Letter from WOUB Public Media General Manager Mark Brewer:

The last couple of years have been difficult for all of us, but I have never been prouder of WOUB and the important role of public media during times like these.

Over the 2020-21 fiscal year, both NPR and PBS marked their 50th anniversaries - 50 years of creating and delivering excellent reporting, analysis, and commentary. That continues to be a key part of why you watch and listen to WOUB Public Media. NPR, PBS and local member stations like WOUB have long been recognized for maintaining the highest of journalistic standards.

During the pandemic, more people have recognized the value of a quality, trusted source of news and information. WOUB provides public radio and television that pursues the truth. We show you science and history documentaries that reveal cutting-edge discoveries or overlooked chapters of our past. We provide community access to local and national journalism that probes for facts and builds context. We also give you an escape through entertainment programming like local music on the radio and dramas on television.

The months ahead will continue to bring new issues and events you'll want to understand — subjects you'll contemplate long after you're done experiencing the programming that helped you explore them. In this community report, we look back on how WOUB informed, enlightened, and inspired those in our community during the last fiscal year. We hope you enjoy. And we look forward to your continued partnership and support as we go forward.

Mark Brewer
WOUB Public Media
General Manager
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 northern 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.

Through its support of public service, teaching, research and administrative missions, along with its high-quality local content and programming, WOUB enriches, enhances and expands the lives and horizons of all the people it serves.

**Most Read News Stories on WOUB.org**

**July 2020 - June 2021**

1. COVID Positive Nursing Home Workers Are On The Job In Ohio (12/16/20)
2. Some Athens Businesses Close (Again) Due To COVID-19 (7/10/20)
4. Ohio University Projections Show Millions In Deficits (10/12/20)
5. Ohio Joins Trump Effort To Overturn Election Results (12/10/20)
MEETING THE MOMENT

What’s Happening at WOUB Public Media

While many hoped the trials of 2020 would end as we moved into 2021, global and domestic events continued to influence how people lived, went to school, worked and consumed media. As a member station of both NPR and PBS, WOUB Public Media met the moment providing trusted news, local content and educational resources for the people of southeastern Ohio, western West Virginia and northern Kentucky.

2020

K - 12 Support
The WOUB Learning Lab conducts virtual summer library and Discovery Lab activities for students.

Our Town: Gallipolis
The 7th episode in WOUB’s Our Town series premieres virtually and airs on WOUB TV.

High School Documentary Project
WOUB’s Our Ohio project gets underway with students at Meigs, South Gallia and Logan High Schools.

Celebrating a Half Century
PBS marks its 50th anniversary.

Virtual Family STEM Learning
Thanks to a grant from the Corporation for Public Broadcasting, WOUB’s Learning Lab held a series of virtual workshops to support STEM learning with young children and their families.

JULY
Pandemic Continues
Remote and Hybrid Education Continues
Presidential Campaign and Election
Ongoing Social Justice Movement

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Election Controversy
2021

**The Black Church: This is Our Story, This is Our Song Screening**
With the PBS premiere of the series from Dr. Henry Louis Gates Jr., WOUB held a virtual screening with the Coshhocton Library and a panel of local experts.

**Emanuel Screening**
WOUB partnered with Ohio University’s Challenging Dialogues lecture series to virtually show the documentary film about the 2015 shooting at Mother Emanuel African Methodist Episcopal Church in Charleston, SC.

**20 years**

**Celebrating a Half Century**
NPR celebrates its 50th anniversary.

**6 Years**
The Ohio Valley Resource published its first story on June 17, 2016.

**News Internship**
Fourteen summer interns started work in the WOUB Newsroom helping with local coverage on radio, television and online.

**Ohio Connection to Hemingway in Idaho**
Through a partnership with the Ohio University Alumni Association and Idaho Public Television, WOUB held a virtual screening and panel discussion. The panel included former CBS and Fox News/Producer Van Gordon Sauter (Ohio University ’57) and Director/Producer Lynn Novick.

**JANUARY**
U.S. Vaccine Distribution

**FEBRUARY**
Remote and Hybrid Education Continues

**MARCH**
K-12 Schools Start to Reopen

**APRIL**
Capitol Riot and Biden Administration Begins

**MAY**

**JUNE**
Police Officer Derek Chauvin Found Guilty of Murdering George Floyd
2020-2021 AT A GLANCE

IMPACT METRICS

2,679,717
Pageviews woub.org

1,401
Sustaining Members
29.7% Increase

3,472
Members
23.9% increase

18,781
Sessions on WOUB App

$500,000+
Membership Dollars Raised
Nearly 33% increase

5
Radio Transmitters

1,239,238
Unique Pageviews woub.org

80
Underwriters

1,239,238
“Our Town” Regional Emmy Award

61,300
Hours TV Content Broadcast

7,512,402
Minutes Watched
YouTube TV LiveStream
INFORM

WOUB Radio Network

Listeners hear news and conversation on WOUB, as well as great local and national cultural and entertainment programs. Both WOUB AM and FM broadcast 24 hours a day and stream online at woub.org/listen
**BY THE NUMBERS**

**WOUB Radio Network 2020-2021**
Broadcast FM and AM Radio
- 5 Transmitters (Athens, Chillicothe, Ironton, Zanesville and Cambridge)
- 3 States (Ohio, West Virginia, Kentucky)

**Online Streaming**
- 33 Hours 7 minutes NPR One Time Listening Per Station User

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**Live from Jorma Kaukonen’s Fur Peace Ranch**
Produced by WOUB and nationally distributed by PRX to stations across the country.

With no new content due to COVID, WOUB was involved in a web-based quarantine series, providing occasional sound mixing, plus archived audio. New recordings began in March.

The program celebrated its 20th anniversary in March, 2021.

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“I love the way WOUB presents the news with the pros and cons. It’s important to understand both sides before determining your stand on an issue.”

**Kathy Brantley**
Zanesville, Ohio

“It's so important to support public media. The money goes for programming, and that's really important to me because I enjoy the programming so much,” said Bob. “WOUB brings what is going on in the world to our area. It’s worth pledging to support the information we get.”

**Bob and Gerry Hikida**
Athens, Ohio

“We love NPR. I like the news. It’s something I want to listen to and learn from it,” said Barbara. “I'm sensitive to noise, and I appreciate that the voices on NPR are smooth and calm. We have NPR on all the time in our kitchen.”

**Neal and Barbara Caldwell**
Coshocton, Ohio
INFORM

WOUB Television

Viewers can access public media programming that is educational, informational and entertaining on seven WOUB TV broadcast channels. Topics include children’s programming, science and nature, news and information, performing arts and documentaries. WOUB also partners with Voicecorps Reading Network to provide 24/7 free listening access to printed news and information for people who are blind, have low vision or other conditions that prevent reading.

The pandemic also affected NewsWatch, a professionally managed and student-produced television news program airing weeknights. Despite numerous obstacles, the WOUB news staff and students produced NewsWatch on a reduced schedule.

WOUB’s Digital Broadcast Archivist is currently working to add original WOUB productions and content from the 1970s and 1980s to WOUB Passport in order to create an even better value for donors who give to the station to access the full online streaming library.

IMPACT

59% Increase in WOUB Passport Streams
TV and Radio News and Information

**NEWSWATCH**

NewsWatch is WOUB TV’s half-hour television news program. Pandemic safety protocols prevented students from producing the newscast until spring semester. Due to COVID protocols and the reduced number of students on campus, the newscast aired on Wednesdays and Fridays.

WOUB News continued its partnership with seven news organizations in West Virginia and Kentucky as part of the Ohio Valley ReSource. Reporters produced stories dealing with the pandemic, health, economic growth and infrastructure maintenance via the regional collaborative.

**WOUB News Summer Internship Program**

This year’s cohort was the largest ever – with 14 interns gaining practical skills and training over the 11-week internship. The cohort expanded the number of shows, producing NewsWatch three times a week, as well as a twice-weekly NewsWatch Update. Interns also produced nine episodes of the *The Outlet* podcast.

*The only television I watch is public television. I love Masterpiece and Call the Midwife. Call the Midwife deals with so many tough issues!*

**Anne Holmes**
Chillicothe, Ohio

*We also love WOUB TV. We watch all the British shows and we have enjoyed the local productions – especially Our Town: Athens.*

**David and Rebecca Drozek**
Athens, Ohio

*The programming is just wonderful, and it’s crucial to have honest, fair, straightforward and factual news. I depend on it.*

**Molly Varner**
Cutler, Ohio
ENLIGHTEN

WOUB 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.

At-Home Learning Support
Children returned to school in some fashion, but school is still anything but normal for students, teachers and families. WOUB Public Media’s Learning Lab provided support by creating a one-stop webpage and weekly e-newsletter that put the activities and resources that aligned with programming in one location to make it easy to find and access. PBS Learning Media provided teacher kits with resources around programming on the PBS Kids Channel and the World Channel for secondary students. The newsletter provided overviews and links to each of those teacher planning kits and the weekly Learn Along Bingo for early childhood teachers.

Coding Workshops
Hour of Code: WOUB Learning Lab partnered again with The Patton College of Education at Ohio University and the Ohio Valley Museum of Discovery to provide opportunities for children ages PreK – HS to participate in the national Hour of Code Event. This year, we moved this to a virtual experience. We loaned age-appropriate coding robots to seventeen participating families.

Girls Who Code: Partnering with Athens County Library Girls Who Code and the Ohio Valley Museum of Discovery, we loaned robots and met virtually each week with 17 girls in two groups. Our partners at the Ohio Valley Museum of Discovery led virtual sessions teaching the girls to code using Dash and Cue STEM learning robots.

Discovery Labs
The Learning Lab partnered with the Ohio Valley Museum of Discovery to hold weekly virtual “Discovery Labs” for students. Each week brought a new topic for students to explore. During the pandemic, it was a great way to connect with families.

WOUB Donkey Hodie Virtual Premiere Screening
The show is a new PBS KIDS program inspired by children’s TV pioneer Fred Rogers. A panel discussion followed with show producers.
Family Learning STEM Workshops
Families and children in the region had the opportunity to explore STEM (Science, Technology, Engineering and Math) with facilitators from WOUB Public Media’s Learning Lab with funding from the Corporation for Public Broadcasting’s Ready to Learn Grant. WOUB partnered with Head Start programs in Guernsey, Monroe, Noble, Athens, Hocking and Perry Counties to offer the program. The series of workshops engaged families in hands-on learning utilizing PBS KIDS media. They were designed for families with children ages 3-8, but all ages could participate. The workshops used guided play to introduce both kids and grown-ups to exciting digital and tangible tools that are designed to support the development of science inquiry and engineering design practices. They aimed to foster collaboration, communication and fun among family members while supporting grown-up’s confidence and comfort to support their children’s learning.

Each family received a kit of activities including an Amazon Fire tablet preloaded with the PBS Kids app and games. The family kits contained nonperishable foods to make kid friendly snacks. The Ready Jet Go series focused on simple physics. Participants made balloon cars, Mars Rovers, and air cannons with cups. The Ruff Ruffman series focused on the properties of matter, mixtures, friction and engineering. Families tested cars on ramps, made different mixtures, and built and tested different structures.

Ohio Ready to Learn Workshop Series
This year all our Ohio Ready to Learn workshops were presented virtually through Zoom. We missed working in person with teachers and creating “Make & Take” items together. However, many participants commented on the convenience of having multiple opportunities to complete their Ohio Approved professional development hours. Some home providers logged in during their student’s nap time or attended evening or weekend sessions. Since we were not able to meet in person, we mailed packets to each person attending which contained a printed copy of the resources presented, a children’s book around the topic and other related materials.
ENLIGHTEN

WOUB’s Our Ohio

Students at three high schools across southeastern Ohio worked on an independent documentary film project to tell their own personal and cultural story in partnership with WOUB Public Media. WOUB received an “Our America: Documentary in Dialogue” grant from American Documentary | POV, with funding provided by the Corporation for Public Broadcasting. The grant supported activities around a documentary called Portraits and Dreams which included virtual screening events with the local high school students and their teachers and inspired students to create their own short films.

Portraits and Dreams helped the students think about Appalachian stigma and cultural pride. The film revisited photographs created by Kentucky schoolchildren in the 1970s and the place where the photos were made.

After the students saw the documentary, they had the opportunity to participate in a virtual panel discussion with the film’s producers and local community leaders to talk about the film and discuss what kinds of stories they might tell about their own community.
WOUB’s Learning Lab worked with the Ohio Department of Education (ODE) to hold a virtual teacher professional development storytelling workshop. WOUB talked with 50 teachers around the state about how WOUB’s *Ohio* project could be replicated and used in classrooms to meet educational standards. Instructional Technology Consultant with ODE’s Office of Learning and Instructional Strategies Leslie Yenkin said, “It was great to have such a large number of participants for a topic that wasn’t specifically related to the essentials of remote learning as most trainings have been in the pandemic.”

**WOUB’s *Ohio* Participating Schools**
- Logan High School (Hocking County)
- Meigs High School (Meigs County)
- South Gallia High School (Gallia County)

“I’m glad this project takes the initiative to abolish the negative stereotypes associated with the people of Appalachia and highlights the good in our communities and culture.”

**Susan Metts**
Meigs High School Teacher

“Our students were privileged to participate in the WOUB *Ohio* project. The growth in terms of the classroom content through this initiative has been amazing. We are thankful for the amazing support and guidance provided through WOUB for this unique project.”

**Bray M. Shamblin**
South Gallia Principal

WOUB TV aired three programs showcasing a few of the short documentary-style films created by the students in each class and talked about how examining their identity and Appalachian culture impacted the students.
INSPIRE

Our Town

Our Town is a historical documentary series produced by WOUB Public Media and the Barbara Geralds 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.

“These communities and this region have so many reasons to be proud of their history and their people. 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.”

Evan Shaw
WOUB Producer/Director
Our Town: Gallipolis
Due to the COVID-19 pandemic, Our Town: Gallipolis, the seventh in the series, premiered virtually on September 17, 2020. Its broadcast premiere on WOUB TV was September 21, 2020.

BY THE NUMBERS

Virtual Screening

268 People Attended
13 States Represented
63 min Average Event Participation Time
1 Ohio Valley Regional Emmy Award Nomination

Comments Posted Online After Screening

- “Great video! Glad to live here” - Linda
- “Me too Linda! Have goose bumps now!” - Lisa
- “Thank you for sharing our community!” - Kaitlynn

Our Town: Chillicothe

WOUB is now working on the 8th documentary film in the series, Our Town: Chillicothe. It is scheduled to premiere in March 2022 during an in-person screening at the Majestic Theatre in Chillicothe. It was originally slated to premiere in September 2021, but due to increased COVID cases in Ohio at that time due to the Delta variant, the event was postponed.

Our Town: Chillicothe Community Organization Virtual Discussions

December 3, 2020 – Chillicothe First Capital Rotary
February 9 and February 16, 2021 – Ross County Public Library
May 25, 2021 – Chillicothe League of Women Voters
INSPIRE
Community Engagement

OHIO Connection to Hemingway in Idaho

Ernest Hemingway never lived in Ohio, but an Ohio University Alumnus lived in Idaho and became involved in the effort to preserve Hemingway’s legacy. In June 2021, Van Gordon Sauter ’57, former president of CBS News and Fox News, was part of a virtual screening and panel discussion hosted by WOUB Public Media called OHIO Connection to Hemingway in Idaho. Sauter talked about his time as the head of a committee that was trying to find or become the manager/protector of the Hemingway House in Ketchum, Idaho. The panel also featured Lynn Novick, who directed and produced the Hemingway documentary series with Ken Burns which premiered on PBS in April, Jenny Emery Davidson of the Community Library in Ketchum which currently owns and manages the home, and Gary Holcomb, an African American Studies professor at Ohio University, who published a critical collection called Teaching Hemingway and Race.

“*The presentation was excellent. Loved it. Learned much, Hemingway was so complicated. The connection with his Idaho home was so interesting. Thank you for providing this opportunity to learn and share information about this most interesting person.*"

**Suzanne**
Event Attendee

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BY THE NUMBERS

**70+**
Attendance

**207**
Registered for Event

**111**
YouTube Views
Library Partnerships
WOUB partnered with the Muskingum County Library System, the Holmes County District Public Library and Coshocton Public Libraries to conduct virtual screenings of PBS programming for the local communities.

Virtual Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 6, 2021</td>
<td>Classic Albums – Elvis Presley - Elvis Presley (Coshocton Public Libraries)</td>
</tr>
<tr>
<td>January 13, 2021</td>
<td>Classic Albums – Grateful Dead - From Anthem to Beauty (Coshocton Public Libraries)</td>
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<tr>
<td>January 20, 2021</td>
<td>Classic Albums – Queen - A Night at the Opera (Coshocton Public Libraries)</td>
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<tr>
<td>January 27, 2021</td>
<td>Classic Albums – Fleetwood Mac - Rumours (Coshocton Public Libraries)</td>
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<tr>
<td>February 22, 2021</td>
<td>The Black Church: This is Our Story, This is Our Song Screening and Panel Discussion (Coshocton Public Libraries)</td>
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<tr>
<td>March 23, 2021</td>
<td>Hemingway Preview Screening (Holmes County District Public Library)</td>
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<tr>
<td>April 1, 2021</td>
<td>Hemingway Preview Screening (Muskingum County Library System)</td>
</tr>
<tr>
<td>May 4, 2021</td>
<td>American Masters: Laura Ingalls Wilder Screening (Holmes County District Public Library)</td>
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</tbody>
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IMPACT

“WOUB Public Media is (and continues to be) MVP of the pandemic!

Throughout 2020 and 2021, WOUB Public Media partnered with the Coshocton Public Library to provide virtual programs to library patrons. During such times of uncertainty and unease, patrons were able to continue receiving services that safely met their needs - educational, informational, and entertainment. For this, the Coshocton Public Library is grateful to WOUB Public Media, its staff, and its affiliates.”

Megan Staron-Baughman
Coshocton Public Libraries Adult Services Manager
INSPIRE

Podcasts

WOUB 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 podcast are also listed on the NPR Podcast Directory and on woub.org/listen

IMPACT

All WOUB Podcasts By the Numbers:

- 4,485,852 Listening Sessions 42.7% increase
- 1,475,217 Listeners 204.28% increase
IMPA CT

*Spectrum By The Numbers:*
- 738,094 Listening Sessions - **29.2% increase**
- 213,790 Listeners - **172.9% increase**
INSPIRE

Celebrating Culture

Throughout the last fiscal year WOUB Culture has maintained its dedication to providing thoughtful, engaging multimedia coverage pertaining to the arts and culture within the enormously diverse region WOUB Public Media serves.

Tank and the Bangas performed at Dayton’s Levitt Pavilion on Saturday, June 19, 2021, and WOUB’s Ruthie Herman was there to capture the performance.
Covering arts and culture is, by its nature, a highly participatory endeavor. In a typical year, WOUB Culture would cover a multitude of arts and culture festivals (such as the Nelsonville Music Festival, or the ecologically minded Lilyfest in Hocking Hills, to name just two), attend theatrical performances by groups such as the ABC Players or Tantrum Theater, and meet face to face to engage with regional artists and those who care about their work.

WOUB Culture had to quickly adapt new ways of engaging with these opportunities after the COVID-19 pandemic rapidly brought a temporary halt to the conventional ways of covering the arts and culture throughout the region. In many instances, this meant taking these opportunities online.

Uplifting regional music is a part of WOUB Culture's mission, and a big part of doing that this year entailed finishing up work on a number of Radio A Sessions, a regionally focused live music showcase modeled after NPR Music’s Tiny Desk series. This year WOUB Culture produced six video sessions, garnering a total of 1,483 views. Other Radio A Sessions released prior to this fiscal year continued to be shared and viewed, accumulating a total of 10,789 views.

WOUB Culture also prides itself on taking a distinct interest in the highly regional arts and culture stories that populate the region WOUB serves, including interviews with regional authors, artists, and musicians. Throughout the course of the last fiscal year, WOUB Culture has produced over 60 such conversations in audio form, garnering over 2,200 online listens.

**PARTNERSHIPS**

**WOUB Culture Community Partnerships**

"As a book publisher based in Southeast Ohio, we want people in our local and regional community to know about our books, especially those that are written by local authors or ones that are about regional topics. Getting coverage from WOUB Culture is perhaps the best way we can accomplish that mission. We recognize that there are few regional media that can accommodate arts-related reporting, so having WOUB available as a place where we can share ideas, and often see them fulfilled, is especially valuable to us."

**Jeffrey Kallet**
Publicist and Specialty Sales at Ohio University Books

"WOUB Culture is the most important and thorough coverage of the arts in our area. Working with them has been both delightful and engaging. Emily’s questions and interviews have always been a joy to be a part of as her coverage has always been well researched and allowed us to share deeper insights into our organization and the works we present."

**David Colagiovanni**
Director of the Athens International Film and Video Festival

"WOUB Culture support is the Decorative Art 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. Visitors to the museum frequently share that they come to the Decorative Arts Center of Ohio, due to a story, a segment they hear from WOUB. WOUB is a trusted source! Most important, the stories that WOUB shares are timely."

**Judith Oppenheimer**
External Relations Manager at The Decorative Arts Center of Ohio
BY THE NUMBERS

3,472  
Total Members

141  
#WOUBProud Giving Tuesday Donations

52  
Vehicle Donations

ALL THANKS TO YOUR SUPPORT

Thanks to you and your generous donations, WOUB raised more than a half million dollars in individual membership support.

“It is supporting the public good. WOUB provides educated and thoughtful programming, and I appreciate that it tries to be neutral in the information it presents. I also appreciate the local hosts who get up early in the morning, like Chris Riddle and Robin Barnes. There is so much media to choose from today, but WOUB is still what I gravitate to.”

Cita Strauss  
Athens, Ohio

#WOUBProud Giving Tuesday

In December 2020, WOUB held its first #WOUBProud Giving Tuesday Campaign. The social media event asked former students who gained real-world, hands-on media experience working at WOUB while attending college at Ohio University to give back and support the current student experience at WOUB. More than $13,000 was raised.

VEHICLE DONATION PROGRAM

Many have seen the value this year in donating their car, boat, motorcycle, truck, or other vehicle to WOUB. WOUB had just nine vehicle donations in Fiscal Year 2020. But this past fiscal year, there were 52! The program is a tremendous benefit to you and WOUB because it allows you to unload an unwanted vehicle at no cost, while supporting the public media programs you love. Plus you receive a one-year membership to WOUB Public Media and a tax deduction when you itemize your return.

Learn more at woub.org/support
2021 MEMBERSHIP GROWTH

CORPORATE PARTNERSHIPS

This past year has been challenging, but even during a global pandemic and downsizing of the department, WOUB Corporate Support has partnered with 80 different underwriters who utilized our multiple media platforms. Although numerous regular clients were closed or operating with limited hours this year, WOUB is grateful for the many underwriters who remained loyal and supported our stations. Along with the director of corporate support sales manager, WOUB has a team of talented professionals including radio and television traffic managers, graphic designers, voice over talent and a digital department that execute the underwriting and advertising messages.

"For the Ohio University Center for Campus and Community Engagement, the decision to become an underwriter on WOUB was easy. In addition to supporting public media, there is no other way to have such extensive media outreach that connects to community members via radio, TV, and the web. It’s the best investment for our office to increase awareness of our office across all Ohio University campus communities in Southeastern Ohio and beyond. WOUB staff are wonderful to work with, and the packages are adaptable to suit our changing needs throughout the year."

Mary Nally
Director

"Morris Hardware's first experience with underwriting for WOUB was our sponsorship of Our Town: Morgan County. For a 176 year old business, the history of our community is important to us, and working with WOUB helped us reach and engage an audience across Southeast Ohio and beyond that also understood the importance of the history and culture of the Appalachian Region. Our message on WOUB helped us draw an audience far beyond our expectations for our history tour of the oldest hardware store in the state of Ohio and helped us gain loyal customers.

Underwriting with WOUB helped us reach a unique audience that we were unable to reach through our traditional methods. We love hearing from our customers that they heard our spot on WOUB! We look forward to working with WOUB to keep public media on the air for many years to come."

Shayna Roberts
Manager

"As a community bank, Vinton County National Bank believes in supporting local businesses and organizations that support our communities. WOUB has a large coverage area that extends into the communities we call home, making them the perfect partner for our digital advertising efforts. We can easily reach all sixteen of our branches through their television, radio and digital channels. With local news and the quality programs that public television and radio are known for, we know that their audience is vast. In a hectic world cluttered by seemingly endless marketing messages, we appreciate the clutter-free sponsorship landscape offered by WOUB."

Brandi Betts
Marketing Manager
Make Your Impact

- **Membership**: Gifts made to continually sustain the programming and day-to-day operations of WOUB Public Media

- **Vehicle Donation**: When you donate your vehicle to WOUB, you support the programs you love and receive a tax deduction when you itemize your return.

- **Leadership Gift**: Gifts from individuals (usually paid over a multi-year pledge) to support a specific program or initiative

- **Planned Gift**: Gifts related to an individual’s estate planning that many supporters utilize to make a larger gift than is possible during their lifetimes

- **Donor Advised Fund**: A fund established at a community foundation or brokerage where a donor gives money to a fund and usually gets an immediate tax deduction; the donor can then recommend grants from the fund over time to WOUB Public Media or other charities

- **IRA Charitable Rollover**: The gifting of a required distribution for an Individual Retirement Account

- **Stock Transfer**: The direct gift of a security, which is then sold by WOUB/Ohio University to generate income

- **Corporate and Foundation Gift**: Support provided by corporations or foundations for on-air underwriting, philanthropy, or event/production sponsorship

Contact WOUB Public Media to discuss your impact.
740-566-8718 or membership@woub.org