



Telling West Virginia's Story

**West Virginia Public Broadcasting Strategic Plan
(updated July 2016)**

Mission Statement

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

Vision Statement

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



West Virginia Public Broadcasting Strategic Plan



Matthew McGinnis explains how he uses the Pythagorean Theorem in his job as a pipefitter in this award-winning WVPB educational video series, WV STEAM.

Highest-quality Programs and Services

Outcome 1: Increase knowledge and use of WVPB education resources through better training and marketing

Strategy 1: Identify a team of advisors and partners and develop a plan to better distribute PBS education resources from birth to grade 12 throughout the state (by January 2017)

Measures of success:

- Approval of plan by EBA board
- Have working partnerships with at least one school in each RESA

Strategy 2: Provide at least monthly training opportunities about how to use WVPB education resources to our partners (by September 2016)

Measure of success: On a ten-point scale, educators evaluate overall value of training at 8 or better.

Strategy 3: Develop and implement an ongoing educational marketing campaign to tell the story of WVPB’s educational offerings, using e-mail, social media, TV, radio and outreach efforts (by January 2017)

Measures of success:

- Launch of initial campaign and plan to maintain it over time
- Increase by 20% registered users on WV LearningMedia over previous year
- Increase hits to WV LearningMedia by 20% over previous year

Strategy 4: Continued production of educational videos and curriculum focused on WV’s unique history and culture (annually)

Measure of success: At least 12 new or re-purposed videos and curriculum uploaded to West Virginia LearningMedia annually



The West Virginia Channel features programs about West Virginia and Appalachian culture, history and current affairs. It launched in January 2016.

Outcome 2: Turn “The West Virginia Channel” into a 24-hour source of state and regional stories, with strong TV and digital presence.

Strategy 1: Ensure The West Virginia Channel is being carried in HD by the top five cable systems (October 2017)

Measure of success: Full HD channels, properly labeled and showing correct program information, on Suddenlink, Comcast, Shentel, Armstrong and Time Warner.

Strategy 2: Increase the number of archival documentaries and shows on the channel by asking the WV Channel executive producer to work with video production team to provide at least 2 new hours per week of material to air from our archives. (throughout FY 2017)

Measure of success: one night per week of “new” archival materials

Strategy 3: Increase the amount of programming from independent producers and other regional PBS stations, to provide at least 2 hours new hours per week of material to air (through FY 2017)

Measure of success: one night per week of “new” independent and regional programming

Strategy 4: Ensure West Virginia Channel’s digital presence is as engaging as its TV presence.

Measure of success: Digital and TV will work together on redesign of the WV Channel website, and Leadership team will approve before re-launch.



The Alleycats are featured on “Inside Appalachia” – telling the stories of our people and how we live today

Outcome 3: Become recognized statewide and nationally for our news coverage and storytelling in selected key areas – health, energy and the environment, Appalachian culture and state government.

Strategy 1: Focus intensely upon covering modern Appalachian arts and culture, and showcase through “Inside Appalachia” program and brand

Measure of success: At least one mention in national media, one successful live event, and one major regional/national journalism award.

Strategy 2: Deepen focus on West Virginia statehouse coverage, expanding the “Legislature Today” brand and doing more in-depth government storytelling online, social media, TV and radio.

Measure of success: new brand launched across all government coverage with social media, radio, TV marketing

Strategy 3: Develop podcasts/signature segments with regular timeslots, music cues and underwriting credits to highlight beats around health and energy and the environment.

Measure of success: Weekly segments on air and available on demand/podcast

Strategy 4: Expand and specialize in digital news coverage, especially around the areas not covered by traditional media, such as data journalism, mapping, and interactive apps and social media projects (ongoing)

Measure of success: Complete at least three groundbreaking, major data journalism projects per year



WVPB is increasing the airtime for popular classical and news host, Matthew Jackfert

Outcome 4: Move our radio service toward the medium’s strengths – live and local - as it competes with podcasts and other national digital competitors.

Strategy 1: Replace overnight music service with live news (July 2016)

Measure of success: Daily radio service from 9 p.m. to 6 a.m. Tues. – Thurs., 1 a.m. – 6 a.m. Fri. – Sat., midnight – 6 a.m. Sun. – Mon.) successfully programmed to automated BBC or other live radio news service

Strategy 2: Increase the amount of locally-hosted classical music (July 2016)

Measure of success: At least half of daily classical music programming originates from West Virginia – at least 10 hours per week

Strategy 3: Make live news the focus of weekday drive-time (July 2016 and ongoing)

Measure of success: At least 75 percent of weekday drive-time programming (5 – 10 a.m. and 2 – 7 p.m.) is live news by July 2016, increasing to 90 percent by July 2018



Antiques Roadshow host Mark Walberg hosts Charleston event, which attracted more than 5,000 participants from 43 states and Canada.

Funding to thrive

Outcome 1: Grow annual giving by 3 - 5 percent per year

Strategy 1: Continue relentless focus on converting annual givers to sustainers, and attracting new sustainers, by making a sustaining gift the default for fundraising

Measure of success: Reach 30% sustaining members by FY 2019 (from about 20% in 2016): 23% by FY17, 26% by FY18, 30% by FY19

Strategy 2: Continue building data analysis, data hygiene, and segmentation for the most efficient approach to annual fund raising and database management.

Measure of success: Staff training for data manipulation techniques, updates and data transfers as scheduled in current 3 year data hygiene project that began in FY 2015, participation public broadcasting system data analytics (CDP, Target Analytics), implementation of best practices.



WVPB's Michelle Lewis leads Downton Abbey fans on bus tour to Asheville.

Outcome 2: Develop more diversified and reliable portfolio of revenue sources.

Strategy 1: Hire a consultant to work with staff and our nonprofit boards and to strengthen an ongoing culture of philanthropy (by August 2016 – June 2017)

Measure of success: Successful completion of training and ongoing plan

Strategy 2: Launch an orchestrated capital or restricted gift campaign (August 2017 - June 2020)

Measure of success: By December 2018, have gift commitments from 30% of prospects

Strategy 3: Increase underwriting support through creative partnerships with vendors and tying underwriters more closely with the programs and services they love (ongoing)

Measure of success: 3 – 5 percent annual increase in underwriting (cash and trade)

Strategy 4: Identify 5 major projects per year for targeted underwriting and grant support. Develop system across departments to coordinate efforts to raise ongoing support. (by August 2016)

Measure of success: Achieve 50% or better success rate in funding selected projects

Outcome 3: Improve knowledge of WVPB's accomplishments to existing and potential members as well as influencers and public officials

Strategy 1: Hire a new employee or contractor, or transfer and train existing employee to coordinate marketing. (September 2017)

Measure of success: hiring, transfer or contract

Strategy 2: Fully implement a comprehensive and ongoing marketing campaign across all platforms. (January 2017)

Measure of success: Successful launch across platforms with plan in place to update and maintain over time



Crew of The Legislature Today with host Ashton Marra (seated), Director of Video Production Chuck Roberts (left) and director Chuck Frostick (center)

Efficient, reliable delivery system

Outcome 1: Create a flexible, up-to-date video production capability

Strategy 1: USDA-funded studio rebuild project in Charleston (Jan. 2017)

Measure of success: on-time and on-budget completion

Strategy 2: USDA-funded studio project in Beckley (Sept. 2017)

Measure of success: on-time and on-budget completion

Strategy 3: Purchase mobile production vehicle (Sept. 2017)

Measure of success: purchase of vehicle on-time and on-budget

Outcome 2: Give master control the tools and training it needs to efficiently program two TV channels and monitor the entire delivery network

Strategy 1: Equipment

Measure of success: purchase and installation

Strategy 2: Training

Measure of success: completion

Outcome 3: Increase our ability to store digital content and deliver it over reliable IP connections

Strategy 1: Develop method of delivering both WVPB channels in high definition via IP. Use this initially as a backup feed to all participating cable systems and satellite providers. Once implemented and stable, this becomes the primary feed. (July 2017)

Measure of success: Proof of Concept, purchase and installation

Outcome 4: Reduce infrastructure expenditures on tower network and buildings while maintaining crucial services.

Strategy 1: Eliminate expenses at TV translators by shutting down the most expensive, and putting others on low-priority maintenance (July 2016)

Measure of success: elimination of 5 translators and affiliated leases, utility bills and upkeep

Strategy 2: Reduce building obligations by exploring partnerships or private leasing opportunities in Morgantown (July 2017)

Measure of success: A plan to either move out of existing facility or renovate it



Princess Pea and Super Why celebrate outside WVPB headquarters

Engaged, Energetic Staff

Outcome: Create an organization that attracts and retains motivated, productive, and creative people who love their jobs.

Strategy 1: Create a professional development plan with each staff member, with at least one specific goal each year to help improve in knowledge and abilities in their field. (annually, due in October)

Measure of success: Supervisors review professional development plans with all employees every year

Strategy 2: Encourage staff to take advantage of specialized trainings, conferences and tuition reimbursement programs. (annually every October)

Measure of success: At least 2-3 employees take advantage of tuition reimbursement programs each year; At least 50 percent of staff take part in specialized training annually