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

West Virginia Public Broadcasting (WVPB):
- educates our people
- informs us about state government
- protects us during emergencies
- promotes our economy

West Virginia Public Broadcasting reached more than 2 million people in 2017 on radio, TV and online

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

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

Our PBS Kids channel expands educational programming to nights and weekends on cable, over the air and online

More than 7,200 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

"It's okay if you want to stay. It's also okay if you want to leave."
Derek Akal, "The Struggle to Stay"
**West Virginia Public Broadcasting** expanded its impact in education, news and public affairs, emergency communications and economic development in 2017

1. **Produced educational videos, audio and curricula** to inspire students in STEM careers and help them understand and appreciate their home.

   WVPB created and uploaded more than 850 videos, audio stories and lessons to West Virginia Learning Media in the past three years.

   For example, we've developed a curriculum that integrates WVPB's "Inside Appalachia" podcast into language arts classes. Below is an excerpt from one student essay:

   **see, I'm not going to lie to you, when first living here and even recently, when I picture West Virginia I think of the woods and hunting, fields and farm animals, camo clothing and big heavy boots. And the truth is, I just didn't think I could relate to that. However, now I've gained a new perspective. We're all just people, and the beautiful setting unites us, with its rich history and deep roots. I now think this is a much more place.**

   *Jessika Saffa @Jessika_saffa 20m
   More @inAppalachia reflections from WV high schoolers* "I have discovered that my state is a place worth living in."

2. **Expanded use of West Virginia Learning Media** - our free online service with thousands of educational videos, curricula, games and activities for educators, parents and students.

   In 2017, **more than 7,200 registered users** took advantage of West Virginia Learning Media. Our educational content generated more than **188,000 pageviews**

   Our Education Team conducted **trainings across the state** for 820 educators, parents and students about the resources available on West Virginia Learning Media.
West Virginia Public Broadcasting in 2017 (continued)

3. Vietnam: West Virginians Remember

Per capita, West Virginians served the most and died the most in Vietnam. For veterans who survive, including thousands of West Virginians, haunting memories remain.

Five West Virginia combat veterans share their stories in this WVPB documentary. WVPB screened the documentary in 19 communities in partnership with local libraries and schools.

4. Operated a statewide network of 16 radio and 11 television transmitters and our website, wvpublic.org, providing free educational programming to all of West Virginia:

- More than 147,000 households in the February Nielsen rating period
- More than 113,000 listeners in the fall Arbitron period
- One million unique visitors used wvpublic.org in 2017, with another 750,000 views on YouTube

5. Provided a fiber broadcast link from the state Capitol complex to our satellite uplink at our headquarters

- The only secure broadcast path out of the state capitol complex in case of emergency
- Broadcasting the state Legislature and Supreme Court live in session
- Broadcasting live concerts and educational events from the state Culture Center
The Stuggle to Stay

- West Virginia is losing population faster than any other state.
- WVPB's podcast "Inside Appalachia" spent one year following six individuals as they decide to stay or leave home - and how that decision changed their lives.
- "The Struggle to Stay" ignited a robust conversation on social media.

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 is deploying CPB's Community Engagement model to take on three of West Virginia's biggest challenges in 2018

1. Workforce Development

As part of CPB's American Graduate program, WVPB will educate young people about career paths that don't require a four-year college degree (“You can make great pay without a B.A.”)

2. Recovery from Opioid Addiction

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

3. Promoting Appalachian Culture

West Virginia and Appalachia have a rich and unique culture - but it is stereotyped and misunderstood. WVPB will build a regional reporting network to tell the true story of Appalachian culture to ourselves and the world.

“This year, WVPB will use our influence as a trusted community partner to tackle some of the toughest challenges facing West Virginia. We will promote great careers for all our young people, recovery from addiction, and the value of Appalachian culture.

- Scott Finn, CEO, West Virginia Public Broadcasting