



PUBLIC MEDIA

2020 COMMUNITY REPORT

#InThisTogether

LETTER FROM WOUB PUBLIC MEDIA GENERAL MANAGER MARK BREWER:



What a year 2020 has been. But, during these challenging times, WOUB Public Media has become a trusted and valued resource for many people in our region. WOUB is a place many have turned to for reliable information on the pandemic, the election, social justice issues, as well as quality entertainment and educational resources for their children and students. We know how important that quality and trusted information and content is during this time. That's why WOUB has a new app for smartphones or tablets and is providing a live stream of WOUB TV there as well as on our website, Roku devices, the PBS app and through YouTube TV, so our viewers and listeners can access WOUB in whatever way is the most convenient.

WOUB Public Media is committed to serving our region and all the people in it. By developing partnerships, thinking outside the box and deepening the conversation, WOUB is providing diverse content to those across our region during these difficult times.

For more than 70 years, people in southeastern Ohio, western West Virginia and northern Kentucky have turned to WOUB Public Media for quality public media experiences. In 2020, they're turning to WOUB for a new reason - the Coronavirus and its effect on our day-to-day lives.

Here are several of the ways WOUB is serving the people of our region in this unprecedented time:

- Providing clear, fact-based local journalism supplemented with state and national content on radio, television and online
- Rescheduling television programming to provide teachers and parents with age-appropriate educational content to instruct K-12 students at home, especially those who lack broadband connectivity
- Supporting K-12 educators and parents by connecting them with educational resources that align with the new television programming
- Streaming WOUB locally-produced historical documentaries for free on YouTube to provide LIVE social media event gatherings and quality entertainment
- Producing podcasts featuring Ohio University thought leaders and alumni experts to talk about issues related to COVID-19
- Providing access to quality art, music and drama content on radio, television and online

We continue to hope you and your families are healthy and safe and that the news content you are listening to and watching on WOUB gives you clarity. We also hope our music, arts and cultural content provides entertainment when you just need a break from it all.

Read on to learn more. We are all **#InThisTogether!**

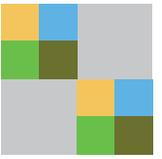
A handwritten signature in blue ink that reads "Mark Brewer". The signature is fluid and cursive, written in a professional style.

Mark Brewer
WOUB Public Media
General Manager

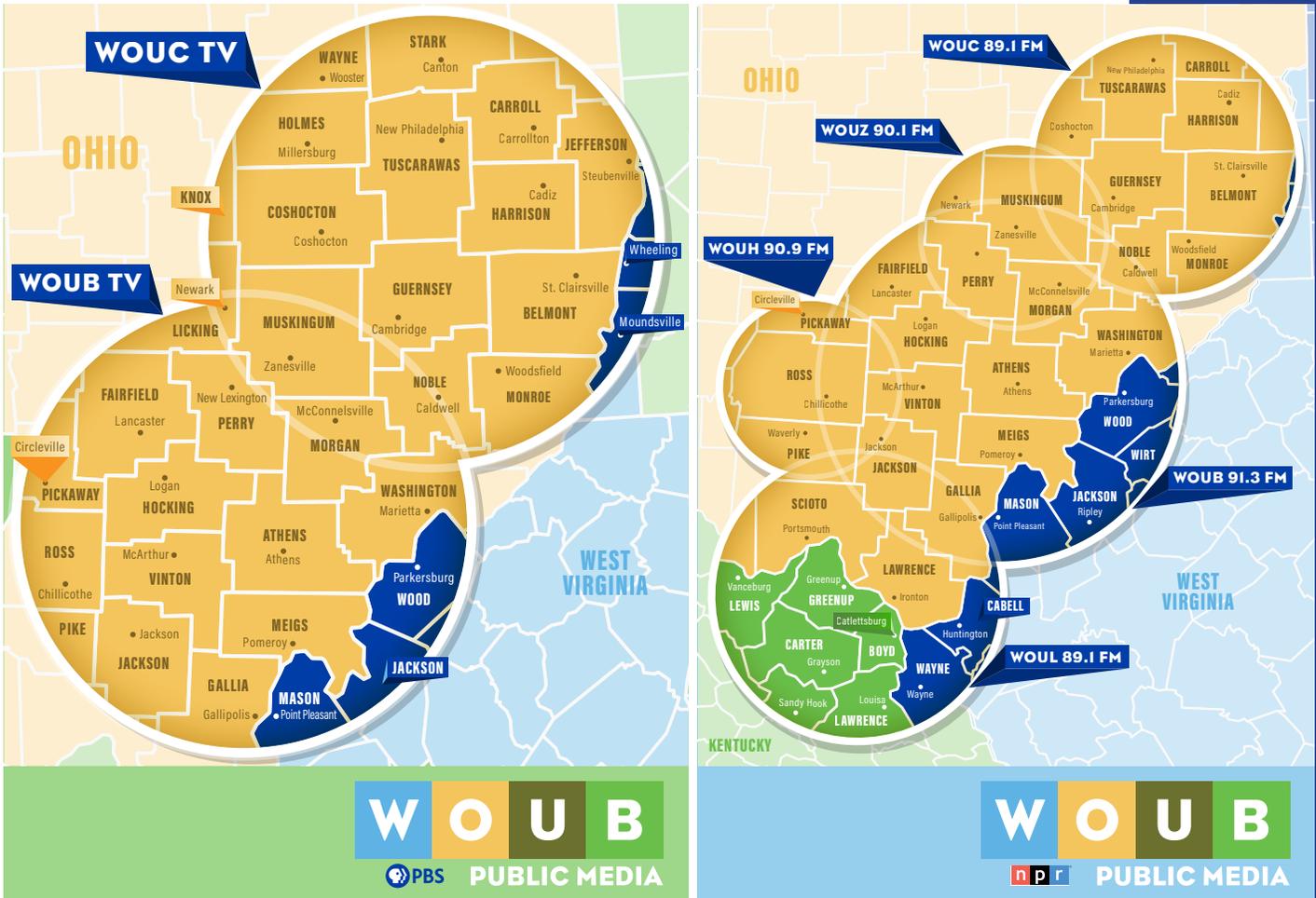


TRUST. WORTHY.

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, western 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 seven television channels (WOUB HD, WOUB Classic, WOUB World, WOUB Create, WOUB Ohio, WOUB Kids and WOUB Voicecorps Reading Service) which are broadcast from two transmitters.



WOUB RADIO NETWORK



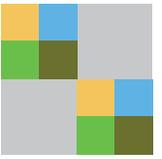
WOUB Public Media's *Showdown*

WOUB's FM Network serves three states – Ohio, West Virginia and Kentucky – from transmitters in Athens, Chillicothe, Ironton, Zanesville and Cambridge. During the COVID-19 pandemic, WOUB FM carried the daily news conference from Ohio Governor Mike DeWine. Listeners also heard news and conversation from NPR and PRI, 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. (COVID-19 restrictions halted production in March, and five concerts were rebroadcast from previous years.)
- **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. (This year, with no new live concerts, programs from the 20-year history of the show were rebroadcast.)
- **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.
- **Special COVID-19 Audio Productions**
In collaboration with Tantrum Theater, WOUB presented the premiere of *Objects in the Mirror* by playwright Charles Smith as an audio play. Smith also produced a series of six conversations with prominent local African American figures called *Stories of COVID-19* that were used as features on both the AM and FM stations.
- **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.

...WITH OUR VOICE



■ **The Nightshift**

The Nightshift presents college rock/alternative rock and R&B each weeknight from 9 p.m. to 1 a.m. (Went on hiatus in March 2020 due to COVID-19)

■ **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. Between March and June 2020, the program focused on the local and regional response to the COVID-19 pandemic and its impact on the community and Ohio University.

■ **Sportsbeat**

The one-hour sports talk show is produced and hosted by students. Guests include Ohio University athletes, coaches, Ohio University alumni and media members. Listener calls add to the mix. (Went on hiatus in March 2020 due to COVID-19)

■ **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. (Went on hiatus in March 2020 due to COVID-19 but returned in October 2020)

■ **Ohio University Sports**

Listeners can find coverage of Ohio University baseball and women's basketball on WOUB AM (Coverage was limited in 2020 due to COVID-19)

WOUB IMPACT

WOUB.org/Listen

276,109

Page Views (93% Increase)

1:21

Average Time on Page

WOUB IMPACT

Community Quotes about WOUB Radio

"My family is making donations instead of Christmas gifts this year, and I can't think of a better gift than good journalism." - **Mary, Albany, OH**

"PBS and NPR are how I stay informed. Great news analysis, great podcasts (esp. The NPR Politics Podcast), and wonderful tools for learning (preK-adult). I cannot thank you enough and hope for many more wonderful years!"

- **Joseph, Athens, OH**

"Best source of 'professional' journalism!" - **Jay, Stockport, OH**

"Like daily news shows and especially Sunday Bluegrass. It doesn't get any better than *D28+5 & Hornpipe and Fugue!*" - **Danny, Huntington, WV**

"Margaret Mead said the sign of a civilized nation was finding a broken femur bone that had been healed. I think the sign of civilization is having a great NPR station. Thank you, WOUB" - **Mariah, Athens, OH**

#INTHISTOGETHER

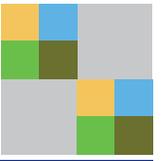
PODCASTS/AUDIO STORYTELLING



Host of *Spectrum* podcast: Tom Hodson

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 also listed on the NPR Podcast Directory.





WOUB Podcasts

- **457SEO**
Stories, information and observations about our regional Southeastern Ohio communities are shared and explored on an in-depth and personal level.
- **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 also 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.
- **Mom Powers**
This new podcast features moms from the heartland talking about how they're doing their best to raise healthy, happy children while juggling all the other demands in this crazy thing called life.
- **Ohio Today Radio**
This is a collaboration with Ohio Today and WOUB. It creates audio stories about Ohio University life for Ohio University alumni.
- **Spectrum**
Spectrum features conversations with a diverse group of fascinating people, some famous and some not, but they all have captivating stories. During the COVID-19 pandemic, the program has been providing factual evidence backed by medical information from doctors. In June 2020, *Spectrum* also started a series about Race and Racism.
- **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

Podcasts

↑ 30%
Podcast Page Views

↑ 35%
Number of Listeners

↑ 37%
Listening Duration

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WOUB CULTURE



WOUB Public Media's *Radio A Sessions* featuring Aubree Riley

WOUB Culture creates content to showcase the culture of 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, Passion Works and the Decorative Arts Center of Ohio, as well as organizations that serve the region in a multitude of other ways, such as the Athens Public Library, the Southeast Ohio History Museum, and the Athens City Commission on Disabilities.

In response to the COVID-19 pandemic and civil unrest due to the death of George Floyd, WOUB Culture produced work by a volunteer documentarian, Doug Swift, which resulted in a series of videos that specifically looked at how the pandemic and the Black Lives Matter movement manifested in Zanesville, OH.

Additionally, WOUB Culture is proud to work closely with many volunteers throughout the community, especially when it comes to covering certain cultural events, such as the Mothman Festival in Point Pleasant, WV; or assist in producing WOUB's weekly *Radio Free Athens* show, which prior to the pandemic was made up of 11 hours of programming put together by community volunteers most Saturdays.

WOUB Culture also brought our *Radio A Sessions*, a regionally focused live music showcase modeled after NPR Music's *Tiny Desk Series*, into production.

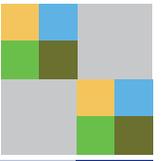
Every year WOUB Culture works closely with Stuart's Opera House to promote the Nelsonville Music Festival, which is one of the largest and most eclectic live music festivals that takes place in the state. The COVID-19 crisis made WOUB Culture's 2020 production of the *Gladden House Sessions*, a stripped-down music showcase at the Nelsonville Music Festival, an impossibility. However, the 2019 sessions, which were released in late summer 2019, are very popular on WOUB's YouTube Channel.

WOUB IMPACT

By The Numbers

Gladden House Sessions
19 videos
295,765
Views

...CELEBRATING OUR CULTURE



WOUB IMPACT

Community Quotes About WOUB Culture

"WOUB Culture supports the Decorative Arts Center of Ohio's voice in the region. WOUB's online and on-air segments are impactful and complete. They share our story, insights and narrative of each of our varied exhibitions. Most importantly, the stories that WOUB shares are timely."

- **Judith Oppenheimer, External Relations Manager at the Decorative Arts Center of Ohio**

"WOUB Culture is important to the region because it enriches the lives of listeners through art, music, and culture, both through its own reporting and by supporting the events of other culture organizations in the region. While the region WOUB covers is expansive, it is largely rural, which naturally limits opportunities for residents to participate in cultural events. WOUB Culture makes high quality content accessible for rural residents who may not have abundant access to other cultural opportunities."

- **Chloe Musick, Marketing and Public Relations at Stuart's Opera House.**

"The WOUB *Gladden House Sessions* team were nominated for a regional Emmy for our work on the 6th season of the WOUB Public Media *Gladden House Sessions*, shot live at the Nelsonville Music Festival in June of 2019. The overall series is now approaching two million views across nearly 90 episodes of content produced since the popular series started in 2014. My continued partnership with WOUB Public Media has generated high-end entertainment programming, emanating from the region, and highlighting our work to a national audience. These opportunities have been essential for Ohio University students to engage in experiential learning that is critical for their journey as creative media professionals."

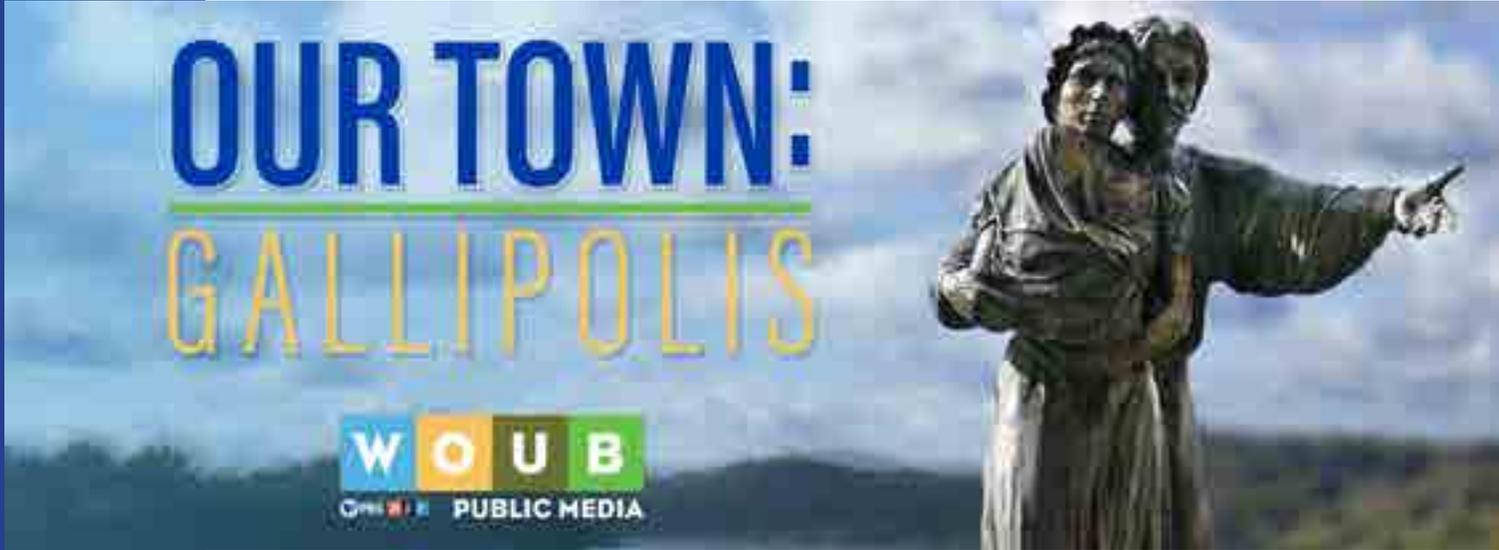
- **Josh Antonuccio, Director Ohio University School of Media Arts & Studies**

"For a community of its size, Athens, Ohio has a wildly outsized arts and music scene, analogous to those in the 3 C's (Columbus, Cincinnati and Cleveland). In her role as WOUB's Arts and Culture Reporter, it is impossible to overstate Emily's contributions to promoting and sustaining that culture. While reporting on local music and art events, championing *Radio Free Athens* is only one of the many ways that Emily has been a proponent of that local culture, welcoming participation from music aficionados within WOUB's broadcasting radius and beyond. Her knowledge is vast, and her enthusiasm boundless. Without her tireless advocacy and support, volunteers like me would likely be passive listeners, rather than active and contributing members to the local culture. The consummate professional, there isn't an artist or musician in the area who does not appreciate and celebrate her."

- **Michael Tedesco, longtime radio volunteer, Radio Free Athens**

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WHAT IS OUR TOWN?



Our Town is a historical documentary series produced by WOUB Public Media and the Barbara Gerald 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: Gallipolis

Due to the COVID-19 pandemic, WOUB had to postpone the premiere screening of *Our Town: Gallipolis*. But before the Coronavirus shutdown, WOUB's Producer/Director Evan Shaw and Community Engagement Manager Cheri Russo visited with many organizations and people in the Gallipolis community to both learn about the community's history and talk about the upcoming film.

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 14-time Emmy-Award winner and a southeastern Ohio native.

"The Gallipolis film is the seventh historical documentary in WOUB's *Our Town* series, and the series is about telling the story of this region in a way that educates and inspires community pride," said Shaw. "These communities and this region have so many reasons to be proud of their history and their people. Especially during these difficult times, we hope that after watching, people in the communities featured can puff out their chests a little bit and know that their future is bright."

Community Organization *Our Town* Discussions



October 15th, 2019 Gallipolis Rotary Club presentation

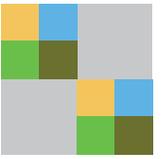
October 18th, 2019 Bossard Memorial Library event - asking community members to share their local history stories

October 21st, 2019 Gallia County Convention and Visitor's Bureau presentation

December 3rd, 2019 Gallipolis Lions Club presentation

...CELEBRATING OUR REGION'S STORY

HIGH SCHOOL SPORTS PROGRAMMING



WOUB Public Media's *Hardwood Heroes*

Community 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 the 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.

Hardwood Heroes



Hardwood Heroes features multi-media coverage of nine area boys and girls high school basketball teams. 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.

WOUB IMPACT

Gridiron Glory Social Media

↑13%

Facebook Users
800 new followers

↑13%

Twitter Users
450 new followers

Hardwood Heroes Social Media Statistics (January - March 2020)

6

Episodes
Produced

276

NEW Twitter
Users

↑98%

Twitter Impressions

90,461

Facebook Reach

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WOUB TELEVISION: LOCAL CONTENT AND EDUCATIONAL PROGRAMMING



Programming on the seven WOUB-TV broadcast channels provided a spectrum of educational, informational and entertaining content. Viewers of all ages enjoy and value the wide assortment of programs. Topics included children's programming, science & nature, news & information, performing arts and documentaries. WOUB recently partnered with Voicecorps Reading Network to add a 24/7 information service which provides free listening access to printed news and information for people who are blind, have low vision or other conditions that prevent reading. Voicecorps can be found on WOUB 20.7.

Serving the region became even more significant when COVID-19 overwhelmed the country. WOUB addressed the impact in several ways. In March, WOUB Learning Lab and Programming staff collaborated with other PBS stations to identify programming and resources that can be used by teachers, educators, parents, and students as part of remote learning. WOUB also produced segments with a local nurse telling children how to properly wash their hands and stay safe during the pandemic. WOUB-TV broadcast the Ohio governor's press conferences regarding COVID-19 that began in March.

Fourteen regional high schools accepted WOUB's offer to share their pre-recorded, socially distanced graduation ceremonies for broadcast in June. This was extremely important for family and friends who were unable to attend graduation. During the COVID-19 lockdown, WOUB provided quality programming to help entertain the region while people were staying home. Each Friday evening, WOUB held virtual screenings of locally produced documentaries that was very well received. The PBS Ken Burns documentaries were also appreciated by viewers.

WOUB IMPACT

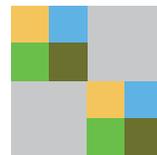
Local Documentary Virtual YouTube Premiere Screenings (March – May 2020)

11,413
Views

By the Numbers – woub.org

2,950,801
Pageviews

↑ 127%
Increase



NEWS AND INFORMATION



WOUB TV's NewsWatch

Whether reporting COVID-19's impact on the region, sharing the daily state and county wide virus data, or providing access to Governor Mike DeWine's COVID-19 press conferences, the WOUB News team worked to keep our audiences informed during this unprecedented time in American history.

The pandemic also served as a spotlight to social justice and financial instability concerns that also played out in southern Ohio. WOUB News covered stories that amplified voices grappling with historic and newfound inequities.

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 stories dealing with health, economic growth and infrastructure maintenance via the regional collaborative. Through this partnership, WOUB also kept citizens updated on pandemic-related changes during this election cycle via state specific Voter's Guides.

NewsWatch



NewsWatch is WOUB TV's 30-minute television news program. When safety protocols wouldn't allow students who usually volunteer with WOUB into the newsroom, the students quickly adjusted and made the change to a virtual operation. Four NewsWatch newscasts were recorded and produced from the students' homes.

WOUB Visuals

The WOUB Visuals Team launched the photo series *COVID-19 Chronicles* as an inside look at how college students were handling social distancing within this "new reality."

WOUB News Summer Internship Program

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

WOUB IMPACT

Community Service



Allison Hunter/Editor in Chief

WOUB News Editor in Chief Allison Hunter knows the importance of community involvement. She serves on the Survivor Advocacy Outreach Program Board, helped plan the Ohio University Black Alumni Reunion and Alvin Adams Symposium, and speaks regularly to high school and college students around the region about issues facing the African-American community and the news industry.

STUDENT PROFESSIONAL DEVELOPMENT



Students working in the WOUB Newsroom

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.

Approximately 100 new students started working with WOUB in the Fall Semester of 2019. WOUB professional staff members attend several informational meetings that occur within the first week of the fall semester to talk about opportunities available to students at WOUB.

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.
- **Jill Rader** – Ignite Director, NBC4, Columbus, OH
- **Charlie Walter**- Sports Anchor, Host: Fox Sports Ohio- Cincinnati Reds
- **Kelsi Steele** – Senior Manager Social Media: USL Soccer
- **Sinclair Broadcasting**, resume critique, recruiting
- **Gray Television**, resume critique, recruiting



Ohio University Homecoming Parade 2019 Web Stream (1804 & So Much More)

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 2019 parade which celebrated the 215-year legacy of Ohio's first university.

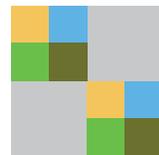
Bobcat Sports Showcase

Students get the opportunity to provide online coverage of Ohio University athletics. Content is posted on woub.org. Students followed Ohio University football's successful season, which included expanded coverage of the 2020 Famous Idaho Potato Bowl victory in Boise, ID, as well as home field coverage of women's volleyball, wrestling, women's soccer, women's basketball, field hockey, soccer, softball, cross country, golf, diving/swimming, and baseball.

WOUB IMPACT

By the Numbers – Homecoming YouTube Distribution

2,500+
Views To Date



WOUB IMPACT

Student Awards and Recognition

Gridiron Glory

- Student Production Award of Excellence, National Academy of Television Arts & Sciences Ohio Valley Regional Chapter
- 2nd place Best Video Sportscast, 2019 College Broadcasters Inc. (CBI) National Student Production Awards

NewsWatch

- 3rd place Best Newscast (Video), 2019 College Broadcasters Inc. (CBI) National Student Production Awards

Student Testimonials



"What is so great about WOUB are the students and professionals that will help you with those skills that you may not know. All you have to do is ask."

- Anthony Marino - Youngstown, OH



"I was thrilled leading the Gridiron (Glory) staff for the last time this past fall. Seeing their faces full of excitement and potential, showed me what I looked like just three years ago."

- Molly Kennedy - Dublin, OH



"I became involved in extracurriculars that helped build a diverse professional portfolio. It's this involvement at WOUB that will start conversations when you're talking to interviewers for internship and job positions."

- Katherine Morey - Chagrin Falls, OH



"The more skills you have when you leave, the more valuable you are. Plus, TV is becoming more digital and multi-platform— you're going to need to know how to do it all anyway at some point, so start now."

- Elise Hammond - Columbiana, OH

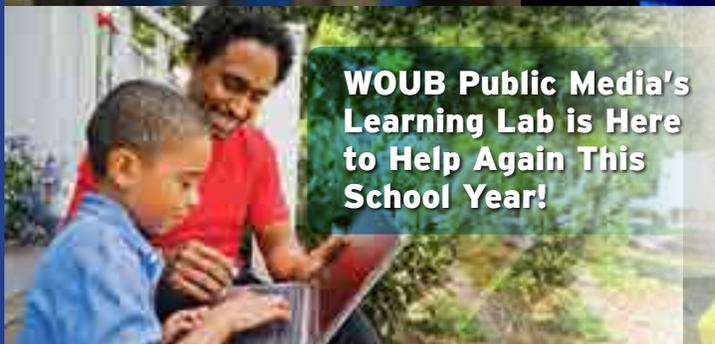


"WOUB is a place for growth and learning so use the time wisely and take advantage of every opportunity that is out there to get involved because, in the end, it will pay off."

- Matt Thigpen - Huber Heights, OH

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ABOUT WOUB PUBLIC MEDIA LEARNING LAB



 AT-HOME LEARNING

 WOUB LEARNING LAB

Using the trusted and valued educational resources of WOUB Public Media and PBS, the WOUB Learning Lab worked with educators and parents throughout the region to support remote education during the pandemic. The resources and tools provided were crucial as internet connectivity is a challenge in WOUB's service area.

The Learning Lab is proud to empower teachers, students, parents and caregivers to use 21st century learning tools and media proven to impact student success. Through At-Home Learning support, teacher 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.

At-Home Learning Support

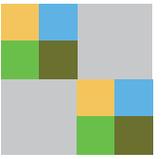
- Created "How-To videos" for teachers containing best practice information for remote instruction
- Developed and sent daily e-newsletters with resources for parents and teachers (March 30 - June 12)
- Curated educational resources to go along with all programs on WOUB HD from 6:00 am - 6:00 pm, WOUB Classic from 8:00 am - 12:00pm, and WOUB WORLD Channel from 12pm - 5pm every day (March 30 - June 12)
- Developed one-stop website curating all the PBS Learn At-Home resources for teachers and families
- Created set of videos on internet safety for parents
- Shared additional resources from PBS Kids for parents, teachers and students on social media

Teacher Professional Development Activities

- Summer Institute (partnership with Ohio University College of Education)
- Ohio Educational Technology Conference
- Technology & Treats
- Creative Technology Workshop
- Digital Learning Day

Ohio Ready to Learn Training

Ohio Ready to Learn Training (ORTL) was provided for home daycare providers and childcare professionals from private childcare centers. The early childhood professionals were provided Ohio-approved training in writing, transitions, friendships and playing to learn. Participants received books and take-home materials to use with the children in their care, while earning required continuing education credits required by the State of Ohio.



WOUB IMPACT

Teachers Served - 1,118

Community Engagement

- Back to School Bash** Distributed backpacks and books for Athens County qualifying children
- Discovery Lab**..... Weekly STEM learning activities for middle school and high school students (partnership with Ohio Valley Museum of Discovery)
- Discovery Lab Jr**..... Series of three community events focused on early STEM education
- Hour of Code 2020** Set up coding activities throughout Patton College of Education building (partnered with Ohio University Patton College of Education, Ohio Valley Museum of Discovery)
- Library Boxes** Developed set of ready presentations for our Athens County Library in boxes for early learners who attend story time and for older students in after school programs
- Local School Outreach**..... In addition to Teacher Professional Development, the WOUB Learning Lab offered activities at various schools for students, teachers and families to expand the reach of technology learning tools and PBS Kids programming.

Out In The Districts

Classroom Takeovers

- Federal Hocking High School Special Education Classes
- Wellston Middle School Coding Class
- Highland High School Circuit Design

Family Nights & After School Engagement

- Jackson Middle School Success Program
- Nelsonville Family Night
- Coolville Elementary Family Night

100

Families Served

300

Students Served

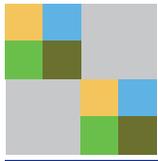
ORTL Training

36

Trainings

335

providers attended the trainings



#INTHISTOGETHER

CORPORATE PARTNERSHIPS

WOUB is proud to have long-standing relationships with many corporate support partners. Here's what a few have to say about why they support WOUB:

"During my 14 years with the Athens County Convention and Visitors Bureau, our partnership with WOUB was one of our strongest assets. Working with WOUB allows for an amazing combination of reaching your market effectively while simultaneously supporting a trusted and vital outlet for news and information in our region. Carrying our message across diverse platforms, including television programming, digital news and information and outstanding radio programming, always guaranteed our messages were reaching our intended audiences. Thanks to WOUB for being such great partners across our region!"

-Paige Alost, Former Executive Director of Athens County CVB

"Jackie O's Pub and Brewery has had a 10-year relationship with WOUB, and during that time they have become one of our most powerful tools. From their wide coverage area that includes neighboring states, to their flexibility and ability to change support messages on the fly within minutes of the request, they have helped Jackie O's grow as a business. Because of their attentive staff, we are able to communicate with beer lovers and the community far and wide."

-Sarah Holey-Schwartz, Manager Jackie O's Pub & Brewery

"WOUB Public Media is a trusted community partner and valuable resource for Ohio University Performing Arts and Concerts allowing our message to reach an educated and engaged audience. Our underwriting reaches committed arts patrons and theater goers. With WOUB Radio, we can connect to our audience and reach a large geographical area."

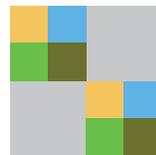
**-Andrew Holzaepfel, Senior Associate Director for Student Activities
(Performing Arts & Concert Series, Campus Programs)**



Producer/Director Evan Shaw conducting an interview for WOUB's production of *Our Town: Gallipolis* in 2019.

...BY SUPPORTING OUR COMMUNITY

WOUB COMMUNITY ENGAGEMENT



Acclaimed musician and songwriter Chris Thile, host of American Public Media's *Live from Here*, visited WOUB and spoke with WOUB members and Ohio University students in October 2019

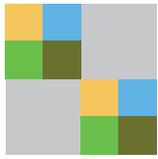
WOUB works with organizations throughout the region to entertain, enlighten, and inform people in the communities we serve by hosting screening events showcasing PBS content, facilitating discussions with national NPR hosts and musicians, hosting performances of regional musicians for the public, partnering with the local community to offer professional workshops and moderating discussions around issues important to the region.



WOUB Director Tom Hodson facilitates panel on health care costs for more than 100 government officials at *Impact Ohio* in Athens.



WOUB Community Engagement Manager Cheri Russo hosts screening of PBS' *Sanditon* at the Muskingum County Public Library Jane Austen Tea Party.



#INTHISTOGETHER

COMMUNITY GIVE BACK

During WOUB Public Radio's Winter Pledge Drive in February of 2020, listeners came through for the station and the local community by committing WOUB employees to volunteer work in our region. WOUB offered listeners the opportunity to choose the "Community Give Back" gift option when they pledged \$100 or more to WOUB. So instead of getting a "Thank You" gift in the mail, each supporter chose to dedicate WOUB employees to volunteer community service for other nonprofits in the region.



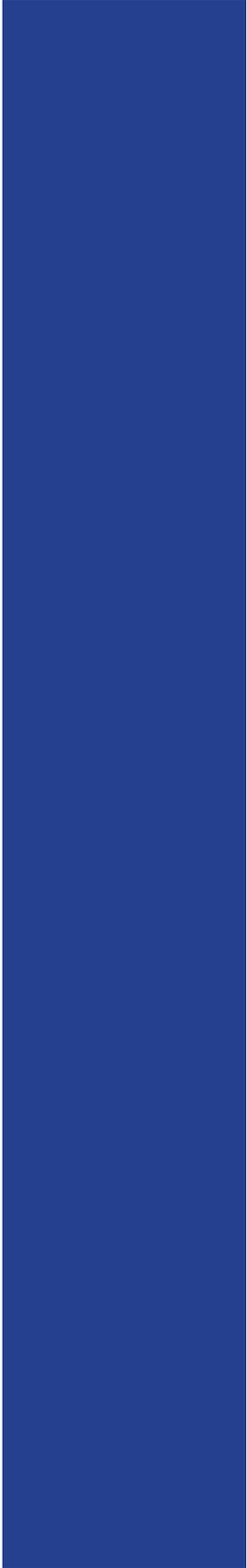
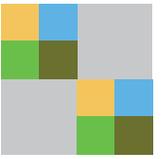
"You folks ROCKED it!!! I don't know what we would have done without WOUB. Seriously, with that delay in the food truck's arrival, we had to contend with the overheated vehicles and some running out of gas. That could have caused major delays in getting people registered and through the line had we been shorthanded. It was amazing how you folks just rose to the occasion!"

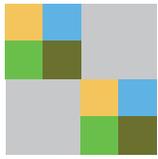
- Liz Shaw/Indivisible Appalachia Ohio President

In March, several WOUB employees volunteered with Indivisible Appalachia Ohio and the Southeast Ohio Foodbank to distribute food to income eligible families who were at or below 200% of the Federal Poverty Guidelines in Meigs County. There was a delay in the food truck's arrival at the distribution site, and the extra hands from the WOUB volunteers was a big help. The distribution took place at the Meigs County Fairgrounds, as more than 200 cars drove through to have food loaded in their trunks.

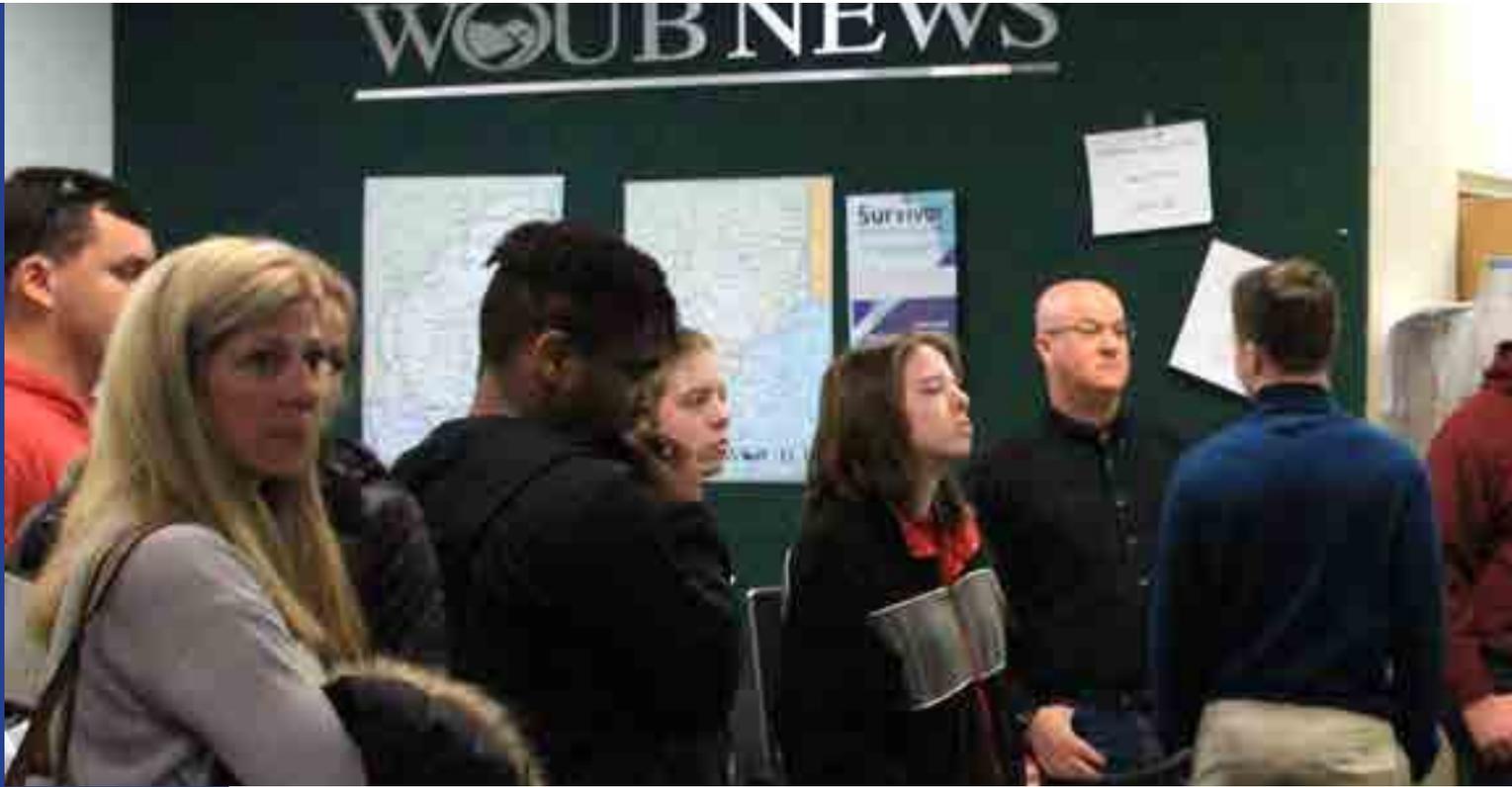


...BY SUPPORTING OUR COMMUNITY





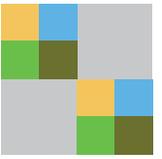
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WOUB Student Professional Development and Production Services Manager Michael Rodriguez gives a tour of the WOUB Newsroom.



Ohio University students helping to produce and anchor the livestream of the 2019 Ohio University homecoming parade.



WOUB News Editor In Chief Allison Hunter working at her desk during the COVID-19 pandemic.

