WITF television was founded in Hershey 50 years ago by a group of educators who inspired our mission to support lifelong learning—from early childhood through elder maturity. And from their inspiring idea, WITF has grown from a small public television station to the public media resource you listen to, watch and follow every day. Your desire to learn, discover, and live inspired is what drives us.

There are a number of ways that WITF flourished in FY14. In this annual report, we’ve narrowed the list to share the Seven Ways WITF is Working for You and our community.

In FY14, WITF focused on bringing value to you not only as a news and information resource, but also as a convener for great ideas that connect us to one another. So many of you start your day with us, invite us into your home and car, and share information you’ve heard and learned with people close to you. You have become a part of our family, and in turn, we have become a part of yours.

Of course, the most distinguishing feature of WITF is YOU. You are counted among our biggest fans: from WITF employees, to volunteers like our board members, and many others. You invest in WITF because you know that WITF has been improving our lives and giving freely to our community for the past 50 years.

It is only through your support that WITF is able to improve lives in our community. Thank you for making the choice to make a difference in the lives of all of us. Together we are creating a better, more educated, and more INSPIRED central Pennsylvania.
The philosophy of the WITF News Department is to help listeners, viewers, and readers better understand the complex issues facing central Pennsylvania and how policy decisions affect their lives. By providing credible, accurate and honest reporting, WITF reporters work to bring a uniquely human voice to each and every story. In a continuously changing media environment, WITF has strengthened its reporting on several underreported issues:

- **StateImpact Pennsylvania** looks at the Commonwealth’s energy economy;
- **Transforming Health** reports on the changing face of the health care industry; and
- **Keystone Crossroads** is delving into the key issues facing Pennsylvania cities and communities.

**Transforming Health** helps Pennsylvanians understand the changing tide of health care. From reactive to preventative medicine, to navigating the twists and turns of the complex Affordable Care Act, the project provides important information and dispels myths during a time of significant change. Access to affordable, quality healthcare is just one of the many issues that hits close to home for all of us in Central PA.

Our mission is to take a closer look at key issues and the new health policies that are transforming the places that we live and the way that we live. It’s an exciting time and Transforming Health serves as a valuable community resource informing healthcare consumers every step of the way.

**THE AFFORDABLE CARE ACT IN PA**

The complexity and multiple facets of the Affordable Care Act inspired Transforming Health to launch the online tool **Getting Covered: The Affordable Care Act in PA**. This online guide was designed to help simplify the process by allowing users to assess their health care needs before shopping for health insurance. This comprehensive tool is the first of its kind in Pennsylvania and features video, audio, calculators and other resources such as a glossary of insurance terms, expert Q&As, and personal stories about searching for insurance.

**www.transforminghealth.org/gettingcovered**

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**SEVEN ways WITF is working for YOU**

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**Transforming Health**

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**Health**

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**Health Smart**

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**HealthSmart** is a WITF original television production, tackled health issues that matter to Pennsylvania residents. During FY14, the show focused on chronic disease, informal caregiving, pharmaceutical drugs and much more. HealthSmart provides valuable information to viewers while also connecting them with each other and with helpful resources in the community. The Emmy award-winning show is currently in its ninth season.

HealthSmart also reached viewers and listeners through HealthSmart in a Minute and Be HealthSmart. During FY14, these shorter shows offered easily digestible tips on everything from caregiver stress to prescription painkiller storage.

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**Keystone Crossroads**

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**Keystone Crossroads** is our new venture into “deep dive” reporting. WITF teamed with WHYY in Philadelphia, WESA in Pittsburgh and WPSU in State College to explore the root causes and possible solutions to the urban crisis facing Pennsylvania cities and communities.
SEVEN ways WITF is working for YOU

WITF Education Services helps early educators network and manage resources through educational workshops. Additionally, families engage and learn together through programming and family events, and children have fun while learning with their favorite PBS characters.

CHILDREN’S GRIEF FORUM
In FY14, WITF organized I’m Here With You: A Forum on Children & Grief. The forum was designed to equip teachers, families and caregivers with the tools to support children and attempt to understand their grief process.

The goal was to help adults feel more confident in talking with children about these complicated and often confusing feelings. With a keynote address by Marcie Taylor, vice president of Drew’s Hope, and a panel discussion featuring local experts, participants learned together and asked thoughtful questions.

A resource-rich tool kit was available to participants.

Volunteers are at the heart of every WITF Education event. In FY14, about 70 volunteers helped to facilitate children’s events throughout the WITF region. From helping children build castles out of toothpicks and marshmallows at Ready, Set, Explore events to preparing snacks for the WITF’s Central PA Spelling Bee, WITF volunteers are an essential part of making fun and learning happen for our community.

VOLUNTEERS ARE KEY

IN FY14, WITF TV AND PBS KIDS debuted PEG + CAT, an animated math-based series for children 3-5 years old. PEG + CAT inspires preschool children to see math as exciting, accessible, and fun and includes the daily TV show, a mobile app, a robust digital experience at pbskids.org/peg and related offline activities that families can enjoy together. Fans of PEG + CAT were excited to see their new favorite show represented at WITF’s Ready, Set, Go…Kindergarten event. The series is produced by The Fred Rogers Company and 9 Story Entertainment.

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SEVEN ways WITF is working for YOU

WITF has always recognized the vital role of arts and culture in our lives and given them a central place in programming and coverage. Whether it is illuminating history with a TV show like Downton Abbey, or encouraging budding talent to find recognition in our writing contest, or raising awareness of regional artists and arts organizations through special coverage, WITF promotes the qualities of culture that enrich our minds and give added meaning to our lives.

WITF TV takes viewers to performances that aren’t available anywhere else in Central Pennsylvania in person or on television. The ongoing series Great Performances provided viewers with memorable performances and breathtaking video during the 75th Anniversary of Tanglewood, Vienna Philharmonic Summer Night Concert, and monthly presentations of opera from The Met. Sunday evening’s Masterpiece presents some of the best drama and mystery on TV with critically acclaimed series like Downton Abbey, Sherlock, and Mr. Selfridge.

ARTS AND CULTURE

In FY14 WITF’s Arts and Culture coverage reached out purposefully to explore the richness of the diversity of communities in the region, both geographically and culturally. An artistic revival in Waynesboro, a connection with composer Richard Wagner in Perry County, the antiques culture in Adamstown, the growth of Indian arts and community in Harrisburg, and a connection with the history of falconry in Boiling Springs, were just a few of the regional treasures highlighted.

WITF engages the community in a variety of ways including (from top left) PBS program screenings, artist receptions and even meeting fan favorites Garrison Keillor and Celtic Thunder. WITF’s Twitter followers: 3,404, Facebook page followers: 4,016, WITF.org Twitter followers: 3,404.

SEVEN ways WITF is working for YOU
WITF Underwriting is proud to partner with the businesses on this page as well as the many, many more that help to support the quality programming that only Public Media can provide.

Just as these businesses support WITF, it is our goal to provide each of them with underwriting and sponsorship opportunities that will best connect them to the educated, affluent, Central PA community that is the WITF listening and viewing audience.

WITF has long enjoyed successful relationships with area chambers of commerce. WITF appreciates the shared values and a joint commitment to community success, and therefore encourages businesses large and small to become active participants in civic affairs.

WITF tv reaches 263,600 viewers on TV and 27,000 listeners on 89.5 & 93.3 Each week, WITF reaches 263,600 viewers on TV and 27,000 listeners on 89.5 & 93.3.
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FY14 AWARDS

- One National Edward R. Murrow Award
  Radio Television Digital News Association (RTDNA)
  (10 since 2007)
- Six Regional Edward R. Murrow Awards Radio
  Television Digital News Association (RTDNA)
  (36 since 2007)
- A 2014 Mid-Atlantic Emmy Award for Outstanding
  Public/Current/Community Affairs Program/Special
  for Statewide Adoption and Permanency Networks
  #MeetTheKids awarded to Top Flight Media
  (first nomination and win)
- Seventeen PA Associated Press Broadcasters
  Association Awards (PAPBA) (FM 7, TV 1, Radio PA 9)
  - Among the 17 PAPBA honors, Radio PA received
    the Joe Snyder Award for Outstanding News Service
    in Medium Market radio
- A Pennsylvania Association of Broadcasters (PAB)
  Radio PA’s Ask the Governor won the award for
  Outstanding Radio Public Affairs Program/Program Series
  (3 consecutive years)
- A 2014 Truth in Finances Award for a State Impact
  Pennsylvania features from the Pennsylvania
  Institute of Certified Public Accountants

Marie Cusick, WITF’s StateImpact Pennsylvania reporter, accepts her first National Edward R. Murrow Award and celebrates with WITF’s News Director Tim Lambert and WHYY’s StateImpact Pennsylvania reporter Katie Colaneri at the awards reception in New York City.