



2023 COMMUNITY REPORT



Letter from WOUB Public Media General Manager Mark Brewer:

I'm happy to be writing this opening letter to WOUB's Local Content and Service Report. It seems as though the 2022-23 fiscal year was one where we turned a corner from the many challenges we all faced and a more "normal" world started to reappear.

Don't get me wrong, things have changed in a big way. Many of us now work from home and interact with our coworkers via Teams or Zoom. But one thing that hasn't changed is WOUB and public media. We have been there through it all, every up and down, with radio, television and digital content that pursues the truth.

WOUB continues to provide the factual information you need to be informed. Our educational activities in the community and programming on TV help teach our children and showcase cutting edge discoveries or overlooked chapters of our past. We continue to entertain you with dramas on television or via WOUB Passport and regional music on the radio or via live stream, as well as locally produced podcasts.

WOUB is meeting you where you are with the factual content you are looking for. We are excited to share this year's community report with you and look forward to your continued partnership and support.

Mark Brewer WOUB Public Media General Manager



WOUB at a Glance 2022-2023

Membership

2023 - 3,807 Members

5.3% Increase

2023 - \$575,000+ Raised

8% Increase

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1,273,679Hours of Weekly Content

76,000

WOUB Passport Streams (45% increase)

142K

Local PBS Digital Users (22% increase)

26K

Local PBS Kids Digital Users (18% increase)

57

WOUB FM Radio Stream Minutes Per Session (3.2% increase)

Education



59

Ohio Learns 360 After School Provider Training Sessions 382

Ohio Learns 360 After School Providers Trained W O

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NINCLA

Radio

The WOUB Radio Network serves 55 counties in Ohio, West Virginia and Kentucky with news and conversation, as well as local and national cultural and entertainment programs.

WOUB FM's broadcast region reaches a rural area that is largely underserved by media. With five transmitters located throughout southeastern Ohio: Athens, Chillicothe, Ironton, Zanesville and Cambridge, WOUB FM is a primary source of reliable, trustworthy news and information.

WOUB FM also plays a vital role in sharing the region's vibrant arts and culture and develops and schedules content that appeals to local audiences. On the evenings and weekends, listeners can find 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.

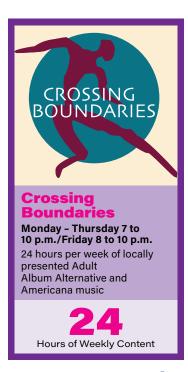
Both stations broadcast 24 hours a day and stream online.

In March, WOUB launched two new 24/7 online streaming audio channels. The channels feature Bluegrass and Jazz music and utilize WOUB's vast digital music library. The streams can be found on WOUB's On-Demand page at woub.org/ondemand and can be accessed on your smart speaker. Learn More about the WOUB Radio Network at woub.org/listen

FM Network Programs









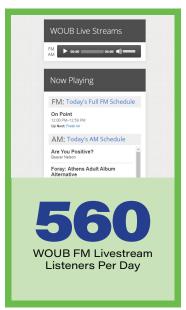
AM Network Programs





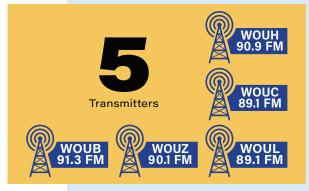
WOUB Streaming





WOUC 89.1 FM WOUZ 90.1 FM OHIO Caldwell Athens • WOUB 91.3 FM McArthur • Chillicothe • Gallipolis Point Pleasant Riple **WEST VIRGINIA** Huntington Catlettsburg • WAYNE Wayne **KENTUCKY**

Radio Transmitters







Listeners are Saying:

"WOUB and NPR are unbiased, real, intelligent, and fact-based comfort. It's a safe space for me to learn about what's going on locally, nationally and around the world."

Julie Finlay/Athens, Ohio



NPR Network



Leila Fadel is a host of Morning Edition, as well as NPR's morning news podcast Up First.



Mary Louise Kelly is a co-host of All Things Considered, NPR's award-winning afternoon newsmagazine.

WOUB is a member station of NPR and part of the NPR Network. NPR brings free and independent journalism from your community, your country, your world to you. Rather than exploring what matters from the top down, the NPR Network gives everyone a voice. As a network of more than 200 local newsrooms, the NPR Network aims to bring all Americans closer through journalism, music, politics, and culture. The local-national-global blend fully immerses you in your world, so you can understand it better.

The NPR Network of journalists are embedded in communities across the nation, delivering breaking news, expertise, and stories that you can't find anywhere else. Whether it's Michele Kelemen at the State Department or WOUB's investigative journalism, the NPR Network journalists bring deep knowledge and experience to help people make sense of their world. From ambitious investigations to moments of joy, the NPR Network delivers. We share overlooked perspectives and lift up voices that must be heard.

If you want to meet a first-time novelist, catch a new music artist or preview the best TV shows to stream, the NPR Network does that too. We serve up arts, entertainment, science, technology and more to keep you abreast of the nation's zeitgeist.

The WOUB Radio Network carries NPR news and information during the day Monday-Friday and NPR news and entertainment programming during the day on Saturday and Sunday. Both WOUB AM and FM broadcast 24 hours a day and stream online at **woub.org/listen** and on the WOUB Public Media app.



Every weekday for over three decades, *Morning Edition* has taken listeners around the country and the world with two hours of multi-faceted stories and commentaries that inform, challenge and occasionally amuse. *Morning Edition* is the most listened-to news radio program in the country.



Every day, 1A convenes a conversation about the most important issues of our time. The show takes a deep and unflinching look at America, bringing context and insight to stories unfolding across the country and the world. 1A is produced by WAMU and distributed by NPR.



All Things Considered is the most listened-to, afternoon drive-time, news radio program in the country. Every weekday the two-hour show is hosted by Ailsa Chang, Mary Louise Kelly, Ari Shapiro and Juana Summers. In 1977, ATC expanded to seven days a week with a one-hour show on Saturdays and Sundays.



From NPR and WBEZ in Chicago, Wait Wait... Don't Tell Me! is NPR's weekly hourlong quiz program. Each week on the radio you can test your knowledge against some of the best and brightest in the news and entertainment world while figuring out what's real news and what's made up. On the Web, you can play along too.



Each week, listeners join award-winning host Fiona Ritchie on *The Thistle and Shamrock* to explore the evolving Celtic musical traditions of Europe and North America. In addition to well-known artists and selections, Ritchie introduces curious listeners to Celtic influences in World and contemporary music, and investigates other distant landscapes and genres.



From WNYC Studios, *Radiolab* is on a curiosity bender, asking deep questions and using investigative journalism to get the answers. A given episode might whirl you through science, legal history, and into the home of someone halfway across the world. it is hosted by Lulu Miller, and Latif Nasser.

Nine Reasons to ♥ PBS









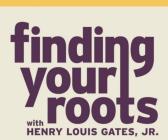












Finding Your Roots

Mixing cutting-edge DNA research and old-school genealogical sleuthing, *Finding Your Roots* uncovers long-buried secrets, hidden identities, and lost ancestors.

ANTIQUES AR ROADSHOW.

Antiques Roadshow

Antiques Roadshow is part adventure, part history lesson, and part treasure hunt! Watch as specialists from the country's leading auction houses and independent dealers offer free appraisals of antiques and collectibles, revealing fascinating truths about family treasures and flea market finds.

WOUB provides PBS and PBS Kids programming to southeast Ohio and western West Virginia. From *Work it Out Wombats* and *Sesame Street* during the day to *All Creatures Great and Small* on *MASTERPIECE* and *NOVA* during primetime, WOUB brings you and the young people in your life national programming that you love.

PBS serves the American public with programming and services of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives. PBS empowers individuals to achieve their potential and strengthen the social, democratic, and cultural health of the U.S.



The Great American Recipe

Host Alejandra Ramos and judges Leah Cohen, Tiffany Derry and Graham Elliot lead as a group of talented home cooks showcase signature dishes, share heartfelt stories and compete to win the national search for *The Great American Recipe*.



All Creatures Great and Small on MASTERPIECE

Transport yourself back to the Yorkshire Dales with James Herriot, Siegfried Farnon, Tristan Farnon, Helen Alderson, Mrs. Hall, and more. The acclaimed ensemble includes Nicholas Ralph, Samuel West, Callum Woodhouse, Anna Madeley and Rachel Shenton, Patricia Hodge and others.



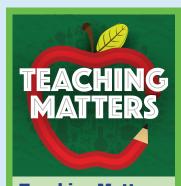




WOUB produces local podcasts dedicated to arts, culture, community and news.

This year, WOUB added WHO Lies Beneath: The Asylum to its collection. The limited-series podcast gives names and voices to those who were buried under numbered tombstones, without names or dates, at the old Athens Lunatic Asylum. Using records from the asylum, Hosts Cheri Russo and retired Library Archivist Doug McCabe tell listeners about the life stories of the people who were buried under those numbered tombstones. Each person tells their own story using a first-person style account with the help of voice actors. At its core, the podcast is about restoring dignity and respect by giving a voice to those who were voiceless.

WOUB has been producing podcasts since 2016 and as a result, the audience has expanded nationally and globally. The podcasts are available through Apple Podcasts, Stitcher, Google Podcasts and the NPR app. WOUB's podcasts are also listed on the NPR One Podcast directory and at woub.org/listen



Teaching Matters

Hosted by Scott Titsworth, Dean of the Scripps College of Communication at Ohio University, Teaching Matters is an audio series exploring learning and teaching a new generation of students in a technological age. It is aimed at teachers, parents and students.



Heart Of it All

Hosted by Liz Pahl, *Heart Of It All* is a show that explores the connections between Ohio and Hollywood.



Jazzed About Work

Jazzed About Work features lively, informal conversations about everything it takes to create a resilient and rewarding career. In each segment, Host Beverly Jones interviews professionals who can share their expertise related to the workplace. Her guests go beyond the research and get personal, as they talk about their interesting and often surprising professional paths.



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. An eclectic blend of performances including blues, folk, Americana, rock, bluegrass, and jazz.

Podcasts



Spectrum

Spectrum features conversations with a group of fascinating people, some are famous and some are not, but they all have captivating stories. Spectrum, hosted by veteran journalist Tom Hodson, addresses a wide range of relevant topics through gripping stories of individuals.



Defining Moments

Defining Moments showcases stories about living well in the midst of inescapable illness, suffering, and hardship. Episodes feature a group of guests who share moments of uncertainty, innovation, and resilience. Co-hosts Dr. Lynn Harter and Dr. Joe Bianco draw on 20 years of experience in health contexts to spark conversations that move between personal anecdotes and societal health challenges. Each segment is accompanied by articles published in Health Communication and other online resources. Defining Moments disrupts the silence that too often surrounds vulnerability, and allows narrators and audiences to imagine new normals.



Lifespan

On Lifespan, you'll hear stories about encounters with the health care system. Each show contains stories bound by a common theme a person's personal journey through a particular type of medical trauma. The stories are deeply personal. Some stories reflect a person's response to treatment and other stories simply reflect on the aftermath of an illness. Even when multiple people are describing their experiences with the same disease, condition or treatment, each account is unique.

46Years

21

Days

Hours

44

Minutes

19 Seconds

Listening Duration

3,503,679

Listening Sessions

1,185,286

Listeners

Local TV and Content



WOUB Public Media creates local programs that inform and educate our community while amplifying the story of our area. From local news to local documentaries, WOUB brings you content unique to our region and showcases our Appalachian culture and its people.





Hardwood Heroes is a 30-minute high school basketball program that airs each Sunday night at 11 p.m. and repeats on Mondays at 6 p.m. during basketball season. Coverage consists of game recaps, game breakdowns, social media content, and online articles focusing on analysis of the games or community features.



16
Broadcasts





Newswatch is a professionally managed and student-produced television news program that airs every weekday at 6:30 p.m. on WOUB-TV. It covers news from the Ohio University campus as well as the surrounding counties and states.



172
Broadcasts

Local TV and Content

WOUB Television Viewership by Market

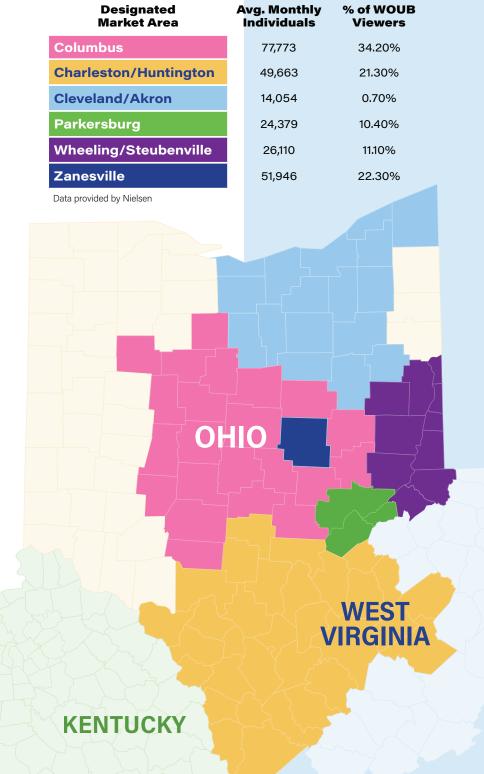




Our Town is a historical documentary series which aims to tell the unique creation stories of communities in the Appalachian region. Through the telling of this history, Our Town has built the collective story of the Appalachian region and developed an incredible sense of place and purpose to inspire residents to continue building on the past to create a stronger future. On March 13, 2023 the eighth documentary in the series, Our Town: Chillicothe, premiered on WOUB TV.



Broadcasts



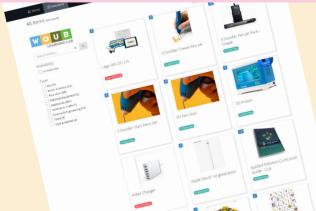
Education: WOUB Learning Lab



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 PBS 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.







Lending Library

Teachers can check out educational technology resources from the Learning Lab and integrate them into their classrooms. Representatives from WOUB Learning Lab are also available to answer any questions teachers might have to make sure teachers and students have a positive experience with the technology.

500+
Items that the Lending Library offers

366
Items loaned out during FY23



Ohio Ready to Learn (ORTL)

This free interactive workshop series is designed for family child care professionals and other early childhood education professionals. Each workshop in the series is approved for Step Up to Quality credit and is funded by a grant from the Ohio Department of Job and Family Services to the Ohio Educational Television Stations (PBS Stations).

351
Educators Trained

6,950

38
Trainings

46
Counties Served

Education: WOUB Learning Lab



Ohio Learns 360

Ohio's PBS stations, through a partnership with the Ohio Department of Education and Workforce, are working with local summer and after-school programs to address disruptions to learning caused during the COVID-19 pandemic. Called *Ohio Learns 360*, this new initiative provides families, along with after-school and



summer programs, with PBS resources, including standards-based curriculum and materials, virtual field trips, interactive video programs, community events and more. The program is designed to accelerate student learning and support the state's most vulnerable learners in kindergarten through fifth grade.

312

4,241

K-2nd Children Reached

4,365

334

6th + Children Reached



WOUB's Producer/Director Chris Flanery speaks with students during Our Ohio project

Our Ohio

The *Our Ohio* documentary film project challenges high school students in our region to learn about and explore independent documentary film, Appalachian cultural identity, media literacy and multimedia storytelling to create their own short documentary films. In the third year of the project, students from Wellston and Alexander High Schools worked with WOUB's Learning Lab.

Our Ohio



35 Films Submitted

WOUB Learning Lab Totals

1,000+

Hours of classroom instruction

Books Distributed At 18 Events

2,200
Number of Students Served

889
Educator Contact Hours

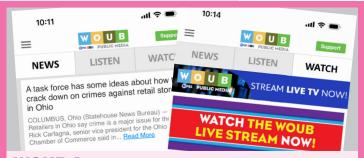
261
Number of Educators Served

1,707

59
Number of Events

Digital

WOUB Public Media wants to serve our region by meeting people where they are. Our digital presence provides easy access to quality content. Viewers and listeners can find WOUB local content as well as PBS and NPR content on their phone, tablet, laptop or any streaming device.



WOUB App

The WOUB Public Media app helps people in the region stay inthe-know. It provides the latest news from NPR, PBS and WOUB available in one place. Livestreams of WOUB Radio, WOUB TV, WOUB's Podcasts, WOUB's Bluegrass and Jazz music streams and Voicecorp Reading Service are also available.



Social Media

WOUB, WOUB News, WOUB Culture, WOUB's Learning Lab and several WOUB local programs and podcasts have social media accounts including Facebook, Twitter (X), Instagram, LinkedIn, and TikTok. On those sites, we share the latest news and information impacting our region, as well as community events and happenings at WOUB.



Website

On the WOUB website, the latest stories from the WOUB Newsroom can be found, as well as programming notes, TV and Radio schedules and the latest happenings at the station.



WOUB Passport

WOUB Passport provides you extended access to stream a vast library of quality public television programming, as well as WOUB local productions, on your schedule.



YouTube TV

As more people are moving to streaming services on their smart devices to watch video content, WOUB moved with them. Dedicated live channels for WOUB and PBS KIDS, as well as on-demand programming, started streaming to YouTube TV subscribers in 2020. It includes episodes and on-demand content from locally-produced shows and PBS favorites.



Local Now

WOUB TV started livestreaming on Local Now, Allen Media Group's leading free streaming service for local news and entertainment in America, in March of 2023. Local Now's audience now has access to inspiring and educational content from WOUB's locally-produced shows, along with PBS favorites - including PBS NEWSHOUR, FRONTLINE and ANTIQUES ROADSHOW.

Website











Community Engagement

Taking the high-quality, educational content produced by WOUB, NPR and PBS out into the communities we serve to inspire thoughtful learning and discussion is a key part of WOUB's mission. WOUB has many community partners, including many libraries, in our 55 county, three-state service area that help us reach community members in person and virtually to host screenings and talks throughout the region. We are thankful for these partnerships which help us to inform, enlighten and inspire our communities to make our region a richer place to live.



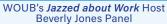
Hazing Screening (9/22/22)

WOUB worked with Ohio University Sorority and Fraternity Life to hold a screening on campus of the *Independent Lens* film *Hazing* for students. The film takes a deep dive inside the culture and consequences of pledging rituals at American educational institutions.



NBC 4 Columbus Morning Anchor at Lancaster High School (1/23/23)

In partnership with WOUB, NBC 4 Columbus Morning Anchor Matt Barnes '08, a former WOUB student, spoke to students in the Lancaster High School Broadcasting Program. He talked about what it's like to work in media and answered questions.



WOUB's **WHO Lies Beneath: The Asylum** Panel



52

63 Attendees

Celebrate Women (March 24, 2023)

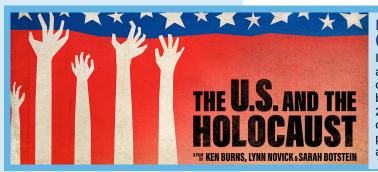
At Ohio University's Celebrate Women Conference, held during National Women's History Month, at the Ohio University Lancaster Campus, WOUB's locally produced podcast hosts and producers were featured during two separate sessions. The hosts and producers of WHO Lies Beneath: The Asylum talked about how women were treated at the old Athens Asylum, and Jazzed About Work Host Beverly Jones held a session on how to make a mind map to help women achieve their career goals.



All Creatures Great and Small on MASTERPIECE Season 3 Premiere Screening (12/12/22)

WOUB partnered with the Coshocton Public Library for an early access screening of the season 3 premiere of All Creatures Great and Small on MASTERPIECE. Coined as "comforting and quaint," All Creatures Great and Small on MASTERPIECE depicts the writings of beloved British veterinary surgeon and author, James Herriot. Neal Caldwell, a retired veterinarian from Coshocton, spoke at the event about his experiences as a large animal vet abroad.

25+Attendees



Holocaust Remembrance Day Event (1/25/23)

In partnership with the Holocaust & Genocide Education Network and the Coshocton Public Library, WOUB held a special screening of the Ken Burns documentary *The U.S. and the Holocaust* before International Holocaust Remembrance Day on January 27, 2023. Following the screening, Dr. Mark Cole, Executive Director of the Holocaust & Genocide Education Network and history professor at Cleveland State University, talked with those in attendance about the film.

Community Engagement









Our Town: Chillicothe Virtual

Alumni Association and the Ohio University

Chillicothe campus, WOUB held a virtual

screening of Our Town: Chillicothe, Alumni

who attended the Athens and Chillicothe

Chris Flanery questions about the film.

campuses attended the event and had the

opportunity to ask WOUB Producer/Director

Premiere (March 21, 2023)

In partnership with the Ohio University

Our Town: Chillicothe In-Person Premiere (March 12, 2023)

WOUB's eighth documentary in its Our Town series, Our Town: Chillicothe, premiered at the Majestic Theatre. The hour-long film examined the many unique aspects and people of Chillicothe including: how it is home to the oldest newspaper west of the Allegheny Mountains; the influence of the papermaking industry; how World War I contributed to the city's growth and its notable residents like Librarian Burton Stevenson who created an immense library system for Camp Sherman; Commander Henry Walke, a prominent naval Captain and artist during the Civil War; David Nickens, the first Black ordained minister in Ohio who helped start Chillicothe's First Baptist Church; and Former U.S. First Lady Lucy Webb Hayes, who was the first First Lady to have a college degree.





Our Town: Chillicothe 4th Grade Field Trip (May 9, 2023)

About 160 4th graders from Unioto Elementary School traveled to Ohio University Chillicothe to watch Our Town: Chillicothe and then tour several historical sites in town. WOUB Producer/Director Chris Flanery spoke with the students and answered questions and WOUB's Learning Lab provided the teachers with educational resources to help the students learn more about the history of their town.

Student Professional Development

As an experiential learning unit within the Scripps College of Communication, 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. They gain valuable experience which enhances their resumés and launches their careers. Alumni who worked at WOUB as Ohio University students also provide mentoring and career support to current students. They engage with students in a variety of ways both in person and virtually.

612Student Volunteer Hours



WOUB student Erin Ashley meets her mentor, Dayton TV Meteorologist Kirstie Zontini.

Mentoring

The WOUB Mentoring Program continued for its third year. The initiative pairs current junior and senior students working at WOUB with former WOUB students who have already used the skills they learned at WOUB to have successful careers. There are also three mentoring groups that bring students and alumni together to learn from each other.

- Black Student and Alumni Mentoring Group
- Women in Media Mentoring Group
- IT Production/Technology Mentoring Group

22Mentoring Pair



Internships

WOUB hired a cohort of summer interns to work in the WOUB Newsroom. The interns produced *NewsWatch* Monday through Friday, posted stories to woub.org, and produced episodes of *The OUtlet* podcast.

16 Summer Interns



Job Connection

The WOUB Job Connection Program leverages the relationships of former WOUB students in the media industry to build partnerships between WOUB and media companies looking for graduating college students to fill journalism and media production positions at their stations across the country. As a result, recruiters from TEGNA, Gray Television, Scripps, ESPN Digital and NBC 4 TV in Columbus visited campus in November 2022 and February 2023 to interview WOUB and Ohio University students for paid internships and full-time positions.

150+ Job Connection Interviews 90% Seniors offered job before graduation



WOUB Wednesdays

Networking

WOUB continued its virtual conversation series called *WOUB Wednesdays*. Every other week a different former WOUB student spoke with current students about their career experiences.

11 Speakers

2022 OHIO Homecoming and Black Alumni Reunion

WOUB celebrated Ohio University alumni who worked at the station as students during Black Alumni Reunion (BAR) and Ohio University Homecoming Weekend in 2022

Homecoming Weekend

Homecoming Weekend was October 7 – 9, 2022. For the first time, WOUB held a reception to welcome former WOUB students back to campus during Homecoming. WOUB decorated the third floor of the Radio and Television Building with old photos and old equipment to celebrate the 70+ year history of WOUB providing experiential learning opportunities to Ohio University students. WOUB also honored those former students who were recognized by the university with Alumni Awards, organized a WOUB section at Peden Stadium for those who wanted to attend the Homecoming football game, and handed out WOUB swag at the Homecoming Parade.



Matt Barnes and Beverly Jones were recognized for their 2022 Ohio University Alumni Award at



Ohio University Alumni Award winner Marlon Primes participated in the 2022 Homecoming parade.

Alumni Awards

NBC 4 Columbus Morning Anchor Matt Barnes, Executive Career Coach and WOUB *Jazzed About Work* Podcast Host Beverly Jones and Former Assistant U.S. Attorney Marlon Primes, who all worked at WOUB while they attended Ohio University, were recognized by the Alumni Association with 2022 Alumni Awards.

WOUBer Alumni Award Winners



Black Alumni Reunion

Black Alumni Reunion is a reminder of the rich history and deep commitment of Ohio University's Black graduates and friends. This one-of-a-kind alumni celebration is a way for Black alumni to come together every three years for the University's biggest alumni gathering outside of Homecoming.

BAR was held September 15 – 18, 2022. Former students visited WOUB and got tours of the station. They visited with WOUB professional staff members as well.



WOUB Homecoming Reception

The event was held on the third floor of the Radio and Television Building. Alumni had the opportunity to reconnect with one another and watch two current student productions, WOUB's nightly news program *NewsWatch* and WOUB's weekly half-hour high school football program *Gridiron Glory*. A group photograph with current students was taken on the *NewsWatch* set.

100+

Homecoming Reception Attendees

WOUB Culture

WOUB Culture reports on arts and culture relevant to the diverse interests of our audience. This mission is anchored by a dedication to celebrating, amplifying, and preserving the arts and culture that defines our region. WOUB Culture also profiles nationally known artists when they perform or exhibit in venues of significance to our audience. Ultimately, WOUB Culture aims to provide our audience with a well-rounded perspective on the cultural landscape, both locally and nationally.

As a part of WOUB, an experiential learning unit at Ohio University, WOUB Culture strives to provide enriching professional development opportunities to students interested in cultivating interviewing, arts journalism, and multimedia content creation skills. WOUB Culture consistently engages with the public, actively creating valuable and mutually enriching connections with individuals and organizations throughout our community.

2023 Numbers

104

WOUB Culture Stories Written



Sycamore Sessions

The Ohio Valley Emmy Award-nominated *Sycamore Sessions* feature exclusive musical performances by regional and national artists filmed against the backdrop of the annual Nelsonville Music Festival. This is a collaborative effort with Ohio University's Scripps College of Communication School of Media Arts and Studies students recording and producing the performances under the guidance of WOUB and Media Arts and Studies professionals.

24,989

Session Views



Canvas

Canvas is WOUB Culture's hyper-regional arts and culture newsletter, dedicated to keeping our audience informed about everything happening within the scope of both the region's music, theater, and visual arts. Additionally, Canvas strives to provide information on culturally relevant events, such as presentations on the region's history and other educational or otherwise beneficial programming.

18



National artist interviews

Interviewing nationally known artists often contributes significantly to WOUB Culture's goal to provide meaningful professional development opportunities to students – as well as volunteers from our community. Interviews with "big names" also brings attention to WOUB which otherwise wouldn't have existed.

"ORIGINS of the COMIC BOOK" WITH SANDY PLUNKETT



Local artist interviews

Interviews with local artists are a key component of celebrating the culture and arts which define our region. These insightful conversations amplify the work and accomplishments of regional artists, providing them with a platform to not only document the significance of their work, but to also share it with a wider audience.



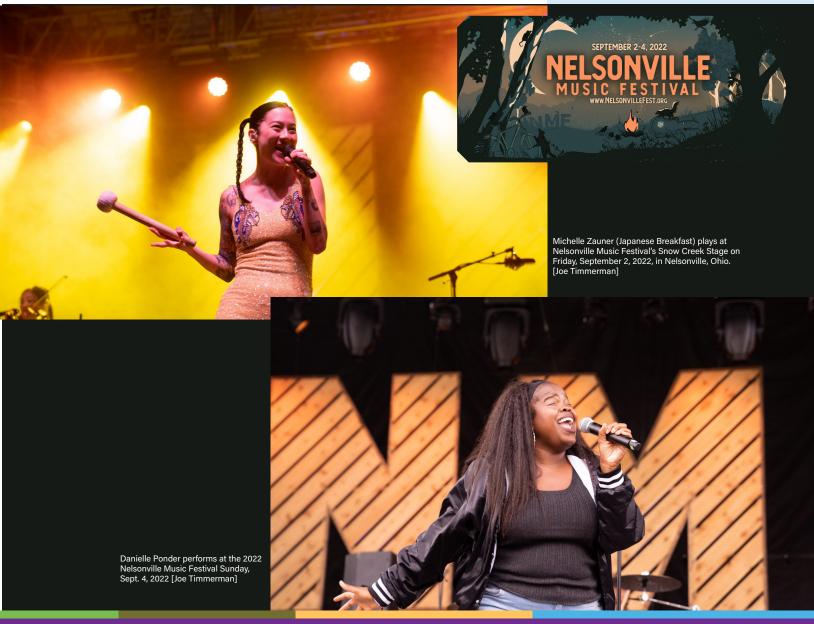
WOUB Culture

OHIO STATE OLD TIME FIDDLERS' CONTEST





Owen Hoopes – 1st Place winner at Ohio State Old Time Fiddlers Contest – Stuart's Opera House Friday, Aug. 19, 2022 [Shannon Brown]



Membership

WOUB Membership

Support from local members is vital. WOUB had its third consecutive record-setting year in member support. Thanks to you and your generous donations, WOUB raised nearly \$600,000 from individual donors.



WOUB's Cornerstone Society is made up of members who want to ensure the future of public media in southeast Ohio, western West Virginia, and eastern Kentucky. Member contributions at every level are important, but those at our major giving levels are a special group who know that an investment in WOUB is an investment in themselves, their community, and the future of trustworthy public media because WOUB improves lives, imparts knowledge, stimulates conversations, inspires creativity and brings arts and cultural experiences to our region. Cornerstone Society members also contribute to build on the success of student training, supporting tomorrow's students today.

Community Members

Dona and Edward Alba
Neal and Barbara Caldwell
David Descutner and
Dr. Lysa Burnier
Terry and Lyntha Eiler
Julie Finlay
Tom and Jan Hodson
Dave Hubbard
The Koshal Family
Frank Lavelle
Thomas and
Lynn Lovdal
Thom and Edie Luce

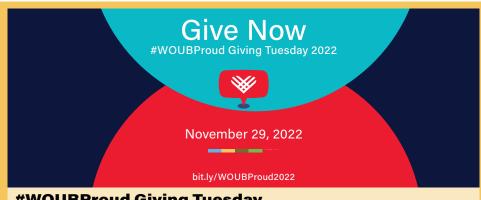
Beth Meiser
Dr. Sue Ellen Miller
Riaz and Margaret Mohammed
Edward Muck
Kenneth Reed
Claudette Stevens
Scott Titsworth and Lynn Harter
Molly Varner
Thomas and Anne Walker
George Weckman
Nick and Molly Weiland
David Williams

Doug and Valaria McCabe

Ohio University Alumni

Bill Brand
Tony Coles
Doug Drew
Michael Elliot
Allison Herman
Beverly Jones
Larry Katz

Neil Mahrer and Sonia Franceski Mary Jane (Klein) Reiter Van Gordon Sauter Stuart Sharpe Mark West Edmund Williams



#WOUBProud Giving Tuesday

WOUB held its third #WOUBProud Giving Tuesday Campaign in November, 2022. The social media event asked former students who gained real-world, hands-on media experience working at WOUB while attending Ohio University to give back and support the current student experience at WOUB. Nearly \$21,000 was raised during this campaign.



OHIO Giving Day

In April, 2023, WOUB took part in OHIO Giving Day. It's a day for Ohio University alumni and friends to support the next generation of students. Alumni who worked at WOUB chose to donate to the Neil Mahrer and Sonia Franceski WOUB Student Staff Support Fund which provides year-round support, in the form of wages and benefits, for students employed by WOUB Public Media. More than \$16,000 was raised.

Membership

Vehicle Donation Program

Just over \$32,000 was raised thanks to the WOUB Vehicle Donation Program because so many saw the value in donating their car, boat, motorcycle, truck, or other vehicle to WOUB. Learn more at woub.org/support



Make Your Impact

- Membership: Gifts made to continually sustain the programming and day-to-day operations of WOUB Public Media
- Vehicle and Property Donation: You can donate unwanted or unneeded vehicles and/or real estate assets to WOUB at no cost to you while supporting the public media programs you love.
- 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 from 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

Visit: woub.org/support-woub