The key item from last year’s Annual Report was the channel-sharing agreement which brought $25 million to WITF Public Media and enabled three important initiatives: the 24/7 PBS Kids Channel (on-air!), a news media literacy program for students (now in year 2) and PA Post, a digital-first statewide news organization, dedicated to enhanced coverage of Pennsylvania policy, politics and statewide issues. As you will see inside this year’s Annual Report, PA Post has now launched and is delivering on its aspirations.

FY18’s Annual Report will be the last for Kathleen as CEO of WITF. After the June 2018 announcement of her retirement, the WITF Board of Directors selected a search firm and formed a search committee, chaired by Mieke Driscoll, to identify a successor. The selection will be announced early in 2019, and the Board is confident in WITF’s continued success in both services and finances.

There are challenges and opportunities both ahead for WITF and its new leader. Continuing WITF’s transformation into digital delivery of news and information tops a long list, along with a renewed focus on major donors, foundation funding and expanding EITC-funded education initiatives in the region’s struggling school districts.

Financial support from individuals and businesses in our region has been the key to WITF’s success from our incorporation in 1963, the start of TV broadcasting in 1964, radio in 1971, witf.org in 1999 and innumerable program initiatives in the years since. And we are happy to report that state funding for public media grew three-fold in FY18, to $750,000 divided among 7 public media organizations.

We ask for your continued support and involvement when WITF’s next CEO—only the 6th in the organization’s 54+ year history—steps in to lead this valued and trusted community resource.

Thank you!
We used to live in a world in which media organizations controlled how readers, listeners and viewers consumed their content. The newspaper arrived on the delivery guy’s schedule. Listeners and viewers had to consume TV and radio live, when they were broadcast.

Today, control has shifted. DVRs put us in control of when to watch. Podcasts allow you to listen to This American Life on your schedule. Newspapers readers get fewer days of printed papers, but can read online at their leisure.

We’ve become consumers of content on digital platforms, which explains why 26% of American adults now report that they are online “almost constantly,” according to a Pew survey from January 2018. (Only 11% of adults say they do not use the internet at all.)

This is a change as big as Gutenberg’s invention of printing, which revolutionized the distribution of information and launched the Protestant Reformation.

The digital revolution means that WITF is continuing its transformation to becoming a digital-first news provider, which means delivering news in whatever format (audio, video, text, animation) to the digital (mostly mobile) devices each of us increasingly prefers.

PA Post, launched September 2018, is WITF’s most ambitious step into the today, and future, of digital information.
The Commonwealth of Pennsylvania is the fifth largest state in population and electoral votes, but its citizens don’t think of themselves as “Pennsylvanians.” Unlike citizens of other states with a strong identity (think Texans), Pennsylvanians identify more with their neighborhoods and towns. Pennsylvanians lack a sense of shared ownership—of solutions as well as of problems, making politics here both regionally fragmented and conventionally partisan.

What happens in Harrisburg may seem less relevant than the polarizing news from Washington. Yet Pennsylvania’s $32 billion annual budget meets needs as diverse as public education and the safety of our food, air and water. The Pennsylvania Legislative Correspondents Association’s 34 members must keep track of that budget—monitoring an impossible $941 million in spending per reporter.

What’s to be done about it? WITF’s answer is PA Post, a digital-first, citizen-focused statewide news organization to hold Pennsylvania’s government accountable. PA Post launched in September 2018 with a daily e-newsletter, weekly podcast and reporting that matters. is a key objective of WITF’s strategic plan to connect Pennsylvanians to their state, and to each other. Check it out at PaPost.org.
THE VIETNAM WAR: WITF STORIES

The Vietnam War was one of the most polarizing events in American history. More than 3,000 Pennsylvanians were killed in action, with many more listed as missing. More than 20,000 displaced Vietnamese refugees started their American journey at a temporary refugee resettlement center at Fort Indiantown Gap in Lebanon County. Central Pennsylvania is home to veterans, protestors, refugees, service men and women’s families, and civilians who supported our military. We all have a story to tell.

That’s why WITF launched a 9-month Vietnam War multimedia project in conjunction with the Ken Burns’ film The Vietnam War. The project included video testimonials, television and radio specials, a website, and four community events and preview screenings.

THE VIETNAM WAR: WITF STORIES explored how the war impacted South Central Pennsylvania. We told the stories of people in our region who were touched by one of the longest wars in United States history—people like Jeff Butch.

For decades, Vietnam veteran Jeff Butch has lived with the memory of the first person he saw die in combat, Marine Private First-Class Lonnie Pitts Newland of Florida. During a trip to the Wall in Washington D.C., Butch shared his memories of the war with WITF and mentioned how he’d like to find Newland’s family to let them know he was with him at the end. Newland’s sister read Butch’s story on our multimedia website, The Vietnam War: WITF Stories, she reached out to him. Butch said it was like therapy when they talked.

His experience was one of over 200 stories posted on the website. WITF’s efforts on the Vietnam project earned two National Edward R. Murrow awards from the Radio Television Digital News Association—one for Tim Lambert’s radio feature about Butch and one for Digital Innovation for the website (led by Michael Williams, Tom Downing and Matt Wilson).

tv.witf.org/
735,000+ RESIDENTS of south central PA choose WITF EACH MONTH on our many platforms.

WITF TV
239,000
WEFFECTIVE CUME VIEWERS

WITF 89.5 & 93.3
148,000
WEFFECTIVE CUME LISTENERS

PBS is consistently RANKED #1 in public trust.
More than 2/3 of all KIDS AGES 2-8 watch PBS.
82% of all U.S. television households watch PBS over the course of a year.

WITF SOCIAL MEDIA

WITF increased from 13,084 page likes to 14,376 page likes during the fiscal year (9.9% YOY).
@witfnews increased from 18,493 followers to 20,582 followers (11.3% YOY).

StateImpact Pennsylvania increased from 3,618 page likes to 4,287 page likes (18.5% YOY).
@StateImpactPA increased from 3,618 page likes to 4,008 followers (10.2% YOY).

*Twitter follower counts estimated based on available data.

WITF FINANCIALS

Total Revenue $11,429,101

Total Expenses $10,037,717

Community Support $6,154,050

Federal Grants $1,099,170

Special Events $19,535

24% $2,721,580 Ancillary Media Services

11% $1,204,301 Other Income (Loss)

54% $1,237,489 Corporate Sponsorships

10% $1,099,170 Federal Grants

2% $250,000 State Grants

$1,154,050 Memberships & Contributions

$1,085,735 General & Administrative

$2,129,092 Fundraising

1% $139,624 Promotion & Outreach

64% $6,420,062 Television & Radio Services

$3,385,280 Memberships & Contributions

$1,511,764 Program & Other Support

$250,000 Federal Grants

ON THE ROAD WITH SMART TALK ROAD TRIP

When Smart Talk, WITF’s award-winning talk radio program, needs to stretch its legs we ditch the studio and hit the road for a Smart Talk Road Trip. The show travels across the midstate, inviting listeners to be part of a live radio broadcast. Our first (and only) subterranean broadcast explored the paranormal from the catacombs at Bube’s Brewery in Mount Joy. We celebrated Black History Month with a trip to the National Civil War Museum in Harrisburg. We even took a bus full of devoted listeners to Pittsburgh to celebrate Mr. Rogers’ Neighborhood’s 50th Anniversary at The Heinz History Center. Whether it’s a visit to the Capitol for a conversation with the Governor or exploring holiday traditions at the historic Mount Hope Estate Mansion in Manheim...there’s no telling where host Scott LaMar will end up next!
WITF's Mike Greenwald hosts a GI JEWS: Jewish Americans in World War II preview screening and panel discussion celebrating the 550,000 Jewish men and women who served in World War II.

WITF TRAVEL CLUB
With trips to Iceland (40 travelers) and Croatia (29 travelers), the WITF Travel Club continued its education excursion around the world.

FY17 / 2 TRIPS / 69 TRAVELERS
WITF's Premier Circle speaker was NPR's Joshua Johnson, Host of 1A.

WITF's Art in the Atrium features an eclectic mix of artists from around the region.

Coming up:
Memorials of World War II – May 2019
Memorials of World War II - August 2019
Tropical Costa Rica – October 2019
Iceland’s Magical Northern Light’s – November 2019

Donna Andrews retires June 30, 2017 after 34 years as Executive Assistant to 4 of 5 WITF's CEOs.

Will Sheehan gets lost in Wonderland at the Please Touch Museum on a WITF Explorers trip to Philadelphia.

The Lemon Blueberry Scones with a Twist from the Carlisle kitchen of Teresa Witmer won People's Choice award from 34 sweet and savory entries at The Star Baker Awards and The Great British Baking Show Preview Screening.

WITF AWARDS FY18
Tim Lambert, Cara Williams Fry, Michael Williams and Kathleen A. Pavelko

WITF'S MULTIMEDIA NEWS
In 2018, WITF was honored with two National Edward R. Murrow Awards; among the most prestigious in broadcast and digital journalism. WITF also received a station-record 11 regional Edward R. Murrow awards, the second-highest total in the country.