Inspiring you is part of WVPB’s mission.
Meet 12 outstanding state teachers who deliver big on inspiration, even in a global pandemic.
WVPB AT-A-GLANCE

West Virginia Public Broadcasting has been an indispensable resource for education, news and public affairs, emergency services and economic development for West Virginia for more than 50 years. Headquartered in Charleston, it has locations/operatives in Morgantown, Wheeling, Beckley, Huntington and Parkersburg.

Our 54-person team, from production to news, and education to programming, aspires to inform, educate, protect and inspire our listeners and viewers. The governing board of WVPB is the Educational Broadcasting Authority, which holds the federal license to broadcast both public radio and public television for the Mountain State.

WVPB is international, national and statewide news and entertainment programs across West Virginia and in some surrounding states through its radio, television and digital networks. In the event of a serious crisis, emergency officials can communicate to the entire state from the Capito through WVPB equipment. Organizationally, WVPB has nine departments and an Executive Director that make up its Leadership Team. They include:

- DEVELOPMENT helps support WVPB through the work of the West Virginia Public Broadcasting Foundation, Inc. and the Friends of West Virginia Public Broadcasting. It also handles all services for our supporting members. The Underwriting division reinforces the organization financially through national and local business support, and Marketing and Communications handles all website, streaming, social media promotion and media relations.
- EDUCATION supports both in-school and at-home learning with a number of special programs that focus on educating and inspiring students and supporting teachers, parents and guardians.
- ENGINEERING strives to keep our towers and transmitters working and FCC compliant.
- FINANCE handles the agency’s business, from accounting to human resources.
- GRANTS PROGRAMS elevates the organization with a number of prestigious grants.
- MOUNTAIN STAGE is our proudest experimental music program. This team brings an eclectic mix of famous and up-and-coming artists to our stage and shares this experience with the world every weekend on 88.7 NPR satellite stations, as well as statewide on WVPB radio and streaming at mountainstage.org.
- NEWS provides statewide coverage with full-time and part-time reporters and producers who craft audio, video and digital print feature stories that are also often distributed to regional and national outlets through editorial partnerships with NPR and The Associated Press.
- OPERATIONS distributes original television and video content through documentaries and special programs.
- PRODUCTION coordinates programming on television and radio programming, including major control operations and on-air talent.

WE SHINE A LIGHT ON THE LEGISLATURE DURING SESSION

WVPB continued coverage of the West Virginia Legislative session in 2021 despite the pandemic. The legislative session opened with the live broadcast of Gov. Jim Justice's fifth State of the State address, our most watched program of the year. Then our long-running television series, The Legislative Today, returned as a Friday night look at the week's activity at the Capitol.

WVPB’s only television/radio simulcast devoted to covering the state's day-to-day regular legislative session. From sets at the Capitol and WVPB's studios, award-winning reporters contributed in-depth video stories and live interviews with lawmakers, agency heads, advocates, and stakeholders, breaking down policy and politics, and providing important analysis of the legislative process. In addition to the weekly television broadcast, WVPB reporters delivered news from the session daily on our local and statewide news program West Virginia Morning, and on our website wvpublic.org. WVPB also provided live-to-gate live broadcasts of Senate and House floor sessions daily online and on our website, and live coverage on our main channel of the final hours of session.

COMMUNITIES IN SCHOOLS FILM REVEALS VARIETY OF STUDENT NEEDS

For many children in West Virginia staying focused on academics is challenging becauseoutside influences such as poverty, broken families, substance abuse, and mental health issues can contribute to a child falling behind in school. Sometimes these realities can lead a child to drop out of school.

WVPB produced “Communities in Schools: Extending a Helping Hand,” a half-hour documentary about a national education program that helps connect public schools with community resources to ensure every child is nurtured, supported, and helped to flourish in school with the goal of graduating. We shared the stories of young West Virginians that have been helped by the program.

The program is available on our streaming service Passport.

First Lady Cathy Justice has been a champion of the Communities in Schools program and was successful in getting the West Virginia Legislature to fund an initial pilot program in three counties in 2019. “When you go into schools, you see this need, and it

ASPIRING AUTHORS PEN WINNING TALES

Nineteen children from across the Mountain State earned top writing awards in West Virginia Public Broadcasting's 2021 PBS Kids Write Awards Contest.

Winners received certificates, prizes, cupcakes, and were treated to special entertainment during a private awards ceremony for parents and their aspiring young authors and illustrators at the Clay Center for the Arts and Sciences in Charleston.

Winners penned stories and drew images in competition with kids in their grade level from across the state. The contest was open to students in public and private schools, as well as those who are home-schooled. More than 160 students submitted stories.

This year’s contest was made possible with support from The Clay Center for the Arts and Sciences and fellow public broadcasting station WQED of Pittsburgh.
WELCOME KATHY MATTEA HOME

In 2021, we proudly announced that West Virginia native and two-time Grammy winning country music veteran Kathy Mattea has taken on as full-time host of Mountain Stage as co-founder and 38-year host Larry Groce returns his creative, behind-the-scenes role as the program’s Artistic Director. Mattea, a West Virginia native, sees herself as a steward of the program, a keeper of the flame whose primary responsibility is to carry on the traditions that have made Mountain Stage such an integral part of the public radio landscape for nearly 40 years. Like her predecessor, she aims to bring humor, heart, and a whole lot of unforgettable performances to the airwaves, showcasing both rising young talent and legendary veterans. Mattea embodies the West Virginia she grew up in, a state that’s always on to work on our translators, which expand our signal even more to surrounding areas. This work is continual.

INSIDE APPALACHIA FOLKWAYS PROJECT ENTERS THIRD YEAR

This year marked the third and final year of Project 1 of the Inside Appalachia Folkways Project, a three-year program whose purpose has been to expand awareness of Appalachian folk arts and culture to a wider audience across the six-state region of West Virginia, Virginia, Kentucky, Tennessee, North Carolina and Appalachian Ohio through the stories produced by its Folkways Reporting Corps. In 2020-21 the Folkways Project continued to add new reporters to its reporting corps and to train them in various aspects of the craft of journalism due to the continued pandemic.

Over the course of this year, reporting Corps members continued to produce audio stories on the folk arts, craft, food ways, music, dance and other aspects of Appalachian culture from across the region. Folkways stories aired on WVPB’s radio show and podcast, Inside Appalachia, which is also heard on other radio stations throughout Appalachia.

Many states were also featured on WVPB’s morning news show, West Virginia Morning. In its final year, the project assembled a team of teachers and curriculum specialists to adapt stories produced from the project over its three years for use in the classroom. The team developed a curriculum linked to West Virginia standards for teachers and curriculum specialists to adapt stories produced from the project over its three years for use in the classroom.

The purpose of the Folkways Project is that through the increased awareness it brings, the folk arts and cultures of Appalachia will be more deeply understood, more broadly recognized and more widely practiced.

The Folkways Project has been funded for another three years.

Friends of West Virginia Public Broadcasting, Inc.

The Friends, a charitable 501(c)(3) organization, supports WVPB’s quality services and solicits and manages annual membership donations on behalf of WVPB. Every individual contribution entitles a donor to membership.

TODAY'S GRANT AWARDS

- Beckley Area Foundation $2,500
- Benedum Foundation $90,000
- CRC Foundation $4,000
- Margaret A. Cargill Foundation $261,709
- WV Humanities Council $15,800
- WV Public Broadcasting $316,390
- John Penn, Morgantown $90,000
- Rita Ray, Charleston $4,000
- WV Humanities Council $15,800
- WV Public Broadcasting $316,390
- WV Public Broadcasting $621,709

Our Funding Model

WVPB has several sources of funding – the State of West Virginia, the Corporation for Public Broadcasting and federal grant programs, as well as private dollars from our community, raised from individuals, businesses, organizations and foundations that believe in the mission of public broadcasting. This graphic reflects the EBAs funding model for Fiscal Year 2021.

WVPB BOARD MEMBERS

EDUCATIONAL BROADCASTING AUTHORITY

The ERA is our governing board, and members are appointed by the governor or serve in an ex officio capacity on behalf of their organizations.

William H. File III, Chair, Beckley
Michael J. Farrell, Vice Chair, Huntington
West Virginia Higher Education Policy Commission
Carol Rotruck, Morgantown
Thomas Land Susman, Charleston
Stephen Taylor Hood, Barboursville
Danielle M. Waltz, South Charleston
Greg Thomas, South Charleston
Frank D. Wood, Daniels

Governor Jim Justice (Represented by Randall Reid-Smith, Governor, West Virginia Division of Culture and History)
W. Clayton Burch, Charleston
Superintendent of Schools
West Virginia Department of Education
Nancy J. White, Berkeley Springs
West Virginia Board of Education

WEST VIRGINIA PUBLIC BROADCASTING FOUNDATION, INC.

Our foundation, a charitable 501(c)(3) organization, receives major gifts, grants and bequests for WVPB and manages our endowment fund.

Edward C. (Ted) Armbrrecht, Jr., Chair, Charleston
Ellen Goodwin, Secretary, Lewisburg
Leslie Nutting, Treasurer, Wheeling
Barbara Bean, Bridgeport
Michael Farrell, Huntington (aka EBA)
William (Bill) File III, EBA, Chair, Beckley
Brian Gallagher, Friends Chair, Huntington
Cynthia Geary, Pittsburgh
Lynda Goldberg, Morgantown
Deborah Hammond, Falling Waters
Peter Holloway, Wheeling
Steven Hopta, Charleston
Shana Phares, Friends Immediate Past Chair, Charleston
Carol Rotruck (aka EBA)
Brian Gallagher, Charleston

FRIENDS OF WEST VIRGINIA PUBLIC BROADCASTING, INC.

The Friends, a charitable 501(c)(3) organization, supports WVPB’s quality services and solicits and manages annual membership donations on behalf of WVPB. Every individual contribution entitles a donor to membership.

Elliot Hicks, Charleston
Sally Howard, Athens
Karen Rice, Martinsburg
Keith Jackson, Morgantown
Renee Margocze, At-Large, Charleston
David Maron, Eglon
Elaine Parke, Berkeley Springs
John Penn, Morgantown
Rita Ray, Charleston
Sarah (Kate) Redd, At-Large, Wheeling
Karen Rice, Martinsburg
Laurie Rubery, Wheeling
Kym Scott, Morgantown
Caroline Smith, Oak Hill
Tom Witt, Morgantown

How To Make Smocked Lemons

EDIBLE MOUNTAIN is a bite-sized, digital series that showcases some of Appalachia’s overlooked and underappreciated products of the forest while highlighting their mostly forgotten uses. We relaid this series at the beginning of the pandemic when the state was under lockdown to encourage people to get outside, social distance and learn about wild foods. It’s still going strong.

Work on our towers, Translators is Constant

The FCC has mandated that television stations do a spectrum repack. This means two things: a new broadcasting standard called ATSC 3.0 and a shift of WVPB’s TV broadcasting signals. Our engineering team also is taking this opportunity to improve the TV broadcasting infrastructure and expand emergency communication abilities so we can deliver more timely and fewer postponed alerts, thus reducing emergency response time for responders. In 2021, towers serving areas near Morgantown, Beckley and Charleston-Huntington were upgraded. Now, our engineering team is moving on to work on our translators, which expand our signal even more to surrounding areas. This work is continual.

Like Us

Friends Immediate Past Chair, Charleston
Michael Farrell, Huntington (aka EBA)
Carol Rotruck (aka EBA)
Brian Gallagher, Charleston

@wvpublic Instagram
20,663 visitors per week
18,300 subscribers
17,100 followers
42,419 followers
15,800 subscribers
16,100 subscribers

Total Underwriting 2021

$316,390
$621,709
IT WAS AN HONOR TO RECOGNIZE HARD-WORKING STATE TEACHERS

MEET OUR INAUGURAL CLASS OF ABOVE AND BEYOND WINNERS

In the thick of the early pandemic, the employees of WVPB wanted a way to honor West Virginia teachers who were so clearly going above and beyond the call of duty to help students who were struggling with remote learning. We developed the Above And Beyond award program to allow us to recognize and reward excellence and creativity in teaching.

We secured the help of three educators to select the winners and because of the generosity of our inaugural class-sponsor, Advantage Technology, we were able to honor one teacher each month with a unique WVPB-blue apple paperweight created by talented artisans at Blenko Glass Company of Milton, as well as a monetary award.

Above And Beyond

DANCEY HOWES - WOOD COUNTY
ANGIE STEWART - LINCOLN COUNTY
BILL DENHAM - MARION COUNTY
CHELSEA PRICE - ROOKIE COUNTY
MELISSA SCHROEDER - INDIANA COUNTY
KIMBERLY FRALEY - MONROE COUNTY
GARRON STATEN - LUSAN COUNTY
ANN HALL - KANAWHA COUNTY

JILL STEMPLE - UPSHUR COUNTY
MARIANNI RUGGERIO - BERKELEY COUNTY
TERESA BROWN - NICOLAS COUNTY
HEATHER PUGLISI - ADAMS COUNTY

2021 NATIONAL TELECOMMUNICATIONS ASSOCIATION PMA FINALISTS

EXCELLENCE IN INNOVATION, Above And Beyond Award Program for West Virginia teachers.

TOPICAL DOCUMENTARY, “Rosemary,” a film profiling the campaign of the first openly transgender person elected to public office in West Virginia.

COMMUNITY ENGAGEMENT, Library Pathfinders, an initiative for grades Pre-K-5 that gave parents in local schools the opportunity to visit libraries virtually.

COMMUNITY INITIATIVE, Read for the Record. More than 200 volunteers read “Evelyn Del Rey Is Moving Away” by Roxy Medya.

SPECIAL PROJECT, “WVPB PBS Writers Contest,” invites budding storytellers, writers and young illustrators to write stories for the annual contest.

WVPB EARNs AWARDS FROM PUBLIC MEDIA JOURNALISTS GROUP

Members of the West Virginia Public Broadcasting news team have earned first- and second-place awards from the Public Media Journalists Association (PMA) for stories done in 2020.

PMA awards recognize the best work in public media journalism from across the country.

Short Documentary, First Place, “In Bluefield, City Leaders Address Broken Promise to Hold Police Accountable,” Emily Allen, reporter.

Artistic Feature, Second Place, “The Legacy Of The Upper Big Branch Disaster,” Roxy Todd, Kay, host.

Long Documentary, Second Place, “Grandfamilies Of The Opioid Crisis,” Us & Them, Kay, host.

Feature, First Place, “Old West Virginia Ingenue Country Roads” 50 Years Later, Here’s What We Know,” Inside Appalachia, Roxy Todd, producer.

TELEVISION PRODUCER GETS LIFETIME ACHIEVEMENT NOD

John Nakashima, a longtime senior television producer and director with West Virginia Public Broadcasting, has won the Lifetime Achievement Award at the Virginia Associated Press Broadcasters Awards ceremony at The Greenbrier Resort.

Nakashima has produced, directed, shot, written, and edited documentaries and music programs for public television in the Mountain State since 1977. His work explores West Virginia culture in the widest sense — including visual and performing arts, traditional and modern culture, historical documentaries, and contemporary issues. This Lifetime Achievement Award joins other awards for Nakashima, including multiple Regional Emmys, a Citizen of the Year distinction, and West Virginia Filmmaker of the Year 2013, to name a few.

Members of WVPB’s news team also won these awards:

BEST SPOT NEWS, First Place, Dave Mitchel for “There’s an Endgame.” First Place in West Virginia Voted for COVID-19.

BEST DOCUMENTARY/IN-DEPTH, First Place, Roxy Todd, Mason Adams and Jessica Lilly for “Funding a Way Forward,” Second Place, Kay and Kyle Voss for “Us & Them.” Without a Home Can You Be a Good Neighbor?”

BEST LIGHT FEATURE, Second Place, Emily Allen for “Wrestlers and Fans Venture ‘Out of the Darkness’ With Drive-In Show.”

BEST EDITORIAL OR EDITORIAL SERIES, First Place, Kay for “Us & Them: Let Us Bind Up the Wound.”

BEST SPECIALTY REPORTING, First Place, Catlin Tan for “Podiatrists and Music Bring to Life the West Virginia Welsh Connection.”

BEST INVESTIGATIVE REPORTING, First Place, Dave Mitchel and Brittany Patterson for “Coal Operator Who Fought Against Black Lung Regulations Files for Black Lung Benefits.”

BEST RADIO NEWS ANCHOR, First Place, Jessica Lilly for “Appalachian Strength in the Face of a Pandemic.”

BEST MOUNTAIN STATE HERITAGE, First Place, Tali Hendel for “A Family Cultivates Tradition With A Nearly-Forgotten Talent.”

WEST VIRGINIA PUBLIC BROADCASTING ANNUAL REPORT 2021