Educating, inspiring, informing and protecting West Virginia since 1963.
Our new leader

The Educational Broadcasting Authority appointed Chuck Roberts executive director and CEO of West Virginia Public Broadcasting in December 2018 after a unanimous vote.

Roberts served as interim director since April. He says he’s honored.

“I’m grateful for the faith put in me by the Educational Broadcasting Authority,” he said. “We are in the midst of many critical initiatives right now and the WVPB team is focused on several important community engagement projects. It’s a great time to be here and, again, I’m thankful to continue the great work we’re doing to serve West Virginia.”

Roberts joined WVPB in 2000 and held several video production positions, including management. In 2016, he became the chief operating officer of the organization.

Roberts has a B.S. in Mass Communications from West Virginia State University and is pursuing an MBA from Marshall University.

Our 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 our community raised from individuals, businesses, organizations, and foundations who believe in the mission of public broadcasting.

WVPB at a glance

West Virginia Public Broadcasting is an indispensable resource for education, news and public affairs, emergency services and economic development for West Virginia. Headquartered in Charleston, WVPB has locations and/or reporters in Morgantown, Wheeling, Shepherdstown, and Beckley.

The agency holds both federal licenses to broadcast public radio and television for the state. It airs national, international, and statewide news and entertainment programs across the Mountain State and beyond.

Our entire 54-person team, from production to news, and education to programming, aspires to inform, educate, protect, and inspire our listeners and viewers. Our Development Department supports these efforts through the West Virginia Public Broadcasting Foundation and the Friends of West Virginia Public Broadcasting.

2 million people watch or listen at wvpublic.org, on our mobile app, social media, or from one of the 25 transmitters located across the Mountain State.

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FY 2018 EBA FUNDING

Private 50%
State 35%
Federal 15%
WVPB local content is programming with a purpose

In addition to airing popular national television and radio programs, WVPB took a focused look at two major crises in the state, recovery from substance use disorder and workforce issues.

We also continued to focus on Appalachian culture through our award-winning program, *Inside Appalachia* with host Jessica Lilly. We took the show to Beckley for its first live listening event featuring *West Virginia Broom Maker Legacy* and *Still Grinding: A Miller’s Tradition*, which also aired on WVPB.

Also related to culture, radio added a monthly program featuring WVPB’s hugely popular podcast *Us & Them* and aired its spinoff, *Red State, Blue State*, a weekly conversation during election season between Californians and West Virginians about the issues that often divide us.

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On the West Virginia Channel, WVPB carried press conferences from the West Virginia State Capitol and aired oral arguments before the West Virginia Supreme Court of Appeals. Live proceedings of the Senate and House also aired during the regular Legislative Session. In 2018, *The Legislature Today*, West Virginia’s only weeknight television and radio simulcast devoted to covering the state legislature, continued its 39th year on WVPB television and radio taping episodes at the Capitol.

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INFORMING

Our award-winning News Department continued its commitment to balanced coverage of statewide and regional issues in 2018, including starting new collaborations and strengthening existing ones, ensuring that West Virginians have the best access to news and information.

Our main news shows include West Virginia Morning, which airs every weekday; The Legislature Today, which airs live-to-tape from the Capitol every weekday during the legislative session; and Inside Appalachia, a weekly magazine radio show that is also distributed to public media and college radio stations in the region. All of our shows are also available digitally as podcasts or on-demand video.

The news team partners with several state universities — Marshall, Shepherd, Concord, WVU, and West Virginia State, some of which provide office space/financial support to boost our news coverage and reach. In turn, we mentor students and occasionally teach in their journalism programs to the benefit of our paid internship program. Along with The Daily Yonder, WVPB is an editorial partner of the WVU Reed College of Media’s 100 Days in Appalachia digital news platform.

Kara Lofton remains one of the very few reporters dedicated to covering health issues in the region. She continued her award-winning coverage of important health issues via Appalachia Health News in 2018, covering the opioid epidemic and its effects through a solutions-based lens. She also developed and ran a health-based student reporting project in Fayette County.

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.

LITTLE KNOWN FACT:
In the event of a serious crisis, emergency officials can communicate to the entire state from the Capitol through WVPB equipment.

PROTECTING

The FCC has mandated that television stations do something called a spectrum repack. This means two things: a new broadcasting standard called ATSC 3.0, and WVPB’s TV broadcasting 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.
ENGAGING & INSPIRING
For more than 35 years WVPB’s Mountain Stage, hosted by Larry Groce, has been an institution of public radio, presenting live music from the Mountain State to the world. Last year alone, nearly 13,000 music lovers attended a live Mountain Stage show. The program, which was recognized for lifetime achievement during the Governor’s Arts Awards and for being a “Star of the Industry” by the Division of Tourism, is experiencing unprecedented growth, showing a 41 percent increase in audience and 63 percent growth in station carriage since 2014.

As the only broadcast home for classical music in the state, WVPB radio continues to feature programming for four hours on weekdays along with Classical Music Host Matt Jackfert’s in-studio performances by, and interviews with, classical musicians and the West Virginia Symphony Orchestra.

WVPB brought StoryCorps to Charleston for our citizens to tell their stories and have them preserved in the National Archives. Some stories can be heard on Inside Appalachia. We also hosted a live listening event at the Clay Center.

EDUCATING
Our education outreach affect-ed teachers, schools, libraries, and individuals statewide.

Workforce Development
With the guidance of statewide partners, we took an in-depth look at workforce development challenges in the Mountain State with community partners. We continue to air content focusing on careers that don’t require a 4-year degree. Our online content has been viewed more than 165,000 times.

The Great American Read/Great West Virginia Read
We worked with 24 libraries in 51 counties to select the top novel. For some libraries, it was our first collaboration. Roughly 8,400 people participated in events statewide. The overall winner? To Kill a Mockingbird.
Our generous underwriters

Academy of Arts at January’s Alzheimer’s Association

In FY2018, WVPB was awarded $204,022 in grants from The Corporation for Public Broadcasting, The Daywood Foundation, PBS and the WV Humanities Council.
EDUCATIONAL BROADCASTING AUTHORITY
The EBA is our governing board and members are appointed by the governor or serve in an ex officio capacity on behalf of their organization.

The Honorable Jim Justice, Governor, State of West Virginia
William H. File III, Beckley, Chair
Dr. Corley Dennison, Huntington, Vice Chair

Ann C. Brotherton, Charleston
Michael J. Farrell, Huntington, WV Higher Education Policy Commission
Stephen Hopta, Charleston
Steven Paine, West Virginia Superintendent of Schools
Maryanne Reed, Morgantown
Carol Rotruck, Morgantown
Debra Sullivan, West Virginia Board of Education
Edwin Sweeney, Weston

In 2018, WVPB’s dominant fundraising campaign was “Protect and Sustain” West Virginia Public Broadcasting.

WEST VIRGINIA PUBLIC BROADCASTING FOUNDATION
Our foundation receives major gifts, grants, and bequests for WVPB and manages WVPB’s endowment fund.

Edward C. Armbrecht, Chair, Charleston
Ann C. Brotherton, Treasurer, Charleston
Peter Holloway, Wheeling, Secretary

Robert “Bob” Baker, Beckley, Chair/Friends of WV Public Broadcasting
William H. File, III, Beckley, EBA chair
Susan Hogan, Wheeling, past chair/Friends of WV Public Broadcasting
Barbara Bean, Bridgeport
Cynthia Geary, Petersburg
Ellen Goodwin, Lewisburg
Stephen Hopta, Charleston
Leslie Nutting, Wheeling
Patricia Proctor, Huntington
Carol Rotruck, Morgantown
Peter Sullivan, Charleston

Friends of West Virginia Public Broadcasting
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.

Robert “Bob” Baker, Beckley, Chair
Shana Phares, Morgantown, Vice Chair
Dr. Carole Garrison, Ona, Treasurer
Dr. Michael Moore, Ona, Secretary

Greg Abels, Parkersburg
Travis Baldwin, Charleston
Dr. Sarah Beasley, Princeton
Ernest Blevins, Charleston
Bonnie Brown, Charleston
Brenda Brum, Parkersburg
Thomas Epling, Cass
Gairold Flynn, Huntington
Nicholas Friedin, Huntington
Brian Gallagher, Huntington
Susan Hogan, Wheeling
Dennis Kennedy, Rockport
Renee Margocee, Charleston
Charlene Marshall, Morgantown
Cecelia Mason, Martinsburg
Elaine Parke, Berkeley Springs
Rita Ray, Charleston
Karen Rice, Martinsburg
Laurie Ruberg, Wheeling
Peter Staffel, Bethany
Dr. Bruce Stevens, Petersburg
Murphy Tinsley, Morgantown
Eric Waggoner, Buckhannon
Walter Warren, Wheeling
Alex Weld, Wellsburg
Dr. Tom Witt, Morgantown

Our Ducks in a Row campaign educates people about planned giving opportunities.

COVER PHOTO: Reporter Liz McCormick and Production Associate Daniel Walker conduct an interview at the Capitol. PHOTO CREDIT: Perry Bennett/West Virginia Legislature Photography