West Virginia Public Broadcasting has been here since man first walked on the moon. The pivotal year was 1969. NASA took us farther than we’d ever been. The country was conflicted over war. Hundreds of thousands of music fans attended Woodstock. It was a year of social strife and huge scientific advances. Meanwhile, here in the Mountain State, a visionary decision by leadership created the Educational Broadcasting Authority.

From a humble beginning during a year full of historical significance, WVPB has evolved to its current role as a statewide radio, television and digital network, as well as a critical resource for emergency communications for West Virginia. But, at times, our future wasn’t certain. WVPB has weathered changing technology, reorganizations and significant cuts to state and federal funding, which seem to have plateaued for the moment. For that, we are thankful; however, other challenges loom.

If you’ve heard static on the radio or lost our television signal, please know that we’re doing our best to continually patch, replace and make major overhauls to our aging transmissions system. There also will be times in the next year when our engineers will be busy converting your region’s system as a part of our conversion to ATSC 3, today’s high-definition television broadcasting standard. It will require that you rescan your television to pick up the new signal. In all instances, whether we are making repairs or doing conversions, we appreciate your patience as we work to improve your WVPB experience.

Throughout the last 50 years the only thing public broadcasting could count on has been change — whether it’s been continually evolving viewer and listener habits or changes in the way individuals support us. Maybe our listeners get their news via our mobile app and not a radio. Maybe they don’t write WVPB a check anymore but give online instead. Things change, but generosity remains strong. Support by both our friends and our state’s leadership is critical to our continued success. And, without the dedication of our board members, WVPB never would have made it to this golden age, much less thrive as we do while we bring you amazing local programs like Mountain Stage, Inside Appalachia, Us & Them and The Legislature Today, not to mention our award-winning statewide news team. It’s good to be 50 and we owe it all to you.

Chuck Roberts is Executive Director of WVPB.
OUR 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 our community raised from individuals, businesses, organizations and foundations that believe in the mission of public broadcasting. At right is a pie chart of the Educational Broadcasting Authority’s funding for Fiscal Year 2019.

OUR BOARD MEMBERS

EDUCATIONAL BROADCASTING AUTHORITY

The EBA is our governing board, and members are appointed by the governor or serve in an ex officio capacity on behalf of their organizations.

The Honorable Jim Justice, Governor, State of West Virginia
William H. File III, Beckley, Chair
Dr. Corley Dennison, Ona, Vice Chair
Ann C. Brotherton, Charleston
Michael J. Farrell, Huntington, West Virginia Higher Education Policy Commission
Stephen Hopka, Charleston
Steven Paine, Charleston, West Virginia Superintendent of Schools
Maryanne Reed, Morgantown, Carol Rotruck, Morgantown
Nancy J. White, Berkeley Springs, West Virginia Board of Education
Edwin Sweeney, Weston

WEST VIRGINIA PUBLIC BROADCASTING FOUNDATION, INC.

Our foundation receives major gifts, grants and bequests for WVPB and manages WVPB’s endowment fund.

Edward C. (Ted) Armbricht, Jr., Charleston, Chair
Peter Holloway, Wheeling, Secretary
Ann Brotherton, Charleston, Treasurer
Bob Baker, Beckley, Past Friends Chair
Barbara Bean, Bridgeport
William (Bill) File, Beckley
Cynthia Brissey, Salem
Lynda Goldberg, Morgantown

Ellen Goodwin, Lewisburg
Susan Hogan, Wheeling
Steven Hopka, Charleston
Leslie Nutting, Wheeling
Shana Phares, Charleston, Friends Chair
Patricia Proctor, Huntington
Carol Rotruck, Morgantown
Peter Sullivan, Charleston

FRIENDS OF WEST VIRGINIA PUBLIC BROADCASTING, INC.

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

Shana Phares, Charleston, Chair
Carole Garrison, Ona, Vice Chair
Walt Warren, Wheeling, Secretary
Michael Moore, Ona, Treasurer
Bob Baker, Beckley
Travis Baldwin, Charleston
Sally Barton, Charleston
Ernest Blevis, South Charleston
Cynthia Brissey, Salem
Bonnie Brown, South Charleston
Kathy Chiordi, Phillippi
Sara Crickenberger, Lewisburg
Craig Cunningham, Charleston
Thomas Epling, Cass
Garold (Skip) Flynn, Huntington
Nicholas Freidin, Huntington
Brian Gallagher, Huntington
Max Gottlieb, Charleston
Dauna Hawkins, Buckhannon
Susan C. Hogan, Wheeling
Ellen Hrabovsly, Morgantown
Betty Ireland, Charleston
Dennis J. Kennedy, Rockport
Renee Margocee, Charleston
Cecelia Mason, Martinsburg
Michael Moore, Ona
Jack Ozminkowski, Daniels
Elaine Parke, Berkeley Springs
Rita Ray, Charleston
Karen Rice, Martinsburg
Laurie Ruberg, Wheeling
Kym Scott, Morgantown
Caroline Smith, Oak Hill
Peter L. Staffel, Bethany
Bruce Stevens, Petersburgh
Tom Witt, Morgantown

IMPROVING OUR TV BROADCASTING STRUCTURE

The FCC has mandated that television stations do something called a spectrum repack. This means two things: a new broadcasting standard called ATSC 3.0, and WVPB’s TV broadcasting signals have shifted.

Our engineering team is taking this opportunity to improve the TV broadcasting infrastructure and expand emergency communication abilities.

This simply means that we will be able to deliver more pinpointed alerts, thus reducing emergency response time for responders.
INFORMING

Our news team welcomed its second Report for America corps member in June this year. Emily Allen fills the position and reports on rural issues such as broadband and water infrastructure issues and will join The Legislature Today team during the 2020 legislative session. WVPB also expanded its part-time Folkways reporting position to include reporting on issues of the southern coalfields while continuing its focus on Appalachian arts, culture and folk life. That brings the newsroom staff to nine full-time and two part-time reporters and producers, who produced more than 500 audio, video and digital print feature stories last year. Many of those features also were distributed to regional and national outlets through our editorial partnerships, NPR and the Associated Press.

As part of our focus on folkways reporting, we held a workshop for our new Inside Appalachia Folkways Corps. It included three days of hands-on training at Pipestem Resort State Park for 10 corps members from around the region, focusing on folk life, audio story collection and production, and a discussion of still and video photography. Those corps members have filed five radio features about folk life in the region for Inside Appalachia to date, with a total of 10 expected by the end of 2019. Another call for applications to the Folkways Corps is in the process, with a new training session planned for spring 2020. The Folkways Reporting Project is made possible through a grant from Margaret A. Cargill Philanthropies.

WVPB continued its investment in regional reporting in 2019, continuing editorial partnerships with 100 Days in Appalachia and the Ohio Valley ReSource. 100 Days in Appalachia is an independent digital media publication housed at WVU’s Media Innovation Center. The Ohio Valley ReSource is a regional public media collaborative that includes seven stations across Kentucky, Ohio and West Virginia. Both collaborations produced substantive, original reporting on regional issues important to all West Virginians, such as the effects of the opioid epidemic on newborns and the people who care for them, and the effects of coal company bankruptcies on state and local governments in the region.

The news team continued its commitment to training the next generation of audio journalists, renewing its partnership with West Virginia University’s U92 student radio station, which includes a 10-week summer internship at WVPB for a U92 staff member.

THE LEGISLATURE TODAY

WVPB continued coverage of the West Virginia Legislative session in 2019, expanding the resources and staff dedicated to covering the 60-day legislative session.

The 2019 legislative session opened with the live broadcast of Governor Jim Justice’s third State-of-the-State Address, our most watched program of the year with an audience of 19,940. The following evening, The Legislature Today began its nightly coverage from a set located just outside Senate Chambers.

Executive Producer and Host Suzanne Higgins led the network-wide effort, which produced 44 programs from the Capitol building. Lawmakers, agency heads, advocates, protestors and stakeholders visited the set throughout the session for in-depth discussions of policy and politics.

Senior Statehouse Reporter Dave Mistich provided analysis and highlights from committee meetings, floor action, press conferences and citizen reaction. This year’s coverage included contributions from WVPB reporters throughout the state and fellow journalists expected by the end of 2019. Another call for applications to the Folkways Corps is in the process, with a new training session planned for spring 2020. The Folkways Reporting Project is made possible through a grant from Margaret A. Cargill Philanthropies.

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EDUCATING

*Inquire Within* is an out-of-school program designed to encourage family engagement and a love of learning. Partnering with 11 libraries around the state, WVPB is bringing STEM content and early literacy skills to families. In FY 2020, 691 children and families have participated in family learning events, and 970 people have participated in outreach events.

*PBS LearningMedia* is a curated digital library filled with PBS content and standards-aligned lessons. Built to enhance teachers’ use of digital resources in the classroom, the program is free for anyone —— teachers, parents and caregivers. There were more than 34,114 unique visitors to LearningMedia in FY 2019.

*American Graduate: Getting To Work* targets youth and their adult influencers and highlights different pathways to good careers that don’t require a four-year degree. We created a web page that houses all the content we have developed, wvpublic.org/jobs, and our social media campaign this year gained 404,568 impressions. We also broadcast more than 16 hours of content.

Our annual *Writers Contest* drew a record number of entries, and one of the winning stories was made into an animated film. View it at wvpublic.org.

ENGAGING & INSPIRING

For more than 36 years WVPB’s *Mountain Stage*, hosted by Larry Groce, has been an institution of public radio, presenting live music from the Mountain State to the world. Last year alone, more than 12,000 music lovers attended a live Mountain Stage show. The program, which has been recognized for lifetime achievement during the Governor’s Arts Awards and for being a “Star of the Industry” by the Division of Tourism, is experiencing unprecedented growth — up 59 percent in station carriage since 2015. Our weekly listeners — all 146,400 of them — gave us an increase of 36 percent from 107,600 since Spring 2015.

Last year, 8,000 people attended 18 *Mountain Stage* events at the Culture Center Theater in Charleston and 4,000 people attended one of our five on-the-road events. We welcomed 114 guest artists over 23 live events, including 13 regional artists and 14 international performers from Mali, Faroe Islands, Sudan, London and Montreal.

Mountain Stage is heard weekly on 247 public radio stations across the country. New radio networks include Alabama Public Broadcasting (five stations), North West Public Broadcasting (16 stations), and stations in Knoxville, Tenn., Panama City, Fla., Beaumont, Texas, and Bethlehem, Penn. Listenership via our podcast is also at an all-time high, and 41 guest artist segments from our shows were featured at the NPR Music website, npr.org/mountainstage.

The show has four national underwriters, including three tourism industry organizations, that have their messaging heard weekly during Mountain Stage — West Virginia Tourism Office, Bailey & Glasser LLP, Adventures on the Gorge and The Charleston Convention and Visitors Bureau.
OUR GENEROUS UNDERWRITERS

A New Chapter
AAIB
Adventures on the Gorge
African-American Philanthropy in Action
Alliance for the Arts, Ltd
Andrews Floor and Wall Covering
Appalachian Power
Appalachian Tea
ArtSpring
Bailey and Glasser
Beckley-Raleigh Chamber of Commerce
Bella the Corner Gourmet
Blackwater Falls State Park
Bluefield Yarn Company
Bowles Rice
BridgeValley CTC
Burns Realty
Café Cinimo Country Inn
CAMC
CAMC Foundation
CAMC Oncology
Capon Springs and Farms
Carnegie Hall
Celtic Calling
Charleston Area Alliance
Charleston Ballet
Charleston CVB
Charleston Gazette-Mail
Charleston Montessori
Charleston Town Center
Children’s Dentistry
City of St. Albans
Classic Quilt Shop
Contemporary Youth Arts Company
Cooper Gallery
Cultural Fdn of Harrison County
Dominion
Downtown Lewisburg Merchants’ Association
Dutch Miller Subaru
Eagle View Apartments
Editih’s Health and Specialty Store
Edward Tucker Architects
Eggplant
Elkins Sewing Center
Erie Insurance
Extreme Networks
Eye MDs
Farmer Cline & Campbell
FestivALL Charleston
FestivALL/Three Things
First State Capitol Building
Friends of the Cheat
Fruitl Pharmacy
Gecomondo & McQuiggan, LLP
Good News Mountainiree Garagar
Goodwill Industries of Kanawha Valley
GOOGLE
Grantmakers of SW PA
Havenbrook Media
Hawk KnobHard Cider & Mead
Holiday Inn Express
Hotel Morgan
HQ Publishing Company
Jenkins Fenstermaker
Kanawha County Library
Kanawha Organ Works
Karlin and Associates
Legal Aid of WV
Ligonier Valley Historical Society Compass Inn
Museum
Live Nation
Lumos Networks
Marshall Health
Marshall University
Mea Cuppa Coffee Bar
Morgantown Farmers Market
Marshall University’s Simon Perry Center for Constitutional Democracy
National Shows 2
National Youth Science Foundation
New South Media
Old Central City
OLLI at WVU
Opossum Creek Retreat
Orion Strategies
Peoples Bank Theatre
Philanthropy WV
Pies & Pints
Putnam County CVB
Quilts by Phyllis
Raleigh Playhouse & Theatre
RWJ Media
Robert Noone Legal Services
Robert Roedecker
Sears Monument Company
So. Charleston CVB
Steptoe & Johnson, PLLC
Stuart’s Opera House
Tamarack
Taylor Books
T-Graphics
The Art Store
The Clay Center
The Purple Moon
The Sewing Gallery
The Tea Shoppe
The Thrasher Group
The WALS Foundation
The Wine Shop
Timko Counseling Center
Transylvania University
Tucker Community Foundation
University of Charleston
Virginia Commonwealth University
Volunteer West Virginia
Vultaus Corp for iZotope
Wanderlust
Wells Home Furnishing
Wheeling Heritage Area Corp.
WV Black Bears
WV Chiropractic Society
WV Div. of Natural Resources
WV Div. of Rehabilitation Services
WV Division of Tourism
WV Food and Farm Coalition
WV Humanities Council
WV International Film Festival
WV Land Trust
WV Lottery
WV Mountain Quilt Quest
WV Power
WV Public Theatre
WV Renaissance Festival
WV Science & Research
WV State Parks
WV State Treasurer’s Office
WV Symphony
West Virginia University
WVU Arts & Entertainment
WVU College of Business & Economics
WVU Magazine
WVU Medicine
Yard’s
YWCA
Ziegler & Ziegler, LLC
ZMM Inc.

Followers

In FY 2019, more than 2 million people watched or listened to our programming from one of our 25 transmitters located across the Mountain State. Many also visited wvpublic.org for news, educational resources or to access our streaming resources and followed WVPB on social media:

1,276,466
wvpublic.org users

611,569
Radio Stream Listeners

34,979
@wvpublic Facebook Followers

15,840
@wvpublicnews Twitter Followers

9,950
@wvpublic Youtube Subscribers

In FY 2019, WVPB was awarded $420,688 in grants from:

Margaret A. Cargill Philanthropies
Mylan Charitable Foundation
The Daywood Foundation
EQT Foundation
National Coal Heritage Area Authority
One Foundation
WETA
CRC Foundation
Corporation for Public Broadcasting

wvpublic.org
UNIQUE WVPB PRODUCTIONS

IN TUNE: A COMMUNITY OF MUSICIANS
When we learned that renowned filmmaker Ken Burns would be releasing his eight-part *Country Music* series in the fall of 2019, we knew it was a special opportunity to tell West Virginia’s part of this important story. West Virginia Public Broadcasting’s companion film — *In Tune: A Community of Musicians* — was produced by award-winning documentarian Russ Barbou and premiered in September 2019. The film celebrates the history and preservation of traditional or “old-time” mountain music. The film examines its origins and features the stories brought to life in old-time songs. Through use of archival film, the program pays tribute to musicians of the past, while performances today showcase the musicians who are teaching our next generation of old-time players. As a special celebration of the music and the film, WVPB sponsored four community film screenings before the premiere broadcast with support from partners around the state. These included: Clay County High School, West Virginia University, the West Virginia Culture Center and Shepherd University. *In Tune: A Community of Musicians* is available online and with a classroom curriculum through West Virginia LearningMedia.

THE INSIDE APPALACHIA FOLKWAYS PROJECT
Inside Appalachia is WVPB’s popular radio and podcast program heard nationwide. We launched our *Inside Appalachia Folkways Project* in 2019. It features 10 freelance reporters who will shine a light on folk arts and material culture in the region. The corps attended training at Pipestem State Park in April 2019 for intensive work with folklorists Emily Hilliard and Jordan Lovejoy and award-winning audio editor, Libby Caputo, along with Inside Appalachia, WVPB news, video production and grants staff. They learned about the *Folkways* project and aspects of folk arts and material culture and practiced audio and video collection skills. They learned how to “pitch” a story for consideration and received a timeline for story submission.

Project director Jessica Lilly has developed training materials for the reporting corps to guide them in their work and for use with successive reporter groups. Members of the reporting corps are now actively pitching and submitting stories for broadcast.

US & THEM
*Us & Them* is a podcast and radio show that focuses on the fault lines that divide Americans. Each episode features passionate people on either side of the culture war divide — from conservative Christian preachers and creationism advocates, to moderate Muslim imams and flamboyant drag queens — not to determine who is right or wrong but rather to showcase their humanity. The show won a 2018 Public Media Journalists Award for “My Friend From Camp,” an episode on the unlikely friendship between a Guantanamo Bay Prison guard and his prisoner. Host Trey Kay was chosen to do an extensive investigative journalism piece by public media stand-out *Reveal*, and Us & Them partnered with Los Angeles public radio station KCRW on an original spinoff show called *Red State Blue State*, which examined the differences and stereotypes of life in conservative “Trump Country” to that of life in the liberal-leaning “Blue Bubble” of the West Coast. *Us & Them* and Trey Kay are being recognized outside West Virginia, often as a positive voice for West Virginians. *Us & Them* and Trey Kay are being recognized outside West Virginia, often as a positive voice for West Virginians.

THE TEAM BEHIND OUR CAMERAS ...
Did you know that WVPB’s production team works to produce a variety of special projects like:
- Filming West Virginia Lottery drawings six days a week, 52 weeks a year;
- Broadcasting two months of nightly coverage from the Statehouse on *The Legislature Today*;
- Producing promos, web features and short form video for special projects like our focus on Recovery from the opioid crisis and our ongoing American Graduate program;
- Creating videos showcasing winners of the Governor’s Service Awards;
- Producing documentaries like *Tractor: The Movie*;
- Live-streaming *Mountain Stage* from the West Virginia Culture Center, as well other events like *Arts Alive*, *History Bowl* and the *West Virginia Symphony*;
- Producing and broadcasting WVPB’s production of Bob Thompson’s *Joy To The World*, an annual live holiday concert that also airs on The West Virginia Channel.

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Made possible by you since man first walked on the moon.

WEST VIRGINIA PUBLIC BROADCASTING
wvpublic.org
1.800.723.4687