



# 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*Student athletes join Woub Public Media's Gridiron Glory Media Day. Athletes and coaches from around the region participated in this event.*

**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.**



**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.

**In 2016, Woub Public Media provided these vital local services:**

72 hours of local television production

Was involved in unique partnerships with the Nelsonville Music Festival and the Ohio Valley ReSource.

Produced 25 hours of audio programming weekly, that were available on Woub-FM's five station network, online at [woub.org](http://woub.org) and by streaming from various sources.

**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.



*Newswatch*, WOUB Public Media's longest running local production provided 121 unique episodes in 2016. Focusing on an area with little commercial news coverage, "Newswatch" is often the only source of local content and is a valuable community asset for news, weather and sports. The Presidential and local elections in November provided a lot of content for *Newswatch*, including special coverage, both online and radio, on election night in November. The National Academy of Television Arts and Sciences recognized *Newswatch* student reporter Katy Andersen with an Honorable Mention in the News- General Assignment category.



WOUB's Friday night high school football show *Gridiron Glory* spent its 18<sup>th</sup> season continuing to cover underserved areas by showcasing athletic accomplishments. The half-hour weekly program produced 14 episodes and was the recipient of a student production award from the Ohio Valley Chapter of the National Academy for Television Arts and Sciences.



*Hardwood Heroes* focuses on high school basketball highlights and produced 8 half-hour programs that aired in the winter and included extensive online and social media coverage.



The Nelsonville Music Festival continues to grow in popularity with around 10,000 people attending the annual four-day event. WOUB Public Media partnered with the festival to produce video segments, audio stories and live tweeting of the event. In 2016, WOUB produced 14 video segments from the main stage, which have had 9,200 views to date. We also added extended sessions titled "The Gladden House Sessions." The 12 extended interview and performance videos were created and tallied 52,630 plays to date.



WOUB's online activities continue to attract users as a place for local information. Both Facebook and Twitter accounts grew in 2016, to include a total reach of around 50,000 between several accounts. WOUB.org had more than 673,000 sessions from 423,000 users. The website's page views reached 1.19 million, with 61% being new visitors. WOUB Public Media remains committed to using technology and social media to reach the community.

## Podcasting / Radio / Digital Media

In 2016, WOUB Public Media increased its effort in providing podcasts and digital content to listeners.



There were 111 “Conversations from Studio B” produced with 25 hosts from Ohio University and the community. These programs aired on WOUB-AM and were available to listen to from [woub.org](http://woub.org) and other sources.

In addition, 15 half-hour “Innovation Conversations” were produced featuring innovative efforts within the region in partnership with Ohio University’s Voinovich School of Leadership and Public Affairs.



WOUB Public Media launched “Spectrum” podcast began in June 2016. The mission is to tell the stories form an eclectic group of people, all with interesting stories and is hosted by Director Tom Hodson. There were 34 different shows produced and released between June and December. Shows were available on [woub.org](http://woub.org), iTunes, Google Play and NPR One.

WOUB Public Media also began production on two new podcasts. “Teaching Matters,” will focus on “information resource on teaching and learning in an information-rich world” and is hosted by Ohio University’s Scripps College of Communication Dean Scott Titsworth. “Health Accents” will be a weekly podcast discussing trends and advances in medicine hosted by Dr. Nicolas Mezitis, associate professor of Specialty Medicine at Ohio University. Several episodes were produced in late 2016 and will be distributed in 2017. Programs will be available on [woub.org](http://woub.org), iTunes, Google Play and NPR One.



#457SEO was a new podcast produced with the intention of finding compelling stories throughout Southeast Ohio. The show began in the fall and completed five episodes.

**The Outlet** – The weekly show brings ‘campus to community’ by featuring in-depth content on news and events happening on campus. The show is produced weekly during the school year. In 2016, 18 episodes were added to our web site, iTunes, Google Play and NPR One.



## Audio dramas

WOUB produced several audio dramas of classic novels in 2016. “The Sleeping Beauty” – by C.S. Evans, “Through the Looking Glass” – by Lewis Carroll and “Peter and Wendy” by J.M. Barrie were added to the collection of audio dramas WOUB has produced in the past. Staff, students and community members combined their talents to bring these classic novels to life.



## 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, Ohio. In 2016, 43 episodes aired, 33 of new programming and 10 repeats form our deep catalog of shows recorded and produced since 1999. The program is available via digital distribution systems.

Performing artists in 2016 include: Bill Kirchen, Ernie Hawkins, Roy Book Binder, GE Smith with the Spikedrivers, Rick Vito, Hot Tuna, Tom Rush, Happy Traum, The McCrary Sisters, Jim Lauderdale, Scott Sharrard, Eric Bibb among others.

## **PBS Kids Explore the Outdoors**

WOUB Public Media was the recipient of a PBS Kids Explore the Outdoor grant in 2016. WOUB partnered with the Ohio Valley Museum of Discovery in Athens,



Ohio, to present a 'Green Revolution' event with the goal of teaching children and their caregivers the importance of energy conservation.

The museum provided traveling exhibits on loan from the Chicago Museum of Science and Industry, the Smithsonian has created digital exhibit modules ("Hybrid House" and "Carbon Footprint") that use computer simulations, games and hands-on activities to show museum guests a wiser way to use the gifts of our planet. The event took place on Earth Day, April 21.



## **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 RU Bound, Buck and Company, Sour Mash Stringband, Kevin Praeter Band, Doug Fox and Cedar Hill, Ma Crow and the Ladyslippers, The Planet Riders, Dance Hall Desperadoes, Steven Moore, Almost Famous, Red Brush Band, Steve Hussey & Jake Eddy, Buck & Company, Strung Up, Open Rail and Tall Grass.

## Our Town: Nelsonville

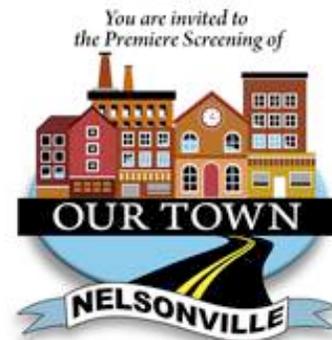


WOUB's "Our Town" series premiered a new 60-minute episode in March featuring Nelsonville, Ohio. The film featured the deep and rich history of Nelsonville and its linkage to the development of Ohio. It was prominent in

producing coal, bricks and the formation of unions. The rich resources of the region brought prominence to the small town of Nelsonville and to York Township.

Prior to the broadcast premiere, WOUB hosted a free community screening at Nelsonville-York High School in Nelsonville. A full house enjoyed the film and conversation with the producer and members of the WOUB staff.

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



**Saturday, March 19 @ 7:30 pm**  
Nelsonville-York High School  
1 Buckeye Drive • Nelsonville, Ohio

**FREE & OPEN TO THE PUBLIC**

*Doors Open at 7:00pm*  
*First Come First Serve Seating*

Come and see your friends and neighbors on the big screen!  
Discover hidden secrets and fascinating stories about Nelsonville's heritage, citizens, and events.

WOUB has chosen Nelsonville as part of our documentary series about communities within our broadcast area.

The 60 minute video captures the spirit of Nelsonville and its people and accomplishments throughout history.

**Our Town: Nelsonville**  
will air on WOUB Public Television  
on Monday, March 21 at 8pm

Evan Shaw • Producer  
WOUB  
PUBLIC MEDIA  
woub.org

Story-telling  
INSTITUTE



## Gridiron Glory High School Media Day

WOUB's "Gridiron Glory," a student-produced high school football show, invited student athletes to Ohio University to participate in High School Media Day on Sunday, August 14. Eighteen teams from the region participated, including athletes and coaches. Participants recorded interviews and had professional photos taken with the help of Ohio University's Visual



Communication department. Players and coaches were treated to catered food before listening to guest speaker and 2003 Gridiron Glory Player of the Year Donnie Johnson speak on the on the importance of balancing life and sports in school. Players also took part in a social media station and a light-hearted panel discussion led by "Gridiron Glory" Host Dani Dean. "I had a blast at [Media Day]," Crooksville center Austin Burgess said. "It's been a good day to have fun and relax but [the season] is still in the back of your mind, you're still getting ready for it because it's just part of the mental preparation that comes with being a high football player."



## Stories of Service

WOUB Public Media solicited veteran's stories at the Athens County Fair and the American Legion for the video project "Stories of Service." The video series featured veteran's thoughts and memories of their time in the armed forces. The series featured both men and women service members with several branches of

**I WANT YOU**



service. The features were aired over Memorial Day weekend and made available online at [woub.org](http://woub.org).



## Partnership in the Ohio Valley ReSource

In 2016, WOUB Public Media joined a journalism collaboration known as The Ohio Valley ReSource. With support from the Corporation for Public Broadcasting, seven public media outlets across the three states partnered to form the ReSource in order to strengthen news coverage of the area’s most important issues.

Ohio Valley ReSource reporter, Aaron Payne, is based at WOUB Public Media where he focuses his reporting on the issues of addiction and economic recovery in the region.

Aaron has produced monthly in-depth reports for Ohio Valley ReSource, and also works on local stories for WOUB News.

Ohio Valley ReSource stories are shared and featured on partner stations every Monday, which increases the reach of the stories to three states.

The ReSource team of eight journalists uses radio, data, and video to craft stories that promote understanding, empathy and engagement. They tell human stories behind the region’s economy, energy, environment, food, health and infrastructure.



### “Lazarus Drug: The Medicine Saving Lives Amid the Opioid Crisis”

was a feature story by Ohio Valley Resource’s Aaron Payne that talks about the drug crisis in Appalachia, and how emergency responders are relying on the medicine naloxone to resuscitate those who overdose.





*Cicadas were abundant at this year's Nelsonville Music Festival*

***“WOUB is my umbilical cord to the world!  
Studio B is a treasure enabling regional  
voices and opinions to be shared!”***

***– Arlene***



*President Bill Clinton campaigned for his wife Hillary by appearing on the College Green at Ohio University during the 2016 campaign. WOUB News covered the event.*



***“The Downton Abbey Afternoon Tea was a lovely event. Thank you to WOUB and all of the lovely guests, many who dress up marvelously!  
It was a blast!”***

***– Laura***

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.