



WITF At a Glance

WITF is a community institution that uses media in public service, not merely a television or radio station. WITF's 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. WITF services reach audiences in over 19 counties in Central Pennsylvania. The company comprises public broadcasting stations WITF TV, WITF 89.5 & 93.3, news networks RadioPA Networks and Pennsylvania Public Radio, regional Central PA Magazine, WITF.org, WITF Educational Services, Top Flight Media and Media Solutions.

Public Media Center
4801 Lindle Road
Harrisburg, PA 17111
OFFICE 717.704.3000
TOLL FREE 1.800.366.9483

 witf.org
 [/witf.org](https://www.facebook.com/witf.org)
 [/witf](https://twitter.com/witf)

Mission Statement

WITF's mission is to strengthen our communities by connecting us to each other and to opportunities for lifelong learning.

WITF Values

- inspires creativity internally and externally (*creativity*)
- is a trusted source for information (*trustworthiness*)
- acts transparently with donors and the community (*transparency*)
- seeks to provide a personally meaningful experience (*personally meaningful*)
- values inclusiveness in our content and organization (*inclusiveness*)

WITF By the Numbers

- WITF has 70 full-time and 20 part-time staff
- WITF TV has a monthly broadcast audience of 993,000 people.
- WITF FM/WYPM-FM has a four-week broadcast audience of 267,000 people.
- WITF websites reach 72,000 unique visitors per month at WITF.org and explorepahistory.com.
- During fiscal year 2013, 125 volunteers and 7 volunteer groups contributed more than 4,700 hours of their valuable time to WITF.
- Over 2,200 students visited the Public Media Center in 85 tours to learn about career opportunities in media.
- In our early childhood education program, we delivered 48 workshops to 790 teachers, impacting approximately 6,320 children.

witf TV
witf 89.5 & 93.3
Central PA Magazine
witf.org
Educational Services
Media Solutions
ExplorePAhistory.com
Pennsylvania Public Radio
RadioPA Networks



Top Flight Media

Top Flight Media is a fully-integrated strategic agency dedicated to providing clients with innovative and relevant communications solutions. Harnessing the power of advertising, promotions, public relations, social media and events, TFM employs the best mix to address the client's need and most efficiently and accurately communicate their message to the right audience.

In a world where marketing budgets are more scrutinized than ever, TFM is committed to providing quantifiable results to protect every client's return on investment.



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WITF Key Milestones

- 1963 - The South Central Educational Broadcasting Council is created. It's mission, to bring public television to Central Pennsylvania.
- November 22, 1964, adopting the call letters that stand for "It's Top Flight", WITF-TV began broadcasting from studios in Hershey. Initial support came from the state PTA, Hershey Estates (now HERCO), commercial broadcasters and private contributions from individuals and businesses. Then the funds were matched by the Ford Foundation and state and federal government.
- April 1, 1971, WITF-FM signed on the air with Aaron Copland's Fanfare for the Common Man. Expanding its mission of education and culture through the medium of radio, WITF-FM became the first classical station for all of central Pennsylvania.
- June 1, 1985, Central PA (formerly Apprise) magazine was born, evolving from WITF's original program guide, and extending its mission further through the medium of print.
- 1997, a website is born... WITF.org takes its place on the World Wide Web.
- August 26, 1998, WITF-TV made history by launching Pennsylvania's first digital television channel. WITF-DT Channel 36 became one of seven public broadcasting pioneers in America to transmit digital programming.
- May 20, 2000, the WITF Board of Directors approved the first comprehensive strategic plan in WITF's history, a plan that sharpened the mission, identified the values by which WITF operates, and detailed the organizational goals of a valued public media organization that uses technology to enhance education and enrich lives.
- 2003, WITF launched ExplorePAhistory.com . The award-winning website uses the state's historical markers system as an entry point to bring history to life for visitors, students, teachers, and history buffs. The site integrates tourism tools, rich and accurate information, and the only PA standards-based lesson plans for teaching Pennsylvania history.
- November, 2004, WITF added to its public media services with the launch of Public Radio Capitol News (PRCN), a radio news operation designed to serve its affiliates across the state with the news from Pennsylvania's Capitol.
- November 27, 2006, WITF staffers move into the new Public Media Center
- October 2008, WITF premieres Radio Smart Talk: Coping with the Economy – a live, call-in radio program to help our audience deal with the economic crisis in America
- 2013 WITF celebrates its 50th Anniversary

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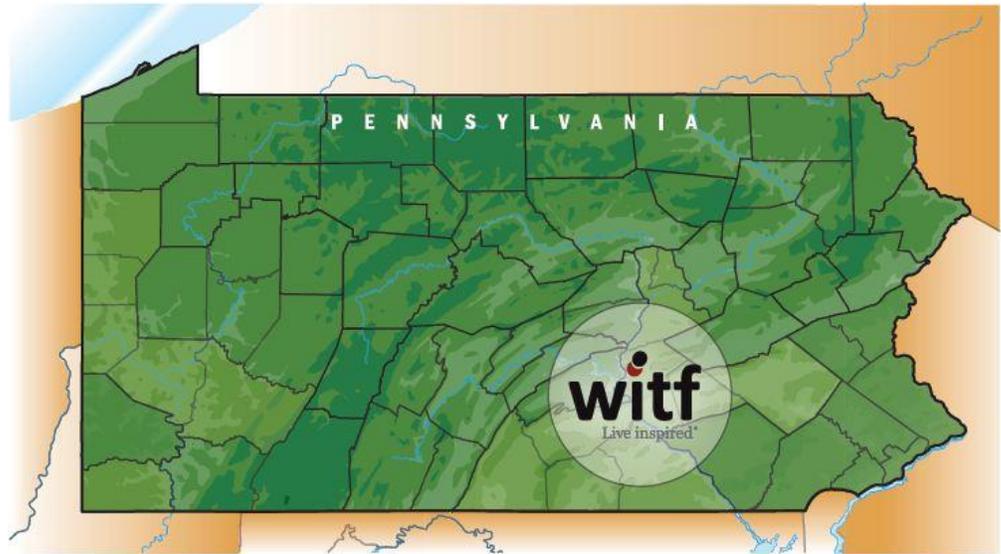
WITF Service Area

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witf TV Coverage Map



witf 89.5 Coverage Map

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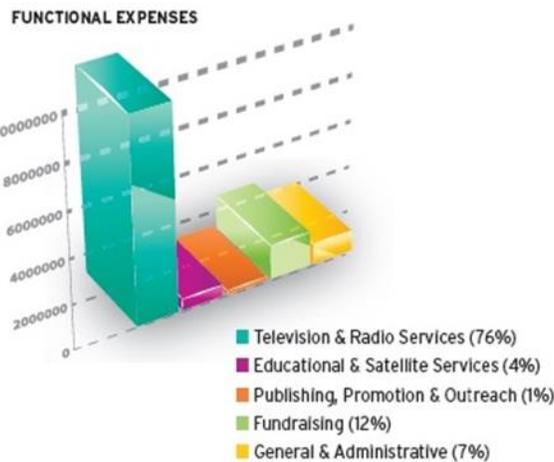
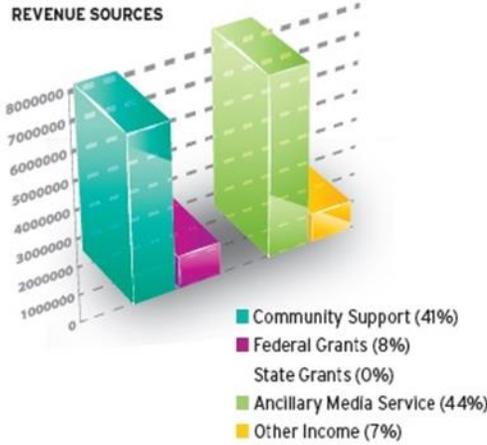
WITF broadcast services reach audiences in over 19 counties in Central Pennsylvania.



WITF Financial Overview

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REVENUE SOURCES

Community Support:	
Program and Other Support	\$1,810,364
Memberships and Contributions	2,565,486
Corporate Sponsorships	1,589,302
Special Events	43,522
Total Community Support	\$6,008,674
Federal Grants	1,165,211
State Grants	0
Ancillary Media Service	6,480,936
Other Income	1,007,936
Total Revenue	\$14,662,056

FUNCTIONAL EXPENSES

Television & Radio Services	\$9,097,483
Educational & Satellite Services	495,185
Publishing, Promotion & Outreach	155,770
Fundraising	1,505,578
General & Administrative	890,828
Total Functional Expenses	\$12,144,844

Fiscal Year Ended June 30, 2013

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WITF Employee Benefit Highlights

- Group Health Insurance through Capital Blue Cross – 4 options to choose from; Prescription Drug Coverage and Rx Mail Order Services are included
- Vision – Eye exams, lens/frames or contacts
- Dental – 100% coverage for exams, cleanings, and X-rays.
- Group Life Insurance – 2x Employee Salary Base (paid for by WITF)
- Group Long Term Disability – Coverage of 60% of base (paid for by WITF)
- Voluntary Medical & Dependent Care Flexible Spending Accounts
- Voluntary Health Savings Account
- Voluntary Benefits - Additional Term Life/Accidental Death & Dismemberment Insurance; Short Term Disability Insurance
- Employee Assistance Program – Five free counseling sessions per situation 401(k) Plan – WITF contributes 3% of gross compensation per pay period and matches 50% of contributions up to 6%
- Vacation – Full time employees accrue vacation based upon years of service
 - Less than 3 years of employment – 80 hours per year
 - After 3 years of employment – 120 hours per year
 - After 7 years of employment – 160 hours per year
- Holidays – WITF grants 11 paid holidays, (8) scheduled by company, and (3) personal holidays
- Sick time – WITF Full-time employees accrue 8 hours of sick leave per month and can accumulate up to 560 hours.

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