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!
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!

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.

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

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.

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

TOTAL REVENUE: $16,488,746

68% COMMUNITY SUPPORT

$11,110,623

PROGRAM AND OTHER SUPPORT

- Corporate Sponsors: $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

TOTAL EXPENSES: $14,450,866

Downloaded 750,000 times, Sacred Ground is a podcast about Tim’s relationship with the Flight 93 families and how their relationship to the tragedy is evolving.

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
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.

**TOP STORY ON SOCIAL MEDIA**

**WITF TV:**

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

**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.

**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.

**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

WITF FY 2022
THANK YOU FOR YOUR SUPPORT!

The foundations and corporations that have supported this celebration include:

**Foundations**
- The Anne M. & Philip H. Glatfelter, III Family Foundation
- The Ashland Foundation
- The Arthur J. & Lee R. Glatfelter Foundation
- Berks County Community Foundation
- Colcom Foundation
- Corporation for Public Broadcasting
- Democracy SOS Fellowship
- The Donald B. and Dorothy L. Stabler Foundation
- The Foundation for Enhancing Communities

**WITF**
- Greenfield Family Foundation
- The GroundTruth Project
- High Companies / High Foundation
- The Josiah W. & Bessie H. Kline Foundation
- The Kinsley Family Foundation
- Kinsley Construction Inc. / Kinsley Foundation
- Lancaster County Community Foundation
- Long's Park Amphitheater Foundation
- Loud House Family Foundation
- McCormick Family Foundation
- Miami Foundation
- Peter & Rhonda Keller Family Fund
- PNC Foundation
- Richard S. & Ann B. Barshinger Family Foundation
- Team Pennsylvania Foundation
- Vincent A. Pronio Charitable Foundation
- Wyncote Foundation
- York County Community Foundation

**Top Underwriters**
- Capital Blue Cross
- Wellspan Health
- The Hershey Company
- Millworks
- PNC
- UPMC
- The Hershey Company
- Commonwealth of Pennsylvania
- Pleasant View Communities
- Lebanon Valley College
- Millersville University
- PeoplesBank
- Select Medical
- H. Ric Luhrs Performing Arts Center
- Shippensburg University

**WITF Community Advisory Board**

**WITF Enterprises, Inc. Board**

**Board of Directors**

**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.**
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!

美国深化

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.

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.

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.

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.

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!

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.

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 Talks Pennsylvania’s Scott LeMar 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 latest 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 Eppeley 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.

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