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!
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.

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.

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.
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 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.

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!

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.
FINANCIALS

FY 21 REVENUE

Total Revenue: $18,352,094

- State Grants: $107,143 (1%)
- 20% Federal Grants: $3,662,425
- Ancillary Media Services: $2,420,799 (13%)
- Other Income (Loss): $1,051,104 (6%)
- Community Support: $11,110,623 (60%)
- Community Support: $11,110,623 (60%)
- Contributions: $3,808,088

FY 21 EXPENSES

Total Expenses: $12,872,371

- 18% Fundraising: $2,277,020
- 9% General & Administrative: $1,212,993
- 3% Educational & Media Services: $407,275
- 68% Television & Radio Services: $8,710,972

”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

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.

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

TOUR STORY
ON SOCIAL MEDIA:

242,826 IMPRESSIONS
3,432 ENGAGEMENTS

WITF TV:
177,131 WEEKLY VIEWERS
NELSEN JULY 2020 - JUNE 2021

WITF FM:
137,500 WEEKLY LISTENERS
NELSEN AUDIO FALL 2020 - SPRING 2021

WITF.ORG:
3,757,789 TOTAL PAGEVIEWS

AUDIENCE STATISTICS

WITF FY 2021
Mr. Al Adams
Mr. Lou Thieblemont & Ms. Lynn Ahwesh
Dr. William & Mrs. Marion Alexander
Mrs. Alice & Mr. Bart Anderson
Dr. Jay & Mrs. Patricia Anderson
Dr. William Anderson
Mr. Richard & Mrs. Alice Angino
Dr. Rashid & Mrs. Amina Anjum
Ms. Tina Antonucci
Mrs. Meg Armstrong
Ms. Mandy Arnold
Ms. Kendra Aucker
Mrs. Elizabeth & Mr. Matt Ayers
Mr. Troy & Mrs. Joanne Baku
Mr. Peter & Mrs. Alison Ballantine
Mrs. Ann Barshinger
Mr. Walter Bashaw
Mr. Thomas & Mrs. Mary Beazley
Mrs. Sheila Bedell
Ms. Kay Bender
Mrs. Nancy Besch
Mr. Richard Bidgood & Dr. Ann Steiner
Mr. Thomas Billet
Ms. Katherine Bishop & Mr. Bruce Kreider
Dr. Edward & Mrs. Carol Bixler
Ms. Janice Black
Bill & Betty* Blando
Mr. Fred & Mrs. Heike Bloom
Mr. Roy & Mrs. Kathleen Blose
Mr. John Blotzer
Mr. Lee Boltz & Mr. John Knorr
Mr. David Boon
Dr. Michael & Mrs. Tricia Bosak
Dr. Douglas & Mrs. Ann Bower
Mr. Robert & Mrs. Kathryn Boyle
Mr. Patrick & Mrs. Judy Brady
Ms. Shirley Brandt
Mr. Thomas & Mrs. Nancy Brenner
Dr. David Bronstein
Mr. Barclay & Mrs. Jacqueline Brooks
Mrs. Heidi & Mr. Martin Brooks
Ms. Constance Brown
Mr. & Mrs. Melvin J. Brown
Mrs. Catherine & Dr. John Bush
Mr. Philip L. Calhoun
Dr. Sean & Dr. Karen Campbell
Mr. Thomas & Mrs. Romaine Campbell
Mr. Anthony & Mrs. Stephanie Campisi
Dr. Laurence & Mrs. Janet Carroll
Dr. Jan Noltig Carter
Dr. Roger & Mrs. Anne Chappelka
Dr. Keith Cheng & Dr. Shou Ling Leong
Ms. Judith Chronister & Mr. Tom Lupkie
Mrs. Linda & Mr. Keith Clark
Ms. Josele Cleary
Mr. Michael Cleary
Ms. Michele Cocco
Mr. Gerald Cole
Mr. Anthony & Mr. Britt Conte
Dr. Christopher & Mrs. Meredith Cook
Mr. Lawrence & Mrs. Sherri Cooney
Mr. Joseph & Mrs. Jane Cottonaro
Dr. Timothy & Mrs. Jill Craig
Dr. Sylvia Cueto & Mr. Matthew Redcliff
Ms. Patricia Davies
Mr. Dan Deibler & Ms. C. Johnson
Dr. Dennis Denenberg
Dr. Brett DiGiavanna
Mr. G. & Mrs. Jeanne Dodson
Mr. Stephen Doyle
Dr. Charles & Mrs. Angela Dye
Mr. Nancy Dyer
Mr. William & Mrs. Marilyn Ebel
Ms. Miranda Echternach
Mrs. Susan & Mr. Gerald Eckert
Mr. Thomas & Mrs. Lynn Edery
Dr. Janice Egeland
Ms. Phyllis Egger
Ms. Chloe Eichelberger
Mr. Willard & Mrs. Carol Ellis
Erd Eropolis
Mr. Ronald & Mrs. Virginia Ettelman
Mr. Michael Evans
Dr. Leona Ewing & Dr. Wilson Morris
Mrs. Patricia & Mr. Rolen Ferris
Ms. Carla Fisher
Ms. Julia Foley
Mr. J. & Mrs. Janet Forney
Mr. Keith & Mrs. Sharon Forsythe
Ms. Constance Foster
Mr. Cornelia Foster
Mr. James Foster & Ms. Tracey Ash
Mr. S. Walter Foulkrod
Mr. Harvey Freedenberg
Mrs. Jennifer Frey
Dr. Thomas & Mrs. Kelly Froumth
Mr. Tom Fruth
Mr. Michael & Mrs. Julia Fuey
Mr. Mahlon & Mrs. Christine Fuller
Ms. Josephine Gallagher
Rev. Sally Gambill & Mr. Churchill Pinder
Mr. Robert & Mrs. Gail Gaynes
Ms. Jennifer Gilburg & Mr. Nick DeMagnin
Mr. Edward Giles
Mrs. Vicki Glafelter
Mrs. Barbara & Dr. Michel Gooldstein
Mrs. Leslie Gorby & Mr. John Beyer
Dr. Theodora Graham
Ms. Lois Lehman Grass
Dr. Henry & Mrs. Patricia Greenawald
Mr. Duane & Mrs. Susan Greenly
Mr. Michael Greenwald
Mr. Anna Grigoryeva
Dr. Randall Grossman
Ms. Peggy Grove
Mr. Dave & Mrs. Teri Guelcher
Mr. John & Dr. Virginia Hall
Mrs. Mary & Mr. Charles Hansen
Mrs. Annabelle Hargreaves
Mrs. Barbara & Mr. Jeffrey Harpel
Dr. Donald S. & Mrs. Lora Harper
Mr. Philip Hartlaub
Ms. Carolyn Haskell
Mr. Lyle & Mrs. Sandra Haskins
Ms. Margaret Hathaway
Dr. Susan Hanawan
Mr. Gary Hayes
Ms. Henrietta Heisler
Ms. Linda Hengst
Mr. Robert & Mrs. Sharon Herr
Mrs. Cindy & Mr. Don Hershey
Mr. Jake & Mrs. Ruth Hershey
Dr. Webb & Mrs. Linda Hersperger
Mr. Barry Hertzog
The Honorable Kevin & Mrs. Constance Hess
Dr. Ron & Dr. Beth Campbell Hetrick
Mr. S. Dale & Mrs. Sadie High
Mr. Tucker & Mrs. Gladys Hill
Mr. Bruce & Mrs. Mary Hinkle
Mr. Jim & Mrs. Leslie Hoehn
Mr. Tim & Mrs. Cindy Hoehn
Mr. Steven Hoffman
Mr. Charles III & Mrs. Kathleen Hooker
Dr. Steven & Mrs. Debbie Horn
Dr. Daniel & Mrs. Patricia Hottenstein
Ms. Carol Hozman
Mrs. Barbara Hynum
Dr. Ingeborg & Dr. Eugene Flenniken
Mr. Steven Izzo & Mrs. Jane Conover
Dr. Frank & Mrs. Ellen Jackson
Dr. Geoffroy & Mrs. Christine James
Ms. Beverly Jarrett
Mr. Thaddeus Jastrzebski & Ms. Laura Barta
Mr. Michael Jeffrey
Mrs. Gillian Jenkins
Ms. Marilyn Jennerjohn
Dr. Bruce & Mrs. Emily Johnson
Mr. Cameron Johnson
Mr. Andrew & Dr. Kara Jones
Mrs. Sharon & Mr. Frank Jones
Ms. Wendy Jones
Ms. Joanne Judge & Mr. Rick Oppenheimer
Mr. Dean & Mrs. Elizabeth Jury
Mrs. Density & Mr. Ronald Juvonen
Mr. Ronald & Mrs. Barbara Kain
Dr. Jeffrey Kaiser
Mrs. Susan & Mr. Anthony Kar
Dr. Lara & Dr. Tate Kauffman
Dr. Ruth & Mr. Jonas Kauffman
Ms. Jeanine Keefe
Mrs. Robbyn & Mr. Matthew Kehoe
Mr. Jack & Joan Kelley
Mr. Michael & Mrs. Irma Kelly
Mr. David & Mrs. Beverly Kennedy
Mrs. Anne Kinsley
Dr. Emily Klenie
Mr. Paul & Mrs. Kathleen Klink
Mr. Robert Kopick
Mr. Robert & Mrs. Hale Krasne
Mr. Dale & Mrs. Joan Krock
Mr. Loren & Mrs. Faye Kroh
Mr. Paul & Mrs. Trudy Krueger
Brig. Gen. Earl & Mrs. Kathleen Kuhn
Mr. George & Mrs. Kathryn Kunkel
Mr. Brian & Mrs. Barbara Labine
Mr. Jeffrey & Mrs. Stephanie Laird
Amy Lambert
Mr. Michael & Mrs. Elizabeth Todd Lambert
Mr. David Laucks
Dr. Sam & Mrs. Jeannie Laucks
Mrs. Marybeth & Mr. David Lavery
Mr. Charles Lee
Ms. Holly Leggett
Mr. Jeffrey & Mrs. Leslie Lehman
Mr. Kenneth & Mrs. Karen Lehman
Mr. William & Mrs. Beverlee Lehr
Mr. James & Mrs. Leslie Lemonick
Mr. Marcus Lingenfelter
Ms. Christine Longenecker & Mr. Richard Shoup
Ms. Virginia Lowe
Rev. Richard & Mrs. Kathy Luciotti
Mr. Barry Lukens
Ms. Regina Luto
Dr. Stephen MacDonald
Mr. Timothy & Mrs. Lisa MacLean
Mr. David & Mrs. Phais Magill
Dr. Richard Malman & Dr. Xuemei Huang
Mrs. Martha & Mr. Andrew Major
Mr. Richard Mansberger
Ms. Andrea Martin
Mr. Bruce Martin & Mr. John Haney
Mr. Frederick & Mrs. Ruth Martin
Ms. Mary Martindale
Dr. Donald & Mrs. Judy Mayer
Mr. James & Mrs. Janet Maynard
Mrs. Marjorie McCarthy
Mrs. Louise McCormick
Dr. Susan & Dr. Thomas Magrarity
Mr. David & Mrs. Sally McKeever
Ms. Andrea McKenna
Mr. Kevin McKean & Ms. Mollie McCurdy
Mr. J. Bruce & Mrs. Sally McKinney
Mr. James & Mrs. Elaine Mead
Dr. Esther Miller
Mr. Roger & Mrs. Ellen Miller
Ms. Miurida & Dr. Gautam Mishra
Mrs. Sandra Moore-Bair
Mrs. Mary Anne Morefield
Mr. Steve Morelli
Ms. Linda & Mr. Robert Morrow
Ms. Nancy Mosella
Ms. Barbara Moss
Ms. Elaine Motillia
Dr. Karl Moyer
Dr. Frank & Mrs. Diana Mozdy
Dr. Janette Murray
Mr. William Murray
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.

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.