Fiscal year 2012 was a year of accomplishments for witf, from financial results to awards for media excellence. But more importantly, Fiscal year 2012 was a year of demonstrated significant public service delivered to our region.

Educational services—especially to very young learners — were an expanded priority this year. Partnering with the Whitaker Center for Science and the Arts, we presented three Ready, Set, Go free learning events featuring The Cat In the Hat, Curious George and Sid the Science Kid. Our workshops for early childhood educators deepened their skills for their important work. And August 2011's Ready, Set, Go, Kindergarten! event was a first-year triumph.

We transitioned the publishing of Central PA magazine to The Patriot News with the August 2011 issue. The publication—with regular witf content (and the Phantom Diner!) has been well received, though viewers missed the monthly listings. Starting in August 2012, we began a separately published listing guide mailed directly to members who request it.

A new strategic plan, for 2013-2015, was approved the Board of Directors in June, with a strong consensus on this statement: witf’s role and relevance lies in serving educational needs and aspirations across the human lifespan, from early childhood through elder maturity, and in supporting all the roles we play in life, from student to adult to parent, with special attention to our roles as citizens.

There are four goals in the plan: Serve the Mission serves the educational needs of pre-school children, school-age children and older adults. Fund the Mission focuses on the three goals of the 50th Anniversary Campaign: $5 million cash and endowment, an increase of annual revenue, and 200 confirmed planned gifts. Convey the Mission is about presenting witf’s “case” through marketing and branding. Support the Mission challenges witf’s for-profit subsidiary to maximize its cash flow contribution to the mission-focused parent organization.

After thorough research into witf’s listener data and other stations’ experiences, the strategic plan recommended a change from a mixed news/classical format to a focused news and information format.

Financially, the results for FY12 show we made the right decisions. Revenue ($12,669,629) was 5% over budget and 3% over prior year; the operating surplus ($1,378,578) was 3% below budget and a staggering 60% over prior year.

Finally, awards received in FY12 were a welcome recognition of the mission-focused dedication of our staff, highlighted by a national Edward R. Murrow award, one of radio’s highest honors, 11 Pennsylvania Associated Press Broadcaster Awards, and a Mid-Atlantic Emmy award for TV’s HealthSmart.

All of these accomplishments were made possible by... you the donor, the listener, the viewer, the reader. With your support and engagement, witf has served, and will continue to serve, as a lifelong educational resource for everyone in your family. Thank you!
Central Pennsylvania endured a remarkable year of damaging weather, scandals and tragedies from July 2011 until June 2012, and witf worked to provide the community with timely, credible and informative reports.

First came the flooding. For three days in September 2011, heavy rains inundated the region for days, causing streams, creeks and the Susquehanna River to rise to record levels in some spots. As communities lost power, many turned to their radios. witf’s news department broke into programming to provide updates on everything from the forecast to road closures to safety tips. We took to the streets to talk to business owners, residents and government officials.

Radio Smart Talk worked to make sure the public was kept informed. In times of a natural disaster, especially one that put thousands of people’s lives at risk, the importance of local journalism cannot be overstated.

Early November brought a different kind of horror that would die two months later. Paterno was diagnosed with cancer and never went away. Paterno was coach Joe Paterno and Penn State University President Graham Spanier were fired by the Board of Trustees days after the most shocking revelations in the history of collegiate athletics. Joe Paterno and Penn State President Graham Spanier were fired. The Nittany Lions took the field with a new head coach. The Sandusky scandal never went away. Paterno was diagnosed with cancer and would die two months later. June Sandusky was convicted in June 2012 on 45 of 48 counts. Sandusky was convicted of child sex abuse and other crimes.

The Jerry Sandusky child sex abuse scandal challenged the local journalism cannot be overstated. The Jerry Sandusky child sex abuse scandal challenged the ability of Penn State’s news department to break into programming to provide the community with timely, credible and intimate reports.

In FY12, we also piloted Ready Set Explore, a series of fun, educational science events in partnership with Whitaker Center. The events, held at Whitaker Center, linked science concepts, PBS characters and fun crafts and activities together to create engaging experiences for children and their families. A total of 606 children and families attended the three Saturday events.

The Anne M. and Philip H. Glatfelter III Family Foundation gave witf a significant grant to expand the reach of the Ready, Set, Explore children’s programs over the next five years. Going forward, witf will use this support to partner with new organizations and to increase the number of free educational events for families throughout the mid-state. The Glatfelter Family Foundation supports charitable organizations in southeastern Pennsylvania who promote real social welfare by responding to the demonstrated needs of the communities they serve.

witf remains committed to supporting early educators through educational workshops held at the Public Media Center and across our region. In FY12, we conducted 64 workshops for 895 educators, impacting approximately 7160 children in our region. This represents about a 60% increase in the number of workshops from FY11. We also collaborated with Facing Cancer Together to provide a Grief Forum in York, focusing on equipping early educators and families to effectively deal with the grief of young children. One hundred and six people attended.

We continued to connect to our community by providing 38 tours of the Public Media Center this year, 41 specifically designed for children. In FY12, nearly 1400 people visited the Public Media Center to learn more about what media is all about. Groups represented include: Pride of the Neighborhood Academy, Central Penn College Mass Communication Classes, Harrisburg High School, Capital Area PSEA, and Mechanicsburg Middle School.

The witf Central PA Spelling Bee welcomed 144 sixth, seventh and eighth graders taking the written Spelling Bee test.

“In August 2011, witf hosted Ready, Set, Go…Kindergarten! at the Public Media Center. 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 146 kids and 490 total attendees.”

—from its founding in 1964, by educators who understood that the technology of television could positively impact our community’s youngest learners, witf has been a committed partner for families and educators in our region.

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— Leah Brown (mom from York)
Since its April 11th, 2011 launch, our multimedia series Facing Cancer Together has taken a closer look at the impact of cancer in our community. The goal was to inspire and guide meaningful conversations about the many aspects of cancer through original content created for television, radio, magazine, and the web.

“Facing Cancer Together (FCT) is[witf]’s most ambitious community education partnership to date,” according to Cara Williams Fry, Senior Vice President and Chief Content Officer of witf. FCT is a partnership of WellSpan Health, Lancaster General Health, PinnacleHealth and witf—four non-profits working together to raise awareness of cancers, cures and treatments for patients and their families. The strong commitment from our news and content teams, our hospital partners and multiple other non-profit organizations makes FCT a model for community engagement,” Fry says.

It is the combination of education, sharing stories, and community partnerships that has made Facing Cancer Together (FCT) a successful and meaningful initiative for our community.

As a trusted source of information for Central Pennsylvania residents, witf understands the importance of good health to its viewers. To help them stay up to date with the latest health news and information, witf offers locally produced health pieces on both TV and radio.

Radio Smart Talk offers interviews with leading medical researchers and doctors about issues ranging from childhood obesity to the challenges of being a caregiver. Listeners also hear from people who are dealing with health issues and how their lives have changed as a result.

For the past seven years, witf has produced the award winning HealthSmart. Show topics range from meningitis to the teenage brain. Although the topics may vary, the goal is always the same. Through HealthSmart, witf aims to inspire viewers to live healthier lives, while connecting them to their peers and health experts in the community.

In addition to the HealthSmart television program, witf produces HealthSmart in a Minute for the radio. These one-minute radio pieces are designed to deliver tips for better health in a quick, effective way.

“Facing Cancer Together was so meaningful to our team, our patients and our community in general. Just yesterday, I saw a patient who had come to be a part of the studio audience with her daughter and she reminded me of how much the series helped anchor them at a rocky point in their lives. We have heard other similar stories over here at LGH.”

-Randal A. Oyer, MD, Medical Director, Oncology Program at Lancaster General Health

“Together, all those squares add up to quite a story of hope.”

-Rev Revard Carl Wilton thyroid cancer survivor, on the Digital Quilt

“All the stories we heard and the way we heard them is an effort of love, and deeply appreciated by far more than you’ll ever know.”

-Kathy Denton, Ronald McDonald House Charities of Central PA and Maryland

“Thanks again for everything you continue to do on this project—it’s an effort of love, and deeply appreciated by far more than you’ll ever know.”

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IMPACT:
With close to 60 million impressions across media platforms, FCT has successfully convened the region and has educated on a topic that touches many lives.

“FCT’s most ambitious community education program in a decade, Facing Cancer Together is ‘Connecting stories. Connecting lives.’ That’s because we believe so strongly in the power that comes from sharing personal stories and experience.”

We developed a custom storytelling tool called the Digital Quilt that offers a safe place to share personal thoughts and experiences in photos, text, video and audio. Each unit is a story, or “patch,” is part of a larger story of how cancer impacts our community.

FCT was fortunate to develop relationships with several cancer survivors and advocates who brought firsthand perspective to the cancer journey.

We met Lancaster native and cervical cancer survivor Vicky Darden just as she was about to embark on the adventure of a lifetime. She sold all of her belongings and is now biking around the world spreading hope to cancer patients.

Vicky wrote in her personal blog Unlimited Smilenge, “Facing Cancer Together embodies the spirit of survivorship and my current mission. I am honored to have been a part of your tremendous community efforts. Together, the goal is to raise awareness and support cancer patients and their families.”

We are grateful for the relationships we’ve made with many Pennsylvania Associated Press Broadcasters Association and The Mid-Atlantic Chapter of The National Academy of Television Arts and Sciences award winners. FCT is an extraordinary, ongoing effort to educate the community about cancer with this year’s American Cancer Society Division Citation Award

For outstanding achievement in community service, FCT was honored with the 2012 National Edward R. Murrow Award for Best Audio News Series from the Radio Television Digital News Director Association (RTDNA). In addition to these awards, FCT was honored with many Pennsylvania Associated Press Broadcasters Association Awards and the American Cancer Society Division Citation Award.

“FCT is an inspired by the regional and national recognition Facing Cancer Together has received,” said witf CEO Kathleen Pavello. “Our health system partners WellSpan Health, PinnacleHealth and Lancaster General Health bring a community focus and health care expertise that’s clearly been recognized in these awards.”

“FACING TOGETHER
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“You did a great job with the “Teen Mind” show that aired last evening. I was impressed with the amount of great information you were able to fit into the program. Thank you for allowing me to be a part of it.”

- Dr. Allen Miller, guest on HealthSmart: Mysteries of the Teenage Mind

“You can’t help but be impressed with the amount of information talked about by the experts. I appreciate all the work you are doing.”

- Kera Maquire, host of HealthSmart

FACING TOGETHER

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A highlight of 2011 was undeniably Season Two of *Downton Abbey*, which returned with further developments in the lives of the servants and the masters of Downton as they struggled with the realities of war brought to their doorstep. December 2011 featured another annual favorite, Christmas with the Mormon Tabernacle Choir Featuring David Archuleta.

Every month approximately 1.2 million residents in Central Pennsylvania choose public media — through *witf*, television, and radio — for entertainment, information, and education. This figure of 1.2 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 954,000 people. Each viewer is counted only once, whether they watch one program or many. (Source: Nielsen 2012 Total Day 6a-6a Reach US Persons 2+ 2.3 persons per household). The monthly count is calculated by multiplying the weekly count 201.8%. (Source: Thomas/Station Resource Group - 2010)
- Public radio (witf 89.5/WYPM 93.3) has a four week broadcast audience of 243,000 people. Each listener is counted only once, no matter how many times or public stations they tune in to. (Source: Arbitron Spring 2012, Persons 2+, M-Su 6a-6a, US Total, compiled by the Radio Research Consortium).
- *witf* websites reach 81,000 unique visitors per month at witf.org, and explorepahistory.com. (Google Analytics, 12-month average)

FY12 was a strong year for *witf* financially, and demonstrated significant improvement over previous fiscal years affected by the Great Recession and the loss of state funding. Revenues ($13,113,545) exceeded budget and showed strong results from community support. Federal support ($1,177,358) was stable. Ancillary media services (which includes both production services to business, non-profits and government and a for-profit subsidiary) grew to $6,036,681, contributing to the financial stability of the mission-based parent organization.

Fully 80% of all revenues were devoted to TV, radio and educational services, with 13% spent on fundraising and 6% on general administrative support.
Craig Layne, Tim Lambert, Kathleen Pavelko, Megan Lello, Lester Holt and Cara Williams Fry at the Radio Television Digital News Association (RTDNA) Awards ceremony at the Grand Hyatt in New York City. witf won national recognition for its series Facing Cancer Together and Lambert’s piece “Hope and Handball.”

- 2 NATIONAL AWARDS -
  RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTDNA)
  (6th since 2007)

- 20 PA ASSOCIATED PRESS BROADCASTERS ASSOCIATION (PAPBA) (FM 12, TV 2, RADIOPA 6)

AMONG THE 12 PAPBA HONORS
witf RECEIVED WAS
- THE JOE SNYDER AWARD -
  FOR OUTSTANDING NEWS SERVICE

- 1 MID- ATLANTIC EMMY AWARD -
  FOR OUTSTANDING COMMUNITY SERVICE FOR
  FACING CANCER TOGETHER

- 1 PENNSYLVANIA ASSOCIATION OF BROADCASTERS AWARD (PAB) -
  OUTSTANDING RADIO PUBLIC AFFAIRS PROGRAM/ PROGRAM SERIES
  RADIOPA’S ASK THE GOVERNOR

- 6 REGIONAL AWARDS -
  RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTDNA)

- The Joe Snyder Award -
  For Outstanding News Service

- 1 Mid-Atlantic Emmy Award -
  For Outstanding Community Service for Facing Cancer Together

- 1 Pennsylvania Association of Broadcasters Award (PAB) -
  Outstanding Radio Public Affairs Program/Program Series
  RadioPA’s Ask The Governor

- 6 Regional Awards -
  Radio Television Digital News Association (RTDNA)