As more and more information is available, a growing number of people tend to live in partisan bubbles reinforced by their social media platforms. WITF works to bring fact-based, contextual news to our region.

TRANSPARENCY
Because WITF’s standing with its audience is based on trust, transparency is also a pillar of the relationship. Transparency includes disclosing potential conflicts of interest as well as talking to the public about WITF’s editorial process and standards.

COLLABORATION
WITF has added to, and strengthened its relationship with, other Pennsylvania media organizations as well as NPR. The collaborative projects multiply journalistic resources and better inform our viewers, readers and listeners.

COMMUNITY
WITF: Inspiring Conversations. Connecting Our Community. As Central Pennsylvania’s only locally owned media organization, WITF is accessible and locally connected. WITF’s programs and events encourage active involvement by the community.

EDUCATION
Making connections with families and children through outreach and engaging events is what our Education Department does best. As we build these sustainable connections, our community grows stronger.
TRUST

WITF’s journalists worked to bring different perspectives to issues that resonated across the country. They traveled across the Commonwealth to report on the 2016 election — listening to voters in coal country and explaining their views. Transforming Health heard from people who shared their experiences with the Affordable Care Act. StateImpact Pennsylvania provided context to the natural gas pipeline build-out and Keystone Crossroads delved into the history of racial tensions in York County. For six months, we followed the journey of a Cumberland County teenager through the juvenile justice system and told her story in a three-part series. Smart Talk featured a week of shows explaining how the system works.

COLLABORATION

WITF journalists are part of several collaborations within public media on state government, energy and health. Our StateImpact Pennsylvania project is expanding thanks to a grant from the Corporation for Public Broadcasting — from a collaboration between WITF and WHYY/Philadelphia to one that includes WESA/Pittsburgh and the Allegheny Front. In FY17, Transforming Health partnered with Kaiser Health News and more than 20 public media organizations across the nation to report on health policy. We are continuing our commitment to report on the devastating effects of the opioid crisis. And we expanded our reach through community engagement events, such as a forum examining health care challenges in York and a meaningful discussion about the impacts of addiction.

COMMUNITY

Smart Talk Road Trips—Scott LaMar is on the move! More than 15 stops and counting, each Road Trip is unique. From Pine Grove Furnace State Park and The Flight 93 Memorial...to Cornerstone Coffeehouse and the Pennsylvania Railroad Museum, these live remote broadcasts give listeners the opportunity not only to watch, but also to participate in the discussion. Preview Screenings: Hamilton's America, When I'm 65, Mercy Street— From a behind-the-scenes look at the making of a record-breaking Broadway musical, to tips for planning for retirement and the historical fiction of a regionally popular Civil War medical drama—sneak preview screenings and panel discussions bring WITF programming to our communities.

TRANSPARENCY

As questions were raised on the national level about the credibility of some news organizations, WITF’s reporters and executives took part in forums to discuss their work and journalism in general. They also spoke to community groups across the region about the changing face of journalism and how people can become better news consumers. Our News and Brews events give the public a chance to talk to and question our journalists face-to-face. At one such gathering in Lancaster, NPR Morning Edition Host David Greene noted that the relationship between WITF and NPR meant that WITF’s journalists inform the work of his colleagues at the “mothership.”
Two of WITF’s most significant events of FY17 were connected: a strategic planning effort begun in July 2016 and a channel-sharing agreement that WITF negotiated with a commercial broadcaster (Tribune Broadcasting’s WPMT-TV). The strategic plan envisioned (1) WITF’s participation in the FCC’s spectrum auction via a channel sharing agreement, an agreement that provided a $25 million payment and (2) an expanded service mission based on the guidance of our viewers, listeners and readers.

A bit of background: because of advances in digital technology, WITF can share spectrum with another station without reducing our current broadcasting capabilities—in fact, WITF has expanded its offerings (see below). The channel sharing agreement is a technical contract for the delivery of each station’s broadcast signal; there is no editorial interaction between the stations.

The proceeds have been deposited in WITF’s board-designated endowment, where the earnings will add approximately $1 million to WITF’s annual revenues (about 9%). The funds are being used to accelerate WITF’s work in three important areas identified in an audience survey in August 2016. Two of these have already launched:

- A new, statewide news organization, dedicated to enhanced coverage of Pennsylvania policy, politics and statewide issues. Called PA Post, it will utilize digital platforms to give Pennsylvanians the information needed to be informed citizens, and help fill the void created by years of declining news coverage by print and commercial media. PA Post is currently in development.

- A news media literacy program for Central Pennsylvania to help young students interpret and use media wisely. The pilot project is now underway for 3rd and 4th graders at York City’s new STEAM Academy.

- We launched the PBS Kids Channel in June 2017. PBS Kids is a broadcast and streaming channel to make PBS’s trusted children’s programs available to all, free, every hour of the day.

These efforts are substantial and will take time and donor support to achieve. But by working together, WITF will continue to be the public media organization our audiences need and expect.

We describe our mission as “to strengthen our communities by connecting us to each other and to opportunities for lifelong learning,” by which we mean helping to support a community of persons devoted to a good society and to informed self-governance. Thank you for your support of this mission!
WITF’s mission is to strengthen our communities by connecting us to each other and to opportunities for lifelong learning.

**725,000+ RESIDENTS OF SOUTH CENTRAL PA CHOOSE PUBLIC MEDIA EACH MONTH ON WITF’S MANY PLATFORMS**

**WITF TV**
- WITF 89.5 & 93.3
- WITF.org
- Pennsylvania Public Radio
- Central PA Magazine
- TV Listings Guide
- E-Newsletters
- Events

**WITF 89.5 & 93.3**
- 239,000 Weekly CUME Viewers
- PBS is consistently ranked #1 in public trust.
- 82% of all U.S. television households watch PBS over the course of a year.

**WITF DIGITAL**
- 119,000+ Monthly Sessions
- 148,000+ Monthly Session Starts
- 3,000+ Monthly User Opens

**Pennsylvania Public Radio**
- News that is: in-depth, regional, statewide, national, thoughtful, smart & entertaining!

**What is NPR?**
- PENNSYLVANIA PUBLIC RADIO
- From Philadelphia to Erie Pennsylvania Public Radio delivers news to listeners across the state.

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**TOTAL REVENUE BY SOURCE**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memberships and Contributions</td>
<td>$3,199,566</td>
</tr>
<tr>
<td>Corporate Sponsorships</td>
<td>$1,330,362</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>$9,257,068</td>
</tr>
<tr>
<td>Ancillary Media Services</td>
<td>$13,284,243</td>
</tr>
<tr>
<td>State Grants</td>
<td>$1,250,000</td>
</tr>
<tr>
<td>Other Income (Loss)</td>
<td>(442,945)</td>
</tr>
<tr>
<td><strong>Total Community Support</strong></td>
<td>$15,497,629</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$10,731,889</td>
</tr>
</tbody>
</table>

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**TOTAL EXPENSES BY FUNCTION**

<table>
<thead>
<tr>
<th>Function</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General &amp; Administrative</td>
<td>$1,143,379</td>
</tr>
<tr>
<td>Educational &amp; Media Services</td>
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<tr>
<td>Federal Grants</td>
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<tr>
<td>Corporate Sponsorships</td>
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<td>Program and Other Support</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$9,985,871</td>
</tr>
</tbody>
</table>

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**Total Community Support**

- $5,497,629

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**Cover Map**

- Witf TV
- WITF 89.5
- WITF 93.3
WITF is where trusted information inspires thoughtful discussion—online, on-air and in person. WITF helps us navigate a complex world.

Average 17,801+ followers includes: WITF.org, Transforming Health and State Impact PA

@witfnews 19,195+ followers

@witf 7,166+ followers

3 TRIPS / 71 TRAVELERS

With trips to Cuba and Italy, the WITF Travel Club continued its education excursion around the world. Coming up: Iceland, South Africa and Vietnam.
THE SUPPORT OF PREMIER CIRCLE DONORS ENABLES WITF TO PROVIDE
INSPIRE AND ENTERTAIN - ONE MILLION

67% of WITF’s audience prefers to buy
products from businesses that support public media.

CORPORATIONS
The Corporation for Public Broadcasting
Glatfelter Insurance Group
McClure Company, Inc.
Pepper Hamilton LLP
Studio East Hair Design
Zulli Law Offices

FOUNDATIONS
The H. B. Alexander Foundation, Inc.
The Aschland Foundation
Mr. & Mrs. William F. Brossman
Mr. & Mrs. Robert J. Grossman
Mr. & Mrs. Robert F. Gaynes
Mr. & Mrs. Willard Ellis
Mr. & Mrs. Daniel P. Elby
Mr. & Mrs. Robert F. Gorry
Ms. & Mrs. Reuben Franklin

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Ms. Susan Ammons
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Bart & Alice Anderson
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Dr. Rashid Anjum
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Troy and Joanne Baked
Peter & Alison Ballantine
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Mr. Richard Barnes
Dr. & Mrs. Don Berkow
Mary Adams Besch
Richard A. Bigdood & Ann R. Steiner
Mr. Thomas Bilet

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Ms. Annie Dierman
Mr. & Mrs. William D’Elia
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Dr. & Mrs. Roger Chappelka

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Ms. Vicki Glatfelter
Dr. Dudley R. Gordon & Dr. Johnne E. Gordon
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Lois Lehman Grass
Ms. Orphan H. Graysill
Dr. & Mrs. Pat Greenawald
Michael L. Greenwald
Mrs. Anna Griegoryeva
Mr. Randall G. Grossman
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Gladys & Tucker Hill
Mr. & Mrs. Milton Hoak
Mr. & Mrs. Steven R. Hoffman
Ms. Kathleen E. Hogan
Dr. & Mrs. Wayne C. Hoover
Boies Hoover
Dr. & Mrs. Daniel Hottenstein
Ellen & Frank W. Jackson

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Dr. & Mrs. Bruce Johnson
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Joanne M. Judge & Rick Oppenheimer
Mr. & Mrs. Dean R. Jury
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Mr. Robert Krasne & Ms. Hale S. Krasne
Dale E. Knoke
Mr. & Mrs. Loren Krom
Mr. & Mrs. Paul Krueger
Brigadier General & Mrs. E. Thomas Kuhn, Jr.
Mr. & Mrs. Jeffrey Laird
Ms. Amy Lambert
Isaac D. Larkin
Mr. & Mrs. Sam Lauts
Karen and Michael Leader
Mr. Charles Lee
Holly M. Leggett
Mr. & Mrs. Kenneth E. Lehman
Bill & Beverly Lehr
Mr. Mark Leightech
Dr. Richard M. Levin
Ms. Julie Lobur
Shelley & William Lockwood
EXCEPTIONAL EDUCATIONAL AND CULTURAL PROGRAMS THAT TOUCH, PEOPLE – IN OUR REGION EACH YEAR.

Dr. Denis J. Milke &
Mr. Kermit M. Norris
Jan Nolting Carter
William & Diane Nitterhouse
Mr. Don A. Nelson
Dr. & Mrs. William M. Murray
William J. Murray & Linda L. Miller
Mrs. Joyce Mumma
William J. Murray & Linda L. Miller
Dr. & Mrs. William M. Murray
Mr. Ed Neff & Dr. Jeanne H. Neff
Mr. Don A. Nelson
William & Kristina Newport
William & Diane Nitterhouse
Jan Notting Carter
Ms. Kermit M. Norris
Dr. Denis J. Milke &
Ms. Kristen Olewine-Milke
JM Mead, LLC
Ms. Mollie McCurdy
Dr. Tom McGarrity
Ms. Mary Warner
Mr. Bruce R. Martin &
Mrs. Kenneth Marsh
Dr. Richard Mailman
Dr. Stephen C. MacDonald &
Regina M. "Gigi" Luto
Mr. Barry Lukens
Regina M. “Gigi” Luto
Dr. Stephen C. MacDonald &
Ms. Mary Warner
Dr. Richard Hallowman
Dr. Xuemei Huang
Kendra Aucker, Lewisburg
Susan C. Eckert, Lancaster
Anthony Conte, Camp Hill
Anne Kinsley, York
MARGARET “MIKE” DRISCOLL, YORK
CHAIR
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CHAIR
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CHAIR
Kendra Aucker, Lewisburg
Michael Breslin, Harrisburg
David Bronstein, Hummelstown
Jane Conover, York
Anthony Conta, Camp Hill
Susan C. Eckert, Lancaster
Charles Hooker, Camp Hill
Anne Kinsley, York
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Mr. Brandon Fritz
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Roger Baumgartner
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Soon Slayman
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Ms. April Ballou
Mrs. Janice L. Snyder
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Michael J. Rich
Dr. & Ms. Dan Sotrescu
Morton & Alice Specter
Carol Wilson Springner, DSW
Mr. & Mrs. Daniel K. Stacks
Mr. & Mrs. Frank Steam
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Mr. & Mrs. Robert Steiner
Carol Steinour Young &
Robert F. Young
Ms. Rebecca L. Sterner
Charles N. Stewart
Mr. Peter Stilt
Dr. & Mrs. Drew Stoken
Mr. Marvin Stouffer
Art Straub
Mr. William Street
Dr. Carl Stikwerda &
Dr. Gail Bossenga
Mr. & Mrs. David Stuart
Mrs. Virginia A. Suhring
Mr. Peter Swan &
Ms. Barb Krassiker
Mr. James M. Taggart &
Prof. Carole M. Coughlin
Mr. & Mrs. Andrew Terrell
Mr. Lou Thieblemont &
Mrs. Lynn Alvares
Anna & Roget Thomas
Ms. Diane M. Tokarsky &
Mr. Stephen A. Moore
Helena Tudaya-Payne
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Mr. Mark H. Van Blargan
Pat Vance
Mr. Boyer & Mrs. Mary Velich
Mrs. Kathleen W. Venneri
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Eric L. Brossman
Paul & Judy Ware
Dr. Stephen C. MacDonald &
Ms. Mary Warner
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Mr. & Mrs. Isaac H. Weaver
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Mr. & Mrs. Mike Wege
R. Timothy & Mary Webber Weston
Ms. Sally Wilker
Kim Whiteley
Dr. Jonathan P. Whitney & Ms.
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Dr. & Mrs. David H. Wilderman
Bill Wilkey
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Mrs. Joan Winter
Mr. Joe Wirbach
Mrs. Cornelia Wolf
Ms. Susan Wood
Dr. & Mrs. J. B. Yoder
Dr. & Mrs. M. L. Zeigler Jr.
Dr. Jane Zenderkals
Mr. Karl Zerby
Mr. & Mrs. LeRoy S. Zimmerman
Mr. & Mrs. Jim Zumwalt
And 12 individuals who wish to remain anonymous
* Deceased

I GET things from WITF that I cannot get ANYWHERE ELSE!”

JOANNE JUDGE is a long time passionate member of WITF. She believes the programming on WITF keeps her connected to what’s happening in her community and the world — and she wants to ensure it remains available for everyone in Central Pennsylvania.

Joanne M. Judge
Esquire, Co-Chair of Health Care Department, Stevens & Lee

63 NEW Premier Circle members
17% increase
4,313 That represents 40% of our total membership base (21,443)
FY15
3,092
FY16

TESTIMONIAL

MARGARET "MIKE" DRISCOLL, YORK CHAIR

MARK VAN BLARGAN, HERSEY Vice Chair

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Dr. & Mrs. John Sanstead
Mrs. Denise D. Saunders
Dr. Charles Sawicki
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Mr. Brandon Fritz
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Ms. April Ballou
Mrs. Janice L. Snyder
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Michael J. Rich
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Morton & Alice Specter
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Robert F. Young
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Art Straub
Mr. William Street
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Dr. Gail Bossenga
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Ms. Sally Wilker
Kim Whiteley
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Angela Dohrmann
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Bill Wilkey
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Mr. Joe Wirbach
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STATEIMPACT PENNSYLVANIA
Pennsylvania earned a national Society of Professional Journalists (SPJ) Sigma Delta Chi Award for Best Audio Slide Show for its story After the Boom.

WITF’S MULTIMEDIA NEWS
WITF’s Multimedia news department has been recognized by the Radio Television Digital News Association (RTDNA) with a National Edward R. Murrow award in the Sports category. Our 13th since 2007.
WITF’s multimedia news department has been recognized by the Radio Television Digital News Association (RTDNA) with seven Regional Edward R. Murrow Awards, the tops in its region, which includes Pennsylvania & New York.

i go home earned a 1st Place 2016 Pennsylvania Associated Press Broadcasters Best Documentary award.

RADIO PA
BEST SERIES: Radio PA’s Top 10 Stories of 2015
BEST POLITICAL COVERAGE: The 2016 Elections
BEST FEATURE: State of Confusion
BEST DOCUMENTARY: Radio PA Roundtable – 9/11 @ 15