There’s nothing like a presidential election to remind us of our responsibilities as citizens — to vote, and more importantly, to be informed in order to vote.

WITF mission — to connect us to each other and to opportunities for lifelong learning — can also be expressed as “creating a community of citizens.” We do this through programs that inspire curiosity in children and adults, and in our news and information programming that explores the context and content of the issues. We are driven to this by our mission, but also by public media’s listeners, viewers and readers — people who vote, volunteer, and follow news at rates far higher than other Americans.

The 2016 Presidential Election presented a challenge like no other for journalists and their news organizations. The “media” were criticized for bias, for false equivalence, for pandering and for chasing after clicks and ratings. Public television and radio — and WITF — forged ahead with contextual and explanatory reporting. For regional and statewide races, we presented candidate interviews and debates. Even in the most contested of those races, we created a “civil conversation zone” that the candidates respected and that our listeners valued.

Going forward, WITF will continue to deliver trusted news and information, on a rapidly expanding variety of platforms. From our history in television, radio and print, we’ve already added Twitter, Facebook, Facebook Live and Instagram. And in the future — who knows what new mobile or digital platforms will emerge to engage consumer use and interest? We will be ready.

When we describe our mission as creating a community of citizens, we emphasize both “community” and “citizens.” We aspire not only to inform the individual citizen, but to be a place where citizens can feel at home, in a community of persons devoted to a good society and to informed self-governance.

Thank you for your support of this mission, and for your informed civic participation.
IN THE COMMUNITY

Transforming Health reached new heights this year. The project, which is now getting exposure nationally through a collaboration with Kaiser Health News and NPR, has taken on topics important to the community. Through stories on WITF 93.5 & 93.1, Smart Talk discussions, and episodes of HealthSmart on WITF TV, the project has helped explain deeply complicated topics like health care consolidation, precision medicine, telemedicine, continued ripple effects of the Affordable Care Act, and how the new health care team directly affects health care.

The Transforming Health project has also illuminated the biggest health crisis in a generation: the opioid epidemic. Transforming Health engaged with our audiences in the community, with multiple panel discussions throughout the region about end-of-life issues. More than 500 people attended the events, showing how Transforming Health is meeting a demand for conversation about health care.

All health content created can be viewed online at TransformingHealth.org

News Director Tim Lambert talks with Debby Buca at the Flight 93 National Memorial in Somerset County. He produced a multimedia story marking the 15th anniversary of the September 11th terrorist attacks.

Host Scott LaRue chats with guests at the Lancaster train station during a monthly remote Smart Talk Road Trip broadcast.

Gov. Tom Wolf signs legislation placing limits on opioid prescribing in PA, in response to the overdose crisis.

A rusted car sits on an overgrown lot at the Knaer brewery in Mahanoy City, PA. At one point in the early 20th century, the brewery employed 150 people. James Rhoades, the borough’s engineer, says the brewery is the poster child of blight in Mahanoy City.

What’s left of the St. Nicholas coal breaker — once a pulsating building — just outside of Mahanoy City in Schuylkill County, Pennsylvania.

In Partnership with

Penn State Health

WITF Smart Talk

For the youngest members of our community of citizens, WITF counts on playing together to inspire learning. How do we help children be engaged learners at WITF?

You can always count on quality television programming with signature shows like Daniel Tiger’s Neighborhood and Wild Kratts. Children can also meet and play with their favorite PBS characters at fun, in-person events throughout our region. Ready Set Explore events connect families to creative activities to inspire curiosity around science, technology, engineering and math.

These events are designed to engage families at and after the event, connect families to our programming and inspire active learning experiences for our youngest learners.

WITF is also proud to be an EITC approved Educational Improvement Organization. This year, we piloted Explore in the Classroom to bring Ready Set Explore activities to underserved schools. In York City School District, we conducted three enrichment experiences with every kindergartener and first grader at Ferguson K-8 School. More than 160 children participated and each child received three new books to take home.

WITF 2016 Annual Report
WITF TV
WITF 89.5 & 93.3
WITF.ORG
PENNSYLVANIA PUBLIC RADIO
CENTRAL PA MAGAZINE
TV LISTINGS GUIDE
E-NEWSLETTERS
EVENTS

EDUCATION & COMMUNITY EVENTS • SCREENINGS & FORUMS • EITC APPROVED

ROAD TRIP
FM FUN RAISING

NEWS Director Tim Lambert (right) and the Arts and Culture team of Joe Ulrich (left) and Cary Burkett work to get the phones ringing during a WITF FM pledge drive.

310+ HOURS ON AIR TV & FM FUNDRAISING

Throughout the year WITF offers exclusive opportunities for donors and the general public to Meet & Greet public broadcasters and other celebrities like Brit Floyd (above) and more!

The Central PA Writing Contest, NOW IN ITS 19TH YEAR, showcases creative short stories by talented writers in our region. Sponsored by York College.

With trips to the British Isles and Cuba, the WITF Travel Club continued its educational excursions. Coming up? Italy, Iceland and South Africa!

30+ COMMUNITY EVENTS
203 SUBMISSIONS
2 TRIPS / 29 TRAVELERS

MEET & GREET
LOVE OF WRITING
WITF TRAVEL

@witfnews
14,601+ Followers

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67% of WITF’s audience prefers to buy products from businesses that support public media.
Radio Television Digital News Association (RTDNA) National Edward R. Murrow Award for Hard News Feature and Best Use of Sound. The two National Murrows gave WITF the most among radio stations in its market size.

6 RTDNA Regional Edward R. Murrow Awards – including two honors for “The Outhouse Races.”

2nd Place 2015 Public Radio News Directors Incorporated (PRNDI) awards for continuing coverage of the heroin epidemic.

21 PA Associated Press Broadcaster Association (PAPBA) awards – including our second straight Joe L. Snyder Award for overall excellence and 10 first place awards (WITF TV included).

RADIO PA

3 NASRN awards (National Association of State Radio Networks) — including best feature: “Road Warriors” – Rachel McDevitt rides with disabled vets biking across the country.

9 PAPBA awards – including three first place honors.

Mingling at the premiere of WITF’s original documentary I go home – a one-hour documentary chronicling the journey from institution to inclusion for people with intellectual disability. (Left to right) Dennis Downey, Professor of History at Millersville University; Cara Williams Fry, WITF Senior Vice President & Chief Content Officer; Keira McGuire, Producer; Dana Olsen, Director of the PA History Coalition Honoring People with Disability.

TRANSFORMING HEALTH'S CARING FOR MOM & DAD WORKSHOP SERIES

Connected families to local caregiving resources throughout the region.

WITF Multimedia News Director Tim Lambert, on behalf of Joe Ulrich, accepts a National Edward R. Murrow Award from NBC Nightly News anchor Lester Holt, for Joe’s story on Outhouse Races.

Transforming Health’s reporter Ben Allen accepts a National Murrow Award from Nightline anchor Byron Pitts for his reporting on the heroin crisis.

Previews

Transforming Health’s Caring for Mom & Dad workshop series connected families to local caregiving resources throughout the region.

PANEL DISCUSSIONS

WITF TV 89.5 & 93.3

PUBLIC APPEARANCES

WITF’s news team hosts many community discussions, including a News & Brews with LNP’s staff in Lancaster.

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