



## Telling West Virginia's Story 2017 Annual Report



"It's okay if you want to stay. It's also okay if you want to leave."

Derek Akal, "The Struggle to Stay"

## 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 us about state government
- protects us during emergencies
- promotes our economy

West Virginia Public Broadcasting reached **more than 2 million people** in 2017 on radio, TV and online

For every \$1 of state investment, **WVPB matches it with \$2 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 and curricula

**The West Virginia Channel** tells our story online and on TV through programs about our history and culture

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

Our PBS Kids channel expands educational programming to **nights and weekends** on cable, over the air and online

More than **7,200 users** are registered for West Virginia Learning Media with **188,000 pageviews** in 2017

We provide **1,800 hours** of West Virginia programming and **600 hours of state Legislature coverage** each year

Mountain Stage is broadcast on **240 radio stations** and **13,000 visitors** attended a live Mountain Stage show in 2017



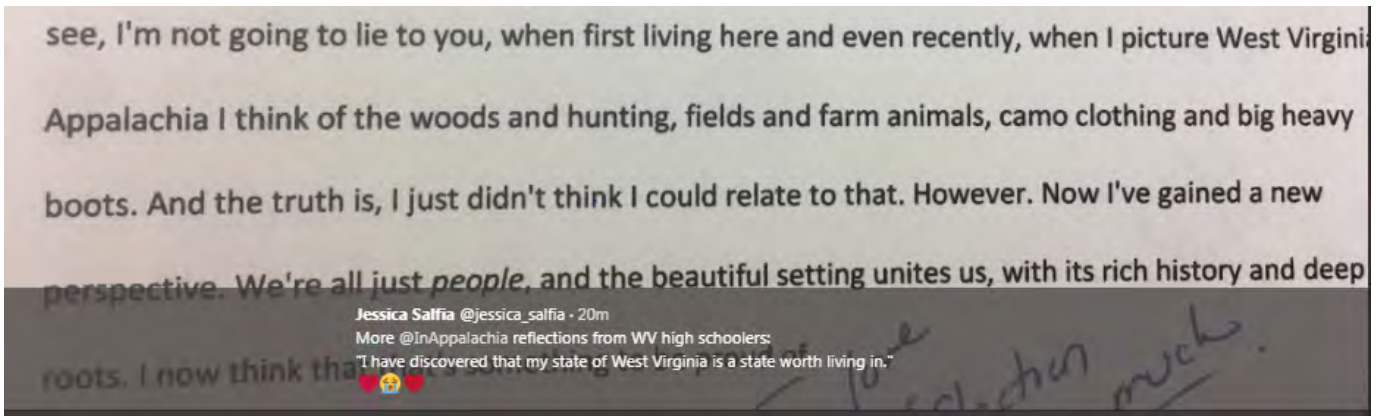
# Telling West Virginia's Story 2017 IN THE COMMUNITY

**West Virginia Public Broadcasting** expanded its impact in education, news and public affairs, emergency communications and economic development in 2017

**1. Produced educational videos, audio and curricula** to inspire students in STEM careers and help them understand and appreciate their home.

WVPB created and uploaded more than 850 videos, audio stories and lessons to West Virginia Learning Media in the past three years.

For example, we've developed a curriculum that integrates WVPB's "Inside Appalachia" podcast into language arts classes. Below is an excerpt from one student essay:



**2. Expanded use of [West Virginia Learning Media](#)** - our free online service with thousands of educational videos, curricula, games and activities for educators, parents and students.

In 2017, **more than 7,200 registered users** took advantage of West Virginia Learning Media. Our educational content generated more than **188,000 pageviews**

Our Education Team conducted **trainings across the state** for 820 educators, parents and students about the resources available on West Virginia Learning Media







## Telling West Virginia's Story 2017 IN THE COMMUNITY

### West Virginia Public Broadcasting in 2017 (continued)



#### 3. Vietnam: West Virginians Remember

Per capita, West Virginians served the most and died the most in Vietnam. For veterans who survive, including thousands of West Virginians, haunting memories remain.

Five West Virginia combat veterans share their stories in this WVPB documentary. WVPB screened the documentary in 19 communities in partnership with local libraries and schools.



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

- More than **147,000 households** in the February Nielsen rating period
- More than **113,000 listeners** in the fall Arbitron period
- **One million unique visitors** used [wvpublic.org](http://wvpublic.org) in 2017, with another **750,000 views** on YouTube



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
- Broadcasting the state Legislature and Supreme Court live in session
- Broadcasting live concerts and educational events from the state Culture Center



## Telling West Virginia's Story 2017 STORIES OF IMPACT

### The Struggle to Stay

- West Virginia is losing population faster than any other state.
- WVPB's podcast "Inside Appalachia" spent one year following six individuals as they decide to stay or leave home - and how that decision changed their lives.
- "The Struggle to Stay" ignited a robust conversation on social media.



### Mountain Stage: Promoting Tourism

- Mountain Stage showcases a hip, fun side of West Virginia
- Mountain Stage is heard on **over 260 radio stations** across America
- More than **13,000 people** each year attend a Mountain Stage concert in West Virginia
- Our new "Mountain Stage membership" is helping to support the program



### The West Virginia Channel

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







# Telling West Virginia's Story 2017 STORIES OF IMPACT

## WVPB PBS Kids Channel

### The Challenge:

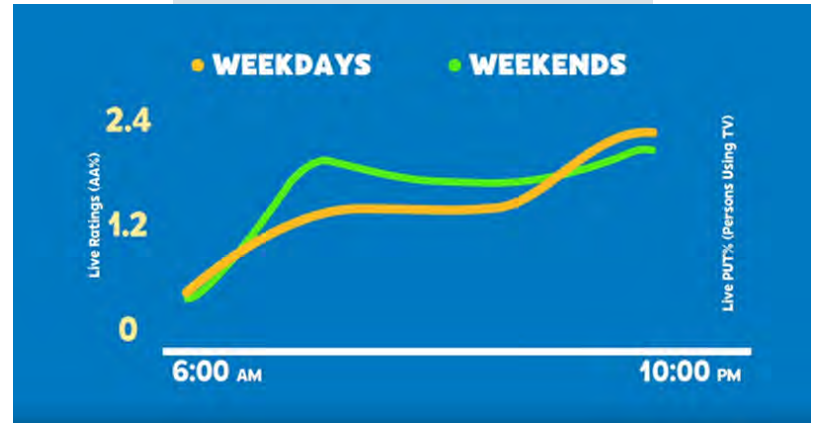
Kids are watching more and more programming on nights and weekends, but our main channel only has children's programming during the day.

### The Solution:

Our **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.





## **WVPB is deploying CPB's Community Engagement model to take on three of West Virginia's biggest challenges in 2018**

### **1. Workforce Development**

As part of CPB's American Graduate program, WVPB will educate young people about career paths that don't require a four-year college degree ("You can make great pay without a B.A.")



**Attend a Public Screening of Heroin(e)**

Thurs, Feb 15 at 7 pm at the University of Charleston

[LEARN MORE](#)

### **2. Recovery from Opioid Addiction**

West Virginia experiences more overdose deaths per capita than any other state. WVPB is committed to making 2018 the year we start turning around West Virginia's addiction crisis. WVPB will educate West Virginians about recovery strategies that work.

### **3. Promoting Appalachian Culture**

West Virginia and Appalachia have a rich and unique culture - but it is stereotyped and misunderstood. WVPB will build a regional reporting network to tell the true story of Appalachian culture to ourselves and the world.



**"This year, WVPB will use our influence as a trusted community partner to tackle some of the toughest challenges facing West Virginia. We will promote great careers for all our young people, recovery from addiction, and the value of Appalachian culture.**

**- Scott Finn, CEO, West Virginia Public Broadcasting**