



# CARING FOR YOU

# FY 21

ANNUAL REPORT



# FY 21 MESSAGE

WITF continued to provide Central Pennsylvania with high-quality educational resources and trusted journalism during a tumultuous year. Meeting challenges with a spirit of innovation and adaptability, we created opportunities for learning, growing, and community-building. We truly have had a lot going on!

Our education work continues to expand and evolve through our partnership with the Pennsylvania Department of Education and our fellow Pennsylvania PBS stations.

A central, on-demand collection of resources called **Your Learning Neighborhood** connects families, children, and learners of all ages to their favorite PBS shows, educational activities, engaging events, and opportunities for learning at home, at school, or in the community.

In partnership with the Capital Area Intermediate Unit, we produced **Ready Set Music**, a series of on-demand songs and activities designed to help children navigate difficult feelings and develop social and emotional skills.

We premiered two interactive programs for families—**Family Night: Coding** and **Family Night: Engineering**—with the goal of making science exciting and accessible and introducing children to careers in science, technology, engineering, and mathematics.

And we are reimagining learning for the 21st century by working with national and international partners to ensure that education can happen anywhere, anytime and on any device. By leveraging our existing broadcast infrastructure and a cost-effective technology known as datacasting, we are helping to develop a digital learning environment that can deliver information and learning resources equitably to anyone without reliable access to the internet due to geographic or economic constraints.

With information overwhelming social media users, it's important for media organizations like WITF to ensure that our listeners, viewers, and readers can trust our reporting. Our award-winning journalists work hard every day to demonstrate our credibility by providing thoughtful and engaging local stories.

WITF's on-going coverage of the COVID-19 pandemic has examined the broad impact of the virus on our local communities. And our coverage of the 2020 Election and its aftermath shines an unwavering light on the complex socio-political circumstances that have brought us to the present time and suggests how we can sort fact from fiction and work together to strengthen our nation despite our differences.

Whether we're known for **Smart Talk**, **NOVA**, or **Daniel Tiger's Neighborhood**, WITF's thoughtful productions and a commitment to beloved PBS and NPR programming provides entertainment and enrichment to a community of inquisitive minds.

All of this is possible thanks to your investment in WITF. We could not do it without your support. Thank you!



Ron Hetrick  
WITF President  
& CEO



Susan Eckert  
Chair, WITF Board  
of Directors

Ron Hetrick  
WITF President & CEO

Susan Eckert  
Chair, WITF Board of Directors

## WITF FM TURNED 50 IN 2021



From its initial broadcast on April 1st, 1971, right through today, we have dedicated ourselves to serving communities across Central Pennsylvania. WITF is looking forward to continuing its commitment to being part of the civic and cultural fabric of the region for the next 50 years.



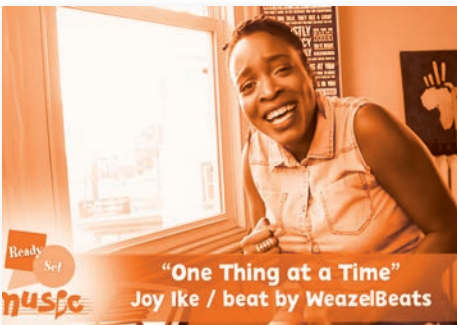
# CORE VALUES



## JOURNALISM TRUSTED & TIMELY NEWS

The past year has been a trying one for journalism — from increasing threats of violence to financial challenges to misinformation/disinformation about the COVID-19 pandemic to repeated attacks on election results. Our newsroom continued its efforts to be transparent with the audience. We worked with the **Trusting News** project on two major transparency initiatives. One was the unveiling of a

policy to hold elected leaders accountable for their actions to undermine the 2020 election. The other was convening a group of conservatives as part of **Re-engaging the Right** to help them better understand journalism and help us better understand them. In an intense year, WITF's journalists rose to the occasion to keep listeners informed with facts and context to stories large and small.



## EDUCATION LEARNING AT HOME | READY SET MUSIC

This year was a year of innovation in education. In response to the impact of the pandemic on children's educational opportunities, WITF created **Learning At Home**, a webpage designed to connect teachers, children and families to national and local educational resources. Working collaboratively with the Pennsylvania Department of Education, the other six PBS stations in Pennsylvania and the Intermediate Units across the state, we used our on-air programming to meet students' educational goals. We designed standards-based activities to complement PBS KIDS programs and shared them with

school districts state-wide. We also created **Ready Set Music**, a series of short videos and resources using music and local musicians to help build children's capacity to deal with all the struggles that came along with learning from home.

We adapted our popular education events to be drive-thru and drive-in events. We crowned a Spelling Bee Champion via Zoom. We convened libraries and partners throughout the region to connect to students.

In a world full of so much uncertainty, families continued to know that they could rely on WITF.



## COMMUNITY ENGAGEMENT BEING A CARING NEIGHBOR

In FY21, WITF's community engagement efforts pivoted from in-person experiences to virtual opportunities. We hosted a variety of events and community conversations including **Election 2020: What's Next for PA Elections?**, **Trusting News: Defining Credibility & Trustworthiness in Journalism**, and the **2020 and 2021 Teacher Impact Awards**. We hosted preview screenings and panel discussions around **The Black Church**, **Mysteries of Mental Illness** and **The Gene**. Plus, we partnered with Sankofa African American Theatre Company to present the **2020 REEL2REEL Film Festival**.

Through all our engagement we have learned that convening meaningful community conversations around our journalism and storytelling plays a key role in creating a stronger connection to the communities we serve. As we engage, listen, and develop new relationships with traditionally underserved communities, our goal is to build authenticity with those communities, which is vital to deep and accurate storytelling.



# CARING FOR YOU



## STORY OF IMPACT

### FILL PA WITH LOVE

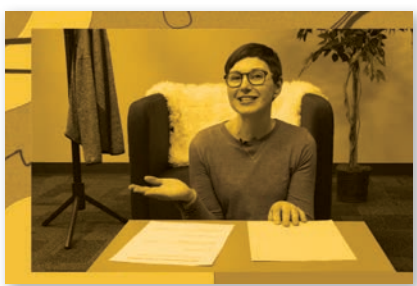
### 13,532 CARDS ACROSS PA AND THE WORLD

Despite a pandemic, we helped **Fill PA With Love**. In partnership with the Central Pa. community, **Transforming Health's Here With You** cards of caring campaign sent more than 5,000 cards to 34 local skilled nursing facilities, shelters, hospitals, and meals on wheels organizations. And we didn't stop there. Together we sent over 13,000 cards to nearly 600 zip codes filling our state, our country, and our world with love.



### READY SET GO KINDERGARTEN AND FRIENDS

When it was clear that the 10th anniversary of **Ready Set Go Kindergarten** would not be able to happen in person, we still wanted to celebrate with our families. Hosted by the Cumberland Drive-In Theatre, we screened a **Wild Kratts** movie and distributed resource bags and books to children going to kindergarten and their friends.



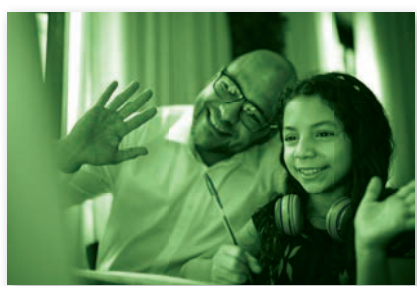
### FAMILY NIGHT: CODING AND FAMILY NIGHT: ENGINEERING

WITF was proud to create original television productions connecting children and families to educational content even if they didn't have access to a computer. Uniquely interactive, **Family Night: Coding** and **Family Night: Engineering** helped elementary students understand these fields and interesting jobs connected to them from the comfort of their couch.



### PREMIER CIRCLE / LEGACY CIRCLE EVENT WITH AUDIE CORNISH

In December, WITF hosted a celebration of appreciation for our Premier and Legacy Circle members. They were invited to attend an exclusive conversation with **NPR's All Things Considered** Co-Host Audie Cornish as she discussed what inspired her journalism career, covering the tumultuous news cycle that was 2020 and what it has been like reporting and broadcasting from home during a pandemic.



### MEDIA LITERACY/STEAM ACADEMY

Working with York City School District's STEAM Academy, WITF created an interactive **News Media Literacy** virtual event. Journalists, digital managers, graphic designers, and even our CEO talked about their career paths and why being able to navigate media was so essential to becoming informed citizens. Students were able to ask questions and the virtual event was recorded allowing other schools to use these resources too.



### DIANE REHM EVENT

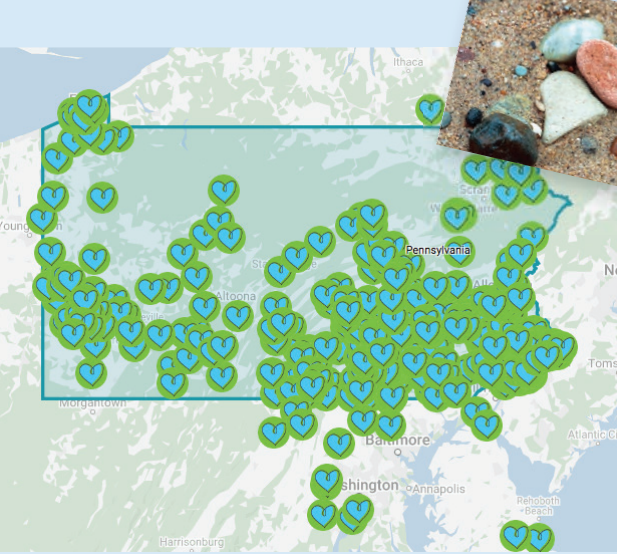
On April 9, WITF hosted NPR's Diane Rehm for an in-depth exploration of the controversial, often-misunderstood right-to-die movement in America. We presented a free virtual preview screening of the new documentary **When My Time Comes** featuring a LIVE post film Q&A with Diane Rehm hosted by WITF's **Smart Talk** Host Scott LaMar.



### WITF VIRTUAL SPELLING BEE

The 2021 bee was completely virtual due to the coronavirus pandemic. Although the competition was different, the spellers rose to the occasion. After 19 rounds, Viseth Meng won with the correct spelling of the word "effluent." This win was Viseth's second win in a row!





"Our staff loved seeing (reading) the cards that have come in and the senior center managers were so excited to send them out with their home-delivered meals. As they keep arriving, we'll keep sharing."

**Linda Thompson**  
Community Services Director  
Adams County Office for Aging, Inc.

"Too many people are in need right now and I want to give them hope. Thank you so much for creating this project. It has provided a bright light in our communities!"

**Kim Weaver**

# TRANSFORMING HEALTH



## AUDIENCE STATISTICS

### WITF TV:

177,131

### WEEKLY VIEWERS

NIELSEN JULY 2020 - JUNE 2021

### WITF FM:

137,500

### WEEKLY LISTENERS

NIELSEN AUDIO FALL 2020 - SPRING 2021

### WITF.ORG:

3,757,789

### TOTAL PAGEVIEWS



**TOP STORY ON SOCIAL MEDIA:**  
**242,826 IMPRESSIONS**  
**3,432 ENGAGEMENTS**



**Sam Dunklau,**  
Reporter

"Eight Pa. counties have yet to count outstanding mail-in ballots, while Sec. Boockvar says she doesn't expect they'll 'make or break' state election results."

-By Sam Dunklau



*Toward Racial Justice* host Charles Ellison

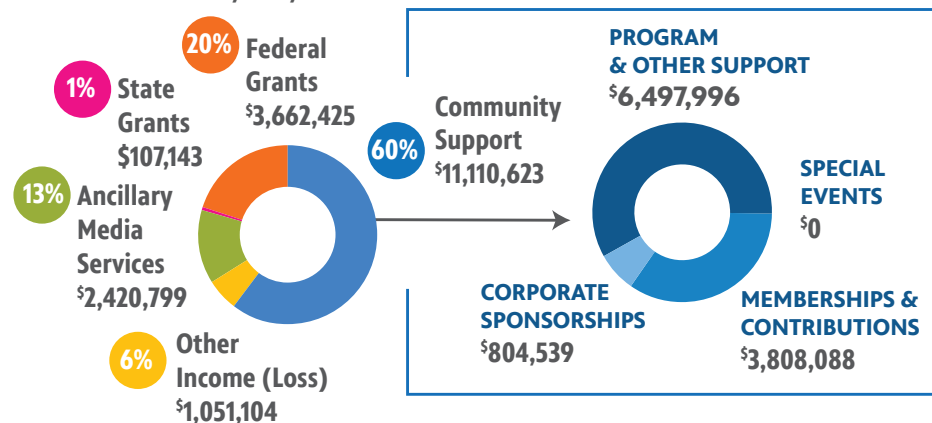
### TOWARD RACIAL JUSTICE

In the wake of George Floyd's murder and national protests calling for racial justice, WITF felt compelled to use its reach and community presence to make a meaningful difference. On June 18, we launched *Toward Racial Justice*, a virtual community conversation series addressing systemic racism and injustice in Central Pennsylvania and beyond. The conversations offer the community a safe platform to learn, share experiences and ask questions about topics such as institutional racism, Black trauma and mental health, housing discrimination, education disparities and more.

## FINANCIALS

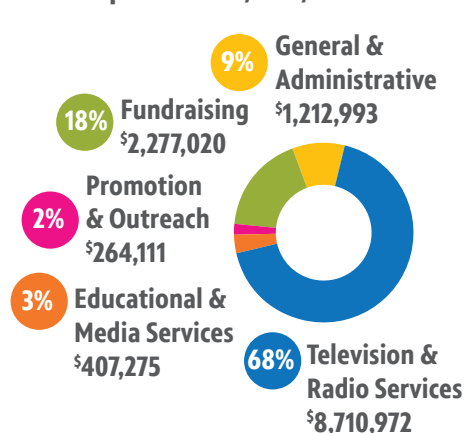
### FY 21 REVENUE

Total Revenue: \$18,352,094



### FY 21 EXPENSES

Total Expenses: \$12,872,371





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 \*Deceased, \*\*Partial Term

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Corporation for Public Broadcasting	The Josiah W. & Bessie H. Kline Foundation	Public Broadcasting Service
The Foundation for Enhancing Communities	Lancaster County Community Foundation	The Rapid Response Fund
The Anne M. & Philip H. Glatfelter, III Foundation	The Lenfest Institute	Report for America
The Arthur J. & Lee R. Glatfelter Foundation	McCormick Family Foundation	The Donald B. and Dorothy L. Stabler Foundation
Henry L. Hillman Foundation	Pennsylvania Department of Conservation & Natural Resources	The Steinman Foundation
		York County Community Foundation
		Wyncote Foundation

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WellSpan Health	Millersville University	Arthur Funk & Sons Inc.
The Hershey Company	PeoplesBank	Fort Pitt Capital Group
PNC	NCFCU	Char's Tracy Mansion
Penn State College of Agricultural Sciences	Smigel, Anderson & Sacks	G R Sponaugle & Sons Inc.
UPMC	Allied Milk Producers	Penn State Mont Alto
Pleasant View Communities	Penn State Harrisburg	Elizabethtown College
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	Volvo Construction Equipment	Lebanon Valley College

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Margaret (Mieke) Driscoll, <i>York</i>	E. Jeffrey Roof, <i>Camp Hill</i>
Jennifer Gilburg, <i>Lititz</i>	Alex Snyder, <i>York</i>
Jim Hoehn, <i>Mechanicsburg</i>	Kristal Turner-Childs**, <i>Harrisburg</i>
Charles Hooker, <i>Camp Hill</i>	Patricia Vance, <i>Mechanicsburg</i>
Leigh Horner, <i>Hummelstown</i>	Sandra Wege, <i>Lancaster</i>
Blake Lynch, <i>Harrisburg</i>	

### FY21 MEMBERSHIP



**8,120** Total Sustaining Circle Members  
**7% increase**  
 Sustainers represent **33%** of WITF's  
**24,544** Active Membership



## RTDNA REGIONAL EDWARD R. MURROW AWARDS

### CONTINUING COVERAGE Election 2020

WITF TEAM



Brett Sholtis  
Reporter

### HARD NEWS

#### *A Family's Sorrow and Questions Unanswered*

BRETT SHOLTIS

### NEWS SERIES AND INVESTIGATIVE REPORTING

#### *"She's breaking down": Inmates at Bucks County jail*

BRETT SHOLTIS

### EXCELLENCE IN WRITING

#### *Voices from Harrisburg's shutdown protest-turned GOP rally*

BRETT SHOLTIS



Joe Ulrich  
Audio Engineer

### EXCELLENCE IN SOUND

#### *Keys on the Move*

JOE ULRICH



### A SUMMER READ: OPTION B

The Transforming Health 2020 Summer Read selection was **Option B: Facing Adversity, Building Resilience, and Finding Joy** by Sheryl Sandberg and Adam Grant. The book focused on building resilience and moving forward after life's inevitable setbacks. WITF hosted a virtual discussion with the authors on September 29.



### DATACASTING PILOT

WITF and PA PBS partnered with the PA Department of Education to pilot a program powered by datacasting to provide digital learning resources to homes without access to broadband connectivity. Through datacasting, teachers can send curated educational content (like videos, lessons and instructions) through a TV broadcast signal to students' homes. Small at-home antennas connect to a WiFi router, delivering rich, digital content without the internet.



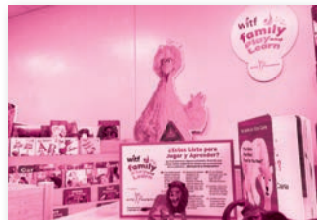
### REPORT IN AMERICA

WITF has been able to increase coverage of underserved communities and underreported issues through the work of its two **Report for America** Fellows.



### EITC BOOK DISTRIBUTION

Even though going into classrooms became difficult, WITF continued supporting teachers and students through our **Explore in The Classroom** program. Our team delivered educational kits and lesson plans to 16 schools and over 3,000 books to Harrisburg, York City and the School District of Lancaster first graders.



### FAMILY PLAY AND LEARN AT BRIGHT SIDE

WITF launched three more **Family Play and Learn** spaces in Lancaster and York. The spaces are designed to help engage young learners while they are waiting with their grown-ups.



### RICK STEVES EVENT

Popular public television host and best-selling guidebook author Rick Steves sat down with WITF audiences for a virtual chat from his home in Seattle, Washington. On March 24, during **A Conversation with Rick Steves**, attendees heard what life is like at home for the intrepid traveler. Steves shared behind-the-scenes stories about his adventures through Europe and much more.



### WITF AMERICAN PORTRAIT SPECIAL

Central Pa. is home to hundreds of thousands of people. Each person is unique, and part of the American story. As part of PBS's national storytelling project **American Portrait**, WITF produced its own local television special highlighting people living in the Midstate, as they shared their individual stories in response to thought-provoking prompts such as "I was raised to believe...", "The tradition I carry on is...", "What keeps me up at night is...", among others.



### STEAM EVENT

About 1,500 of our closest friends drove through our **STEAM Ahead** event in the Pennsylvania Farm Show Parking lot. We celebrated science, technology, engineering, arts and math with children getting to check out a robotic dog, puppets, Daniel Tiger, Nature Cat, puppets, musicians and more from the safety of their cars.