,000 visitors** attended a live Mountain Stage show in 2016



Telling West Virginia's Story 2016 IN THE COMMUNITY

West Virginia Public Broadcasting expanded its impact in education, news and public affairs, emergency communications and economic development in 2016



*Advanced Manufacturing instructor
Jessica Campbell in WV STEAM*

1. Produced educational videos and curricula that inspire students to careers in STEAM (science, technology, engineering, the arts, and math)

Our STEAM [video on Advanced Manufacturing Technicians](#) profiles young West Virginians learning to operate robots. The interactive video allows students to analyze truth tables and learn how math is used in programmable logic controllers

Our **WV STEAM videos** won the [National Educational Telecommunications Association award](#) for instructional media

2. Expanded West Virginia Learning Media - our free online service with thousands of educational videos, curricula, games and activities for educators, parents and students

In 2016, **more than 6,000 registered users** took advantage of West Virginia Learning Media. Our educational content generated more than **130,000 pageviews - a 61% increase**

WVPB **created and uploaded more than 550 videos and lessons** in the past two years on West Virginia Learning Media

Our Education Team conducts **training across the state** for educators, parents and students about the resources available on West Virginia Learning Media





Telling West Virginia's Story 2016 IN THE COMMUNITY

West Virginia Public Broadcasting in 2016 (continued)



3. Provided emergency communication services during June 2016 Floods

We provided emergency information before, during and after the disaster, on TV, radio, our website and social media.

After the 2016 floods, we helped raise funds through a telethon and raised awareness through a special [Inside Appalachia](#) documentary.

4. Operated a statewide network of 16 radio and 11 television transmitters and our website, [wvpublic.org](#), reaching all of West Virginia to provide free educational programming:

- More than **187,000 households** viewed WVPB in the February Nielsen rating period
- More than **100,000 listeners** tuned to WVPB each week in the fall ratings period
- **More than 1 million unique visitors** used [wvpublic.org](#) in 2016, with another **750,000 views** on YouTube



West Virginia Public Broadcasting provided live coverage of Gov. Justice's inauguration on TV, radio and online - and provided the broadcast feed and livestream to other media



Chief Engineer Dave McClanahan installs a backup microwave system to our fiber feed

5. Provided a fiber broadcast link from the state Capitol complex to our satellite uplink at our headquarters

- The only secure broadcast path out of the state capitol complex in case of emergency
- Live broadcasting the state Legislature and Supreme Court when in session
- Live broadcasting of concerts and educational events from Culture Center



Telling West Virginia's Story 2016 STORIES OF IMPACT

Appalachia Health News

- **Groundbreaking new health reporting project** exploring challenges and solutions
- Reporter Kara Lofton (pictured) completed **more than 200** in-depth, multimedia stories, **and 10 were heard nationally**
- Funding provided by CAMC, WVU Healthcare, and Benedum Foundation



Mountain Stage: Promoting Tourism

- Mountain Stage shows a hip, fun side of West Virginia and is heard on **over 200 radio stations** across America
- More than **13,000 people each year** attend a Mountain Stage concert in W.Va., with a direct economic impact of \$1 million
- WVPB and Mountain Stage produced a **multimedia interactive map** to promote the Mountain Music Trail in eastern W.Va.



The West Virginia Channel

- Broadcasting more than **200 hours per month** of West Virginia programming
- Available on cable, computers, smartphones, and over-the-air
- Programs about W.Va, history & culture
- Live events (concerts, student performances, sports tournaments, etc.)
- More than **600 hours each year** programming about **W.Va. Legislature**





Telling West Virginia's Story 2016 STORIES OF IMPACT

WVPB PBS Kids Channel

The Problem:

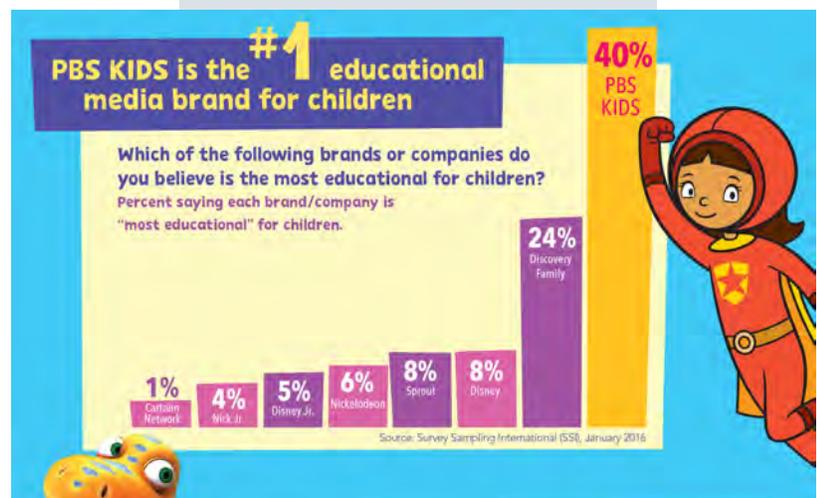
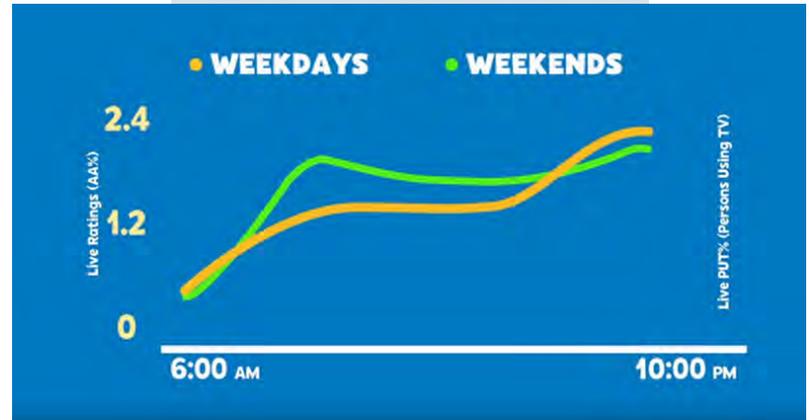
Kids are watching more programming on nights and weekends, while our main channel only has children's programming during the day

The Solution:

Our new **WVPB PBS Kids Channel** provides 24/7 quality educational programming over the air, on cable and as an online video stream

PBS Kids Reaches Our Youngest, Neediest Children

- PBS Kids is the **#1 provider of programming for children under 9**, both online and on television
- All PBS KIDS programming is designed to promote **literacy, math skills, and social & emotional development**
- Low-income children are **MOST LIKELY** to depend on PBS Kids programming





Telling West Virginia's Story 2016 SUMMARY



"I want to commend you for your excellent production of the Justice Inauguration. Too often, everyone takes these types of productions for granted. Little do they realize it took weeks to plan and produce. Job well done."

- Lon Tegels
59 WVNS-TV News Director

"West Virginia Public Broadcasting is an indispensable resource for education, news and public affairs, emergency services and economic development..."

"West Virginia Public Broadcasting continues to provide a vital service to the citizens of our state through the establishment of The West Virginia Channel..."

"Therefore Be It Resolved, that the West Virginia Senate/House of Delegates commends West Virginia Public Broadcasting on the creation of The West Virginia Channel."

West Virginia House of Delegates and Senate Joint Resolution



House of Delegates Speaker Tim Armstead

"West Virginia Public Broadcasting matches the state's investment dollar for dollar while promoting tourism, providing emergency communication services and educating our kids."

**- Scott Finn, CEO and Executive Director
West Virginia Public Broadcasting**
