



MORE FOR YOU

ANNUAL REPORT | FY23



MORE FOR YOU

At WITF, we believe that an informed and engaged audience builds a stronger community. Although today's media landscape is changing rapidly, we are laser-focused on our core mission to serve the Central Pennsylvania audience—our community—by telling the stories that matter to you. This year, we brought you *more* local features, programs, and events in *more* ways than ever before ... and there are so many *more* stories to tell!

We updated the way we deliver our programs and content by refreshing our look and feel with new branding, launching a new app and YouTube channel, and partially redesigning our website to make it easier for you to find more of the stories that interest and entertain you. We re-imagined our educational offerings so that there is more for everyone at every age and stage, from preschool to adult learners, in the classroom and in the community.

With events from Shippensburg to York, Lancaster to Harrisburg, Gettysburg to Lititz, Chambersburg to Lebanon, and points in between, we enjoyed meeting you in the places you call home for *The Spark Travels*, *Brunch with Rick Steves*, and the immensely popular *All Creatures Great and Small Screening and Dinner*. We invited you to our home at the WITF Public Media Center for *Ready, Set, Go*, *Kindergarten*, *Kids' Night Out*, and for special screenings to celebrate new seasons of *Sanditon* and *Call the Midwife*.

As part of our commitment to the national America Amplified initiative, our journalists spent time listening and learning more about what sparks your curiosity by meeting with you in-person at *News & Brews* events and by engaging with you via text and online. We also learned more about when and how you like to access your news, which led us to develop our news podcast, *The Morning Agenda*, that brings you key stories whenever you are ready to listen.

To reflect more of the best things about Central Pennsylvania, we created *Mosaic*, our YouTube channel, to bring you arts, culture and lifestyle stories that highlight and uplift the many diverse creators who make this corner of the world incredibly special. Scenic glimpses of the countryside in *Aerial PA*, new restaurants and cuisines in *The Cookery*, conversations about your favorite television shows in *Postscript*, musical performances in *WITF Music*, and stained glass treasures in *Overlooked Art*—there is so much to discover!

In May, we announced that Steinman Communications had gifted WITF Lancaster's daily newspaper, LNP, and its associated website, LancasterOnline, along with three smaller publications. In addition to this landmark gift, The Steinman Foundation has provided WITF with seed money to establish The Steinman Institute for Civic Engagement. We are so excited about the possibilities these additions offer for enhancing our service in the region, and we look forward to sharing more as we begin our work together.

More than ever before, we are grateful for your continued support of WITF. You—our audience, our community, our friends—are the reason we do what we do every day. In whatever way you engage with us ... watching, listening, reading, attending, volunteering, donating, sponsoring ... we thank you. And we invite you to contact us anytime to tell us what more we can do for you!



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*Leave of absence
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CORE VALUES TRUSTED • TRANSPARENT • DIVERSE • CREATIVE



JOURNALISM

WITF's newsroom is recognized as a national leader in community engagement journalism, transparency, and collaborative journalism – as well as for its unique approach to holding politicians accountable for supporting the 2020 election-fraud lie. Central Pennsylvanians routinely tell us they can trust our reporting, the highest praise we can receive. Our engagement efforts included Central Pa.'s first-ever deliberative

forum, held by the **Climate Solutions** collaboration, and public events in Lebanon, Chambersburg, Gettysburg, Mechanicsburg and Carlisle, where staff took attendees behind the scenes of WITF News and worked to model civil dialogue. We continue to stand for fact-based journalism that aims to strengthen our region's communities.

EDUCATION

WITF continued to expand its educational programs to provide valuable supports, services, and experiences to learners of all ages. In 2023, WITF received approval from the Pennsylvania Department of Education to be an approved provider of Act 48 continuing education credits. We piloted **Kids' Night Out**, which will be a WITF signature program that offers a monthly afterschool learning opportunity to students

in first through eighth grades; offered our first 8-day summer camp in partnership with **Climate Solutions**; hosted two teacher residents as part of the Lancaster County STEM Alliance's Teachers as Temporary Workers program; became a Teaching with Primary Sources Consortium Member by invitation from the United States Library of Congress; and began development of our Innovation Studio, a cutting-edge mobile makerspace that includes a digital production studio – just to name a few!



COMMUNITY ENGAGEMENT

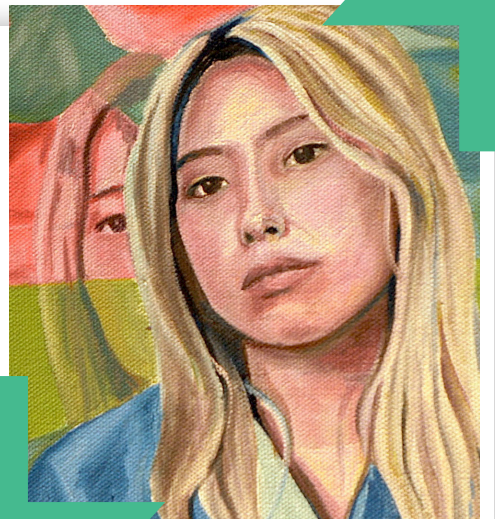
WITF brought our community members together to learn our histories, to discuss tough topics, to laugh and cry at great dramas and to celebrate each other. We came together for **Brunch with Rick Steves** in Hershey, **The Spark Travels** in Shippensburg and Millersburg, and

screening events for **The U.S. and the Holocaust**, **All Creatures Great & Small**, **Call the Midwife** and **Sanditon** in Harrisburg and Lititz. WITF delighted in discovering more about what you are excited to learn at each of our events!

PRODUCTIONS

This year, WITF doubled down on digital-first production. In response to the change in how people consume media, we focused on creating content for platforms such as YouTube, podcast apps, and TikTok. In February, we launched the @WITFMosaic channel on YouTube. **Mosaic** is WITF's hub for arts, culture and lifestyle, where we present a variety of videos and podcasts to showcase the lighter side of life. New series include: **Artists**, featuring local individuals who are as unique as

their art; **Aerial PA**, providing a birds-eye view of Central Pa. towns and iconic structures; **The Cookery**, which seeks good food and shares the passion and person behind the recipes; **Overlooked Art**, showcasing stained glass art from the region; and **Postscript**, a podcast (with video!) that immerses you in the worlds of your favorite PBS dramas. Subscribe to Mosaic at youtube.com/@witfmosaic and like the videos to see more arts and culture in your YouTube feed.





NEWS & BREWS AND BRAVER ANGELS

WITF requested to partner with Braver Angels (a national organization dedicated to depolarization) to model civil dialogue at a News & Brews event in Chambersburg in September 2022. Braver Angels created the presentation “Crossing the Continental Divide” in which participants learned about the organization and sampled a workshop activity. After the success of that event, Braver Angels opted to include this presentation as one of its five action items in its Rise for America initiative. What started with a WITF request for Central Pa. will now have a national impact.

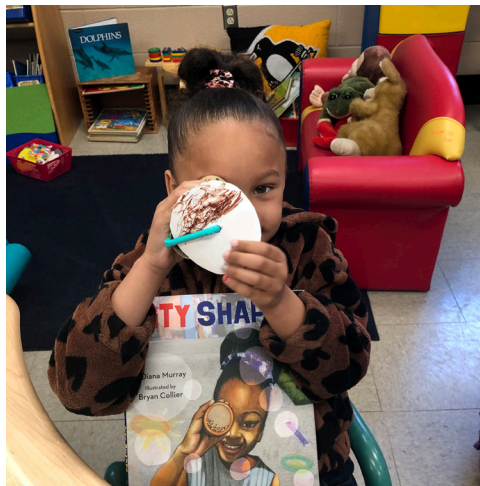
THE SPARK

In October, WITF’s flagship program **Smart Talk** was renamed **The Spark** to reflect the evolution of the daily program from a call-in talk show with a single host to a magazine of conversations about the news of the day, human interest and arts & culture with multiple hosts asking questions. **The Spark** continues to host conversations that foster a deeper understanding of the world and its people in the communities of Central Pennsylvania and beyond.



BRUNCH WITH RICK STEVES

Popular public television host and best-selling guidebook author Rick Steves joined WITF friends over brunch to share his travel philosophy, social activism, support of public radio and television and much more! Guests enjoyed behind-the-scenes pictures and tales of his favorite moments, and the lucky VIP guests received a signed book and a photo with our guest of honor.



EXPLORE IN THE CLASSROOM

It was our second busiest season in the history of **Explore in the Classroom!** WITF educators visited 31 classrooms in 10 schools across 3 districts—Harrisburg, York City and Lancaster! Additionally, we provided educational kits to 22 classrooms in 5 schools. Through **Explore in the Classroom**, every enrolled kindergarten in Harrisburg School District and York City School District and in four of our partner schools in Lancaster received 3 books to take home.

OUR QUEEN BEE

WITF Spelling Bee Coordinator, Ruth J. Keim, was selected as the 2023 Regional Partner of the Year by the Scripps National Spelling Bee. Ruth, who has led the Central Pa. Bee for 26 years, accepted this prestigious national award on stage during the closing ceremony of the 2023 National Spelling Bee in National Harbor.

THE U.S. & THE HOLOCAUST

WITF, in partnership with the Center for Holocaust and Jewish Studies at Penn State Harrisburg, hosted a special sneak preview and community conversation around **The U.S. and the Holocaust**, a new documentary film series directed by Ken Burns, Lynn Novick and Sarah Botstein.



STORY OF IMPACT

MENTAL ILLNESS IN PA COUNTY JAILS

WITF News followers may recall a 2020 report about a woman with a serious mental illness who had been pepper-sprayed and was kept in horrific conditions at Bucks County Correctional Facility.

That reporting elicited widespread outrage, and days later the woman was moved to a state psychiatric facility. However, people who had been in jail or knew someone in jail were quick to tell WITF reporter Brett Sholtis that what happened in Bucks County was pretty common.

Through the 2021-2022 Benjamin Von Sternenfels Rosenthal Investigative Mental Health Fellowship — a partnership between the Carter Center’s Mental Health Program and Reveal from the Center for Investigative Reporting — Sholtis and WITF expanded the research to use of force in Pennsylvania county jails. Sholtis wrote right-to-know requests to 60 county jails, and interviewed experts and people who experienced use of force tactics in prison. The investigation found that corrections officers use physical force on people who may be unable to comply with orders due to a mental health condition; people with mental illness were routinely met with pepper spray and stun guns.



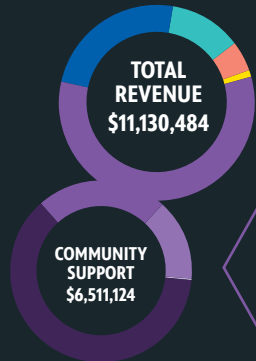
Brett Sholtis



WITF NEWS MEDIA LAB

WITF unveiled our News Media Lab, supported by The Arthur J. & Lee R. Glatfelter Foundation, to foster media literacy and help young adults navigate their role as citizens. Located at Keystone Kidspace in York, the kiosk explores media literacy and develops critical thinking skills in a digital format, in part by practicing how to interpret the news and check the reliability of sources. In its first two months of installation, the Lab was used more than 1,000 times to access resources.

FINANCIALS



FY23 REVENUE

1%	State Grants	\$125,000
5%	Other Income (Loss)	\$512,059
12%	Federal Grants	\$1,364,212
24%	Ancillary Media Service	\$2,618,089
58%	Community Support	\$6,511,124
.1%	Special Events	\$6,265
14%	Corporate Sponsorships	\$942,677
23%	Program & Other Support	\$1,517,508
62%	Memberships & Contributions	\$4,044,674

FY23 EXPENSES

4%	Educational & Media Services	\$497,330
5%	Promotion & Outreach	\$524,375
14%	General & Administrative	\$1,585,761
24%	Fundraising	\$2,754,085
53%	Television & Radio Services	\$6,037,649

AUDIENCE STATISTICS



PBS KIDS Video via WITF
1,700,000 Streams Monthly



PBS Video via WITF
96,670 Streams Monthly



WITF 89.5 & 93.3
194,000 Listeners Monthly
Nielsen July 2022 – June 2023



WITF Podcasts
24,500 Downloads Monthly



@WITFMosaic on YouTube
10,000 Views Monthly



WITF Newsletters
71,600 Deliveries Monthly



witf.org
280,892 Pageviews Monthly
160,000 Unique Users Monthly



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 High Companies / High Foundation
 The Joseph T. & Helen M. Simpson Foundation
 The Kinsley Family Foundation
 Kinsley Construction Inc / Kinsley Foundation

Lancaster County Community Foundation
 Long's Park Amphitheater Foundation
 Loud Houd Family Foundation
 McCormick Family Foundation
 The Miami Foundation
 Pennsylvania News Media Association Foundation
 Peter & Rhonda Keller Family Fund
 PNC Foundation
 Richard S. & Ann B. Barshinger Family Foundation
 Team Pennsylvania Foundation
 The Thomas & Frances Wolf Fund
 Solutions Journalism Network
 Vincent A. Pronio Charitable Foundation
 Wyncote Foundation
 York County Community Foundation

TOP UNDERWRITERS

Capital Blue Cross
 The Hershey Company
 UPMC
 PNC
 Millworks
 Mid Penn Bank
 Commonwealth of Pennsylvania
 Cornwall Manor Retirement Community
 Aetna Better Health
 Select Medical
 Elizabethtown College
 Fort Pitt Capital Group
 Penn State Harrisburg

Highmark Blue Shield
 PeoplesBank
 Pleasant View Communities
 Thaddeus Stevens College of Technology
 Lebanon Valley College
 PA Virtual Charter School
 Arthur Funk and Sons
 Allied Milk Producers
 G.R. Sponaugle
 Penn Medicine Lancaster General Health
 Conestoga Eye
 Ned Smith Center for Nature and Art



CLIMATE SOLUTIONS

StateImpact Pennsylvania convened a collaboration called *Climate Solutions*, bringing together English- and Spanish-speaking news organizations, educational institutions and a theater company to focus on local solutions to climate challenges. *Climate Solutions* put on the first deliberative forum in Central Pa. led by a news organization, bringing two dozen demographically representative people together to hear from experts and tackle climate problems. The results showed what an informed public believes are Central Pa.'s priorities for addressing climate change. From that group of two dozen, we used America Amplified grant money to create a *Climate Solutions* focus group – and have now transitioned them to be an advisory group for WITF's elections coverage.



KIDS' NIGHT OUT

WITF launched a new signature program – *Kids' Night Out!* This monthly event invites young learners to the Public Media Center for a night of hands-on discovery through STEAM or a fun-filled pajama party movie night. The pilot event featured robotics and engineering alongside a screening of the *Odd Squad* movie.



THE CENTRAL PA SPELLING BEE

35 spellers from 29 different schools in WITF's coverage area faced off at the 2023 Central PA Spelling Bee for a coveted spot at the Scripps National Spelling Bee, which took place in National Harbor, Md., at the end of May. Kenzo Veron, an eighth grader from Lambertson Middle School in the Carlisle School District, was declared the Central PA Spelling Bee Champion and proudly represented our region at the national competition.



INNOVATION STUDIO

With generous support from the Donald B. and Dorothy L. Stabler Foundation and the Anne & Philip Glatfelter, III Family Foundation, WITF has begun developing a one-of-a-kind Innovation Studio. The Studio combines a traditional makerspace with robotics and digital production. The Innovation Studio will host educational field trips, afterschool programs, and summer camps in addition to traveling to schools and community events in 2023-24.



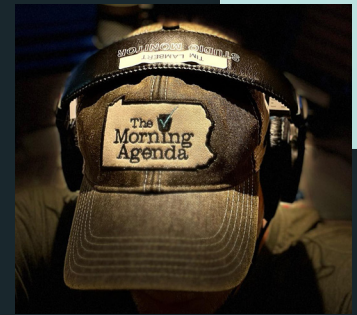
ALL CREATURES GREAT & SMALL

WITF and friends gathered for a Yorkshire Dales' Drovers Arms pub-inspired evening in celebration of the third season premiere of *All Creatures Great & Small*. We enjoyed a delightful three-course meal, drinks, live music and a preview screening; and some lucky winners went home with extra goodies!



FREE FAMILY EVENTS

WITF hosted six free, fun family events that celebrated learning in Lancaster, York, Harrisburg and Hershey. To champion the legacy of Mister Rogers, this year's *Be My Neighbor Day*, which fell on Global Youth Service Day, highlighted the myriad ways in which people of all ages – including the littlest learners – play an important role in our community. Celebrating kindness to each other and to the earth, we elevated friendship, community service, and civic-minded decision-making.



THE MORNING AGENDA

Our news podcast *The Morning Agenda* launched in late February, with one simple goal: To share what you need to know to stay informed. The best part? You can listen on your own time. Each weekday morning, host Tim Lambert works to keep you informed, amused, enlightened and up-to-date on what's happening. *The Morning Agenda* – where our only agenda is you.



AMERICA AMPLIFIED

America Amplified, a national collaboration using community engagement to inform and strengthen local, regional, and national journalism, provided a grant that allowed WITF to buy recording equipment for a mobile listening lab, which we've taken into the community several times; and to create a texting club for each reporter as a form of community engagement. Subscribers have topped 400, and our texting club members have already contributed to several pieces of journalism.



WITF has been recognized by the Radio Television Digital News Association with three Regional Edward R. Murrow Awards. Since 2006, WITF has received 90 RTDNA regional Murrows – the most of any organization in Pennsylvania.

FEATURE

Driving an EV in Pennsylvania: range anxiety, charging and maintenance



Rachel McDevitt's multimedia package, produced as part of *Climate Solutions*, also was a finalist in the international Covering Climate Now awards' engagement category. Her climate solutions work was honored by the Society for Environmental Journalists, receiving honorable mention in beat reporting.



Rachel McDevitt

HARD NEWS

Doug Mastriano and some Pa. GOP leaders think Christianity and government should be linked



Sam Dunklau

SOUND

Lebanon County group works to get bikes to those in need



Jeremy Long