For FY13 (July 1, 2012–June 30, 2013) specifically, witf’s report to our community is a report on the first year of our current strategic plan. There are four key elements—

- **Serving the Mission** through educational services;
- **Funding the Mission** through the 50th Anniversary Campaign;
- **Conveying the Mission** through marketing online, on-air and in person, and
- **Supporting the Mission** through diversified (including for-profit) revenues.

All of these goals are well underway. FY13 was also the first full year of a **new format for witf 89.5**—a focus on news and information and “all things regional.” The number of listeners increased by 6% in the time periods previously occupied by classical music (10am-3pm). The number of younger listeners increased dramatically as well: 35 to 44 year-olds by 136%; 45 to 54 year-olds by 13%, and 55 to 64 year-olds by 4%.

The first pledge drive after the format change (October 2012), saw a 15% increase in the number of new donors, and a 31% increase in the size of the average gift. Overall, FM membership declined by 4.8% in FY13, against a projected 3.5% decrease. Corporate support for FM, on the other hand, grew by 4% with the number of corporate supporters steady. Overall, we believe the format change was the right decision, and the audience results point to the potential for the growth.

Financially, FY13 was a strong year, with revenue up 12% over FY12 (expenses were up by 3%), with continued emphasis on **sustainability despite economic and media change**.

All of these accomplishments were made possible by your support—from donors, listeners, viewers, readers and curious minds of all ages. We look forward to celebrating 50 years of service to central Pennsylvania, and to our next half century of service!
Media organizations have spent the last decade wrestling with ways to adapt to the changing ways audiences consume the news. The explosion of social media and challenges of reporting on multiple platforms have compelled witf’s newsroom to find ways to expand, realign resources and get creative in meeting the needs of listeners, readers and viewers.

In FY13, witf announced its biggest change in the public radio station’s recent history: a switch from news/classical format to all-news and information. witf’s news department expertly stepped up to the challenge by providing more context, analysis and strong storytelling while covering major stories ranging from the 2012 presidential election to the state’s controversial voter ID law, and from covering natural gas drilling to the city of Harrisburg’s ongoing financial woes.

Along with the format change, witf launched its first-ever Arts and Culture Desk to bring regional artistic discoveries in music and visual arts, theatre and museums. Plus, the talented hosts join forces to produce Center Stage, one of the few programs in the region that spotlights local musical performances across many genres.

In FY13, witf received unprecedented state, regional and national recognition for its work on-air and online, including three national Edward R. Murrow awards and the duPont-Columbia Silver Baton (with WHYY in Philadelphia and NPR). While awards showcase the efforts of witf’s team of talented journalists, they don’t begin to reflect their dedication to bringing unique stories on-air, online and through social media.

FY13 introduced witf audiences to Pushed Around, a series on bullying. It was a multimedia experience that shined a spotlight on the issue, from bullying in the schoolyard to the workplace to cyberbullying, and even how a bully becomes a bully. witf also introduced the Public Insight Network (PIN), where several people shared their moving story about how bullying affected their lives.

In a time of dwindling resources at other media organizations and a lack of true watchdog journalism, witf works constantly to find new resources and adapt to the needs of its listeners.

witf is committed to inspiring teachers, families and children to ask questions and enjoy discovering the answers together. Recognizing a need to support Science, Technology, Engineering and Math (STEM) learning in children, witf hosted three Ready Set Explore! events this year in Harrisburg, York and Shippensburg. Ready Set Explore! events are fun, educational science events that link science concepts, PBS characters and activities together to create engaging experiences for children and their families. Our goal is to introduce some content but mainly to help families and children develop an approach to learning that is fun and embraces the curiosity that is natural to young learners. About 600 children and families attended the events.

In August witf hosted our second annual Ready Set Go...Kindergarten! event at the Public Media Center in Harrisburg. 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 156 kindergartners-to-be and 250 families attending.

We also expanded the Ready Set Go Kindergarten! model and piloted Countdown To Kindergarten at Martin Library in York, taking readiness activities, dedicated volunteers, and PBS characters “on the road.”

witf continues to support early education teachers through professional development workshops. We offered 55 two-hour workshops this year addressing a variety of topics from media literacy to bullying and managing stress in families.

**Education for all ages**

**MindMatters is a new and distinctive approach to learning for older adults.** witf’s goal in creating MindMatters was to link intellectual engagement with technology that permits social interaction—because we know that retired Pennsylvanians don’t expect to rock on the porch—they want to learn, to do, and to be involved.

MindMatters brings highly engaging educational programming to Continuing Care Retirement Communities (CCRCs). MindMatters uses telepresence technology to deliver a monthly series of intellectually stimulating lectures, by knowledgeable presenters, on topics of interest to older adults.

In the inaugural MindMatters program, four CCRCs invited their residents to see a lecture by Dr. Jennifer Nesbitt (Associate Professor of English, Penn State York) called “Entails, Coattails & Cocktails: The World of Downton Abbey.” Resident response was overwhelmingly positive, with 97% of attendees indicating a desire to participate in future events.
COMMUNITY

Downton Abbey

Heading into the third season of this hugely popular PBS drama, witf sought to capture and engage the enthusiasm of Downton Abbey. witf hosted a preview screening of the first hour of the season premiere on a chilly January evening at the picturesque Cameron Estate on Mount Joy. Fans of Downton Abbey got a sweet taste of what lay ahead as we reunited with Lord Grantham, Lady Mary, and the Dowager Countess after the Great War. Downton Abbey wrapped up its third season on witf on February 17. It made history with 24 million viewers tuned into the drama nationwide, making it the highest-rated PBS drama of all time.

Continuing to build on Downton Abbey’s excitement, witf also hosted two sold-out trips to the United Kingdom where (among many other stops), fans were able to visit Highclere Castle, which is where a majority of the filming of Downton Abbey occurs. witf fans traveled to this amazing destination where they were able to tour the inside of the castle. Additionally they walked through the gardens to take in the picturesque scenery with the castle providing a perfect backdrop from every direction. Beyond the castle, the 10-day trip included other destinations in England, Scotland, and Wales.

For nearly 50 years, witf has been a trusted source for health information. And in this time of dramatic change in health care delivery, witf has a special focus on health.

HealthSmart: In the Wake of Trauma focused on Post-Traumatic Stress Disorder. witf looked at the history of the disorder and who it affects today. Plus, we illustrated the symptoms and treatment options and highlighted the fact that through persistence and treatment, recovery is possible.

HealthSmart: Baby Steps focused on early childhood development and the importance of good health and nutrition in the first years.

HealthSmart: Partnering in Health examined the changing relationship between doctor and patient.

HealthSmart: In Case of Emergency outlined what to do if you witness or suffer a medical emergency.

In November, witf launched Transforming Health (TH), in partnership with WellSpan Health and PinnacleHealth. It’s a multimedia examination of the policy and personal health choices we all face in today’s changing health system. The impact of the Affordable Care Act on individuals was a major focus of TH’s television segments in FY13. TH also illustrated the overall shift that’s taking place in the American healthcare system from a primary focus on treating individuals when they are sick to establishing relationships between individuals and healthcare providers to manage overall health and well-being.

What makes witf’s health coverage even more effective is that it reaches beyond television viewers. In FY13, we connected community members through events like Transforming Health’s ‘A Summer Reid Program,’ which brought best-selling author T.R. Reid to central Pennsylvania. We also kept residents informed online through witf.org, transforminghealth.org and social media outlets. Plus, we illustrated healthy change on TH’s interactive wall of personal success stories. Through HealthSmart in a Minute, Be HealthSmart and Transforming Health pieces produced for radio, listeners received quick, easily digestible health tips and information.

Today, all we live busy lives. That’s why witf believes in reaching community members where it’s convenient for them and providing them with the information they need to achieve their health goals one small step at a time.
witf persists in its mission while adapting to the changing times and providing the public with a look at operations and personnel. Through photos and videos posted to various social media websites and on our own website, we invite a more personal view into how witf works and how our staff interact. Through these glimpses behind the scenes at witf, our audience better understands what it takes to bring them the news and information they expect every day.

One aspect of the insider-view we’ve provided is a look at the technical side of being a multimedia company. Our staff posts images of mixing boards, microphones, cameras, NPR show clocks and other gear we use. These images provide glimpse into the technical complexity of the work we do.

We also posted various candid snapshots of coworkers and on-air talent in their element. Some of these include colleagues interacting, working, and laughing while doing on-air shifts. Certain themes have developed spontaneously that garnered positive reaction, such as the Saga of the Copy Room Sunglasses: sunglasses which mysteriously appeared in the copy room and which various staff members posted pictures of themselves wearing. Fans of witf commented and “liked” the humorous postings on social media. It helps to bring witf closer to the community.

Because we often meet face-to-face with audience members through events and our remote radio broadcasts, we document those as well, posting more pictures to social media and our website. This isn’t so much a behind-the-scenes effort as it is a way to build on the narrative of our relationship with the public.

During the Gettysburg 150th celebration, Radio Smart Talk broadcast live from various locations, and at each, staff documented the visit through photos and social media. These images provide another way for people to connect with us.

In an industry that relies on connecting with the public, these glimpses into the inner-workings of witf provide another way for people to connect with us.

Reach & Impact
Every month approximately 1.1 million residents of 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 64% of all central Pennsylvania residents choose public media.

This figure of 1.1 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 863,342 people. Each viewer is counted only once, whether they watch one program or many.
- Public radio (witf 89.5/93.3) has a four-week broadcast audience of 217,189 people. Each listener is counted only once, no matter how many times they listen.
- witf websites reach 136,218 unique visitors per month at witf.org, transforminghealth.org, stateimpact.npr.org/Pennsylvania/ and explorepahistory.com.
- In-person connections: witf connects in-person with educational and special events including career development tours of the Public Media Center, workshops for early childhood educators, performances, lectures, forums and screenings. Many of these activities are partnerships with local school districts and educational institutions, museums and libraries.

### REVENUE SOURCES

- **Community Support**: $6,008,674
- **Federal Grants**: $1,165,211
- **State Grants**: $0
- **Ancillary Media Service**: $6,480,936
- **Other Income**: $1,057,596
- **Total Revenue**: $14,662,056

### FUNCTIONAL EXPENSES

- **Television & Radio Services**: $9,097,483
- **Educational & Satellite Services**: $495,185
- **Publishing, Promotion & Outreach**: $165,770
- **Fundraising**: $1,505,578
- **General & Administrative**: $890,828

**Total Functional Expenses**: $12,144,844

_Fiscal Year Ended June 30, 2013_
AWARDS

PA Associated Press Broadcasters Association (PAPBA)
(FM Awards: 12 / TV Awards: 1 / Radio PA Awards: 12)
- RadioPA received the Joe Snyder Award for Outstanding News Service in Large Market radio.
- witf received the Joe Snyder Award for Outstanding News Service in Medium Market radio.

One Pennsylvania Association of Broadcasters (PAB) for Radio PA’s Ask the Governor Public Affairs Program/Program Series.

Six regional Edward R. Murrow Awards
Radio Television Digital News Association (RTDNA) (30 since 2007)

Three national Edward R. Murrow Awards
Radio Television Digital News Association (RTDNA)

Six Communicator Awards to Top Flight Media for creative achievement in advertising (2 gold and 4 silver)

Awards Multimedia News Department was awarded three national Edward R. Murrow Awards, recognizing the best in digital and broadcast journalism. Tim Lambert, Cara Williams Fry and Scott Detrow attended, receiving awards for Audio Investigative Reporting (StateImpact Pennsylvania), Continuing Coverage (Sandusky case) and Feature (profile of Dick Winters). witf has won nine national Murrows since 2007.

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