West Virginia Public Broadcasting educates, informs and inspires our people by telling West Virginia’s story

**West Virginia Value**
- educates our people
- informs us about state government
- protects us during emergencies
- promotes our economy

**2018 Key Services**
- West Virginia Public Broadcasting (WVPB):
  - educates our people
  - informs us about state government
  - protects us during emergencies
  - promotes our economy
- WVPB’s PBS Kids Channel provides high-quality educational programming 24 hours a day, 7 days a week
- West Virginia Learning Media is a free online service with educational videos and curricula
- The West Virginia Channel tells our story online and on TV through programs about our history and culture
- Mountain Stage promotes tourism and our state’s image throughout the world

**West Virginia Impact**
- Our PBS Kids channel expands educational programming to nights and weekends on cable, over the air and online
- More than 8,200 users are registered for West Virginia Learning Media with 188,000 pageviews in 2017
- We provide 1,800 hours of West Virginia programming and 600 hours of state Legislature coverage each year
- Mountain Stage is broadcast on 240 radio stations and 13,000 visitors attended a live Mountain Stage show in 2017

For every $1 of state investment, WVPB matches it with $2 from other sources

“Your team does the most thorough, thoughtful, timely and fair reporting in West Virginia, and I can’t imagine my morning or afternoon drive without you. Real journalism matters more than ever. Keep up the good work!”
- Vicki Smith, Morgantown supporter
West Virginia Public Broadcasting expanded its impact in education, news and public affairs, emergency communications and economic development in 2018.

EDUCATION

Our PBS LearningMedia reached even more teachers and students last year. Our free online service that features thousands of educational videos, curricula, games and activities for educators, parents and students. In 2018, more than 8,200 registered users took advantage of this resource. Our educational content generated 127,261 sessions and page views. Our Education Team conducted trainings across the state for 820 educators, parents and students about the resources available on PBS Learning Media.

Freelance graphic artist Jacob Thomas Howell created an original five-poster series focused on West Virginia History topics for West Virginia Public Broadcasting that are downloadable from PBS LearningMedia.

The Great American Read was a success in West Virginia. WVPB’s Education Team worked with 24 libraries in 51 of our 55 counties to select the top novel in PBS’ Great American Read and our own Great West Virginia read. For some libraries, it was our first collaboration. Roughly 8,400 people participated in related events statewide. The overall national and state winning novel? To Kill a Mockingbird.
West Virginia Public Broadcasting in 2018 (continued)

Report for America
WVPB joined Report for America in 2018 allowing the news department to extend its coverage of the coalfields of southern West Virginia and eastern Kentucky. Through this effort, WVPB partnered with the Charleston Gazette-Mail and the Lexington Herald-Leader on an in-depth reporting project focused on water and sewer infrastructure issues in the region, Stirring the Waters. The partnership continues in 2019.

Statewide outreach
WVPB operated a statewide network of 16 radio and 11 television transmitters and our website, wvpub.org, providing free educational programming to all of West Virginia:

According to Nielsen, more than 506,070 people view WVPB television monthly.

More than 100,700 people listen to WVPB radio weekly.

Critical Communications
WVPB provides the only secure broadcast path out of the state capitol complex in case of emergencies.

We broadcast the state Legislature, events from the Culture Center, and press conferences from the State Capitol as well.

The FCC has mandated that television stations do a spectrum repack. This means two things: a new broadcasting standard called ATSC 3.0, and that WVPB’s TV signals have shifted. Our engineering team is taking this opportunity to improve the TV broadcasting infrastructure and expand emergency communication abilities. This simply means that we will be able to deliver more pinpointed alerts, thus reducing emergency response time.
Us & Them / Red State Blue State

- WVPB turned our award-winning podcast Us & Them into a radio broadcast as well to great success.

- Peabody, national Murrow and PRNDI award-winning host Trey Kay partnered with KCRW in California to produce radio shows exploring our political differences prior to the midterm elections.

Mountain Stage: Promoting Tourism

- Mountain Stage showcases a hip, fun side of West Virginia

- Mountain Stage is heard on over 260 radio stations across America

- More than 13,000 people each year attend a Mountain Stage concert in West Virginia

- Our new "Mountain Stage membership" is helping to support the program

The West Virginia Channel

- Broadcasting more than 200 hours per month of West Virginia programming

- Available on cable, computers and smartphones, and over-the-air

- Programs about our history and culture

- Live, local events (concerts, student performances, sports tournaments, etc.)

- More than 600 hours of programming each year about the W.Va. Legislature
WVPB PBS Kids Channel

The Challenge:

Kids are watching more and more programming on nights and weekends, but our main channel only has children's programming during the day.

The Solution:

Our WVPB PBS Kids Channel provides 24/7 quality educational programming over the air, on cable and as an online video stream.

PBS Kids Reaches Our Youngest, Neediest Children

- PBS Kids is the #1 provider of programming for children under 9, both online and on television.
- All PBS KIDS programming is designed to promote literacy, math skills, and social & emotional development.
- Low-income children are MOST LIKELY to depend on PBS Kids programming.
WVPB had great success utilizing CPB's Community Engagement model to tackle major issues in 2018. *The commitment will continue in 2019.*

Promoting Appalachian Culture

West Virginia and Appalachia have a rich and unique culture but it is stereotyped and misunderstood. WVPB is continually building a regional reporting network to tell the true story of Appalachian culture to ourselves and the world. In 2018, Inside Appalachia hosted its first live listening event in Beckley sharing stories of two successful small businesses, a broom making operation and a mill.

Workforce Development

As part of CPB's American Graduate program, WVPB is continually educating young people about career paths that don’t require a four-year college degree (“You can make great pay without a B.A.”) Our online content has been viewed more than 165,000 times.

Recovery from Opioid Addiction

West Virginia experiences more overdose deaths per capita than any other state. WVPB made 2018 the year we start turning around West Virginia's addiction crisis. WVPB will educate West Virginians about recovery strategies that work.

“West Virginia Public Broadcasting will continue to use its influence as a trusted member of the media and valued community partner to bring sound reporting to West Virginians and programming that will inspire, educate and inform you. It’s a great time to be here at WVPB and I’m thankful for the opportunity to lead such a talented, ethical and creative team of professionals.”

Chuck Roberts, CEO and Executive Director
West Virginia Public Broadcasting