2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Gridiron Glory students prepare for an episode of the live television broadcast by participating in "The Huddle," an act, according to student Jordan Allen, in which life imitates sports.

WOUB Public Media at Ohio University, through public television, public radio, and non-broadcast facilities, provides excellence in programming to meet the ascertained needs of its various audiences. WOUB provides continued leadership in the fields of distance education, community outreach, and online services. It also offers a quality program of professional development in support of Ohio University students. In doing so, WOUB maintains, enriches, enhances and expands the horizons of all involved.

LOCAL VALUE

WOUB Public Media continues to be a valuable part of the southeastern Ohio and western West Virginia area.

Providing local news, sports and weather to a market area not served by commercial broadcasting remains a high priority.

Using radio to reach an audience with content not always found in commercial media.

WOUB utilizes local programs to extend the expertise of Ohio University to the greater community.

2015 KEY SERVICES

In 2015, WOUB Public Media provided these vital local services:

One hundred sixty six episodes of local television broadcast content consisting of news, sports and feature documentary productions.

Provided a broadcast outlet for independent producers and continued with local partnerships such as the Nelsonville Music Festival to expand the reach and culture of the region.

Produced and broadcast 206 episodes of radio full format content featuring local music and area experts to reach an audience on WOUB-FM's five station network.

LOCAL IMPACT

WOUB Public Media local services had deep impact in the southeastern Ohio and western West Virginia area.

WOUB continues to provide daily information through television, radio, online and social media – keeping viewers, listeners and users aware of news that affects them.

WOUB's partnership with Ohio University allows for real life training for students in the creation of relevant local content.

2015 LOCAL CONTENT AND SERVICE REPORT

IN THE COMMUNITY

In 2015, WOUB Public Media continued with its longest running local production, with the broadcast of 123 unique episodes of *Newswatch*. Focusing on an area with little to no commercial news coverage, *Newswatch* is often the only source for local video and stories and is a valuable community asset for news, weather, sports and community experts. The program is also a valuable source of information during election cycles and continued to be with an election special in November. This year *Newswatch* received awards from the National Academy of Television Arts & Sciences (Ohio Valley Chapter) including a winner for general assignment reporting, as well as Honorable Mention for Newscast, and two additional mentions for general assignment reporting.

WOUB Public Media's online activities continue to attract users as a place for local information as well as video content developed specifically for woub.org. In 2015, WOUB's website experienced 797,384 visits from 526,239 unique users accessing 1,461,732 page views, while the WOUB YouTube channel saw 480,882 views accounting for 1,617,481 minutes of local content being watched.

Many users prefer to get targeted information via push notifications, specifically with their mobile devices. With this increasing demand, WOUB launched a new responsive design website and has expanded the use of Facebook and Twitter for breaking news, weather related information and local storytelling. Through various targeted Facebook accounts, WOUB Public Media currently shows 10,604 followers, a 24% increase for 2014. Twitter has seen an even bigger growth with 15,659 followers over several topic specific accounts, a 50% increase from 2014.

The WOUB service area consists of many small towns that are brought together by their local sporting events, as well as a University that does not receive consistent coverage from commercial media. To assist in filling the gap in coverage, as well as showcasing the efforts of local area high schools, WOUB Public Media produces three local programs to highlight the regions athletic accomplishments. Completing its 17th season, *Gridiron Glory* (high school football highlights) was awarded a Student Production Award for the third year running from the National Academy of Television Arts & Sciences (Ohio Valley Chapter).

Hardwood Heroes (high school basketball highlights) continues as a spring production, winning its first Honorable Mention for sports by the National Academy of Television Arts & Sciences (Ohio Valley Chapter). Finally, in 2015, *The Bobcat Sports Showcase* wrapped up season four in the spring and began season five in the fall as a revamped monthly series, allowing for more indepth reporting and storytelling instead of focusing on game highlights and results. Showcase covers all varsity sports at Ohio University.

WOUB Public Media continues to showcase area events and activities that explore the uniqueness and pride of the local region. In 2015, WOUB partnered with the Nelsonville Music Festival to produce video segments, audio stories as well as live tweeting the annual event. The four-day concert event draws between 6,000 – 9,000 people to see 50 acts on four stages. In all, 31 video shorts were produced (70% more than 2014) receiving more than 113,700 views on WOUB's YouTube channel sharing the event outside of the local broadcast area – an astounding 1163% increase from 2014.

Explore the Outdoors

WOUB Public Media hosted two half-day workshops for local families – "Explore the Amazing World of Birds," at the Athens Public Library.

Inspired by the WILD KRATTS Creative Adventures and the DINOSAUR TRAIN Nature Trackers Club, WOUB produced an educational outdoor birding adventure to teach local families to use their senses to listen, observe, identify, and record their observations.

Each family in attendance received the book *The Young Birder's Guide to Birds of Eastern North America,* as well as a WILD KRATTS nature journal for them to record their observations while on a bird walk. WOUB brought in two nationally known bird experts –Julie Zickefoose and Bill Thompson III — to help the children and their parents better understand the science of birding, and to lead families on the walk. Naturalist Bob Placier also demonstrated the bird banding process.

Back at the library after the walk, WOUB helped families access free WILD KRATTS and other PBS KIDS mobile apps based on math and science to inspire children and their families to continue to explore the world of natural science (and birding) after the event.

Live from Jorma Kaukonen's Fur Peace Ranch

Produced by WOUB radio, Live from Jorma Kaukonen's Fur Peace Ranch is a weekly series of LIVE music performance recorded at the Fur Peace Ranch in Darwin, OH. For the calendar year 2015, 35 hours of new programming, joined 17 repeats from our deep catalog of shows recorded and produced since 1999.

Performing artists in 2015 included Bill Kirchen, Larry Campbell and Teresa Williams, GE Smith, Moonalice, John Sebastian, Glass Harp, Hot Tuna, New Riders of the Purple Sage, Oliver Mtukudzi, Spencer Bohren, Bob Margolin, Doug MacLeod, R. Carlos Nakai and Will Clipman, Jorma Kaukonen, David Lindley, Steve Kimock and Jerry Joseph, John Doyle, Guy Davis, It's a Beautiful Day, Rick Vito and the Lucky Devils, Kim Simmonds and Savoy Brown, Geoff Achison and the Souldiggers, Jim Lauderdale, Frank Vignola and Vinnie Raniolo, and Corey Harris.

STORIES OF IMPACT

Our Town: Pomeroy

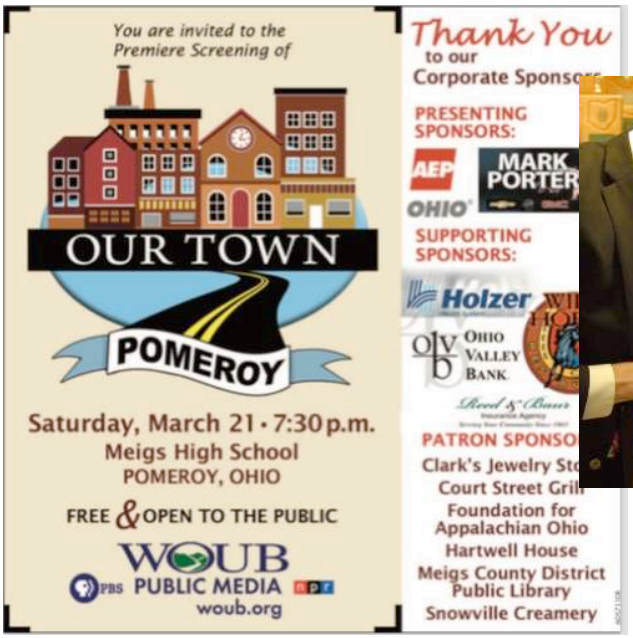
A sixty-minute feature documentary that discovers the heritage and spirit of Pomeroy, Ohio through fascinating stories of its history, personalities, and unique contributions to the region, state and nation.

The documentary features many historical elements including stories about Native Americans in the area, the founding of the town, the major influences of the German population, the coal and salt industry, Morgan's Raid, and showcases today's thriving downtown.

Prior to the broadcast premiere, WOUB hosted a free community screening at Meigs High School in Pomeroy. A full house enjoyed more than the film itself, including snacks and conversations with the producer and station staff.

The success of "Our Town: Pomeroy" continues WOUB's commitment to local storytelling and community engagement.

"Thank you again for a wonderful premiere on Saturday night, (we all) enjoyed it so much. We weren't surprised by how amazing it was, of course, but we did learn so much about Pomeroy. I found myself spouting fun facts all Sunday to anyone who would listen to me!"



WOUB Audio Productions Cover a Variety of Topics

In 2015, WOUB produced, broadcast and distributed 158 audio programs designed to serve the needs of the local region and beyond. Thirty-two local hosts led discussions with area experts and special guests from outside the region on topics ranging from poetry, art exhibits, theater productions and authors to innovation, medicine and healthcare, energy, disability and accessibility.

This year saw the start of a regular series on innovation. *Innovation Conversations* launched with 15 interviews of individuals involved in the advancement of technology commercialization and entrepreneurship both at Ohio University and throughout southeastern Ohio. The region has attracted attention for its innovative approaches to—and successes in—cultivating startup companies over the last decade. Full half-hour episodes are broadcast weekly on WOUB-AM and all are made available online through woub.org. Short segments are broadcast on Friday's during *Morning Addition* and *All Things Considered* on WOUB-FM, encouraging listeners to go online for the full discussion.

Innovation Conversations is hosted by WOUB Director and General Manager Tom Hodson. "WOUB believes it is important to let a wide audience know about the innovations and entrepreneurial spirit that exist in this region. Innovations create key industries for our citizens – bringing in investment dollars and creating jobs for this area," Hodson said. "We need to let people know that this is a beehive of entrepreneurial activity."

Programs in *Innovation Conversations* included:

- Ed Zatta and his two companies that assist regional pharmacies
- Prof. JD Kittle about discussing Biotech Innovations
- Scott Bagley's rural product to a global market
- Dr. Jesus Pagan, and the Russ College of Engineering's 3-D Printer
- Harold Nuss, who has shunned job offers to pursue entrepreneurship
- College students becoming innovators before graduation
- John Glazer, director of TechGROWTH Ohio discusses innovation in Southeast Ohio
- Jeff Wiseman and pharmaceutical drug discovery research
- Michele Migliuolo mentoring local Start-Up Companies
- Third Frontier Fund supporting Statewide Technology Development
- Business Incubators provides resources for Local Start-Ups
- Ohio University's Center for Entrepreneurship
- The 4th Annual Scripps Innovation Challenge
- Director Jennifer Simon, Ohio University Innovation Center

Continuing with audio productions, *Conversations from Studio B* hosted more than 23 discussions surrounding mental health and medical topics including a four part series "Navigating the Health Care System During a Catastrophic Illness."

Other conversations included:

- Decriminalizing Mental Illness
- Surviving Clinical Depression and Beyond
- Bi-polar Disorders, recovery, and advocating for one's peers
- Schizophrenia, Recovery, and Working for Others with Mental Illness
- Mentally Ill Parents and Family Members
- Sexual Abuse as a Child, PTSD and Depression and Life as a Poet, Writer and Peer Advocate
- Athens County Board of Developmental Disabilities and its services
- Mental Health Care Service Available from Ohio University
- Ombudsman for Mental Health America of Franklin Co.
- Special mental health training for Ohio police
- Adolescent Mental Health Care
- One Man's Fight to Help His Brother Who Has Schizophrenia
- Living With Dissociative Identity Disorder and Schizophrenia
- Diverting the Mentally Ill from Incarceration to Modern Mental Healthcare
- Borderline Personality Disorder
- Post-Partum Depression
- Organ Donations
- Doctors Without Borders
- Loss of Muscle Strength in the Older Population
- Affordable Care Act
- Breastfeeding and Work
- Generic Drugs

These conversations build WOUB's commitment to diversity and inclusion including a WOUB Blog "The Journey" which furthers our commitment to fostering a welcoming community for all. Utilizing the web and social media, this blog allows the thoughts, ideas, stories and journeys of people concerned about inclusion and disabilities to be shared across the globe.

WOUB also participated with others during the 25th Anniversary Celebration of the Americans with Disabilities Act providing online stories with links to resources and events and WOUB also partners with Ohio University and the City of Athens on The Presidential Advisory Council on Disability and Accessibility Planning, which encourages partnerships and collaboration to make our community welcoming and barrier-free for people living with disabilities.

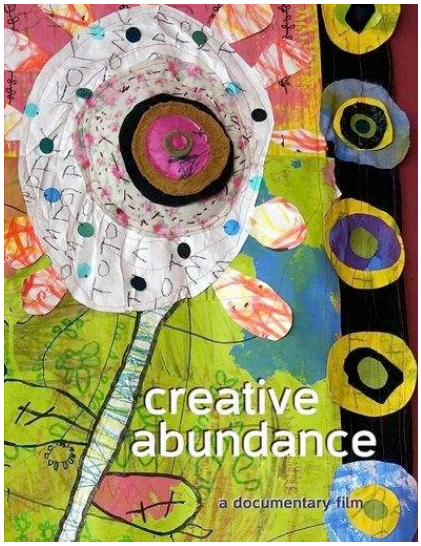
LIVE Bluegrass

Showdown is a monthly in-studio broadcast of bluegrass performed at WOUB for a studio audience. Each month (excluding July and August) two regional bluegrass groups perform an hour set each, for 20 hours of programming for the entire year.
Bands included Lonesome Meadow, Simply Bluegrass, Union Valley, RU Bound, Buck and Company, Kevin Prater Band, Anna Allen and Traditional Plus, Wills Creek, Slow Time, Evan Lanier and Bluegrass Express, Out of Mind, Second Wind, Open Rail, the Price Sisters, Retro and Smiling (Buddy Griffin and Ashley Messenger), the Wayfarers, Mark Brinkman, Idle Tymes, Hunnabee and the Sandy Tar Boys, and the Glenville State College Bluegrass Band.

Downton Abbey on Masterpiece

WOUB celebrated season five of *Downton Abbey on Masterpiece* with a “Roaring ‘20s Soiree” that included British Style hors d’oeuvres, a live jazz combo and the premiere of season five, episode 1 of *Downton Abbey on Masterpiece.*
Many community members celebrated the day with WOUB and enjoyed a photo booth while dressed in period attire!

"Creative Abundance"



- A 60 minute documentary profiling the efforts of Patty Mitchell and Susan Dlouhy, activists who embrace an asset-based approach for organizational innovation and social change.
- Creative Abundance documents how Mitchell and Dlouhy integrate art programming into traditional sheltered workshops to foster human expression, develop individuals' talents, and build community.

Reach in the Community:

- A free community screening was held in Athens prior to the broadcast to a standing room only crowd which included Ohio University President Roderick McDavis.

Partnerships:

- The program was produced by Dr. Lynn Harter in partnership with WOUB. Dr. Harter, along with WOUB General Manager Tom Hodson are co-directors of the recently launched Barbara Geralds Institute for Storytelling and Social Impact at Ohio University.
- The Storytelling Institute will utilize traditional storytelling forms such as radio broadcast, documentary film, photography and theater productions as well as innovative storytelling forms such as audio podcasts, digital simulations and holographic images. The institute will involve faculty and students in the production and analysis of stories, foster inter-disciplinary research to advance knowledge about storytelling, partner with private industry and non-profit organizations on interest-based projects, and collaborate with experts in virtual and augmented reality to create new methods of storytelling.

2015 LOCAL CONTENT AND SERVICE REPORT

SUMMARY

"Ms. Butcher you gave me a rich interview with a lot of information. The history and operation of WOUB AM FM/TV could result in a Masters thesis, or PhD dissertation all about itself.
I highly respect your work, and more importantly your values of commitment to the community you serve. The program I am in empathizes service to the community, social change, and social justice. Being a former WOUB student who did Black R&B programing on AM, and traditional Jazz on FM (1977-8), it was really good to hear you talk about the past and the present with regards to the station."

"One cannot thank all of you for what is done on your - and the multitude of other NPR and TV stations. While the "gifts" are nice and in my case, extremely helpful, more important is your service to Southeastern Ohio and the westernmost mid-Ohio Valley region of my beloved West Virginia. Given all the advertising and "posh-networking" which tends to adhere to the lowest common denominator of public thinking, you provide a necessary alternative which is deeply required here in this region of Appalachia. You cannot be thanked enough for presenting these alternatives.
I listen to WOUB during the day to keep tabs on national, regional, and local news and topics during the day. This is what you cover, and do it so exceptionally well."

"I just have to say "thank you" to everyone on staff at WOUB for keeping me up to date with everything going on at Ohio University, Athens and the surrounding communities. Your Facebook posts, articles and other forms of media are always welcome on my timeline. Even though I called Athens home for only a year, the school and communities are held close to my heart -- and I'm grateful for everything each of you do to keep me informed."

WOUB Public Media, an administrative unit of the Scripps College of Communication at Ohio University, provides public broadcast services, student professional development, and non- broadcast educational services in support of the goals of the University. The resources of WOUB support public service, teaching, research and administrative missions, through public radio, public television, online and related technologies. Through these activities, WOUB extends the intellectual resources of the University to its broader community and bolsters the University's service mission in the Appalachian region.