

STATE OF WEST VIRGINIA

PRELIMINARY PERFORMANCE REVIEW OF THE

Educational Broadcasting Authority

**The Educational Broadcast Authority Has
Maintained Quality Programming and Improved
Efficiency by Developing a Statewide Network**

**OFFICE OF LEGISLATIVE AUDITOR
Performance Evaluation and Research Division
Building 1, Room W-314
State Capitol Complex**

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January 2002

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January 2002

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John Sylvia
Director

January 6, 2002

The Honorable Edwin J. Bowman
State Senate
129 West Circle Drive
Weirton, West Virginia 26062

The Honorable Vicki V. Douglas
House of Delegates
Building 1, Room E-213
1900 Kanawha Boulevard, East
Charleston, West Virginia 25305-0470

Dear Chairs:

Pursuant to the West Virginia Sunset Law, we are transmitting a Preliminary Performance Review of the *Educational Broadcasting Authority*, which will be presented to the Joint Committee on Government Operations on Sunday, January 6, 2002. The issue covered herein is "The Educational Broadcast Authority Has Maintained Quality Programming and Improved Efficiency by Developing a Statewide Network."

We transmitted a draft copy of the report to the Educational Broadcasting Authority on December 27, 2001. We conducted an Exit Conference with the Authority on January 2, 2002. We received the agency response on January 3, 2002.

Let me know if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "John Sylvia".

John Sylvia

JS/wsc

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Executive Summary

Issue 1: The Educational Broadcast Authority has Maintained Quality Programming and Improved Efficiency by Developing a Statewide Network.

The Educational Broadcast Authority (EBA) was established by the 1967 Acts of the Legislature to provide the ongoing service of educational radio and television programming. Under the EBA are Public Television and Public Radio. Over the years, three public television stations became established within the state. These stations located in Beckley, Huntington and Morgantown signed on separately and broadcast their own programming. In 1993, EBA began consolidating these stations due to future funding constraints. These constraints were anticipated due to federal changes in the allocation of grants. Previously, funding had been allocated for each individual station within a state. The federal changes allocated just one grant per licensee and reduced the amount of the grants. Each station still exists as an office of public broadcasting, however, there is only one television program signal. Functions have also been combined to eliminate separate engineering, business, communications, development and public affairs departments in each location. Staff members work a combination of jobs crossing from one medium to another. This consolidation also resulted in a reduction of several staff members.

Since 1996, the EBA estimates a savings of \$1,680,000 in six years from consolidation, according to its 2001 appropriation request. The EBA, through its radio and television broadcasts, offers locally produced programs which cannot be found through other cable and satellite systems. One example is the 50 hours of in depth legislative coverage through a program called "The Legislature Today." This program provides detailed legislative information available to all state citizens with access to a radio or television.

The EBA is recognized nationally through both the public radio and public television. The locally produced Mountain Stage is broadcast on National Public Radio and has begun production of a televised series. Mountain Stage has been broadcast for 17 years and produced over 500 programs. The program is now a weekly broadcast to 119 radio stations worldwide through Public Radio International.

Currently, the EBA is planning for and upgrading equipment in order to make the full conversion to a digital television network. This conversion is mandated by the federal government and must be accomplished by May 2003. Going digital will allow public television to multicast four stations simultaneously during off peak hours.

The agency has been pro-active in reducing costs and utilizing employees effectively. Although change came primarily as a result of reduced federal funding, the agency made the necessary moves to ensure the survival of public television in WV. As a result it has operated well as documented by awards, nationally broadcast documentaries and continued financial support from

its viewers and listeners. In addition, the EBA is currently needed to ensure the public has adequate access to educational television and radio since a large portion of the state does not receive cable services. The cost to the state is about \$3 per citizen considering the total population or about \$12 per estimated viewer. The programs and information provided by the EBA, such as the Legislature Today, simply would not be broadcast if the agency did not exist. Finally the programs provided by the EBA are not influenced by commercial investment perhaps allowing the public access to programming with a more objective point of view.

Recommendation:

The Legislature should continue the Educational Broadcasting Authority.

Review Objective, Scope and Methodology

This Preliminary Performance Review of the Educational Broadcasting Authority is required and authorized by the West Virginia Sunset Law, Chapter 4, Article 10 of the West Virginia *Code* as amended. The Educational Broadcasting Authority is responsible for providing enriched educational instruction to all citizens at the preschool, elementary, secondary and higher education and adult levels through the use of television and radio.

Objective

As stated in the *Code*, a preliminary performance evaluation is to determine for an agency whether or not the agency is performing in an efficient and effective manner and to determine whether or not there is a demonstrable need for the continuation of the agency.

Scope

The performance evaluation covers the period from 1993 to 2001. The Legislative Auditor examined documents provided by the agency, and the code. In addition, similar agencies in other states were contacted.

Methodology

The report was compiled from information provided by the EBA staff and from personal interviews. This evaluation was conducted in compliance with Generally Accepted Government Auditing Standards (GAGAS).

Issue 1: The Educational Broadcast Authority has Maintained Quality Programming and Improved Efficiency by Developing a Statewide Network.

The Educational Broadcast Authority (EBA) was established by the 1967 Acts of the Legislature to provide the ongoing service of educational radio and television programming. Under the EBA are Public Television and Public Radio. Prior to 1993, the EBA consisted of three different television stations and one radio station across the state. Each television station operated independently under EBA control. Each station had a separate infrastructure and staff. Since that time however, the agency has consolidated television operations into a state network and eliminated duplicate staffs, thus making a more efficient organization. In addition, the agency produces programs for both radio and television that are broadcast nationally and has received national awards. Also, the financial support it receives from its viewers and listeners in the form of membership income has grown an annual average of 4% over the last nine years.

Consolidation Efforts

Over the years, three public television stations became established within the state. These stations located in Beckley, Huntington and Morgantown signed on separately and broadcast their own programming. In 1993, EBA began consolidating these stations due to future funding constraints. These constraints were anticipated due to federal changes in the allocation of grants. Previously, funding had been allocated for each individual station within a state. The federal changes allocated just one grant per state and reduced the amount of the grants. Each station still exists as an office of public broadcasting, however, there is only one television program service. Functions have also been combined to eliminate separate television and radio engineering, business, communications, development and public affairs departments in each location. Staff members work a combination of jobs crossing from one medium to another. This consolidation also resulted in a reduction of several staff members as demonstrated by Table 1 below.

Year	Filled full-time employees
FY 89	164
FY 93	143
FY 96	136
FY 97	123
FY 98	116
FY 99	117
FY 00	119

By combining positions, functions and reducing personnel the agency saved funds. In order to retain employees some savings were applied to salary increases. Savings were also redirected toward other areas of the agency in need. Since 1996, the EBA estimates a savings of \$1,680,000 in six years from consolidation, according to its 2001 appropriation request. Table 2 below details the estimated savings from reduction in work force, unifying the functions at each station and reductions in programming costs. These savings are not directly reflected in the total budget but can be seen as a trend in budget documents for those line items.

Table 2							
Estimated Savings from Consolidation							
	1996	1997	1998	1999	2000	2001	Total
Programming	\$80,000	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$630,000
Personnel	\$120,000	\$210,000	\$140,000	\$180,000	\$200,000	\$200,000	630000
						Total	\$1,680,000

Only one radio broadcast is produced from the Charleston station but, several transmitters and transponders exist throughout the state to ensure state residents can receive the signal. Over the last ten years the agency's budget has remained fairly steady. Funding from membership viewers and listeners has increased nearly \$400,000. Expenditures for state provided general revenue appropriation dropped by \$743,436 from FY 2000 to FY 2001. Table 3 below, lists the EBA's expenditures regarding the state's general revenue appropriations for the last five years. Appendix B contains a detailed list of expenditures since 1991. Appendix C contains a detailed list of EBA revenues from all sources.

Table 3					
EBA State					
General Revenue Expenditures					
	1997	1998	1999	2000	2001
Unclassified	\$1,278,801	\$1,315,402	\$1,268,402	\$1,156,285	\$1,056,285
Personal Services	\$3,074,498	\$2,933,969	\$3,074,491	\$3,118,795	\$2,620,957
Annual Increment	\$67,520	\$64,400	\$64,450	\$66,400	\$59,800
Employee Benefits	\$912,996	\$911,525	\$986,941	\$1,019,291	\$880,293
Total	\$5,333,816	\$5,225,297	\$5,394,284	\$5,360,771	\$4,617,335

State and Nationally Recognized Programming

Throughout West Virginia many different cable television companies and radio stations broadcast a wide variety of programs. Citizens can also subscribe to numerous satellite companies offering an endless selection of music and entertainment channels. The EBA through its radio and television broadcasts offers locally produced programs which cannot be found through other cable and satellite systems. One example is news broadcasts. Most television and radio stations in the state have a mostly local flavor to the news. EBA's broadcasts have a variety of stories from around the state. Another example is the news coverage provided during the legislative session. Outside of Charleston, the media does not provide in depth legislative coverage. Public television produces over 50 hours of in depth legislative coverage through a program called "The Legislature Today." This program provides detailed legislative information available to all state citizens with access to a radio or television.

The WV EBA is recognized nationally through both the public radio and public television. Two of the most recognized television programs were Ashes to Glory, a television documentary about the 1970 Marshall University plane crash, and A Principled Man: Leon Sullivan a documentary about the recently deceased Charleston native who helped end apartheid in South Africa. Ashes to Glory recently won a regional emmy award. These programs were produced by independent producers and distributed by the EBA. A complete list of awards received by the EBA is contained in Appendix E.

The locally produced Mountain Stage is broadcast on National Public Radio and has begun production of a televised series. Mountain Stage has been broadcast for 17 years and produced over 500 programs. The program is now a weekly broadcast to 119 radio stations worldwide through Public Radio International.

The success of the EBA can also be seen in the audience ratings and through the fund raising which supports programming costs. Since 1995 the radio audience has increased 65%. The television audience has fluctuated and was down for calendar year 2000 below the reorganization levels. However, it still exceeds 350,000 viewers in a state with only 1.8 million citizens and is estimated to be at 400,000 for 2001. Table 4 below provides a history of ratings for both radio and television for the previous six years.

Table 4 EBA Ratings Radio (weekly cumulative audience)*					
1995	1996	1997	1998	1999	2000
60,600	80,900	85,200	100,100	92,000	100,000
Television (full day weekly cumulative audience)**					
1993***	1996	1997	1998	1999	2000
367,435	415,905	390,915	346,290	405,200	351,645

* Source: The Arbitron Company

** Source: A.C. Nielsen Media Research

*** 1994 and 95 are not shown due to the consolidation

Is the EBA Still Needed?

When the EBA was created in 1965, there was a great need for diverse and educational programming. The number of television and radio stations available to the West Virginia public was minimal, the TV cable industry was not as wide spread as it is today and the satellite industry was nonexistent. However, since that time, the number of television stations available have greatly increased, as well as the variety and types of programming available through cable and satellite services. Some channels, referred to as clone services by the EBA, offer quality educational programming, such as the History Channel, Discovery channel, and The Learning Channel. **Given the increase in channel selection and program diversity now available to the public, is there a need for the State to continue funding the EBA?**

In order to determine this the Legislative Auditor attempted to use Arbitron and Nielsen ratings data. During meetings, EBA staff have indicated that this is not a perfect measure of their individual station performance, due in part to low sample sizes and response rates below 50%. Admittedly, their ratings in both radio and television are extremely low and in some cases not measurable when compared through the commercial rating services results directly with other local competing services. According to EBA staff, this is especially evident in the Nielsen ratings which place viewing diaries in homes only. Most of EBA's television programming for daytime is viewed by K-12 students. Thus, the major portion of the audience is not counted for those hours. Rating numbers are derived by the EBA as a cumulative number of persons viewing or listening per week through estimates from the commercial ratings services, and viewer call-in programs, as opposed to where they rank in relation to commercial stations.

EBA's response regarding ratings indicates that public television broadcasting as a whole has no competition with the exception of C-SPAN, since they are the only noncommercial stations available to the public. The agency stated:

Public broadcasting remains the one non-commercial haven in the media world. It is committed to quality educational and cultural programming. No cable channel or combination thereof can compete with PBS programming. Its children's programming continues to out draw anything in the commercial world. The so-called clone services are doing well enough but their growth appears to have plateaued. In any case they are not universally and freely available, as is PBS programming.

Reviews of Nielsen data provided by the agency indicate that since 1986 PBS has maintained 2% or better of the national television audience, whereas the clone stations have never risen above 1%. Maintaining better ratings than other channels with similar programming may not prove a need but does demonstrate that PBS television programming appeals more to the public than the other channels. It could also demonstrate that the availability of stations with educational programming is still not universal among the public. This is the case in West Virginia, given that only 65% of all households receive cable services. Many of the states citizens would not have access to educational television programming without the EBA.¹

In the case of West Virginia Public Radio, the EBA faces similar problems in establishing ratings. Although no clone stations compete or exist such as in the case of television, public radio must compile ratings for nine different stations. The EBA uses "the cumulative weekly audience figures which are not percentages but actual projections of total persons listening" to determine their audience numbers. The estimated 100,000 listeners for 2000 represent 5% of the West Virginia population.² Appendix D lists the total expenditures for public television and public radio since 1991.

Future Planning

Currently, the EBA is planning for and upgrading equipment in order to make the full conversion to a digital television network. This conversion is mandated by the federal government and must be accomplished by May 2003. Going digital will allow public television to multicast four stations simultaneously during off peak hours. According to the Executive Director the EBA has received the funding for all of the needed transmitters. If the EBA had not received the funding to meet the deadline, the licenses held by the agency could have been lost.

Part of the digital conversion involves a broadcast called the Legacy Series. The Legacy Series is an interactive series of shows broadcast by public television which allows several sites to discuss our state's economic history, current development strategies and what we can do to diversify our

¹ Percentage is based on 478,529 households receiving cable and a census count of 736,481 families within the state. Figure does not account for satellite services.

² Figure based on West Virginia population although some listeners derived from Pittsburgh and Washington D.C. listening areas.

economy. The series linked 10 different sites across the state “interconnected with breakthrough technology. This technology had never been applied before in this manner. WV Public Broadcasting is the first media organization to try and succeed with multiple-site two-way audio and video digital streaming in a broadcast.”

Conclusion

The agency has been pro-active in reducing costs and utilizing employees effectively. Although change came primarily as a result of reduced federal funding, the agency made the necessary moves to ensure the survival of public television in WV. As a result it has operated well as documented by awards, nationally broadcast documentaries and continued financial support from its viewers and listeners. In addition, the EBA is currently needed to ensure the public has adequate access to educational television and radio since a large portion of the state does not receive cable services. The cost to the state is about \$3 per citizen considering the total population or about \$12 per estimated viewer. The programs and information provided by the EBA, such as the Legislature Today, simply would not be broadcast if the agency did not exist. Finally the programs provided by the EBA are not influenced by commercial investment perhaps allowing the public access to programming with a more objective point of view.

Recommendation:

The Legislature should continue the Educational Broadcasting Authority.

APPENDIX A

Transmittal Letter to Agency

WEST VIRGINIA LEGISLATURE
Performance Evaluation and Research Division

Building 1, Room W-314
1900 Kanawha Boulevard, East
Charleston, West Virginia 25305-0610
(304) 347-4890
(304) 347-4939 FAX



John Sylvia
Director

December 27, 2001

Rita Ray, Executive Director
Educational Broadcasting Authority
600 Capital Street
Charleston, West Virginia

Dear Ms. Ray:

This is to transmit a draft copy of the last issue of the Preliminary Performance Review for the Educational Broadcasting Authority. This report is scheduled to be presented at the Sunday, January 6, 2002 interim meeting of the Joint Committee on Government Operations. It is expected that a representative from your agency be present at the meeting to orally respond to the report and answer any questions the committee may have. We would like to schedule an exit conference to discuss the report with you at 11:00 A.M. Jan 2, 2002 if this is convenient with you. We would appreciate your written response by Jan 3, 2002 in order for it to be included in the final report.

Thank you for your cooperation.

Sincerely,

Handwritten signature of John Sylvia in cursive script.
John Sylvia

JS/mhm

Joint Committee on Government and Finance

APPENDIX B

EBA Expenditures FY 1991-2000

EBA Expenditures FY 1991-2000

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Salaries, employee benefits	\$4,151,482	\$4,320,625	\$4,458,714	\$4,316,557	\$4,337,957	\$4,748,267	\$4,814,036	\$4,187,168	\$4,396,071	\$4,220,596
Donated services of volunteers	\$147,336	\$139,566	\$153,312	\$141,377	\$164,907	\$28,353	\$26,406	\$0	\$0	\$0
Indirect support	\$105,563	\$87,694	\$30,930	\$28,792	\$31,276	\$29,463	\$10,063	\$0	\$0	\$0
Professional services	\$922,314	\$931,424	\$951,167	\$917,675	\$1,719,967	\$1,120,344	\$918,644	\$851,370	\$903,127	\$937,766
Office expense	\$106,813	\$120,393	\$132,982	\$60,928	\$77,330	\$112,098	\$95,751	\$114,977	\$114,957	\$125,032
Telephone	\$185,467	\$172,085	\$187,743	\$176,574	\$206,584	\$276,004	\$212,884	\$226,753	\$207,185	\$219,306
Postage	\$107,581	\$70,162	\$86,420	\$113,318	\$137,294	\$118,079	\$111,564	\$119,868	\$119,070	\$126,229
Advertising	\$70,867	\$134,624	\$78,091	\$75,507	\$83,666	\$149,210	\$114,842	\$101,074	\$102,673	\$133,142
Occupancy	\$791,721	\$644,483	\$479,286	\$492,935	\$496,305	\$484,579	\$508,285	\$541,185	\$541,778	\$445,522
Rental, maintenance of equipment	\$340,764	\$357,131	\$353,846	\$346,831	\$347,278	\$397,961	\$338,087	\$421,867	\$494,922	\$432,275
Printing and Publication	\$169,059	\$195,748	\$225,020	\$212,852	\$237,168	\$220,288	\$212,666	\$209,048	\$161,687	\$157,412
Travel and transportation	\$318,148	\$351,197	\$407,211	\$232,947	\$291,852	\$211,776	\$167,536	\$163,169	\$153,407	\$140,854
Program costs	\$2,008,763	\$3,136,895	\$2,447,410	\$2,339,785	\$2,422,949	\$2,059,832	\$1,898,011	\$1,790,593	\$1,675,693	\$1,650,172
Interest	\$69,409	\$58,503	\$54,518	\$70,021	\$92,349	\$86,172	\$67,597	\$90,016	\$143,685	\$141,805
Miscellaneous	\$249,669	\$185,392	\$238,354	\$162,309	\$297,573	\$196,131	\$234,284	\$195,434	\$194,782	\$238,859
Depreciation	\$894,263	\$930,946	\$1,016,376	\$991,705	\$1,008,173	\$1,011,786	\$1,004,084	\$1,177,353	\$1,203,909	\$1,101,744
Total expenses	\$10,639,219	\$11,836,868	\$11,301,380	\$10,680,113	\$11,952,628	\$11,250,343	\$10,734,740	\$10,189,875	\$10,412,946	\$10,070,714

APPENDIX C

EBA Revenues FY 1991-2000

Appendix C
EBA Revenues FY 1991-2000

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Membership income	\$999,985	\$1,109,758	\$1,059,052	\$964,348	\$1,105,477	\$1,163,255	\$1,156,866	\$1,269,820	\$1,277,975	\$1,395,752
Underwriting and advertising	\$576,986	\$500,991	\$572,100	\$579,785	\$584,242	\$624,594	\$644,816	\$506,223	\$588,426	\$720,011
Donated volunteer services	\$147,337	\$123,944	\$118,613	\$107,168	\$121,677	\$0	\$0	\$0	\$0	\$0
In-Kind contributions	\$476,069	\$723,638	\$875,925	\$678,169	\$733,533	\$304,719	\$313,207	\$343,863	\$300,730	\$146,222
Miscellaneous income	\$508,043	\$564,456	\$651,877	\$498,800	\$665,000	\$688,132	\$559,338	\$553,510	\$580,943	\$498,901
Community service grants	\$1,775,701	\$1,876,093	\$1,766,594	\$1,764,251	\$1,769,195	\$1,759,634	\$1,374,848	\$1,169,957	\$1,072,232	\$1,085,107
Other grants	\$411,529	\$402,748	\$377,598	\$143,433	\$1,338,361	\$328,111	\$275,629	\$183,043	\$360,646	\$417,456
Capital additions	\$43,091	\$667,792	\$222,561	\$45,145	\$292,844	\$53,956	\$256,424	\$1,109,124	\$1,201,676	\$353,725
Interest income	\$66,981	\$62,744	\$28,650	\$24,993	\$22,332	\$17,273	\$21,116	\$65,649	\$71,802	\$37,647
Gain on disposal of assets	\$0	\$0	\$0	\$74,874	\$12,802	\$7,810	\$0	\$0	\$0	\$0
State appropriations: General	\$5,365,950	\$5,455,702	\$5,184,484	\$5,072,843	\$5,153,163	\$5,236,525	\$5,333,817	\$5,225,380	\$5,394,284	\$5,360,721
State appropriations: Special	\$0	\$0	\$199,000	\$0	\$247,833	\$212,167	\$335,946	\$13,756	\$2,456	\$201,920
Indirect support, State of WV	\$151,927	\$179,491	\$150,890	\$150,019	\$152,710	\$149,071	\$1,167,517	\$14,000	\$0	\$0
Total Revenues	\$10,523,599	\$11,667,357	\$11,207,344	\$10,103,828	\$12,199,169	\$10,845,247	\$11,439,524	\$10,454,325	\$10,851,170	\$10,217,462
Less: Expenses	\$10,639,219	\$11,836,868	\$11,301,380	\$10,680,113	\$11,952,628	\$11,250,343	\$11,763,194	\$10,189,875	\$10,412,946	\$10,070,714
Current Earnings	(\$115,620)	(\$169,511)	(\$94,036)	(\$576,285)	\$246,541	(\$405,096)	(\$343,670)	\$264,450	\$438,224	\$146,748
Add: Fund Balances, beginning of year	\$6,212,364	\$6,096,744	\$5,927,233	\$5,833,197	\$5,256,912	\$5,503,453	\$4,768,582	\$4,424,915	\$5,552,416	\$5,990,640
Fund Balances, end of year	\$6,096,744	\$5,927,233	\$5,833,197	\$5,256,912	\$5,503,453	\$4,768,580	\$4,424,912	\$5,552,416	\$5,990,640	\$6,137,388

APPENDIX D

Television and Radio Expenditures

Appendix D
Television and Radio Expenditures

	<u>Television</u>	<u>Radio</u>
1991	\$8,288,222	\$2,350,992
1992	\$9,457,896	\$2,377,205
1993	\$8,924,188	\$2,375,124
1994	\$8,187,420	\$2,491,225
1995	\$9,614,711	\$2,329,218
1996	\$8,924,197	\$2,325,762
1997	\$7,275,237	\$2,499,834
1998	\$5,764,423	\$2,389,159
1999	\$5,784,498	\$2,367,038
2000	\$6,600,381	\$2,280,598

APPENDIX E

WVPBS Award Highlights Since 1985

Appendix E

WVPBS Award Highlights Since 1985

VANDALIA SAMPLER: THREE POTTERS – P/D

Nakashima

1984 SECA (NETA), Certificate of Merit

1987 The American Film and Video Festival,
Educational Film Library Association, Finalist

Distributor: SECA

SIMPLE GIFTS CAMPAIGN – Producer/Director

Nakashima

1986 PBS Promotion Award, Honorable Mention

1986 SECA (NETA), Best Corporate/Institutional
Promotion

Distributor: NONE

VANDALIA SAMPLER: Portrait of Three Photographers – Series Producer, Nakashima

1986 SECA Best Cultural Program

Distributor: NONE

RYAN'S DEN – PD, Nakashima

1988 SECA, Program Series Promotion

REVELATIONS – PD, Paul Watson & Mark Samels

1989 International Documentary Association,

Honors in the category of Distinguished

Documentary Achievement

DIFFERENT DRUMMER PROMOTION – PDs, Samels/Nakashima

1989 SECA (NETA), Local Promotion for Individual
Program or Series, Certificate of Merit

1989 PBS, Best Advertising and Promotion Spot

1989 SECA (NETA), Best Single Video Item,

Different Drummer: YOUR PUBLIC SERVANT

1991 SECA (NETA), Best Promotion Award,

Different Drummer

1991 SECA (NETA), Best Local Promotion for an
Individual Program or Series

Distributor: NETA, BBC, TAPESTRY (OTHERS
UNKNOWN)

DIFFERENT DRUMMER, YOUR PUBLIC

SERVANT – PD Nakashima

1989 Chicago International Film Festival,
Documentary Local, Certificate of Merit
Distributor: NETA, BBC, TAPESTRY (OTHERS
UNKNOWN)

**DIFFERENT DRUMMER: DANCING OUTLAW –
PD Jacob Young**

1991 SECA John R. Haney Award for Best
Television Program
1992 CPB Special Achievement
1992 American Film Institute National Video
Festival,
Robert M. Bennett Award, Documentary
Category
1992 Regional Emmy, Best Documentary
Selected for Input Screening (don't know year)
Distributor: NETA, BBC, TAPESTRY (OTHERS
UNKNOWN)

**DIFFERENT DRUMMER: GLITCH IN THE
SYSTEM – PD Jacob Young**

1989 SECA Winner for News and Public Affairs
1989 Corporation for Public Broadcasting Silver
Award for Outstanding, Innovative Approaches to
Television Production
Input Screening (don't know year)
Distributor: NETA, BBC, TAPESTRY (OTHERS
UNKNOWN)

**DIFFERENT DRUMMER: HAMMER ON THE
SLAMMER – PD Jacob Young**

1989 International Film & TV Festival of New York,
finalist
Distributor: NETA, BBC, TAPESTRY (OTHERS
UNKNOWN)

**WEST VIRGINIA: A FILM HISTORY – Producer
Mark Samelsl**

1995 Columbus International Film and Video
Festival, Bronze Award
(CAN'T REMEMBER THE PBS DISTRIBUTION)

**ACT UP: THE STORY OF A PERFORMANCE – PD
Nakashima**

1991 SECA (NETA), Best Instructional TV Program
1991 SECA (NETA), Best Instructional TV,
Elementary
1992 Corporation for Public Broadcasting, First
Place, Instructional Category

1992 Corporation for Public Broadcasting, First Place, Children's Category
1992 Birmingham International Educational Film Festival, Finalist, Fine and Performing Arts
Distributor: SECA

MOUNTAINEER: GILIGAN'S APPALACHIA – PD Tom Nicholson

1995 SECA (NETA), John R. Haney Award for Best Public Television Award
Distributor: NONE

MOUNTAINEER – PD Nakashima

1995 SECA (NETA), Best News and Public Affairs Program
1995 National Academy of Television Arts and Sciences, Regional Emmy, Best Documentary
1997 INPUT (International Public Television Screening & Seminar) United States Finalist,
1997 POV (The PBS series) Finalist
Distributor: NETA, BBC, TAPESTRY (OTHERS UNKNOWN)

Ashes to Glory -regional Emmy

37th Annual Midwestern Regional Emmy. Best Sports Program, from the Ohio Valley Chapter of NATAS, Witek & Novak, Inc./West Virginia Public Television
Deborah Novak, John Witek, Steve Chapman
2000 Excellence in Media, Silver Angel Award.
2000 International Film Festival in Houston WorldFest, Platinum Documentary Division.
Distributor: (UNKNOWN)

Hearts of Glass - NETA Best of the BEST

1999 Crystal Communicator winner, 1999 NETA Best of the Best Award winner
Produced by Witek & Novak, Inc. in conjunction with West Virginia Public Broadcasting, this hour-long presentation documents the struggles and successes of a small West Virginia company.

New Music - NETA

1997 National Educational Telecommunications Association winner,
1996 Communicator winner & Telly finalist

This half-hour documentary, which aired on West Virginia Public Broadcasting, was produced by Witek & Novak, Inc. and West Virginia PBS. The

program follows a trio of musicians as they prepare in Huntington, West Virginia for a Kennedy Center performance in the nation's capital.

Getting Over Arnette - NETA

John R. Haney Award for Best Television Program
(1995)
Distributor: NONE

Road to College

1993 SECA PTV/Informational
Distributed by SECA (OTHERS UNKNOWN)

Legacy Series on Economic Development in West Virginia

Pugh Batten Award 2000

Choral Fusion -- 1996 Crystal Communicator & Telly finalist

This hour-long production was produced by West Virginia Public Broadcasting -- presenting Marshall University students in performance at St. John's Episcopal Church in Huntington, West Virginia.

A River Called Ohio -- 1995 Crystal Communicator winner

This hour-long presentation -- produced by West Virginia Public Broadcasting -
- documents the cruel reality and vivid splendor of life along this historic waterway.

West Virginians in War -- 1995 Telly finalist

This 90-minute documentary -- produced by West Virginia Public Broadcasting -- reviews the historic role of mountaineers defending their nation in time of war.

APPENDIX F
Agency Response

January 3, 2002

Mr. Michael Midkiff
Senior Research Analyst
Performance Evaluation and Research Division
West Virginia Legislature
Building 1, Room W-314
1900 Kanawha Boulevard, East
Charleston, WV 25305-0610

Dear Mr. Midkiff:

I have no objections or concerns to any of your findings in the Preliminary Performance Review and very much appreciate your positive recommendation that the Educational Broadcasting Authority be continued. The members of the Authority and my staff work very hard to provide an effective and efficient programming service. With your endorsement, the EBA will continue to use its resources to advance the cause of education, culture, and citizenship for all West Virginians.

Sincerely,



Rita Ray
Executive Director

RR/dl

