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

- **State**: 35.5% ($3,883,141)
- **Federal**: 18.3% ($1,977,618)
- **Private**: 46.2% ($4,979,008)

*Other* funding is not specified.
The website 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

The website mountaintstage.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
Apsis 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
Glennville 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
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 Store
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
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
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, Wheeling
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.
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.
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 mountaintage.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.
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.