



PUBLIC MEDIA



■ **2019**
■ **COMMUNITY**
■ **REPORT**

Our Town: Morgan County premiere screening event - March, 2019



LETTER FROM **WOUB PUBLIC MEDIA** **GENERAL MANAGER MARK BREWER:**

Something may look and feel a little different about WOUB Public Media. After a year-long review and asking our community for its feedback, the station has unveiled a new logo and slogan which strengthens the station's connection to the region it serves. The extensive process included interviews with community members in the WOUB service area as well as those who have supported the organization over the years.

Going through this brand identity process helped us understand how individuals relate to WOUB and learn why they use and choose to support our services - whether radio, television or digital. Much of the community feedback was very positive, and some let us know areas that we needed to improve on.

The colors in the new logo were selected to reflect the region served by the station, as well as WOUB's brand identity. Blue is intended to evoke authenticity; green, a sense of empathy, and gold, confidence.

In many instances, the new logo will be paired with WOUB's new slogan: Trust. Worthy. Most of the comments we received from the community centered around these words. People trust PBS Kids on television for their children, they trust the local news and information that comes from the WOUB newsroom, and they trust the PBS and NPR content we broadcast every day. That Trust is what makes us Worthy of community support.

After 70 years serving our region, the thoughtful rebranding campaign represents WOUB's continued dedication to fulfilling its vision statement of providing excellence in programming and services to meet the ascertained needs of its various audiences as the station moves into the future.



Mark Brewer



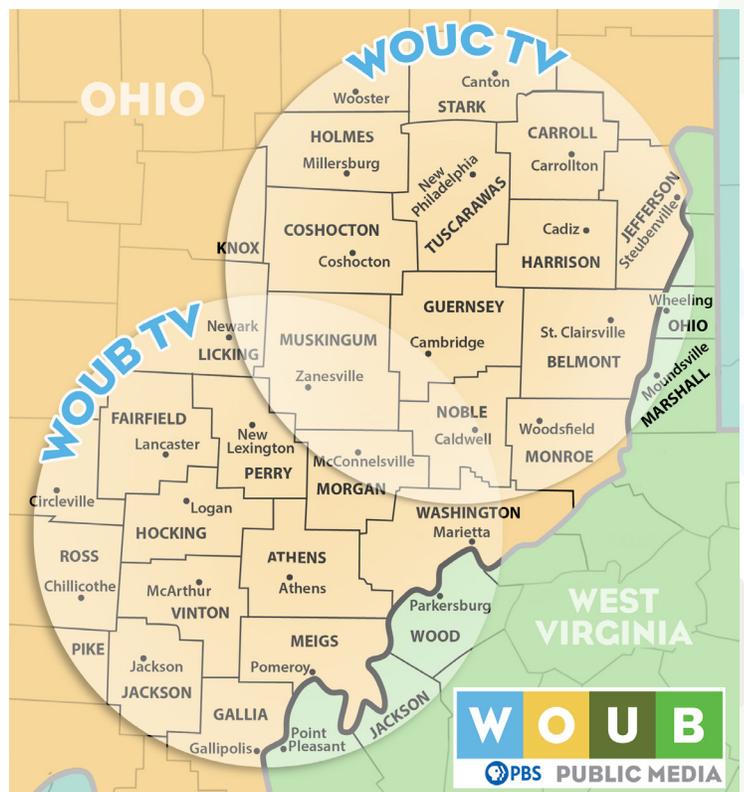
TRUST. WORTHY.

ABOUT WOUB PUBLIC MEDIA

**PROUDLY SERVING SOUTHEASTERN OHIO,
WESTERN WEST VIRGINIA AND NORTHERN KENTUCKY**



As a member station of both NPR and PBS, WOUB Public Media is a trusted source of news, local content and educational resources that have proven to be worthy of the time, effort and support of our users. WOUB, an experiential-learning unit of the Scripps College of Communication at Ohio University, is a non-profit, community-supported multimedia organization which provides online and broadcast services, along with non-broadcast educational services and student professional development. WOUB serves 55 counties throughout southeastern Ohio, northern West Virginia and eastern Kentucky with its broadcast signals. WOUB Radio's FM Network has transmitters in Athens, Chillicothe, Ironton, Zanesville and Cambridge, while WOUB AM serves the immediate Athens area. WOUB TV is made up of six television channels (WOUB HD, WOUB Classic, WOUB World, WOUB Create, WOUB Ohio and WOUB Kids) which are broadcast from two transmitters.



EXPANDING OUR IMPACT...



WOUB RADIO NETWORK

WOUB Radio has been around for more than 70 years. WOUB's FM Network now serves three states – Ohio, West Virginia and Kentucky – from transmitters in Athens, Chillicothe, Ironton, Zanesville and Cambridge. You can hear the latest news and conversation from NPR, great local and national cultural and entertainment programs, and locally-produced Americana, Alternative/Indie and Bluegrass music. WOUB-AM serves the immediate Athens area with a variety of talk, sports and music programs not heard on FM. Both stations broadcast 24 hours a day and stream online at woub.org/listen.

WOUB FM NETWORK PROGRAMS

▪ D28 + 5

On Sunday afternoons from 1 to 5 p.m., a rotating group of staff and community volunteers present bluegrass on D28 + 5. The program's name is a nod to the Martin D28 guitar paired with a 5-string banjo to form the foundation of bluegrass.

▪ Showdown

Bluegrass is also presented in live performance on Showdown the first Sunday of the month from September through May. Bands are from the local and regional music scene, with national acts appearing when possible.

▪ Audiosyncrasies

Bryan Gibson and Rusty Smith alternate hosting Sundays from 8 p.m. until midnight. The program is a host-driven, free-form vehicle for musical and topical explorations transcending genres and form.

▪ Live from Jorma Kaukonen's Fur Peace Ranch

Host Jorma Kaukonen introduces each program's featured artist in a series of concerts recorded at the Fur Peace Ranch Guitar Camp in Meigs County, Ohio. The program is heard on stations across the country, with distribution through PRX, and can be heard on the WOUB FM network Friday evenings at 7 p.m.

▪ Crossing Boundaries

Crossing Boundaries provides weeknight music programming hosted by Bryan Gibson, providing 24 hours per week of locally presented Adult Album Alternative and Americana music. In 2019 the program expanded from 14 hours per week to 26 hours. The program has been produced since 2002.

▪ Ohio University Sports

Our four non-Athens transmitters carry Ohio University football and men's basketball throughout the region.

...BY USING OUR VOICE



WOUB AM NETWORK PROGRAMS

▪ 4A (Athens Adult Album Alternative)

The program airs from 6 a.m. to 6 p.m. weekdays, presenting AAA and Americana music in a feature rich format that presents news and information along with music.

▪ The Nightshift

The Nightshift presents college rock/alternative rock and R&B each weeknight from 9 p.m. to 1 a.m.

▪ Conversations from Studio B

Hosted by a mix of professional staff and community volunteers, the 30-minute program presents topics of interest to the Athens community - from local art, music and theater along with campus events, alternative agricultural techniques and more.

▪ Sportsbeat

Sportsbeat is a one-hour sports talk show produced and hosted by students. Guests include Ohio University athletes, coaches, Ohio University alumni and media members. Listener calls often add to the mix.

▪ Radio Free Athens

On Saturdays from 9 a.m. to 8 p.m., community volunteers and students present music in a format-free, host-driven program.

▪ Ohio University Sports

Listeners can find coverage of Ohio University baseball and women's basketball on WOUB AM.

EXPANDING OUR IMPACT...



PODCASTS/AUDIO STORYTELLING

WOUB Public Media has been producing podcasts since 2016, and as a result, our audience has expanded nationally and globally. The podcasts are available through Apple Podcasts, Stitcher, Google Podcasts and NPR One. WOUB's podcasts are listed as "prestigious" on the NPR Podcast Directory.

WOUB IMPACT BY THE NUMBERS: [WOUB.ORG/LISTEN](https://woub.org/listen)



142,808
PAGEVIEWS



2:55
AVG TIME ON PAGE

WOUB PODCASTS

▪ 457SEO

Stories, information and observations about our regional Southeastern Ohio communities are shared and explored on an in-depth and personal level. Topics included midterm elections and marijuana as a way to grow the region's economy.

▪ Defining Moments: Conversations about Health and Healing

The Defining Moments podcast showcases stories about living well amid inescapable illness, suffering and hardship. The podcast disrupts the silence that too often surrounds vulnerability and allows narrators and audiences to imagine a new normal.

▪ Jazzed About Work

Jazzed About Work features lively, informal conversations about everything it takes to create a resilient and rewarding career.

▪ Lifespan: Stories of Illness, Accident, and Recovery

Each show contains stories about encounters with the health care system. The stories are deeply personal. Even when multiple people are describing their experiences with the same disease, condition or treatment, each account is unique.

▪ Live from Jorma Kaukonen's Fur Peace Ranch

WOUB distributes this popular WOUB FM radio program as a podcast. There are an eclectic blend of performances which includes blues, folk, Americana, rock, bluegrass and jazz.

...BY USING OUR VOICE



▪ **Spectrum**

Spectrum features conversations with a diverse group of fascinating people, some famous and some not, but they all have captivating stories.

▪ **Teaching Matters**

Hosted by Scott Titsworth, Dean of the Scripps College of Communication at Ohio University, Teaching Matters is an audio series exploring the unique needs of students.

▪ **The Outlet**

The OUTlet is a weekly student-produced, half-hour news and public affairs magazine. The program focuses on campus and community news with lifestyle features. Topics included sexual assault, homeless veterans and self-driving shuttles.

▪ **The Kindness Podcast**

Host Nicole Phillips is a champion for using kindness to overcome all of life's difficulties, including her own battle with breast cancer. She invites guests to share their kindness stories.

WOUB IMPACT BY THE NUMBERS: PODCASTS



↑78%
PAGEVIEWS



↑112%
LISTENING
SESSIONS



↑118%
USERS
INCREASED

AUDIO STORYTELLING

▪ **Author's Chair**

The series was designed to bolster and highlight regional literary works and authors featuring area writers and stories about Appalachia. Five-minute excerpts were also played on WOUB FM during breaks in Morning Edition and All Things Considered.

▪ **Ecoustic Alchemy**

A new edition of WOUB's audio drama series Ecoustic Alchemy - *Magick & Poison: No Fate You'll Prevent* by Timothy S. Klugh was produced this year, and we continued to record and distribute Shakespeare, Monologues and Sonnets.



EXPANDING OUR IMPACT...



WOUB Culture creates content to showcase the diverse region that WOUB serves through its television and radio programming. This includes working with regional arts non-profits such as Stuart’s Opera House, Arts West and the Decorative Arts Center of Ohio, to promote a variety of programming offered to the community.

WOUB Culture’s biggest coverage event each year is the Nelsonville Music Festival, which is a sprawling four-day festival put together by Stuart’s Opera House in early June. This year WOUB Culture created its most impressive and in-depth coverage and promotion of the event to date, featuring seven vlog and interview style videos (which have accumulated close to 2,000 views) and many interviews with performing artists leading up to the event.

Of special interest are WOUB Culture’s Gladden House Sessions, which are created in affiliation with the Ohio University School of Media Arts and Studies and the Nelsonville Music Festival. The sessions showcase the artists that perform at the festival each year in a unique, stripped-down way. WOUB Culture’s Emily Votaw worked alongside Ohio University Lecturer Josh Antonuccio and his students to produce the videos, as well as WOUB Producers Adam Rich and Evan Shaw.

WOUB IMPACT BY THE NUMBERS: GLADDEN HOUSE SESSIONS



12,878
PAGEVIEWS



52,000
YOUTUBE
VIDEO VIEWS



...BY SHOWCASING OUR CULTURE



WOUB IMPACT COMMUNITY QUOTES ABOUT WOUB CULTURE

- “Emily Votaw’s accessibility and willingness to work with Arts West to help highlight what we do for the community has been invaluable. Many of our patrons trust and listen to WOUB for guidance on what arts activities are happening in Athens, and we have received feedback throughout the year that WOUB has led them to our events.

Southeast Ohio is one of the richest areas for arts and culture in our state. I see continuing to grow the region’s identity in the arts as a huge piece for future prosperity in the region, so all the work that WOUB Culture does has a massive impact!”
Emily Beveridge – Arts West Program Specialist
- “I have been so privileged to work in partnership with the talented production staff at WOUB Public Media again this year. Together we completed the 6th season of Gladden House Sessions, the popular live episodic performance and interview series shot at the Nelsonville Music Festival. We are now approaching 1.5 million views across our all seasons, with season 6 being one of our best to date.

Working together with WOUB Public Media has resulted in innovative and popular content from the region that has reached a national audience. Our teams are made up of multiple students learning crucial media skills that enable the development of a career portfolio in the process.”
Josh Antonuccio – Associate Professor of Instruction, School of Media Arts & Studies/Scripps College of Communication Host, Creator, & Producer, WOUB Public Media Gladden House Sessions
- “WOUB Culture with Emily Votaw has significantly enhanced Monday Creek Publishing throughout the past year. As a fairly new company in southeast Ohio, we strive to focus on quality writers and artists who bring new and whimsical ideas to our table. With Emily’s vast knowledge and experience in the media industry, she interviews authors about their new books, including intentional inquiries into the writer’s mind, bringing good media to our community. Emily’s interviews provide an in-depth look into the writer’s world, supporting all the quirky things writers do to get their thoughts onto the page.

Our region is empowered through WOUB Culture to share the arts with those who might not otherwise have an outlet for their creativity. We appreciate being a part of WOUB Culture and the ability to share our creative endeavors.”
Gina McKnight – Monday Creek Publishing, independent book publisher
- “WOUB Culture is vital to the southeastern Ohio region because it is an accessible and engaging platform for arts and culture news on local, regional and national levels. This is important to both expose people to the bountiful culture happening in their own backyards or to inform them about upcoming events that may encourage greater community participation. People’s lives are better when exposed to the arts, and WOUB Culture makes it easier for those people to connect with the arts.”
Chloe Musick – Marketing and Public Relations Director, Stuart’s Opera House
- “WOUB Culture programming is our voice in the Athens, Ohio region. Emily Votaw does an excellent job sharing the news on each of our distinctive exhibitions and art education programming. The super combination of a well told story, and the beautiful images are a perfect package.”
Judith Oppenheimier – Public Relations at the Decorative Arts Center of Ohio

EXPANDING OUR IMPACT...



Our Town: Morgan County pledge event - March 2019

WHAT IS OUR TOWN?

Our Town is a historical documentary series produced by WOUB Public Media and the Barbara Geraldts Institute for Storytelling and Social Impact which aims to tell the unique creation stories of communities in the Appalachian region. Through the telling of this history, Our Town is building the collective story of the Appalachian region and developing an incredible sense of place and purpose to inspire residents to continue building on the past to create a stronger future.

OUR TOWN: MORGAN COUNTY

In March of 2019, WOUB held a premiere screening of *Our Town: Morgan County*. The hour-long historical documentary featured the communities of McConnelsville, Malta, Stockport and Chesterhill and included interviews with local historians, community leaders and authors who help tell the story of the area, from its beginning to present day. The premiere screening was free and open to the entire community. The screening was held in the 125-year-old Twin City Opera House in McConnelsville. The week following the premiere, the program aired on television during a live pledge drive and donors had the opportunity to receive a copy of the DVD.

WOUB IMPACT COMMUNITY RESPONSE



- Capacity crowd attended premiere screening
- Opera House seats 550 people
- McConnelsville's population is 1,776

WOUB IMPACT FROM THE DIRECTOR'S CHAIR



Evan Shaw, WOUB producer/director

Our Town is produced and directed by WOUB's Evan Shaw. Shaw is a 13-time Emmy-Award winner and a southeastern Ohio native. During the production of each Our Town, Shaw visits local schools and community organizations to inform the community about the project and sometimes shares an historical fact they didn't know about their local history.

"Each community has its own personality. Once you learn about the events and people that make up each town or area and see how the past has influenced the present and will influence the future, you can't help but fall in love with these places. The best part is watching the communities fall back in love with their hometown, and the sense of community pride that is developed is truly rewarding."

...BY CELEBRATING OUR REGION'S STORY

HIGH SCHOOL SPORTS PROGRAMMING



COMMUNITY PRIDE

At the core of every community is its high school. The high school is a gathering place, an educational resource, a common experience and a source of tremendous pride. Celebrating and cheering on the high school's sports teams is something that brings a community together and unites community members past and present. That's why WOUB's high school sports television programs, Gridiron Glory and Hardwood Heroes, are so successful. WOUB's service area is very rural, and the high school sports teams are not normally covered by the media in larger television markets. The programs provide television coverage for local football and basketball teams while giving communities in the region a place to turn to watch and celebrate their hometown team's wins or mourn the losses - together.



Gridiron Glory

Gridiron Glory is an award winning 30-minute live television student production involving more than 50 students who provide multi-media high school football coverage of 35 teams in southeast Ohio. The broadcast program features game highlights, interviews of coaches, players and fans. More than 75 games were featured on the multiple WOUB platforms. At the end of the season, the Gridiron Glory Player of the Year is voted on by fans, and the winner revealed in a one-hour episode. Gridiron Glory Coach of the Year is also awarded.

GRIDIRON GLORY SOCIAL MEDIA



500,000
TWEET IMPRESSIONS



↑10%
FOLLOWERS



Hardwood Heroes

Hardwood Heroes features multi-media coverage of nine area boys and girls high school basketball teams. More than 60 games were showcased during the season, including playoffs. Students produce mid-week video recaps of games, game breakdowns, engage fans on social media platforms, and write articles focusing on analysis of the games or community features.

HARDWOOD HEROES EIGHT EPISODES PRODUCED



↑326%
INCREASE IN USERS
387,800
TWEET IMPRESSIONS
↑124%
TWEET IMPRESSIONS



25,245
VIEWS GENERATED
FROM 113 SEGMENTS
UPLOADED TO DATE



↑31%
FOLLOWERS

EXPANDING OUR IMPACT...



WOUB TELEVISION: LOCAL CONTENT AND INFORMATIVE PROGRAMMING

Programming on the six WOUB-TV broadcast channels provided a spectrum of educational, informational and entertaining content. Viewers of all ages enjoyed and valued the wide assortment of programs. Topics included children's programming, science & nature, news & information, performing arts and documentaries.

WOUB aired informational programs on topics and issues the region was facing. Programs focused on the opioid epidemic were broadcast over a six-week period. The Great American Read series encouraged viewers of all ages to take a magical journey through literature. Programming that contributed awareness to a variety of topics were also included in the TV schedule: disabilities & inclusion; Hispanic Heritage Month, Native American Heritage Month, Black History Month, mental health awareness, issues facing veterans, Women's History Month and other subject matter relevant to our viewers.

Lifestyle programs continued to provide great ideas for cooking, sewing, painting and home improvements, while WOUB-TV's local programs Our Town, Realistically Ever After: A Turn It Gold Movement, Gridiron Glory and Hardwood Heroes continued to spotlight people and places in our region.

NEWS AND INFORMATION

WOUB News aims to serve the region by providing timely, quality, in-depth news and information to radio listeners, television viewers and online users about what is happening in their local communities. With professional staff members and Ohio University student workers, WOUB News covers the unique issues facing our region by providing a deeper understanding while meeting the highest standards of public service journalism.

▪ Ohio Valley ReSource

WOUB News continued its partnership with seven news organizations in West Virginia and Kentucky to form the Ohio Valley Resource. Reporters produced radio and web features about a variety of topics which included: the ongoing battle for pension plans and health benefits for coal miners, the impact of automation on employment in the region and how the income gap fueled the area's Hepatitis A outbreak.



**NEWS
WATCH**
W O U B
PUBLIC MEDIA

WOUB IMPACT WOUB.ORG/NEWS



37,248
PAGE VIEWS



NEWSWATCH SEXUAL ASSAULT SPECIAL AWARDS

- Ohio Valley NATAS Student Production Award
- College Broadcasters, Inc. National Student Production Award - 3rd place Best Newscast Video

▪ NewsWatch

WOUB's television news program produced a series of 30-minute specials including an award-winning program focusing on the sexual assaults reported in Athens and on Ohio University's campus.

▪ WOUB Visuals

Photojournalists with WOUB's Visuals Team covered more than 40 assignments including President Trump's visit to West Virginia, severe flooding and The Arnold Sports Festival.

▪ WOUB News Summer Internship Program

The inaugural cohort provided practical skills training, college internship credit and hourly wages for six college students studying multimedia journalism. Summer interns produced television newscasts, online updates and radio content.

▪ Election Coverage

WOUB live streamed and radio simulcasted a debate between Ohio's 15th Congressional District candidates Democrat Rick Neal and Republican Steve Stivers on October 30, 2018.

WOUB conducted digital audio interviews on Issue One. The issue was about penalties for drug offenses. Athens County Prosecutor Keller Blackburn and Southeast Ohio Organizer with Faith in Public Life Joanna Tindongan were both interviewed. The audio was posted on a special WOUB News webpage for community members to access and hear both sides of the issue.

EXPANDING OUR IMPACT...



WOUB PUBLIC MEDIA LEARNING LAB

Using the trusted and valued educational resources of WOUB Public Media and PBS, the WOUB Learning Lab empowers teachers, students, parents and caregivers to use 21st century learning tools and media proven to impact student success. Through professional development, classroom integration of educational technology, promotion of WOUB children's programming and PBS Learning Media and supporting parents and families in the education of their children, the WOUB Learning Lab is a go-to resource for high-quality educational advancement support.



▪ Teacher Professional Development

As the WOUB Learning Lab continues to build its professional development offerings, several learning opportunities were provided for teachers in the region. The Learning Lab participated with the Ohio University Patton College of Education in their Technology Summer Institute and with the Athens Meigs Educational Service Center (ESC) in their Summer Early Learning Conference. Google Certified Educator Training was also offered. The Learning Lab participated as a non-profit vendor at the Assistive Technology Vendor Fair at the Athens Meigs ESC where items the Learning Lab has to loan were on display. Information about PBS Learning Media and its resources for all learners was also shared. The Learning Lab's big annual event is the Ohio Educational Technology Conference. This year, WOUB was in charge of "playgrounds" - an opportunity for participants to learn in a hands-on way. WOUB's playground focused on coding for all students. Finally, PBS stations across Ohio worked together to produce a series of professional development opportunities for teachers to receive contact hours as a part of Digital Learning Day 2019.

▪ Community Engagement

WOUB Learning Lab did several events for the community around STEAM Literacy, career readiness and new PBS programming. Many events were held on the campus of Ohio University, in local libraries and throughout Athens County. The Learning Lab also participated in several community events by providing an activity booth.

WOUB IMPACT LEARNING LAB



2,199
TEACHERS SERVED



1,377
STUDENTS SERVED

...BY SHARING AND RECEIVING KNOWLEDGE



▪ Local School Engagement

In addition to Teacher Professional Development, the WOUB Learning Lab offered activities at various schools for students and teachers. The Learning Lab conducted several classroom take overs where the Learning Lab led coding activities with students using coding robots. Class activities were also conducted to go along with PBS Kids shows like Let's Go Luna and Explore the Outdoors. Around Christmas, the Learning Lab led STEAM challenges for younger students with a gingerbread man theme. The Learning Lab also participated in elementary school family learning nights in Athens and Coolville.

▪ Ohio Ready to Learn Training

Ohio Ready to Learn Training (ORTL) was provided for home daycare providers and childcare professionals from private childcare centers in nine counties of the WOUB viewing area. The early childhood professionals were provided Ohio-approved training in resilience, mindfulness and STEAM Activities.

WOUB IMPACT BY THE NUMBERS: OTRL TRAINING



107
PROVIDERS ATTENDED
THE TRAININGS



Books and free resources distributed based on the Early Learning Standards, Ohio's Core Competencies for Early Childhood Professionals and PBS Programming

EXPANDING OUR IMPACT...



STUDENT PROFESSIONAL DEVELOPMENT

WOUB provides opportunities for professional development to Ohio University students. Students get the chance to work with professional staff on radio, television and digital productions and programs throughout the year. Students gain valuable professional experience which enhances their resumé and launches their careers.

More than 100 new students started working with WOUB during Fall Semester 2018. WOUB professional staff members attend three new student orientations within the first week of the semester to advertise WOUB student professional development opportunities.

WOUB IMPACT STUDENT APPRECIATION AND AWARDS



\$2,000

WOUB PUBLIC MEDIA SCHOLARSHIPS AWARDED

▪ Professional Contacts/Career Development:

Students working at WOUB got several opportunities throughout the year to interact with Ohio University graduates and various media organizations to discuss career pathways.

- **Brad Friedman** – Social Media Director, Minor League Baseball
- **Justin Feldkamp** – Sports Anchor, 13ABC, Toledo, OH
- **Sinclair Broadcasting**, resume critique, recruiting
- **Gray Television**, resume critique, recruiting

...BY SHARING AND RECEIVING KNOWLEDGE



• Ohio University Homecoming Parade 2018 Web Stream

The 90-minute, multi-camera live web stream is a great opportunity for students to work in front of and behind the camera. WOUB collaborated with the Scripps College of Communication – Immersive Media Initiative which provided 360-degree camera web stream coverage of the parade.

WOUB IMPACT | HOMECOMING YOUTUBE DISTRIBUTION



1,175

HOMECOMING YOUTUBE VIEWS TO DATE



• Bobcat Sports Showcase

Students get the opportunity to provide online coverage of Ohio University athletics. Content is posted on woub.org. Students covered the Ohio University football, volleyball, wrestling, soccer, basketball, softball, cross country, golf, diving/swimming and baseball teams.



EXPANDING OUR IMPACT...



WOUB COMMUNITY ENGAGEMENT

WOUB partners with the local community to offer professional workshops. These include opportunities to expand understanding of media relations, media literacy and media competency. Workshops were conducted with the Ohio Supreme Court, the Voinovich Academy and Ohio University students.

WOUB Public Media partnered with various community events and festivals throughout the year:

- Peoples Bank Theatre, Marietta, OhioSponsored Colony Short Film Festival
- Peoples Bank Theatre, Marietta, OhioSponsored Mountain Stage
- Lancaster Festival, Lancaster, OhioSponsored 35th Anniversary Season
- Nelsonville Music Festival.....Sponsorship
- Stuart’s Opera House.....Partnership
- Ohio University Performing Artists Series.....Sponsored Mountain Stage
- Ohio Brew Week, Athens, Ohio.....Sponsorship
- Tantrum Theatre, Ohio UniversitySponsorship
- Boogie on the Bricks, Athens, OhioSponsorship
- Paw Paw Festival, Albany, OhioSponsorship

....BY SUPPORTING OUR COMMUNITY:

Ohio U. TV Station Will Start Next Month

ATHENS — WOUB-TV, one of 64 educational television stations in the nation, is scheduled to begin public broadcasting in December according to Dr. Presley Holmes, program director of Ohio University's television facilities.

The 814-foot tower, on which construction has been delayed because materials were not available, is set for completion near the end of this month. A 51-foot antenna atop the tower will permit a telecasting range of at least 30 miles.

Holmes said that most of the broadcasts until the holiday season will be of a test nature assuring the proper adjustment of all transmitting facilities. This will also allow time for interested people to make provisions to receive WOUB-TV, he said.

Regulated to be broadcast on Channel 20 in the Ultra High Frequency broadcasting band, WOUB-TV will be affiliated with NET (National Educational Television) — the broadcasting network of education.

Instruction programs, programs with a broad cultural interests, as well as children's programs will be the types of telecasts offered by WOUB-TV when it begins broadcasting. These programs will be supplied through the NET network.

During the summer, WOUB-TV Chief Engineer Ernest Rety announced the grant of a \$63,000 video tape recorder to Ohio University from the National Educational Television and Radio Center. The recorder will provide facilities to produce programs for delayed broadcast.



Ohio University's director of radio, television and audio science construction of WOUB-TV's 814-foot tower. A 51-foot antenna at



Ohio University Television To Be On UHF Channel 20

Will you be able to receive WOUB-TV on your set when the new station begins telecasting in December?

One of 64 educational television stations in the nation, WOUB-TV will be located on channel 20 in the Ultra High Frequency (UHF) broadcasting band. Most TV sets are equipped to receive only the Very High Frequency band including channels 2 to 13.

It is possible to make the conversion to UHF so your set can receive WOUB-TV. There are four methods by which the conversion can be accomplished.

The cable conversion is one of the simplest methods available. The change is made by the cable company for its subscribers. Residents of Athens, Glouster, Logan, Marietta, Nelsonville and Parkersburg should contact their local community antenna television service system for the number of the channel over which WOUB-TV will be telecast.

Some television sets can be equipped with a tuning strip allowing for the reception of channel 20. The distributor of your set can give you the information and a service man can make necessary installation.

UHF converters are available which can be easily attached to your television set. This method of conversion allows you to receive all UHF channels on air in your area.

If you live in an area where the WOUB-TV signal is strong, it is possible to make the UHF conversion with an antenna. Consult your local service man to find out if this is possible for you.

When it begins telecasting, WOUB-TV will carry instructional programs, programs with broad cultural interests as well as children's programs. The station will be affiliated with NET (National Educational Television) network.



91fm · WOUB · 1340am

WHERE U BELONG!

70 YEARS OF WOUB:
1949-2019





  **PUBLIC MEDIA**

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woub.org