



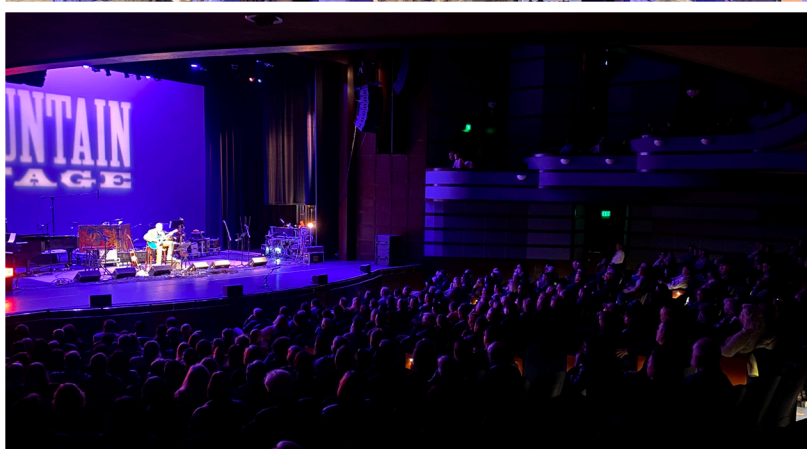
Telling West Virginia's Story



ANNUAL 20
REPORT 24

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Public
BROADCASTING

WHO WE ARE

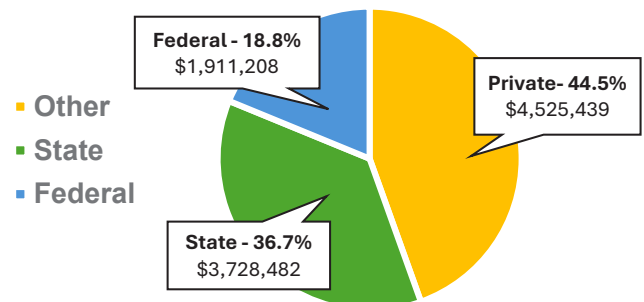
West Virginia Educational Broadcasting (doing business as West Virginia Public Broadcasting) is committed to “Telling West Virginia’s Story” and to provide educational content for all the citizens of West Virginia, from the youngest to the oldest. We provide free resources for West Virginia teachers 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 2024 EBA FUNDING





REACH 2024

592,500

viewers watched programming on WVPB-TV each month



The website wvpublic.org had **1.2 million** page views in 2024.



82,300

people listened to programming on WVPB radio each week

37,500 viewers/users of educational content on WVPB LearningMedia resources site

52,586 Facebook followers

8,115 Instagram followers

28,500 YouTube subscribers

10,850 Inside Appalachia Instagram Followers

6,369 Inside Appalachia Apple Podcast Subscribers

3,221 Inside Appalachia Spotify Podcast Subscribers

178,857 Inside Appalachia Downloads

10,134 WVPB Members

5,844 WVPB Sustaining Members

211 Studio Society Members

Photo from Mountain Stage performance at Carnegie Hall in Lewisburg, Sunday, October 6, 2024





UNDERWRITERS

Thank you for your generous support of our programming.

123 Pleasant Street
 16 Hands Studio
 AARP of West Virginia
 Apis Creative
 Appalachian Power
 Bailey Glasser LLP
 Bay Power Solutions
 Berkeley Springs Film Festival
 Bowles Rice LLP
 Celtic Calling Gathering
 Charleston Area Medical Center (CAMC)
 Charleston Ballet
 Charleston Convention & Visitors Bureau
 City of Beckley
 Clay Center
 Coal River Coffee Company
 Couples Counseling Center
 Diversified Energy
 Drusky Entertainment
 Dutch Miller Subaru
 Edith's Health & Specialty Store
 Edward Tucker Architects
 Elkins Sewing Center
 Extreme Networks
 FestivAll Charleston
 Foundry Theater
 Friends of the Cheat
 Garrett County Celtic Festival
 Good News Mountaineer Garage
 HD Media
 Historic Fort Steuben & Jefferson County Ohio
 Jenkins Fenstermaker, PLLC
 Kanawha County Public Library
 Kanawha Organ Works
 Luke Frazier
 Marshall Artists Series
 Marshall Health
 Marshall Health Network Arena
 Medical Message of Huntington
 Morgantown Farmers Market Growers Association
 Mountain State Spotlight
 National Travel
 New South Media
 NPM/ Oh Boy Records
 Pocohontas County Opera House
 Putnam County Chamber of Commerce
 Putnam County Convention & Visitors Bureau
 Quilts by Phyllis
 Robert R. Rodecker c/o Kay Casto & Chaney PLLC
 Segra
 Solar Holler
 Sonesta ES Suites
 South Charleston Harvest Festival
 Stuart's Opera House
 Taylor Books
 The Sewing Gallery
 The Tea Shoppe
 The Wine Shop
 VuHaus
 WCHS-TV
 Wells Home Furnishings
 Wesbanco Arena
 West Virginia Coalition Against Domestic Violence
 West Virginia Drug Intervention Institute
 West Virginia Environmental Council
 West Virginia Higher Education Policy Commission
 West Virginia International Yeager Airport
 West Virginia Land Trust
 West Virginia Lottery
 West Virginia Public Education Collaborative
 West Virginia Renaissance Festival
 West Virginia State Treasurers Office
 West Virginia State University Extension
 West Virginia STEAM Technical Assistance Center
 West Virginia Symphony
 West Virginia Symphony Orchestra
 West Virginia University
 West Virginia University College of Creative Arts & Media
 West Virginia University Magazine
 West Virginia Court Appointed Special Advocates Association (CASA)
 Wheeling Convention & Visitors Bureau
 Wheeling Symphony
 West Virginia Coalition Against Domestic Violence
 WVRC Media V100
 WVU Medicine Children's Hospital
 YWCA Charleston
 Ziegler & Ziegler LC
 ZMM Architects & Engineers

BOARD OF DIRECTORS

Educational Broadcasting Commission

The West Virginia Educational Broadcasting Commission is West Virginia Public Broadcasting's advisory 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, Secretary, West Virginia Department of Arts, Culture and History

Michele L. Blatt, West Virginia Superintendent of Schools represented by
Tim Conzett, Charleston

Debra K. Sullivan, Charleston, representing the West Virginia Department of Education

Stephen Hood, Barboursville

Carol Rotruck, Morgantown

Greg Thomas, South Charleston

Frank D. Wood, Daniels

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 Armbrrecht, 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 West Virginia Public Broadcasting

Brian Gallagher, Huntington, Immediate Past Chair Friends of West Virginia Public Broadcasting

Barbara Bean, Bridgeport

Susan Margaret Murphy, Charleston

Barbara Fleischauer, Morgantown

Lynda Goldberg, Morgantown

W. Peter Holloway, Jr., Wheeling

Steve Hopta, Charleston

Carol Rotruck, Morgantown

Andrew Schneider, Charleston

Shawn Williams, Clarksburg



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

Lauri Andress, League City
Julie Blackwood, Charleston
Bonnie Brown, South Charleston
Richard Goldberg, Morgantown
Deborah Hammond, Falling Waters
Sara Hauptfuehrer, Wheeling
Betty S. Ireland, Charleston
Eva F. Jones, Charleston
David Lieving, Barboursville
Brian Lilly, Daniels
Robert Moore, Beckley
David D. Moran, Petersburg
Renate Pore, Charleston
Rita Ray, Charleston
Andrea Shirey, Vienna
Peter Staffel, Wheeling
Mark Sundstrom, Fayetteville
Christine Villamagna, Wheeling
Arika Zink, Morgantown



MOUNTAIN STAGE



Produced by West Virginia Public Broadcasting and distributed nationally by NPR Music, each two-hour episode is recorded in front of a live audience and can be heard every week on nearly 300 stations across America, and around the world via NPR Music and mountainstage.org

Since 1983, Mountain Stage has been one of the most beloved programs in public radio history. The show's varied guests have included iconic artists like John Prine and Townes Van Zandt to Wilco and Phish. Under the leadership of Grammy Award-winning country and bluegrass star Kathy Mattea since 2021, Mountain Stage continues to bring authentic energy to music discovery in parts known and unknown.

We celebrated our 40th anniversary throughout 2024.

Mountain Stage Released Chart-Topping Compilation Album

In April 2024, Mountain Stage partnered with Oh Boy Records, the Nashville record label founded by John Prine, to release a double vinyl compilation titled "Live on Mountain Stage: Outlaws & Outliers." The album features songs recorded on Mountain Stage from the likes of Wilco, Lucinda Williams, Steve Earle, Indigo Girls, and previously unreleased music from Sierra Ferrell and Tyler Childers. Eighteen of the album's twenty-one songs enjoyed radio airplay on commercial and public radio stations across the country. The album reached #1 on the Alternative Country Specialty Chart, #6 on Billboard's Compilation Album Chart, and #36 on the Americana Music Association's Americana Albums Chart.



MOUNTAIN STAGE

OUR IMPACT:

Mountain Stage recorded **22** live shows in Charleston, WV and on the road.

2024 Guest Hosts:

- CBS Sunday Morning Correspondent Conor Knighton
- Bluegrass artist David Mayfield

2024 Home Shows (Charleston, WV):

12 shows at the Culture Center Theater on the State Capitol Complex in Charleston, WV

Total Attendees at the Culture Center Theater (capacity 460): **3,709**

Visitors from **39** States

Visitors by State (top 10): West Virginia, Pennsylvania, Virginia, Ohio, Texas, North Carolina, Georgia, New York, Kentucky, Illinois

Visitors by City (top 10): Charleston, WV; Pittsburgh, PA; Hurricane, WV; South Charleston, WV; Huntington, WV; Saint Albans, WV; Charlotte, NC; Beckley, WV; Norfolk, VA; Athens, OH

2024 Road Shows:

9 shows at venues across the US

Total Attendees: **4,563**

Venues:

- WVU Canady Creative Arts Center | Morgantown, WV
- Leshner Center for the Arts | Walnut Creek, CA
- Templeton Blackburn Memorial Alumni Auditorium | Athens, OH
- Robinson Grand Performing Arts Center | Clarksburg, WV
- The Franklin Theatre | Franklin, TN
- Carnegie Hall WV | Lewisburg, WV
- Joan C. Edwards Performing Arts Center | Huntington, WV

On the Radio

172,500 listeners

260 radio stations in the USA carry the program

Podcasts

2,500 weekly listeners

701,500 all-time listeners

Social Media

46,300 Facebook followers

21,800 Instagram followers

12,500 X (formerly Twitter) followers

12,300 YouTube subscribers



EDUCATION

West Virginia Educational Broadcasting has a robust education program, working with schools, home schools, libraries, day cares, etc., across the state. We provide free resources for teachers and home schoolers in the areas of literacy, science, math and social development.

Daniel Tiger's Little Learners

With the help of grant funding from the Greater Kanawha Valley Foundation, WVPB's education department worked with 15 different sites in Boone County, serving 250 children, to help them prepare to enter elementary school.



Mountain Readers

Focusing on a West Virginia children's author, each year the education department sets aside a week for volunteers throughout the state to read a book to a classroom. The education department also develops curriculum for teachers to use. In 2024, volunteers in all 55 counties of West Virginia participated.

Student Journalists

Each year, WVPB picks two students for the The Legislature Today in the Classroom program. This gives high school students the opportunity to learn about state government and how it operates while at the same time working on our legislative coverage TV program.

Writer's Contest

Each year, the education department receives hundreds of entries from children in grades K-5 from across the state for our writer's contest. 18 winners are chosen from various age groups, and a celebration is held at the end of the year. Some of the stories are chosen to be produced as animations.



VIDEO AND RADIO PRODUCTIONS

West Virginia Public Broadcasting's production departments continue to work on programs throughout the year to elevate the culture of Appalachia. Among productions this year:



Video shoot for Mountain Readers

West Virginia Morning

A 15-minute radio broadcast each morning telling listeners what is happening across the Mountain State.

Inside Appalachia

A weekly radio show and podcast that highlights Appalachian culture, also distributed to stations in neighboring states.

Hey Cartooners!

WVVPB proudly released a video documentary highlighting the life and legacy of Jule Huffman, known for years to children as Mr. Cartoon. Mr. Cartoon aired for 40 years on WSAZ-TV in Huntington, WV.

Dark Folklore: Strange Places

A video documentary highlighting areas around West Virginia that are “haunted” and exploring their significance in Appalachian folklore, released at the same time West Virginia Tourism released a new app promoting haunted tours in West Virginia.

Hope and Healing: A Discussion with West Virginia Youth

A video project that brought students from different parts of the state together to talk about issues important to them, including peer pressure, bullying, social media, and their future.



HEY CARTOONERS!

2024 AWARDS

West Virginia Public Broadcasting brought home 12 awards from the Virginias Associated Press Broadcasters Awards Luncheon.

Best Podcast - Audio:

First Place: Trey Kay and Christina Stella, WVPB-FM, Charleston, WV, “Us & Them: SNAP – Do the Hungry Get More Policy Than Nutrition?”

Second Place: Trey Kay and Mitch Hanley, WVPB-FM, Charleston, WV, “Us & Them: Compassion Fatigue.”

Best Continuing News:

Second Place: Emily Rice, WVPB-FM, Charleston, WV, “West Virginia’s Opioid Settlement Money.”

Best Light Feature:

First Place: Rebecca Williams, WVPB-FM, Charleston, WV, “Wassailing Helps Singers in Asheville Connect to Ancestral Roots”

Second Place: Wendy Welch, WVPB-FM, Charleston, WV, “Appalachian Mushroom Experts Welcome Sprouting Newbies.”

Best MMJ/One-Person Band Reporter:

Second Place: Briana Heaney, WVPB-FM, Charleston, WV, “Many West Side Residents Are Frustrated They’re Still in the Cold.”

Best QA (One-on-One) Interview:

First Place: Bill Lynch, WVPB-FM, Charleston, WV, “Interview With an Appalachian Village Witch”

Best Specialty Reporting:

Second Place: Emily Rice, WVPB-FM, Charleston, WV, “Unwinding Medicaid.”

Best Mountain State Heritage:

First Place: Zack Harold, WVPB-FM, Charleston, WV, “A Family Heirloom in Your Grocer’s Freezer”

Second Place: Trey Kay and Todd Melby, WVPB-FM, Charleston, WV, “A Fiddler Contemplates the Fate of the Mountain State.”

Excellence in Public Service Through Journalism:

First Place: Mitch Hanley, Emily Haavik and Tasha A.F. Lemley, WVPB-FM, Charleston, WV, “Us & Them: The Challenges of Incarcerated Persons”

Second Place: Eric Douglas, WVPB-FM, Charleston, WV, “Getting Into Their Reality: Caring for Aging Parents.”



2024 AWARDS

West Virginia Public Broadcasting collectively brought home 18 awards from the Communicator Awards, telly Awards, W3 Awards, the Davey Awards, and the Anthem Awards.

Communicator Awards

Award of Excellence Documentary - General (Behind the Stage)
 Award of Distinction Documentary - General (Woody Williams)
 Award of Excellence Documentary - General (Edible Mountain)
 Award of Excellence Documentary - General (Ebenezer Trailer)

Communicator Awards

Bronze, Craft - Show Opening (Ebenezer)
 Bronze, General - History (Woody Williams)
 Bronze, General - Documentary-Short Form (Behind the Stage)
 Silver, General - Holiday & Seasonal (Joy to the World)
 Silver, General - Music, Dance, & Performance (Joy to the World)
 Silver, General - Biography (Woody Williams)

W3 Awards

Silver, General Video - Documentary (Woody Williams)
 Silver, General Video - Music (Behind the Stage)
 Gold, Branded Entertainment - Health & Wellness (Hope & Healing)
 Silver, General Video - Cause Awareness (Hope & Healing)

Davey Awards

Gold, General - Documentary (Woody Williams)
 Silver, General - Documentary (Behind the Stage)
 Silver, General - Public Service & Activism (Hope & Healing)

Anthem Awards

Bronze, Health, Local Awareness Campaign (Hope & Healing)



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 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.





600 Capitol Street Charleston, WV 25301

wvpublic.org

