

witf



# GROWING OUR CONNECTIONS



# MESSAGE

## GROWING OUR CONNECTIONS

WITF has been growing our connections this past year, leaning into trusted programs and resources, exploring original opportunities, and expanding our capability to serve the communities and families of Central Pennsylvania. We are so thankful that you are partners with us on this journey!

Virtual events continued, including a wonderful evening with **PBS NewsHour** anchor Judy Woodruff for our Premier Circle members, several new editions of the **Towards Racial Justice** community discussion series, and a children's storytime with **Pinkalicious** author Victoria Kann.

We were delighted when pandemic conditions eased and we could resume in-person events. From **Smart Talk** Road Trips in Hummelstown, York, Lancaster and Carlisle, to a Yorkshire-style dinner and screening of **All Creatures Great and Small**, and more, we embraced being in person! And it was truly a beautiful April day when we welcomed the community — and Daniel Tiger — back to the WITF Public Media Center for the first time in over two years! Our doors opened for **Be My Neighbor Day**, a free family event that celebrates being kind to our neighbors.

An organizational realignment that re-envisioned several WITF leadership roles has positioned us to respond effectively to rapidly changing television audience demographics and an evolving public media landscape. We also continue to make improvements in the technology that we use to deliver our services. We relocated our Chambersburg transmission tower, and we are planning for upgrades to our tall tower on Blue Mountain, as well as a move to NextGenTV, the future broadcast standard.

One thing that remains constant at WITF is the high-quality journalism and storytelling that our listeners and viewers expect. WITF's journalists continue to receive awards and recognition for their work: Brett Sholtis for his investigation into the Oath Keepers, and Tim Lambert for **Sacred Ground: The 9/11 Story**, a podcast he produced with NPR's Scott Detrow that garnered national attention.

With the overall mission of public broadcasting in mind, WITF became a founding partner of Information Equity Initiative (IEI), a non-profit organization that believes everyone, regardless of geography or income, needs access to high quality digital learning resources if they are to compete and thrive. WITF is proud to support IEI and its signature service, educational datacasting, as it seeks to bridge the digital divide in our schools and beyond.

To complement our radio and television broadcast programs, WITF is embracing digital-first initiatives. Along with an expansion of the PBS Passport streaming service, we introduced new and original content, including a podcast, **C-Speak: The Language of Executives**, and live **WITF Music** presentations featuring local musicians that can be played on repeat at witf.org. And we're just getting started!

We look forward to journeying with you into an exciting future where there is so much to explore. Your support makes the journey possible, and we are very grateful. Thank you for your support!



Ron Hetrick



Susan Eckert

Ron Hetrick  
WITF President & CEO

Susan Eckert  
Chair, WITF Board of Directors



**“THANK YOU FOR YOUR EXCELLENT SHOW, AND FOR BRINGING A VOICE OF SANITY AND TRUTH TO DIFFICULT ISSUES.”**

**– Anita Bower,  
Smart Talk listener**



# CORE VALUES

TRUSTED • TRANSPARENT • DIVERSE • CREATIVE



## JOURNALISM

WITF's newsroom, nationally recognized for its unique approach to holding politicians accountable for supporting the 2020 election-fraud lie, increased its efforts to defend democracy while keeping true to journalistic independence and ethics. We created a democracy beat to focus on covering mis- and disinformation across topics, but with particular focus on elections. We were among a select group chosen for the national Democracy SOS fellowship, which helps newsrooms who want to change election coverage to focus

less on the politicians and more on voters through community engagement. Also this year, health reporter Brett Sholtis is the Carter Center fellow under the Benjamin von Sternenfels Rosenthal Grant for Mental Health Investigative Journalism. Brett's reporting will reveal how incarcerated people with mental illness are often subdued with force – even if they can't reasonably respond to commands – and will explore why this happens, and whether we as a society can do better.

## EDUCATION

As pandemic problems eased through the year, WITF's educational outreach moved to a hybrid approach. WITF and Pennsylvania PBS's Learning at Home became a part of **Your Learning Neighborhood**, which is designed to connect families to learning opportunities and engaging experiences no matter where they are — at home, at school, or in their community. WITF produced two more **Family Night** programs — **Space** and **Weather and Climate** — which highlight diversity and career pathways in STEM fields.

In early 2022, we engaged with families

in small community events with our seven **Family Play and Learn** partners and crowned another Central PA Spelling Bee champion via Zoom. By late spring, we were visiting schools in Harrisburg and Lancaster with **Explore in the Classroom**. And we hosted bigger events too, including **Be My Neighbor Day** at the Public Media Center and **Ready, Set, Explore!** in Hershey. Throughout the year, WITF distributed 7,925 free, brand-new books to early learners in our region!



## COMMUNITY ENGAGEMENT

WITF's community engagement efforts gladly pivoted from virtual event opportunities back to in-person experiences. We wrapped up the **Towards Racial Justice** livestream series in early July. By September, we were thrilled to return to in-person events again with **Smart Talk** Road Trips, traveling through Dauphin, York, Cumberland and Lancaster counties. We also hosted preview screenings and community conversations

around topics raised in **Home From School: The Children of Carlisle** and Ken Burns' **Benjamin Franklin**. And we had fun too, donning our best tweed and wellies for a preview screening and Yorkshire dinner to celebrate the second season of **All Creatures Great and Small on MASTERPIECE**. Whether enlightening or entertaining, WITF community events are always time well spent getting to know you better!

# STORY OF IMPACT SACRED GROUND

750,000  
DOWNLOADS  
OF SACRED GROUND



WITF news director Tim Lambert has a personal connection to Flight 93: his family owned part of the land where the airliner crashed September 11, 2001. For the 20th anniversary, Lambert and NPR's Scott Detrow, a WITF alum, worked with NPR for months to report and produce **Sacred Ground**, an hour-long podcast about Tim's relationship with the Flight 93 families and how their relationship to the tragedy is evolving.



Tim Lambert

Visitors walk through the Flight 93 National Memorial in southwestern Pennsylvania. The memorial is dedicated to the people who died on United Airlines Flight 93 on September 11, 2001.  
Tim Lambert



## HOME FROM SCHOOL

On November 18, WITF partnered with the Cumberland County Historical Society and Dickinson College to host a premiere screening and community conversation at the Carlisle Theatre around the Independent Lens/Caldera Productions film **Home from School: The Children of Carlisle**. We welcomed guests of all ages, who shared their lived experiences and posed insightful questions regarding the history of the Carlisle Indian Industrial School.



## ALL CREATURES GREAT AND SMALL SCREENING & DINNER

Fans of **All Creatures Great and Small on MASTERPIECE** celebrated the start of season two with a special preview screening and Yorkshire-inspired dinner on January 8, before its broadcast premiere. Held at the beautifully remodeled Stiegel Stable at Elizabeth Furnace in Lititz, guests lifted a pint to the best James Herriot had to offer!



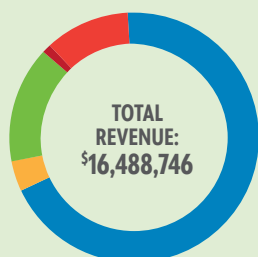
## WITF MUSIC

Music filled WITF hearts and minds in June. **WITF Music** host Joe Ulrich invited West & Ward, Corinna Joy and Cumberland Honey to the studio to play their favorite original songs, answer some fun and insightful questions, and share some of their histories. Livestreamed on YouTube over the lunch hour, **WITF Music Live** was a fun way to relax and hear beautiful melodies to help get you to your weekend.

# FINANCIALS

### FY22 REVENUE

11%	Federal Grants	\$1,870,766
1%	State Grants	\$125,000
15%	Ancillary Media Services	\$2,528,520
4%	Other Income (Loss)	\$700,671



68%  
COMMUNITY  
SUPPORT  
\$11,110,623

### PROGRAM AND OTHER SUPPORT \$6,517,986

Corporate Sponsorships  
\$1,019,678

Special Events  
\$1,750

Memberships and Contributions  
\$3,724,374



### FY22 EXPENSES

38%	Television & Radio Services	\$5,560,951
33%	Educational & Media Services	\$4,774,347
2%	Promotion & Outreach	\$338,873
17%	Fundraising	\$2,502,708
9%	General & Administrative	\$1,273,987





## TOP STORY ON SOCIAL MEDIA

TIM LAMBERT DISCUSSES HIS CONNECTION TO FLIGHT 93

9.8 MILLION  
IMPRESSIONS

3.6 MILLION  
VIDEO VIEWS

79,665  
SHARES

Tim Lambert and Wally Miller, the county coroner, walk through tall grass near the crash site. Scott Goldsmith

*"[Sacred Ground had]...so much impact just by telling a story clearly and letting people talk without any extra hype or inflection (which would have been easy to engage in on a story so emotional). Really, really great."*

- Larry Kaplow, NPR's Middle East Editor

*"Thank you for doing what was right by ensuring the heroes of that day will never be forgotten, will always be honoured, and their stories are told. God bless you, the heroes, and their families."*

- Chris Erdmann, Facebook comment



### SMART TALK ROAD TRIPS

After a two-year hiatus, **Smart Talk** Road Trips returned — welcomed by both listeners who travel to the site of the Road Trip to listen and watch live, and the **Smart Talk** team, who enjoy the energy and live conversation. We trekked to the Pennsylvania State Museum, the Carlisle Ford Nationals Car Show and Fulton Theatre in Lancaster. In February, our liveliest trip of the season was at York County School of Technology, where more than a dozen students from area technical schools participated in the question-and-answer session with the **Smart Talk** panel immediately after the broadcast ended.



### DANIEL TIGER VISITS OUR NEIGHBORHOODS!

WITF partnered with PNC Grow Up Great® to host **Be My Neighbor Day** on April 30 at the WITF Public Media Center. About 500 children and grown-ups came to meet neighborhood helpers and take their picture with Daniel Tiger from **Daniel Tiger's Neighborhood!** Then, Daniel Tiger came back in June to the Cocoa Beanery in Hershey for more free family fun that focused on learning while families played!



### JUNETEENTH

The Diversity & Inclusion Committee made significant strides in how our journalists approach diverse topics while reporting the news, how the education team engages with underserved communities, and helped to enhance the language used within the organization to create a more equitable and inclusive environment for employees. 2022 marked the first time Juneteenth was recognized as a company holiday. The day after the holiday, staff celebrated with an art display, a conversation on the holiday, and food — all provided by Black-owned businesses from the Central Pa. community.

**PNC**  
**C-Speak**  
The Language of Executives  
**Central PA**



TOPIC  
Disruption  
as Opportunity

GUEST  
**Michele Buck**  
The Hershey Company

**witf**

**LISTEN NOW**  
[witf.org/cspeak](http://witf.org/cspeak)

## PNC C-SPEAK

In October, WITF launched the new podcast **PNC C-Speak: The Language of Executives Central PA**. Each episode features local C-level executives talking about relevant and timely business topics. This knowledge-sharing platform provides insights on forward-thinking business approaches that disrupt the status quo and encourage business leaders to think differently. In this first seven-episode season, special guests included Michele Buck, CEO of the Hershey Company, Masai Lawson of Gannett Fleming and Hasu P. Shah of Hersha Hospitality Trust.

## AUDIENCE STATISTICS



**WITF TV:**  
**144,000 WEEKLY VIEWERS**  
NIELSEN JULY 2021 – JUNE 2022



**WITF 89.5 & 93.3:**  
**131,000 WEEKLY LISTENERS**  
NIELSEN JULY 2021 – JUNE 2022



**WITF.ORG:**  
**1,543,562 USERS**  
**3,205,558 PAGEVIEWS**

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 Mr. Luther & Mrs. Kim Zarfoss  
 Dr. Jane Zendarski  
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\*Deceased

# THANK YOU WE COULDN'T DO IT WITHOUT YOU

## FOUNDATIONS

The Anne M. & Philip H. Glatfelter, III Family Foundation	Greenly Family Foundation	The Miami Foundation
The Ashland Foundation	The GroundTruth Project	Peter & Rhonda Keller Family Fund
The Arthur J. & Lee R. Glatfelter Foundation	High Companies / High Foundation	PNC Foundation
Berks County Community Foundation	The Josiah W. & Bessie H. Kline Foundation	Richard S. & Ann B. Barshinger Family Foundation
Colcom Foundation	The Kinsley Family Foundation	Team Pennsylvania Foundation
Corporation for Public Broadcasting	Kinsley Construction Inc / Kinsley Foundation	Solutions Journalism Network
Democracy SOS Fellowship	Lancaster County Community Foundation	Vincent A. Pronio Charitable Foundation
The Donald B. and Dorothy L. Stabler Foundation	Long's Park Amphitheater Foundation	Wyncote Foundation
The Foundation for Enhancing Communities	Loud Houd Family Foundation	York County Community Foundation
	McCormick Family Foundation	

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Capital Blue Cross	Cornwall Manor	Pleasant View Communities
WellSpan Health	Smigel, Anderson & Sacks	Lebanon Valley College
The Hershey Company	Penn State College of Agricultural Sciences	Millersville University
Millworks	The Foundation for Enhancing Communities	PeoplesBank
PNC	Penn State Harrisburg	Select Medical
UPMC	Commonwealth of Pennsylvania	H. Ric Luhrs
Milton Hershey School		Performing Arts Center at Shippensburg University
Orrstown Bank		

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\*Leave of absence \*\*Partial term

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\*Leave of Absence \*\*Partial term



**Our sincere thanks to those that attended our virtual Premier Circle and Legacy Circle donor event, An Evening of Appreciation featuring Judy Woodruff of PBS NewsHour.**

WITF was honored with two regional Edward R. Murrow Awards, given out annually by the Radio and Television News Directors Association. Our region is made up of stations of similar size in Pennsylvania, New York and New Jersey.

### EXCELLENCE IN SOUND

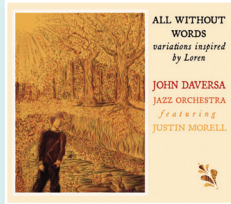
**WITF Music: All Without Words**

**Joe Ulrich**

Joe told the story of Loren Morell, 16, who has autism and doesn't speak – but his father, Justin, used the sounds Loren makes and recorded an album, *All Without Words*, as a way of showing the struggles and joys of raising a child with non-verbal autism.



**Joe Ulrich**  
Audio Specialist



### INVESTIGATIVE REPORTING

**Police, constables in PA joined 'anti-government' Oath Keepers Staff**

Brett Sholtis led a staff-wide effort into a database of Oath Keepers membership, which identified dozens of police officers and five current state constables who had joined an organization whose members have interfered with federal law enforcement, showed up armed at protests and have been implicated for playing roles in the January 6 attack on the U.S. Capitol.

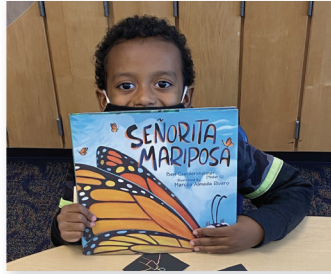


**Brett Sholtis**  
Reporter



*Pennsylvania State Constable Kevin Noecker in Berks County says the Oath Keepers, whose leadership is alleged to have played a key role in the January 6 U.S. Capitol attack, is misunderstood. Other police and constables in Pa. who once joined the group have since distanced themselves from it.*  
Brett Sholtis/WITF

# AWARDS & MILESTONES A LOT GOING ON



### EXPLORE IN THE CLASSROOM

*Explore in the Classroom*, funded solely by the generous corporate contributions through the Educational Investment Tax Credit, visited 19 kindergarten classrooms and distributed educational kits to 35 kindergarten classrooms in Harrisburg, Lancaster, and York school districts this year. It was great to be in the classroom again! Each student received four brand new books (including one bilingual book) to take home. A total of 4,948 books were distributed!



### AMERICA AMPLIFIED

WITF is in year two with America Amplified, a national collaboration funded by the Corporation for Public Broadcasting based on community engagement and listening. Grant money supports reporters' texting clubs and creation of a mobile listening lab.



### REPORT FOR AMERICA

Report for America has placed two reporters – Anthony Orozco and Gabriela Martinez – with WITF. Orozco covers Latino issues in Reading and Berks County; Martinez covers race and identity across the station's coverage area.



### VIRTUAL STORYTIME WITH PINKALICIOUS AUTHOR VICTORIA KANN

WITF hosted *Pinkalicious* author Victoria Kann for a virtual storytime on October 27. Families also learned how to make their own book – starring a leaf character – with items found around the house.



### WITF FAMILY PLAY AND LEARNS

WITF and the PNC Foundation opened three additional *WITF Family Play and Learns* made possible by a \$75,000 grant from the PNC Foundation. The new free literacy and play spaces are located at Hamilton Health Center in Harrisburg, at Tec Centro in Lancaster and at Keystone Kidspace in York. WITF now hosts seven locations in Central Pa.



### CLIMATE SOLUTIONS

WITF is one of five news organizations, two institutions of higher learning and a theater company that partnered to use engagement, education and storytelling to inform and empower central Pennsylvanians to find solutions to the challenges posed by climate change. This new collaboration — called "Climate Solutions" — is convened by *StateImpact Pennsylvania*, a public media partnership covering energy and environment.



### THE CENTRAL PA SPELLING BEE

The **2022 WITF Grand Championship Spelling Bee** once again was held virtually. Ananya Kannan, an eighth grader from Central Dauphin Middle School, went 13 rounds to be crowned champion. Her winning word, *isagoge*, earned her the opportunity to participate in the Scripps National Spelling Bee. Her trophy was hand-delivered by Spelling Bee Coordinator Ruth Keim!



### BENJAMIN FRANKLIN SCREENING

On March 29, WITF hosted a preview screening and community conversation around the Ken Burns film *Benjamin Franklin* at Penn State Harrisburg. *Smart Talk* host Scott LaMar moderated an insightful conversation about Franklin's legacy with panelists and audience members.



### FAMILY NIGHTS

WITF encourages families to learn and play together by watching or streaming *Family Night* programs on WITF TV or the free PBS Video app. In *Family Night: Space*, families met NASA astronauts and the scientists who support them!



### TRANSFORMING HEALTH

"You can only pretend to be somebody that you're not for so long." Carmen McKinney shared that insight in the last episode of the season for *Transforming Health*. In honor of Pride month, WITF premiered "LGBTQ+ Health" in June.



### TEACHER IMPACT AWARDS

Congratulations to the seven outstanding educators that were honored with a **Teacher Impact Award** (l-r): Rosario Eppley of Susquehanna S.D., Jonathan Makowski of Conewago Valley S.D., Diane Root of Shippensburg Area S.D., Michael Bricker of Central Dauphin S.D., Tammy Sweeney of Manheim Township S.D., Matt Robinson of Dallastown S.D., and Sabrina Ramirez of Lebanon S.D.



### VOLUNTEERS

Volunteers are the lifeblood of WITF. Some answered phones at 5:30am during our *Roses* pledge campaign; others traveled in the snow to check in guests for our *All Creatures Great and Small* event, and many patient ones helped children and families creatively discover educational activities at our free *Be My Neighbor Day and Ready, Set, Explore!* events. Our volunteers' commitment this year has made such a difference. Thank you, Volunteers!