Fiscal year 2012 was a year of accomplishments for witf, from financial results to awards for media excellence. But more importantly, Fiscal year 2012 was a year of demonstrated significant public service delivered to our region.

Educational services—especially to very young learners — were an expanded priority this year. Partnering with the Whitaker Center for Science and the Arts, we presented three Ready, Set, Go free learning events featuring The Cat In the Hat, Curious George and Sid the Science Kid. Our workshops for early childhood educators deepened their skills for their important work. And August 2011’s Ready, Set, Go, Kindergarten! event was a first-year triumph.

We transitioned the publishing of Central PA magazine to The Patriot News with the August 2011 issue. The publication—with regular witf content (and the Phantom Diner!) has been well received, though viewers missed the monthly listings. Starting in August 2012, we began a separately published listing guide mailed directly to members who request it.

A new strategic plan, for 2013-2015, was approved the Board of Directors in June, with a strong consensus on this statement: witf’s role and relevance lies in serving educational needs and aspirations across the human lifespan, from early childhood through elder maturity, and in supporting all the roles we play in life, from student to adult to parent, with special attention to our roles as citizens.

There are four goals in the plan: Serve the Mission serves the educational needs of pre-school children, school-age children and older adults. Fund the Mission focuses on the three goals of the 50th Anniversary Campaign: $5 million cash and endowment, an increase of annual revenue, and 200 confirmed planned gifts. Convey the Mission is about presenting witf’s “case” through marketing and branding. Support the Mission challenges witf’s for-profit subsidiary to maximize its cash flow contribution to the mission-focused parent organization.

After thorough research into witf’s listener data and other stations’ experiences, the strategic plan recommended a change from a mixed news/classical format to a focused news and information format.

Financially, the results for FY12 show we made the right decisions. Revenue ($12,669,629) was 5% over budget and 3% over prior year; the operating surplus ($1,378,578) was 3% below budget and a staggering 60% over prior year.

Finally, awards received in FY12 were a welcome recognition of the mission-focused dedication of our staff, highlighted by a national Edward R. Murrow award, one of radio’s highest honors, 11 Pennsylvania Associated Press Broadcaster Awards, and a Mid-Atlantic Emmy award for TV’s HealthSmart.
Central Pennsylvania endured a remarkable year of damaging weather, scandals and tragedies from July 2011 until June 2012, and witf worked to provide the community with timely, credible and intimate reports.

First came the flooding. For three days in September 2011, heavy rains inundated the region for days, causing streams, creeks and the Susquehanna River to rise to record-levels in some spots. As communities lost power, many turned to their radios. witf’s news department broke into programming to provide updates on everything from the forecast to road closures to safety tips. We took to the streets to talk to business owners, residents and government officials. Radio Smart Talk worked to make sure the public was kept informed. In times of a natural disaster, especially one that put thousands of people’s lives at risk, the importance of local journalism cannot be overstated.

Early November brought a different kind of horror that sent shock waves from Happy Valley to across the globe. The Jerry Sandusky child sex abuse scandal challenged the news department in ways that mirrored the strains of covering the aftermath of the 9/11 attacks. Around-the-clock coverage was needed to keep pace with developing story lines. It started with a Saturday morning press release from the State Attorney General’s Office and didn’t relent until legendary football coach Joe Paterno and Penn State University President Graham Spanier were fired and the Nittany Lions took the field with a new head coach. The Sandusky scandal never went away. Paterno was diagnosed with cancer and would die two months later. Sandusky was convicted in June 2012 on 45 of 48 counts. Citizens were shocked, saddened and angry. We worked to provide restrained, yet accurate coverage to help listeners make sense of it all. That work was honored by the Radio Television Digital News Association with a regional Edward R. Murrow Award for Continuing Coverage.

As the spring primary election neared, the Republican-led General Assembly passed a law requiring voters to show a photo ID at the polls in November. The measure was heavily criticized by Democrats and civil rights groups, who saw it as an effort to suppress the vote in the fall’s presidential election. We worked to inform listeners how they would be impacted, what they needed to be able to cast a ballot and how the state was not prepared to ensure everyone their right to vote.

We also embarked on our second overseas reporting trip since 2009. Thanks to the support of Ephrata National Bank, witf told the story of the dedication of the Major Richard Winters Leadership Monument in Normandy, France. The late Major Winters was a Lancaster County native, whose exploits with the 101st Airborne in World War II were documented in the book “Band of Brothers” and the HBO miniseries of the same name. The statue honored the leadership of all junior U.S. military officers during the D-Day invasion on June 6th, 1944. The only central Pennsylvania media organization at the event, witf provided photos, video and broadcast stories from Normandy on the 68th anniversary of the invasion and gave listeners a chance to hear Lebanon County teenager Jordan Brown pay tribute to his hero. The 13-year-old had raised nearly $100,000 for the monument. It also introduced them to sons and daughters whose fathers served under Winters.

Through the series Beyond the Bio, we introduced listeners to the achievements of the oldest priest in the Harrisburg Catholic Diocese, the founder of Carlisle events, the man behind the famous Mr. Ed’s Elephant Museum and Auntie Anne, herself.
From its founding in 1964, by educators who understood that the technology of television could positively impact our community’s youngest learners, witf has been a committed partner for families and educators in our region. In August 2011, witf hosted Ready, Set, Go...Kindergarten! at the Public Media Center. Designed to celebrate the transition from preschool to kindergarten, Ready Set, Go...Kindergarten! brought together other non-profits, local businesses, and educational institutions to support families and connect them to resources. The event was a wonderful celebration with 146 kids and 490 total attendees.

In FY12, we also piloted Ready Set Explore, a series of fun, educational science events in partnership with Whitaker Center. The events, held at Whitaker Center, linked science concepts, PBS characters and fun crafts and activities together to create engaging experiences for children and their families. A total of 606 children and families attended the three Saturday events.

The Anne M. and Phillip H. Glatfelter III Family Foundation gave witf a significant grant to expand the reach of the Ready, Set, Explore children’s programs over the next five years. Going forward, witf will use this support to partner with new organizations and to increase the number of free educational events for families throughout the mid-state. The Glatfelter Family Foundation supports charitable organizations in southeastern Pennsylvania who promote real social welfare by responding to the demonstrated needs of the communities they serve.

witf remains committed to supporting early educators through educational workshops held at the Public Media Center and across our region. In FY12, we conducted 64 workshops for 895 educators, impacting approximately 7160 children in our region. This represents about a 60% increase in the number of workshops from FY11. We also collaborated with Facing Cancer Together to provide a Grief Forum in York, focusing on equipping early educators and families to effectively deal with the grief of young children. One hundred and six people attended.

We continued to connect to our community by providing 58 tours of the Public Media Center this year, 41 specifically designed for children. In FY12, nearly 1400 people visited the Public Media Center to learn more about what media is all about. Groups represented include: Pride of the Neighborhood Academy, Central Penn College Mass Communication Classes, Harrisburg High School, Capital Area PSEA, and Mechanicsburg Middle School.

The witf Central PA Spelling Bee welcomed 144 sixth, seventh and eighth graders from 10 counties to the Public Media Center to participate in the written spelling exam in January 2012. These semi-finalists represented 67 public, parochial, independent, cyber, charter and home schools. The top 34 spellers went on to compete in the Grand Championship Spelling Bee in February, which was broadcast on witf TV. We congratulate this year’s winner, Katie Dudding. Katie went on to compete in the Scripps National Spelling Bee.
As a trusted source of information for Central Pennsylvania residents, **witf** understands the importance of good health to its viewers. To help them stay up to date with the latest health news and information, **witf** offers locally produced health pieces on both TV and radio.

**Radio Smart Talk** offers interviews with leading medical researchers and doctors about issues ranging from childhood obesity to the challenges of being a caregiver. Listeners also hear from people who are dealing with health issues and how their lives have changed as a result.

For the past seven years, **witf** has produced the award winning **HealthSmart**. Show topics range from menopause to the teenage brain. Although the topics may vary, the goal is always the same. Through **HealthSmart**, **witf** aims to inspire viewers to live healthier lives, while connecting them to their peers and health experts in the community.

In addition to the **HealthSmart** television program, **witf** produces **HealthSmart in a Minute** for the radio. These one-minute radio pieces are designed to deliver tips for better health in a quick, effective way.

**“It’s good to hear others stories. Feeling alone with my cancer is not pleasant. Come April, I have been a lung cancer “survivor” for 6 years. Howay, this is the first time I’ve participated in a site like this, so thanks for being there in cyber-space.”**

- **Martin Weaver, FCT website comment**

Since its April 11th, 2011 launch, our multimedia series **Facing Cancer Together**, has taken a closer look at the impact of cancer in our community. The goal was to inspire and guide meaningful conversations about the many aspects of cancer through original content created for television, radio, magazine and the web.

“**Facing Cancer Together (FCT)** is **witf**’s most ambitious community education partnership to date,” according to Cara Williams Fry, Senior Vice President and Chief Content Officer of **witf**. “**FCT** is a partnership of WellSpan Health, Lancaster General Health, PinnacleHealth and **witf** – four non-profits working together to raise awareness of cancers, cures and treatments for patients and their families. The strong commitment from our news and content teams, our hospital partners and multiple other non-profit organizations makes **FCT** a model for community engagement,” Fry says.

It is the combination of education, sharing stories, and community partnerships that has made **Facing Cancer Together (FCT)** a successful and meaningful initiative for our community.

**EDUCATING OUR COMMUNITY**

Throughout the project, we’ve met numerous doctors, nurse navigators, support group leaders, researchers, patient advocates and counselors. They have been great allies in educating the community on important topics. They also show compassion in the face of fear, and create a plan of hope to help patients move towards health.

**Smart Talk’s** Nell McCormack Abom hosted **FCT**’s televised community forums on breast cancer, survivorship, technology, end of life issues, and personalized treatment options. In-depth conversations provided practical wisdom from both an expert and personal perspective.

**Radio Smart Talk’s** Scott LaMar also offered excellent opportunities for the community to engage in important discussions with experts on cancer topics such as clinical trials, prevention, rare cancers, caregiver concerns, and the financial impact of a cancer diagnosis.

We’ve also delivered important cancer news and resources via the website, social media, **Central PA Magazine**, and in-person at community events.

**FCT** collaborated with Olivia’s House, a grief and loss center for children in York, PA to present a community forum on understanding grief through the eyes of a child. At the forum, Olivia’s House founder Leslie Delp, MA, shared this powerful message: “Grief is a sacred sorrow worthy of expression.”
The motto of Facing Cancer Together is “Connecting stories. Connecting lives.” That’s because we believe so strongly in the power that comes from sharing personal stories and experience.

We developed a custom storytelling tool called the Digital Quilt that offers a safe place to share personal thoughts and experiences in photos, text, video and audio. Each unique story, or “patch,” is part of a larger story of how cancer impacts our community.

FCT was fortunate to develop relationships with several cancer survivors and advocates who brought firsthand perspective to the cancer journey. We met Lancaster native and cervical cancer survivor Vicky Darden just as she was about to embark on the adventure of a lifetime. She sold all of her belongings and is now biking around the world spreading hope to cancer patients.

Vicky wrote in her personal blog Unlimited Smileage, “Facing Cancer Together embodies the spirit of survivorship and my current mission. I am honored to have been a part of your tremendous community efforts. Working together toward a common goal is much more effective than each of us struggling on our own to reach the same goal.”

PARTNERSHIPS: “WE’RE IN THIS TOGETHER.”

The success of this effort is a result of the tremendous cooperation and teamwork of the FCT partnership. witf President and CEO Kathleen Pavelko said, “This region is fortunate in the quality and commitment displayed by WellSpan Health, PinnacleHealth and Lancaster Health in clinical care, research and community health.

Experts from the partner hospitals shared thoughtfully-written blogs on the FCT website and participated in forums and interviews for TV and radio. But, they were also on call to answer personal questions from our community about cancer and where to find help.

Dr. Ray Williams, a Medical Oncologist at PinnacleHealth-Fox Chase Regional Cancer Center, is passionate about what he does, and is compassionate towards each of the patients in his care. He wrote in an Expert Journal blog: “I am frequently asked ‘How can you stand to be a cancer doctor?’ The answer is complicated, but quite simply—I am inspired by the courage, strength, faith, generosity, and even the humor of cancer patients and their families.”

Relationships with cancer nonprofits in our community also played a key role in providing perspective, education and resources to this project. The Pennsylvania Breast Cancer Coalition, The Four Diamonds Fund, The Leukemia & Lymphoma Society, and The Ronald McDonald House of Central PA are just a few of the many groups that contributed to our effort and supported our mission.

And, we are grateful for the relationships we’ve made with staff at the American Cancer Society who were invaluable sources of information, resources and hope. The American Cancer Society, East Central Division recently recognized FCT’s outstanding efforts in educating the community about cancer with this year’s American Cancer Society Division Citation Award.

IMPACT:

With close to 60 million impressions across media platforms, FCT has successfully convened the region and has educated on a topic that touches many lives.

To our team, the satisfaction and success of FCT comes in the form of a simple tweet saying- “I am so glad I am not alone.” Or, from taking a phone call from a man saying how much this series means to his family.

We are deeply honored to have our efforts recognized on a larger scale with prestigious national honors. The Mid-Atlantic Chapter of The National Academy of Television Arts and Sciences awarded FCT the 2012 Emmy for Outstanding Achievement in Community Service.

FCT was honored with the 2012 National Edward R. Murrow Award for Best Audio News Series from the Radio Television Digital News Director Association (RTNDA). In addition to these awards, FCT was honored with two Pennsylvania Associated Press Broadcasters Association Awards and the American Cancer Society Division Citation Award.

“We are inspired by the regional and national recognition Facing Cancer Together has received,” said witf CEO Kathleen Pavelko. “Our health system partners WellSpan Health, PinnacleHealth and Lancaster General Health bring a community focus and health care expertise that’s clearly been recognized in these awards.”

“In partnership with

PinnacleHealth • Proven. Lancaster General Health• Wells Span Health

“Together, all those squares add up to quite a story of hope!”
• Reverend Carl Wilton (thyroid cancer survivor), on the Digital Quilt

“Thanks again for everything you continue to do on this project – it’s an effort of love, and deeply appreciated by far more than you’ll ever know.”
• Kathy Denton, Ronald McDonald House Charities of Central PA and Maryland
After a year-long strategic planning effort, the board of directors in June 2012 approved a significant change for \textit{witf} 89.5 & 93.3: from a news/classical format to a 24/7 news and information format called \textit{NPR News} and \textit{All Things Regional}.

\textit{All Things Regional} summarized our commitment to covering every aspect of life in our region, including its rich arts and cultural life. Cary Burkett and Joe Ulrich, two of our most creative producer-hosts, created our first Arts and Culture Desk, and began planning features and concerts for broadcast. \textit{Center Stage} airs twice a week, on Saturday and Sunday evenings, building on our long-standing association with the Harrisburg and Lancaster Symphonies and Market Square Concerts. Over time, \textit{Centre Stage} will also showcase other local performers in jazz, folk and rock music.

On television, PBS adjusted its night-by-night focus to emphasize \textit{Masterpiece} on Sunday night, \textit{History/American Experience} on Monday, \textit{History/Current Events} on Tuesday, \textit{Science and Nature} on Wednesday, and \textit{Arts} on Friday.

At a time when funding for music and arts is being cut, \textit{witf} and PBS member stations help to keep the arts alive today and for generations to come. In FY12, \textit{witf} featured performing artists in such programs as \textit{American Masters: Pearl Jam Twenty} and \textit{Miami City Ballet Dances Balanchine & Tharp}. The performances came from everywhere in the country: from Cleveland and the Rock and Roll Hall of Fame, Women Who Rock, and from New York City, \textit{Great Performances: Andrea Bocelli Live in Central Park}. The history of television was told in the four-part series \textit{America in Primetime}. And comedy had its due with \textit{Will Ferrell: The Mark Twain Prize}, the 2011 edition of the annual prize for American humor, live from the stage at the Kennedy Center in Washington.

“Was everything I hoped it would be and more. And, I won a copy of \textit{Place/Date}. Thanks to \textit{witf} news and \textit{Abbeybar} for hosting!”

- @gspece via twitter:

Social Media Event, Pearl Jam 20 screening, hosted by \textit{witf} at Appalachian Brewing Company, Harrisburg.
Every month approximately 1.2 million residents in Central Pennsylvania choose public media – through *witf TV, witf* (89.5), WYPM-FM (93.3), Central PA magazine, *witf.org*, explorepahistory.com, education services, and in-person events and activities. Every month 67% of all Central Pennsylvania residents choose public media.

This figure of 1.2 million users of *witf* public media resources is calculated from industry-respected data sources and is conservatively calculated. We believe the total number of users may be larger, but we have chosen to use only the most widely accepted audience measures and methodologies.

- Public television (*witf* TV) has a monthly broadcast audience of 954,000 people. Each viewer is counted only once, whether they watch one program or many. (Source: Nielsen 2012 Total Day 6a-6a Reach US Persons 2+ 2.3 persons per household). The monthly cume is calculated by multiplying the weekly cume 201.8%. (Source: Thomas/Station Resource Group - 2010)

- Public radio (*witf* 89.5/WYPM 93.3) has a four-week broadcast audience of 243,000 people. Each listener is counted only once, no matter how many times or public stations they tune in to. (Source: Arbitron Spring 2012, Persons 12+, M-Su 6a-6a, US Total, compiled by the Radio Research Consortium).

- *witf* websites reach 81,000 unique visitors per month at *witf.org, facingcancertogether.witf.org, stateimpact.npr.org/Pennsylvania/ and explorepahistory.com.* (Google Analytics, 12-month average)