



Public
BROADCASTING

Telling West Virginia's Story



ANNUAL REPORT 2025



WHO WE ARE

West Virginia Public Broadcasting has been an indispensable resource for education, emergency services, entertainment and local news coverage for more than 50 years. Headquartered in Charleston, our team aspires to educate, inform, and inspire our listeners and viewers. The agency holds federal licenses to broadcast both public radio and television for the state. It airs national and local programming across the Mountain State and beyond.

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.

Our Development Department supports these efforts through the work of the West Virginia Public Broadcasting Foundation, Inc. and the Friends of West Virginia Public Broadcasting, Inc.

REACH 2025

The website wvpublic.org had **1.7 million** page views in 2025. **168,083** people streamed WVPB Radio on our website.

25,000 viewers/users of educational content on WVPB website.

53,589 Facebook followers

9,153 Instagram followers

30,405 YouTube subscribers

5,027 unique WVPB App users

11,424 WVPB Members

6,920 WVPB Sustaining Members

383 Studio Society Members



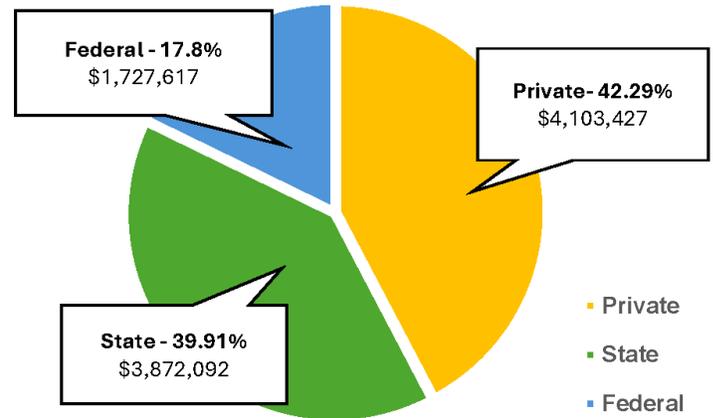
12,484 Inside Appalachia Instagram Followers

6,500 Inside Appalachia Apple Podcast Subscribers

3,408 Inside Appalachia Spotify Podcast Subscribers

150,241 Inside Appalachia Downloads

FY 2025 EBC FUNDING



Public Broadcasting = Public Safety

West Virginia Public Broadcasting/EBA is the only entity that offers statewide, EAS (Emergency Alert Services), CAP (Common Alerting Protocol), and WARN (a diverse, redundant path to deliver Wireless Emergency Alerts (WEA) 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.

Have you ever received an emergency alert on your phone about weather, missing children, or missing elders? WVPB employees and towers helped make that happen.

WVPB is tied in with SIRN (Statewide Interoperable Radio Network), a partnership of municipal, county, state and federal public safety entities. 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.



BOARD OF DIRECTORS

Educational Broadcasting Commission

The Educational Broadcasting Commission is our advisory board and members are appointed by the governor or serve in an ex officio capacity on behalf of their organizations.

William H. File, III, Beckley, Chairman

Michael J. Farrell, Huntington, Vice Chair, West Virginia Higher Education Policy Commission

Governor Patrick Morrisey, represented by Curtis Capehart, Charleston

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

Nancy White, Bridgeport, 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

Brian Lilly, Beckley, Chair Friends of West Virginia Public Broadcasting

Elliot Hicks, Charleston, Immediate Past Chair Friends of West Virginia Public Broadcasting

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

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.

Brian Lilly, Beckley, Chairman

Richard Goldberg, Morgantown, Vice Chair

Renate Pore, Charleston, Secretary

Laurie Ruberg, Wheeling, Treasurer

Elliot Hicks, Charleston, Immediate Past Chair

Harold Branam, Huntington

Bonnie Brown, Charleston

Valerie George-Ellis, Charleston

Deborah Hammond, Martinsburg

Sara Hauptfuehrer, Wheeling

Sam Hickman, Charleston

Betty S. Ireland, Charleston

Gail Jennings, Charleston

Ariana Kincaid, Charleston

David Lieving, Huntington

Robert Moore, Beckley

David D. Moran, Petersburg

Shane Pierce, Beckley

Gail Pitchford, Charleston

John Radcliff, Parkersburg

Peter L. Staffel, Wheeling

Mark Sundstrom, Beckley

Jeffrey Wakefield, Charleston

Walt Warren, Wheeling

Scott Weaner, Buckhannon

Thad Welch, Morgantown

Arika Zink, Morgantown

UNDERWRITERS

Thank you for your generous support of our programming.

Alban Arts Center
 Appalachian Power
 Art Emporium
 Bailey Glasser, LLP
 Bay Power Solutions
 Black in Appalachia
 Bowles Rice LLP
 Celtic Calling Gathering
 Charleston Area Medical Center (CAMC)
 Charleston Blueprint, LLC
 Charleston Coliseum & Convention Center Theater
 Charleston Convention & Visitors Bureau
 Clay Center
 COPD Foundation
 Couples Counseling Center
 Diversified Energy
 Drusky Entertainment
 Dutch Miller Subaru
 Edith's Health & Specialty Store
 Edward Tucker Architects
 Element Federal Credit Union
 Elkins Sewing Center
 Encova Foundation
 Extreme Networks
 FamilyCare Health Centers
 FestivAll Charleston
 Friends of the Cheat
 Good News Mountaineer Garage
 HD Media
 Heifetz International Music Institute
 Hope Gas
 Huntington Museum of Art
 Jenkins Fenstermaker, PLLC
 Kanawha County Public Library
 Kanawha Organ Works
 Lisa Godwin – State Farm Insurance Agent
 Luke Frazier
 ManPower Foundation
 Marshall Artists Series
 Marshall Health Network Arena
 Marshall University Simon Perry Center for Constitutional Democracy
 Morgantown Farmers Market Growers Association
 National Travel
 New South Media
 Putnam County Convention & Visitors Bureau
 Quilts by Phyllis
 Ronald McDonald House Charities Southern West Virginia
 Right at Home - In Home Care & Assistance
 Segra

Solar Holler
 Sonesta ES Suites
 Stuart's Opera House
 Taylor Books
 TGraphics, LLC
 The Charleston Ballet
 The Cultural Foundation of Harrison County
 The Mount Vernon Ladies' Association
 The Tea Shoppe
 The Thrasher Group
 United Methodist Foundation West Virginia
 VuHaus
 WCHS-TV/ Sinclair Media Inc.
 Webroot
 Wells Home Furnishings
 WV Collective
 WV Eye Consultants
 West Virginia Drug Intervention Institute
 West Virginia Higher Education Policy Commission
 West Virginia International Yeager Airport
 West Virginia Land Trust
 West Virginia Lottery
 West Virginia State Treasurers Office
 West Virginia State University Extension
 West Virginia Symphony Orchestra
 West Virginia University
 West Virginia University College of Creative Arts & Media
 Wheeling Symphony
 WVRC Media V100
 WVU Medicine Children's Hospital
 ZMM Architects & Engineers





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:

West Virginia Morning

a 10-minute radio broadcast and podcast each morning telling listeners what happening across the Mountain State.

West Virginia Week

a half hour weekly podcast featuring highlights from our daily broadcasts.

Inside Appalachia

an hour long weekly news magazine radio broadcast and podcast that looks at the traditions and news stories from our region.

Almost Heavens

a regular feature showcasing the stars and skies about West Virginia hosted by Shannon Silverman, an astrophysicist at the Clay Center for the Arts & Sciences in Charleston, West Virginia

Mountanthology

a video documentary anthology series highlighting stories from around West Virginia hosted by David Marcum.



Always Free

Production continues on **Always Free**, WVPB's documentary about the western counties of Virginia that would eventually become West Virginia and the role they played in the Revolutionary War. A part of the 250th anniversary of the birth of the United States. The production has filmed at Colonial Williamsburg in Virginia, Fort Boonesborough in Kentucky, Fort Ligonier and Bushy Run Battlefield in Pennsylvania, as well as at historic locations West Virginia like Fort Randolph, Fort New Salem, Prickett's Fort and at Fort Henry Days.

2025 PRODUCTION AWARDS

West Virginia Public Broadcasting collectively brought home **23 awards** from the Ohio Valley Emmy Awards, Communicator Awards, Telly Awards, W3 Awards, and the Davey Awards.

Ohio Valley Emmy Award

Magazine Program - Single Program (Inside Appalachia-Folkways Special)



2025 NEWS AWARDS

West Virginia Public Broadcasting brought home **22 awards** from the Virginias Associated Press Broadcasters Awards Luncheon, the Regional Edward R. Murrow Awards, and the PMJA Awards.

Virginias Associated Press Broadcasters Awards



The West Virginia Lifetime Achievement Award: Randy Yohe, WVPB Marshall/Huntington Bureau Chief

PMJA Awards

Human Interest Feature: Division B: First Place; "Remembering Travis Stimeling, A WVU Professor, Scholar Of American Music, Musician And Friend," Zack Harold

Regional Edward R. Murrow Awards.

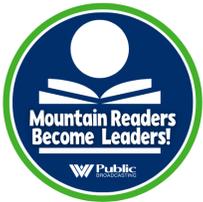
Excellence in Innovation (Us & Them: Post-Election Politics Can Be A Bit Tough To Swallow)
News Documentary (Us & Them: Another Small Town Paper Down)

EDUCATION

West Virginia Educational Broadcasting has a robust education program, working with schools, libraries, day cares, etc., across the state. We provide free resources for families, educators 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 and the individual support through the Neighborhood Investment Program, WVPB's education department has expanded to working with 20 different sites in Clay, Lincoln, Kanawha, and Boone Counties, serving over 300 children. The program provides curriculum, activities, and books to help PreK children manage emotions and develop key social and emotional skills.



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 that fit the book's theme. In 2025, 500 books were distributed to volunteers in all 55 counties of West Virginia, and they read to an estimated 17,000 children. This goal of this program is to encourage a love of literacy in West Virginia's children and involve community members in schools.

Student Journalists

Each year, WVPB picks two high school students for the The Legislature Today in the Classroom program. The students research, write and report on bills in the legislature that they feel apply to their peers across the state. 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 writers' contest. 18 winners are chosen from various age groups, and a celebration is held at the end of the school year. Some of the stories are chosen to be produced as animations and can be found on our website. This year, select winners read their stories aloud at the WV Book Festival.



Be My Neighbor Day

WVPB hosted their first Be My Neighbor Day event through a grant with Fred Rogers Productions to celebrate being a caring neighbor. This event had over 600 attendees and 23 community partners involved. With the help of the community, WVPB put together 300 care kits for the Children's Home Society of WV and Big Creek People in Action.

Photo from Be My Neighbor Day, Sunday, September 13, 2025 (Photo by: Rafael Barker Photography)



MOUNTAIN STAGE



Produced by West Virginia Public Broadcasting and distributed 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 influential progressive groups like Wilco and Phish. Under the leadership of Grammy Award-winning country star and host Kathy Mattea since 2021, Mountain Stage continues to bring authentic energy to music discovery for audiences nationwide.

Kathy Mattea Inducted into the Grand Ole Opry

Kathy Mattea became a member of the Grand Ole Opry on October 11, 2025 during their milestone 100th year. She was invited to become a member by fellow Opry member and West Virginia native Charlie McCoy. In the same year, as the host of Mountain Stage (the longest running public radio program of its kind), Mattea welcomed notable musical guests like Jeff Tweedy, The Headhunters, The War And Treaty, and West Virginia-based artists like Matt Mullins & the Bringdowns, Ron Sowell, Oyo, and Woodbine. The program also welcomed international guests from Ireland, Scotland, Sweden, the U.K., China, and Canada.

Stephen Wilson Jr. Day

In January, Kanawha County resident Mark Carter delivered a special proclamation from Speaker of the WV House of Delegates Roger Hanshaw, declaring Jan. 26, 2025 as Stephen Wilson Jr. Day. Originally from rural Southern Indiana, Wilson describes his sound as "Death Cab for Country." He continues to rise as a prominent star in the music world with a unique sound that combines country, grunge, and indie rock.

OUR IMPACT:

Mountain Stage recorded **23** live shows in Charleston, WV and on the road.

117 artists and bands booked

10,718 total live show attendance

181,600 average weekly radio listeners

270 radio stations in the USA carry the program

3,230 weekly Podcast listeners

869,700 all-time Podcast listeners

47,700 Facebook followers

24,100 Instagram followers

12,100 X (formerly Twitter) followers

13,500 YouTube subscribers

2025 Guest Hosts:

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

2025 Home Shows (Charleston, WV):

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

Total Attendees at the Culture Center Theater (capacity 460): **5,313**

Visitors from **40** States

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

Visitors by City (top 10): Pittsburgh, PA; Huntington, WV; Lexington, KY; Charlotte, NC; Washington, DC; WV; Morgantown, WV; Parkersburg, WV; Elkview, WV; New York, NY

405 hotel rooms booked by Mountain Stage at the Charleston Marriott Town Center in Charleston, WV

2025 Road Shows:

8 shows at venues across the US

Total Attendees: **5,405**

Venues:

- Robinson Grand Performing Arts Center | Clarksburg, WV
- Hylton Performing Arts Center | Manassas, VA
- Peoples Bank Theatre | Marietta, OH
- WVU Canady Creative Arts Center | Morgantown, WV (4 shows)
- Kodak Hall at Eastman Theatre | Rochester, NY





600 Capitol Street Charleston, WV 25301

wvpublic.org

