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Wheeling Heritage Media Launches Podcast on Wheeling Brewer

WHEELING, W.Va. – August 22, 2019 – Wheeling Heritage is bringing Wheeling’s brewing history to life with “Henry: The Life and Legacy of Wheeling’s Most Notorious Brewer,” a new podcast by Wheeling Heritage Media. The podcast examines the life of Henry Schmulbach, a German brewer in Wheeling, whose life touched on important themes in the city, including immigration, politics, industrialization and crime.

The six-episode series’ first episode is available now on iTunes and Spotify. Search “Wheeling Heritage” to find the podcast.

Hal Gorby, a teaching assistant professor at West Virginia University who specializes in immigration and working-class history in the late 19th and early 20th centuries, hosts the podcast.

Each episode is built around a theme in Schmulbach’s life, and also how it correlates with an important theme in Wheeling’s history. For example. The first episode, “German Wheeling,” describes Schmulbach’s life as a German immigrant, while also explaining how immigrants have and continue to shape Wheeling today.

Dillon Richardson and Johnathon Porter of Jan’s House Media produced the series.

“This is Wheeling Heritage’s first venture into storytelling through podcasts. We are continually looking at ways to engage more people in Wheeling’s stories, and as audio storytelling grows, we realized this was a great opportunity to reach a wider audience,” said Alex Weld, director of operations for Wheeling Heritage.

“We can reach people who maybe don’t like attending a lecture, reading a dusty old book, going on a walking tour, or visiting a historic site,” Gorby said. “As a multi-episode podcast, it allows listeners to hear Henry’s life advance with the city. It’s also just plain fun too getting to hear about the good and also not-so-good parts of our history.”

Although Gorby had already done extensive research on Schmulbach, even he learned about the brewer’s life throughout preparing for the series.

“I was really surprised by how much extra history I learned through the research about Henry’s life, which I thought I knew pretty well already. In particular, the role he played in efforts promoting the German culture in Wheeling,” Gorby said. “I don’t think people realize how German Wheeling truly was in the late 19th century. I hope the podcast gives them a better sense of this cultural heritage and how it was ultimately lost.”

About Wheeling Heritage:

[Wheeling Heritage](#) is a catalyst for the revitalization of Wheeling. Through historic preservation,

community development, and the arts, we help to tell Wheeling's story and shape its future. We seek to improve the quality of life in Wheeling by preserving and investing in our city, collaborating with others, and engaging the citizens of Wheeling in our work.