

## WHERE DOES THE EBA'S GENERAL REVENUE GO?

Looking at the 2022 State General Appropriation for the West Virginia Educational Broadcasting Authority of \$3,830,691, the lion's share goes directly to personal services and to support our efforts to bring educational content and initiatives to the State of West Virginia. This funding pays for the salaries of 54 full-time employees who work to keep 24 hours of educational content on the air over the statewide radio, TV and digital network.

### IT GOES TO KEEP EDUCATION AT THE FOREFRONT OF WHAT WE DO.


Everything produced by WVPB is done with one mission in mind — education. **The Education Department makes up \$154,892 of the personal services line item.** This is a small group of dedicated employees that provide resources for state teachers and students.

- We sponsor the only statewide **writers' contest** for children to encourage and reward creativity, imagination and art exploration.
- Our **Above and Beyond** program encourages and rewards creativity and excellence in teaching and spans the entire state.
- Our collaborations and partnerships give children access to unique educational resources regardless of their access to broadband.
  - ☐ We serve the state through our incredible partnerships — **WV Department of Education's** programs Education Station/Wellness Wednesday and Arts Alive; **WVU Extension Service's** Energy Express; **WVU's** original production of King Lear; PBS NewsHour Student Reporting Labs are in **Morgantown High** and **Fayette Institute of Technology**.
  - ☐ Through **Campus Connection**, we air weekly newscasts produced by young journalism students from **West Virginia University, West Virginia State University, Marshall University** and **Concord University**.
- We team up with friends of WVPB and read to children in all 55 counties to promote early literacy during **Read for the Record**.
- Our database of educational resources, **Learning Media**, provides free resources for teachers, parents and guardians.
- Our **Inquire Within** and **Library Pathfinders** programs serve local libraries and engage and reward young learners by providing exclusive PBS Kids STEM content to help kids enjoy learning.

### IT GOES TO KEEP MOUNTAIN STAGE ON THE NATIONAL STAGE.

The State General Appropriation also goes toward keeping **Mountain Stage**, the calling card of West Virginia, on the air nationwide on more than 280 stations giving the state the kind of exposure that would cost upward of \$800,000 if it were just a sponsorship on these stations and not the outstanding experiential music program that it is. The state general appropriation also helps with the infrastructure and utilities needed to keep this educational machine operational for the citizens of West Virginia. Mountain Stage has a line item in the EBA's General Revenue Appropriation of \$300,000. This covers only a fraction of the annual expenses for Mountain Stage.

**Salary and benefits of the Mountain Stage full-time employees (\$201,467) are paid out of the EBA's Personal Services line item.** The travel, equipment and vehicle rental, supplies, hospitality, promotional expenses, and the difference in Contractual and Professional fees (\$352,314) are paid from funds raised by Mountain Stage ticket sales, underwriting, and NPR carriage fees. There are administrative fees that are handled by the EBA — office space, supplies, production facilities, etc. — that are neither calculated nor billed. These funds are administered through the EBA Foundation Board.



**MOUNTAIN STAGE ANNUAL EXPENSES**

Contractual and Professional	\$652,314
(\$300,000 of this fee is the MS line item)	
Salary and Benefits (FTEs)	\$201,467
Travel	\$70,002
Equipment and Vehicle Rental	\$21,789
Supplies	\$7,589
Hospitality	\$25,874
Promotional	\$5,122
<b>Total cost</b>	<b>\$984,157</b>

### IT GOES TOWARD OUR CRITICAL FEDERAL MATCH.

**The State General Appropriation of \$3,830,691 is important for the federal matching Community Service Grant (CSG Grant) that is received every year from the Corporation for Public Broadcasting.** CPB matches the state general appropriation with approximately

\$383,000 of federal funding. A reduction in the state General Appropriation would mean a decrease in the amount of federal funding received by the EBA. This would mean a reduction in educational services for the state of West Virginia.

## IT GOES TOWARD OUR EMPLOYEES.

**The Video Production Department makes up \$639,669 of the personal services line item.** This is a group of professionals that produces educational video content for our main channel, the West Virginia Channel, and our digital properties. This original content is used in the classroom and by users of our WV Learning Media platform. This creative team is support for such productions as *Education Station*, *Energy Express*, and our national award-winning *Read for the Record* initiative. The team is looking forward to the new project with the WV Department of Education to highlight Non-Traditional Career Pathways. Our video production employees are responsible for ***The Legislature Today*** and other programs and documentaries that bring news and information to the people of the Mountain State.

**Our Technical Department, which is comprised of our engineers, IT employees, and the Digital department makes up \$695,355 of the EBA's personal services line item.** This group is responsible for keeping all the produced educational content on the airwaves and online 24 hours a day. These employees spend countless hours at remote transmitter sites working on antiquated equipment to keep the organization on the air. The state has invested \$7.3 million in a state-of-the-art ATSC 3.0 statewide TV network. This will enable the office of Homeland Security to have the latest technology in emergency messaging for West Virginians. These employees are making this initiative a reality for the state.

**The Programming and Master Control department based in Beckley makes up \$458,922 of the EBA's personal services line item.** These employees keep three educational TV channels and a statewide radio network on the air 24 hours a day. Automation has allowed the organization to downsize this department, but the human touch is still required to ensure that the educational content of the EBA reaches the citizens of West Virginia for little or no cost to them.

**The administration and finance department accounts for \$398,479 of the EBA's personal services line item.** This is the group of folks that works with state officials to make sure every cent is accounted for, that every advantage in educational resources is explored for the viewers and listeners, and that every dollar appropriated from the state of West Virginia is spent to benefit expansion in learning resources and content for the state of West Virginia.

**The Development Department accounts for \$396,750 of the personal services line item.** These five employees work to bring in non-state and federal funds to help keep all the educational services provided by the EBA available for the teachers, students, and parents. The state General Appropriation is nearly one-third of the EBA's annual budget. These staff members work to bring in the private funding needed to keep education on the EBA's channels.

**The News Department accounts for \$366,558 of the personal services line item.** These six reporters and producers provide statewide news coverage from our panhandles to our coalfields on a variety of issues important to West Virginians, including health care in Appalachia, arts and culture in the region, state politics, the economy, energy and the environment, as well as important happenings in the Ohio Valley. Coverage is provided on television, radio, wvpublic.org, and our social media accounts.

