As Central Pennsylvania’s public media source, WITF plays an integral role in connecting the region we serve. We connect audiences with trusted stories that matter. From uncovering untold stories through our local Vietnam War project to peeling back the many layers of stigma associated with mental illness through Transforming Health, WITF creates shared opportunities for lifelong learning that help to build strong, well-informed communities.

When we work together, great things can happen! WITF’s connection to children and families goes beyond PBS Kids programming. Children are more than TV viewers. We understand the value of creating engagement opportunities for them to be active learners. That’s why, in 2018, WITF celebrated our eighth class of kindergartners at Ready Set Go Kindergarten. Nearly 4,000 children and families across the region played and learned at Ready Set Explore events, and we visited over 1,300 kindergarteners and first graders in Harrisburg and York City School Districts.

TESTIMONIAL

“For 50-some years, I had been trying to get the story out. And when WITF gently paid attention, they heard me. They heard my heart. They stood beside me.

I am just so grateful that you do what you do. It is so important. If we don’t stand for what’s right in this moment, what is it about? WITF stands in every moment. That’s what I want to say. Thank you so much.”

– India Garnett

Reuben Garnett Jr. was killed in Vietnam in 1966. His sister India shared their family’s nearly 50-year journey to find closure with The Vietnam War: WITF Stories.
Journalistic Collaborations

While the changing media landscape has led many organizations to cut back on community coverage, WITF is growing. We’ve created collaborative partnerships with both public and commercial media, allowing us to maximize our journalistic resources.

In a time of great disruption in journalism, it’s imperative to find creative ways to bring you the story of your community. By combining efforts with our fellow media organizations, WITF remains an indispensable source of news and information in Central Pennsylvania.

WITF and three other Pennsylvania public media organizations are working closer together than ever before, including sharing stories to provide perspectives from across Pennsylvania. In the past year, we’ve taken that a step further with the launch of PA Post, a digital statewide news organization that debuted in September 2018. It’s built on partnerships. Eight months after launch, it had secured eight affiliates (who distribute PA Post content), four partners (who distribute and provide content to PA Post) and one project partner (PublicSource).

In March, PA Post, PennLive, WITF and StateImpact Pennsylvania collaborated to produce comprehensive multimedia coverage of the 40th anniversary of the Three Mile Island nuclear power plant accident. The project encouraged people to share their TMI stories, and built a website to feature those stories, which were featured in a podcast and documentaries. The effort was a finalist for a national award. The partnership also produced two public engagement events.

PA Post also teamed up with a statewide polling service to conduct surveys on issues such as legalizing marijuana and whether Pennsylvania should prop up its nuclear industry.

StateImpact Pennsylvania

Another well-established collaborative initiative, StateImpact Pennsylvania, elevated its focus on climate change in 2019 and will continue that focus into 2020. At stake are jobs, communities, air quality and the effects of warming. In Pennsylvania, for example, heavier-than-normal rainfall contributed to a landslide outside Pittsburgh that dislodged a natural gas pipeline that exploded, destroying a house.

So far, our efforts include a revamped climate change explainer, including a motion-graphic video on why a couple degrees of warming are a big deal; a public engagement event in Pittsburgh in January that focused on the challenges of zero carbon; ongoing coverage of emissions-reduction issues in Pennsylvania; a cap-and-trade video explainer; collaboration with pollsters to craft statewide climate-change survey questions; and features on topics like new fire towers and carbon capture research at Penn State.
WITF was proud to partner with Rotary District 7390 to present the Teacher Impact Awards, supported by Franklin & Marshall College, in the spring of 2019. We were inspired by the wonderful recommendations written by students, teachers, families and administrators highlighting the impact teachers have made in the lives of students throughout our region. We were proud to recognize our first class of teachers who more than “made the grade” and actually made a lasting impact on all of us.

**2019 Teacher Impact Award Winners**

- **Mary Canedo** - Vida Charter School
- **Lexy Morrow** - Valley View Elementary (York Suburban School District)
- **Rick Phoenix** - Susquenita Elementary School (Susquenita School District)
- **Lynn Stover** - Garden Spot Middle School (Eastern Lancaster County School District)
- **Gregory Underkoffler** - Eastern Lebanon County Middle School (Eastern Lebanon County School District)
- **Kevin Wagner** - Carlisle High School (Carlisle Area School District)
- **Jennifer Willard** - Middletown Area Middle School (Middletown Area School District)

Smart Talk Road Trips connect our community to the people, places and issues that matter most in Central Pennsylvania.
On behalf of WITF, we are deeply grateful for the support of our wonderful community. Your backing has enabled us to grow the reach and impact of our programs and services throughout the region. You helped us fuel the creation of a new public media resource, PA Post, which launched in September 2018. We are excited to share all of the great initiatives you have made possible in this year’s Annual Report.

Community-based public media is a stabilizing force in a nation where people are often struggling to hear one another.

We remain steadfast in our commitment to give a voice to our community and connect our region to the wider world. WITF creates content that educates, fosters inclusivity and builds understanding and trust – critical qualities in today’s world. Our television, radio, journalism, digital media and educational services are an indispensable part of the cultural and education fabric of our region. We continue to grow as a result of your support.

We are also grateful for the service of Kathleen Pavelko, WITF’s 5th President and CEO, who retired in March 2019 after 19 years in her role. Kathleen, an eloquent advocate for public media’s mission of service particularly in journalism and the community has made a lasting impact on our region.

Publicly supported and locally owned, WITF empowers us all to live inspired. Thank you for joining us in building a vibrant community where public media can thrive!

WITF MUSIC

The Vivien Leigh Documentary

WITF Music continues to provide a platform to showcase regional musical acts on a monthly basis through in-studio performances and interviews shared on radio, TV and social media. Over the last year, we featured 11 artists and produced a one-hour radio special that featured longer interviews and full performances by three artists.

Ron Hetrick
WITF’s 6th President and CEO

Volunteers ready to assist callers during WITF’s spring FM fund drive. Volunteering is another way to support WITF.

WITF Volunteers

WITF 16th year in a row, PBS is #1 in public trust
(Survey by Marketing & Research Resources, Inc.)

PBS reaches:
93% of non-internet homes,
85% of lower-income homes,
82% of rural homes
(Nielsen NPOWER, 9/25/2017 - 9/23/2018, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., lower income=HH w/Inc <$25K, rural= Cty Sz C&D)

PBS is watched by 86% of TV households
(230+ Million People) (Nielsen NPOWER, 9/25/2017 - 9/23/2018, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., lower income=HH w/Inc <$25K, rural= Cty Sz C&D. All PBS Stations)
735,000+ residents of Central PA choose WITF each month on our many platforms

WITF TV
233,000
WEEKLY CUME VIEWERS
Nielsen
Mon-Sun 5A-5A,
Spring '18- Spring '19

WITF 89.5 & 93.3
137,800
WEEKLY CUME LISTENERS
Nielsen Audio
Mon-Sun 12+ 6a-Mid,
Spring '18- Spring '19

WITF SOCIAL MEDIA

The launch of PA Post in September 2018 brought with it the possibility of a large new audience for WITF. Our team continues to hone marketing strategies to grow those accounts and engage with people across Pennsylvania, and beyond. Other WITF-managed social media accounts also continued to grow throughout the fiscal year, with multiple videos and news articles reaching users nationwide.

FACEBOOK
LIKES
15,389
WITF
4,596
StateImpact Pennsylvania
1,084
Transforming Health
1,046
PA Post

TWITTER
FOLLOWERS
21,090
@witfnews
8,102
@witf
5,226
@PaPostNews
4,307
@StateImpactPA

WITF FINANCIALS

REVENUE
Total Revenue: $11,294,465

EXPENSES
Total Expenses: $10,094,929

Ancillary Media Services
$2,739,173
Federal Grants
$1,112,517

State Grants
$107,143

Corporate Sponsorships
$1,136,085
Memberships & Contributions
$3,287,889

Program and Other Support
$2,501,744

Promotion & Outreach
$174,138

Fundraising
$2,179,605

General & Administrative
$972,847

Television & Radio Services
$6,474,355

Community Support
$7,011,589

WITF’s Fall Pledge team celebrating success in FM Master Control
The support of Premier Circle donors enables WITF to provide exceptional educational and cultural programs that touch, inspire and entertain people in our region.
WITF’s Art in the Atrium held 6 artist receptions. (Steve Dolbin, art professor at Shippensburg University and his students)

Guests donned their Victorian best to attend A Tour, A Tea & Victoria at LancasterHistory.

WITF’s Premier Circle keynote speaker Melissa Block, NPR radio host and journalist.

WITF staff, current and former Board Members, friends and family celebrate excellence with a toast to Kathleen Pavelko at her Grecian-themed retirement farewell.

WITF’s Tony Gorman explains the technology beyond the microphone to middle schoolers from York’s Steam Academy at a media literacy field trip at WITF.

The spring 2019 bus trip to NPR headquarters featured Susan Davis, congressional correspondent for NPR and a co-host of the NPR Politics Podcast.

WITF’s Mike Greenwald hosts Eva: A-765 preview screening and panel discussion of an Auschwitz survivor’s fight to heal the world.

Ron Kain, Kathleen Pavelko and Cara Williams Fry celebrate Ron Metrick’s doctorate achievement.

With trips to Memorials of WWII (43 travelers), South Africa (34 travelers) and Finland (24 travelers), the WITF Travel Club continued its educational excursions around the world.

Awards

For the 12th year in a row, WITF has been recognized by the Radio Television Digital News Association — earning six Regional Edward R. Murrow Awards, including Overall Excellence. PA Post’s Three Mile Island collaboration with WITF, StateImpact Pennsylvania, and PennLive was a national finalist in the Online News Association’s Gather Award in Engaged Journalism.

Coming up:
Explore Germany and Switzerland, and experience the epic Oberammergau Passion Play, with the WITF Travel Club May 17 – 25, 2020

Journey through southern France from Provence to Bordeaux September 5-14, 2020

A SAMPLING OF WITF EVENTS FY 2019

FY 2019 / 3 TRIPS / 101 TRAVELERS
With trips to Memorials of WWII (43 travelers), South Africa (34 travelers) and Finland (24 travelers), the WITF Travel Club continued its educational excursions around the world.