

A top-down view of a blue table where several children are coloring a drawing of a tower. The drawing has a triangular roof, a central rectangular section with a circular window, and a base. The children are using various colored markers and crayons. One child's drawing is labeled 'Raelynn', another 'Charli', and another 'Raelee'.

# ANNUAL 20 REPORT 23

 **Public**  
BROADCASTING

Telling West Virginia's Story



## WHO WE ARE

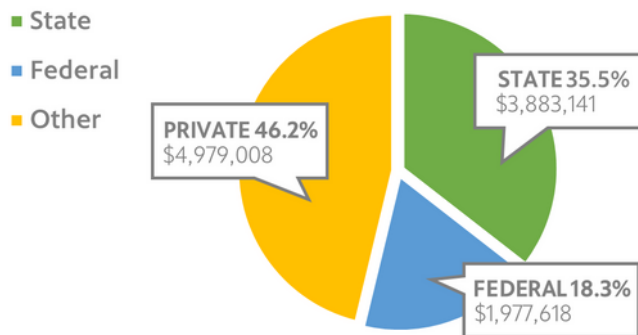
West Virginia Public Broadcasting is committed to “Telling West Virginia’s Story” and to provide educational content for all the citizens of West Virginia, from the youngest to the oldest. We provide free resources for West Virginia teachers to use in the classroom to teach science, literacy, and history. 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





The website [wvpublic.org](http://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

**193,687**

Households viewed WVPB Television each week



**85,933**

Listeners tuned in to WVPB Radio each week



The website [mountainstage.org](http://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

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



# 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
- Arika Zink**, Morgantown
- Betty S. Ireland**, Charleston
- Bonnie Brown**, South Charleston
- Brian Lilly**, Daniels
- Cecelia Mason**, Shepherdstown
- Christine Villamagna**, Wheeling
- David D. Moran**, Eglon
- 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



*thank you*

The Friends of WV Public Broadcasting provided funds to support our participation in over 15 statewide fairs and festivals January 2023 through October 2023.

# 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 [mountainstage.org](http://mountainstage.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.



### 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.



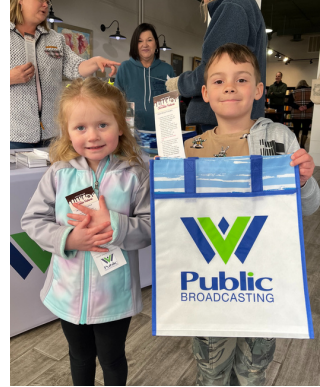
## 2023 WVPB Writers Contest

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](http://wvpublic.org)

