WITF’s 50th Anniversary celebration launched officially in November 2014 at our annual Premier Circle dinner and concluded with the 50th Anniversary Gala on November 22, 2015.

But the anniversary actually began in 2012, with the selection of a historian, Kenneth C. Wolensky, to organize WITF’s archival materials and to begin interviews with individuals who were influential in WITF’s development: board members, staff members, volunteers and community leaders. Eventually, 34 videotaped interviews were conducted, forming the basis both of the WITF history book, *From Idea to Institution: The First 50 Years of WITF* and of the broadcast documentary, *WITF Takes Flight: The First 50 Years*.

A key realization of the anniversary project was that WITF’s origin and early development were the result of a broad-based community effort made by the founding board and original staff members, who envisioned something new and ambitious, and who secured the financial support of thousands of individuals to make it a reality.

An *Annual Report* is a snapshot, a programmatic and financial summary that highlights what might have been a good or a weak year. (FY15 was a strong year programmatically but a weaker year financially, as you’ll see in these pages.) But a 50th anniversary celebration takes the long view of what the organization has accomplished over time, and that is what matters to the communities we serve.

Over these 50 years, WITF has grown in capacity and service; has earned regional and national plaudits for its programs; and has helped the community address issues and events such as the Three Mile Island nuclear accident, civil rights unrest, and the impacts of the 9-11 attacks.

What is clearest of all is that WITF exists because of your support—from viewers and listeners to volunteers, donors and board members.

*Thank you!*
The 50-year history of WITF Public Media is not just the story of an institution. It is also how WITF evolved to meet the needs of our region, and how the community, in turn, influenced and contributed to the development of its public broadcasting station.

In this anniversary year, WITF is very aware of what has changed: programs and physical locations, staff and volunteers have come and gone. But there have been constants as well. Former board chair Justin Weber says “WITF has always taken its role seriously as an important source of news, information and entertainment.” Former board chair G. Michael Leader adds that “South central Pennsylvanians have relied on WITF in many ways. I am proud to have been a part of its history.”

In the past, media platforms were dictated by the provider, who determined what, when and how information and entertainment were received by consumers. The newspaper arrived on your doorstep in the morning, on the delivery guy’s schedule. TV and radio programs proceeded in a stately fashion from one hour to the next, and the public had to watch or listen to them when they were on, commercials and all.

All of this has changed, from provider-driven to consumer-driven media choices. And WITF has adapted. WITF invested early in Internet distribution by launching www.witf.org in 1999, enabling users to follow the news; contribute financial support; view annual reports and financial statements; and comment on programming. Our programs can be watched live or via DVRs (digital video recorders), putting control of WHEN to watch into the viewers’ hands. While the majority of radio is still consumed live, podcasts now offer episodes of Wait Wait...Don’t Tell Me! on the listener’s schedule. The explosion in mobile devices has also changed the WHERE of media consumption.

Today more than 1.1 million residents of south central Pennsylvania access public broadcasting each month through WITF’s many platforms. Every month more than 60% of all south central Pennsylvania residents choose public broadcasting as their source for reliable information, news and educational programming.

Much of what has made—and does make—WITF a success are its people. “I seldom hear the terms ‘I or me’ at WITF,” says long-time staffer Mike Greenwald. “In my 43 years of service at WITF it was usually about ‘we, us.’ It is about WITF as a team: We are going to produce a documentary; we are going to raise funds. It was and is how the team at WITF could better serve the community.”

And the future? Former board chair Rich Bidgood says “WITF will play a key role in making south central Pennsylvania a more interesting place, an enriched place in the education of children and adults.” Another former board chair, Bruce Bartels, agrees: “WITF’s future is bright. Staff and Board continually meet challenges and opportunities. I am confident that, with the culture at WITF, the station will continue to meet challenges and provide quality educational and entertainment opportunities.”

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– Former board chair Bruce Bartels
For more than 50 years, WITF’s mission has been a commitment to lifelong learning. From early childhood through elder maturity, WITF exists to support learning through all the roles we play in life.
**Corporate Sponsorships**

- John Schmidt Foundation
- The Grumbacher Family Foundation
- The Ashland Foundation
- PPL Electric Utilities

**Total Functional Expenses**

- Fundraising $1,305,744

**Total Revenue**

- Television & Radio Services $7,650,265

**FUNCTIONAL EXPENSES**

- Ancillary Media Service $1,000,000
- Federal Grants $1,210,992

**INDIVIDUALS**

- Mr. & Mrs. Joseph A. Cottonaro
- Drs. Jane & Peter Coleman
- Anonymous

**SUPPORT**

- Mr. & Mrs. Robert Boyle
- Dr. Dudley R. Gordon & Hon. Leslie Gorbey & D. Bruce Conner & Fred & Constance Foster

**SERVICES**

- A Friend
- Matthew & Robbyn Kehoe
- Ms. Jeanine Keefer

**PROMOTION & SERVICES**

- Annual Report
- Facebook followers: 2,695
- Twitter followers: 1,438

**PAYMENT DISTRIBUTIONS**

- of WITF in FY15

**COMMUNITY ADVISORY BOARD**

- William J. James, Hershey
- Kevin Adams, Mechanicsburg
- James Kangy, Shippenville
- Sarah White, Kermanshah, Iran

**WITF ENTERPRISES, INC. BOARD**

- Michael Babb, York
- Michael Babb, Harrisburg
- Dan E. Ross, York

**DIRECTORS OF BOARD**

- Linda栈re, York
- Rockvill Subaru
- Faulkner Subaru
- ATF
- Harrisburg Hyundai

**SOCIAL MEDIA**

- Facebook followers: 8,431
- Twitter followers: 10,687

**ADVISORY BOARD**

- J. Michael Shearer, Lebanon
- Geoff Shearer, Lancaster
- Bonnie Schulte, Carlisle
- Sarah White Kurowski, Mechanicsburg

**PAYMENT DISTRIBUTIONS**

- of WITF in FY15
FY15 AWARDS

♦ First place 2015 Public Radio News Directors Incorporated (PRNDI) for Best Multimedia Presentation.
♦ 7 Radio Television Digital News Association (RTDNA) Regional Edward R. Murrows – including Overall Excellence and Best Website for Transforming Health and StateImpact Pennsylvania
♦ 17 PAPBA awards – including the Joe L. Snyder Award for Overall Excellence and eight first-place honors
♦ Online News Association (ONA) Finalist for Topical Reporting, Small Market StateImpact Pennsylvania

RADIO PA

♦ 7 Pennsylvania Associated Press Broadcasters Association Awards – including three first-place honors
♦ PAB award for best statewide newscast
♦ 2 NASRN Awards (National Association of State Radio Networks) for Best Series and Story of the Year