



## Community Service and Impact Report

January 1–December 31, 2018



WPSU-TV



WPSU-FM



Digital Studio



Engagement

Spark discovery, enrich learning, and strengthen  
community through vibrant public media.

# Globally Connected, Locally Focused



WPSU and Science-U visited Bellefonte Middle School Science Night to give information about Science-U to parents and show students how to do a lemon battery experiment.

WPSU Penn State's mission is to spark discovery, enrich learning, and strengthen community through vibrant public media.

2018 was special for WPSU in so many ways. We completed our strategic plan with more focus on community building and digital content.

We received funding for two major projects: *Battling Opioids* a Pennsylvania-wide station collaborative, as well as a national project debuting in 2020 that will help people talk about grief.

With the support of Penn State interns, WPSU-FM was able to broaden regional news coverage.

WPSU Community and Educational Services delivered 32 family learning events in six counties.

We were thrilled in October when WPSU won two Emmy® Awards for *Finding Your Roots: The Seedlings* in the education category and our



WPSU Penn State won the 2018 NATAS Mid-Atlantic Emmy® for Overall Station Excellence.

first-ever Emmy Award for Overall Station Excellence.

WPSU-FM won four national awards, including three first-place finishes, for outstanding public radio news reporting from the Public Radio News Directors Inc.(PRNDI)—the only national recognition for outstanding public radio news reporting at local stations.

2018 was a celebration of support from WPSU's volunteers who helped us answer phones and



WPSU-FM News Director Emily Reddy (left) and Reporter Anne Danahy accepted the station's PRNDI awards.

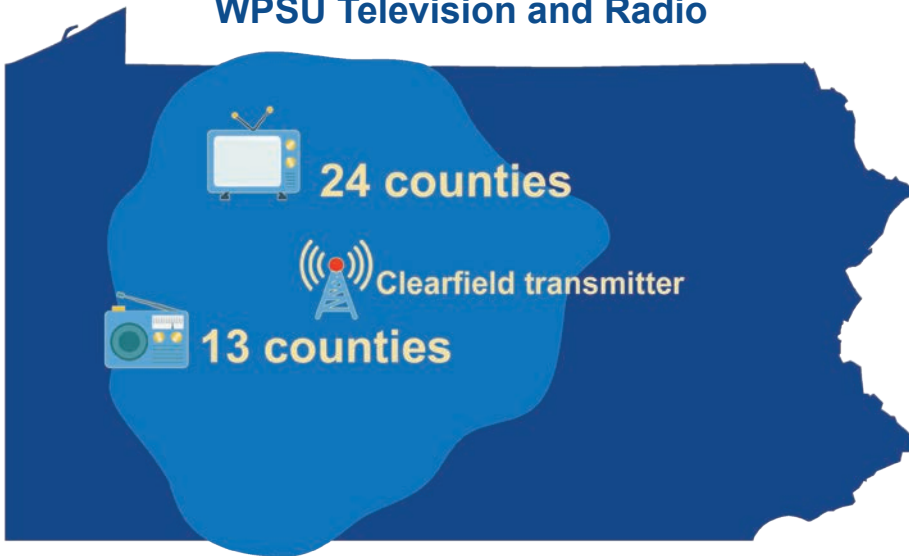
fundraise all year long, donors who contributed to support WPSU and public media programming, sponsors who helped us bring so many wonderful events to the community, and our community board of representatives who were strong advocates for WPSU.

Together, we continue to bring meaningful, thoughtful, entertaining, and educational programs to our 13 Pennsylvania counties on radio and 24 counties on television.

**—Thank You!**

# About WPSU

## WPSU Television and Radio



WPSU's broadcast licenses are held by the Board of Trustees of The Pennsylvania State University. Our primary broadcast tower is located in Clearfield, Pennsylvania.

The WPSU community board of representatives acts as advisers on station activities, advocacy, and community outreach.

**WPSU-TV** reaches a population of 1.9 million across 24 counties in central Pennsylvania. The majority (94%) of households receive WPSU-TV through cable or satellite, while 6% (approximately 25,000) of households still receive our signal over the air. Many viewers live in small rural towns, and in some cases WPSU is the only television channel they receive.

WPSU-TV serves the community through three digital channels. The WPSU main channel offers a diverse array of science, nature, history, arts, public affairs, news and children's programming.

**WPSU Create** is a viewer-favorite do-it-yourself channel for cooking, travel, arts and crafts, gardening, home improvement, and other lifestyle interests.

**WPSU World** features factual programming covering topics such as science, nature, news, and public affairs.

**WPSU-FM** reaches 13 counties over the air with additional access from three digital streams:

WPSU 1 News and Classical

WPSU 2 Public Radio Mix

WPSU 3 Jazz

## Services

Local/national TV and radio programs

Digital content

PBS and NPR programming

Community call-in programs

Social media engagement

Town halls and forums

Educational family events

Music performances

Penn State production services

Student internships

Graduate assistantships

## Impact Highlights

### Television

**206** broadcast hours  
WPSU-produced programs

**FOUR**  
"Our Town"  
PROGRAMS

Lock Haven  
Reynoldsville  
Coudersport  
Boalsburg

### Radio

**22**  
radio  
stories

**KEYSTONE  
CROSSROADS**

[wpsu.org/  
keystonecrossroads](http://wpsu.org/keystonecrossroads)

**42**  
episodes

**TAKE NOTE**

[wpsu.org/takenote](http://wpsu.org/takenote)

## Community Engagement

**49** Community Partners

**32** Family Learning Events

**5,979** Kids and Parents

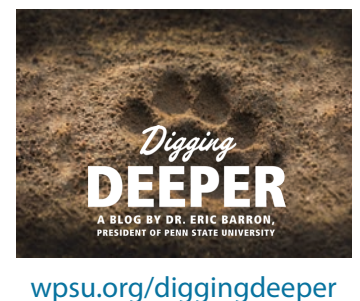
**5,670** Books and Handouts

## Social Media

	Followers	Growth
Facebook	8,179	1,700
Twitter	4,935	214
YouTube	16,355	3,500
Instagram	1,239	424

# Local Programming and Projects

WPSU strives to fulfill our mission every day through television and radio programming, interactive digital content, social media, apps, and engaging in-person and virtual events across the 24 counties we serve. 2018 projects included:



# Local Programming



All Pennsylvania public media organizations aired the 30-minute *Battling Opioids* special and a call-in show.

**Battling Opioids: A Project of Pennsylvania Public Media** is a 2018 collaboration between all seven Pennsylvania public media organizations, the Commonwealth, and community organizations.

The project aims to increase awareness and empathy, reduce the stigma around opioid use, aid prevention, and help people find treatment.

All stations contributed three to five-minute videos that were shared online, and then woven together to create a half-hour program for Pennsylvania's public television stations. Airings were followed by a live call-in show with a panel of addiction and recovery experts.

The initiative is continuing into 2019 with a new broadcast show, call-in, and a social media campaign to be released in April 2019.



WPSU reported on a special meeting about a policy that would ask some staff at the Tamaqua Area School District to carry guns.

**Keystone Crossroads** is an alliance of public radio journalists. The project explores the urgent challenges faced by Pennsylvania.

Four public media newsrooms, including WPSU, are collaborating to report in-depth on the root causes of pervasive challenges and on possible solutions. Reports are distributed on radio, web, social media, television and newspapers, and through public events.

In 2018, WPSU contributed 22 stories to the *Keystone Crossroads* initiative.



President Barron talks with Shoba Sivaprasad, director of Penn State Law's Center for Immigrants' Rights Clinic about immigration policies.

**Digging Deeper** is a monthly talk show hosted by Penn State President Eric Barron exploring how research at the University impacts the broader community.

Penn State senior Robert Johnson served as the 2018 co-host and rounded out each episode by asking President Barron questions that were on the minds of students, faculty, staff, and community members.

The 2018 *Digging Deeper* topics were big data, Greek life reform, 1855 Fund, teaching and learning with technology, convergence research, remembering 1968, and FaceAge.

# Local Programming



**The *Our Town* series** engages residents as video storytellers to document the people, places, and events that make their community special. WPSU edits the stories together with on-camera interviews to

create a one-hour television program. The series shines a positive light on these small towns, some with populations fewer than 1,500, telling their story in their own words. The volunteer videographers come to the

studio during the premiere to help raise funds for WPSU.

In 2018, WPSU visited Coudersport, Lock Haven, Reynoldsville, and Boalsburg, Pennsylvania.



Producer Lindsey Fenton takes calls from viewers about benefits and issues of aging in place.

**Conversations LIVE**, WPSU's monthly call-in program, covers timely topics and issues important to our residents. Topics covered in 2018 included a gardening show, aging in place, parenting, seasonal affective disorder, and diet and nutrition.

Through telephone calls, emails, and tweets, the audience shapes the show through their questions. The program is simulcast on TV and radio.



Guest host Jenna Spinelle and Knight Foundation President and CEO Alberto Ibargüen record *Take Note*.

**Take Note** is WPSU's weekly community affairs radio program featuring in-depth interviews with central Pennsylvania newsmakers. The show discusses news and issues that matter to Pennsylvanians. The program is archived on [wpsu.org/radio](http://wpsu.org/radio) and as a podcast.

*Take Note* recorded and aired 42 episodes, with topics ranging from creating fair political districts, to urban gardening.



Ted and Molly and Their Friends performed at the *Metronome from the Attic* screening event.

**Metronome from The Attic** is the third season of the Metronome project, which tapes regional music performers in unique settings. The program is shown on TV and as digital shorts online. In November 2018, *Metronome from the Attic* hosted an advance screening of the TV broadcast followed by a concert from Ted and Molly. The event was attended by 206 people.

# Community Engagement



A Science-U summer camper shows off her successful Mars Landing Egg Drop experiment.

## *We love science, yes we do!*

**Science-U @Home** is an ongoing collaboration between Penn State Eberly College of Science Outreach and WPSU.

Experiments from the camps are recorded and edited into three-minute videos that air on WPSU-TV to drive parents and teachers to [scienceu.org](http://scienceu.org) where they will find materials lists, instructions, and science questions. Visitors are encouraged to share their experiment's results with others on the site and Facebook.

In 2019, WPSU will be adding an “everyday science” page that encourages parents to use everyday activities, such as cooking and sorting laundry, to demonstrate scientific principles.

The new everyday science activities will be disseminated through Facebook, Pinterest, Instagram, and interstitials on WPSU-TV.



Seedlings camper Jenna Jordan studies her own DNA.

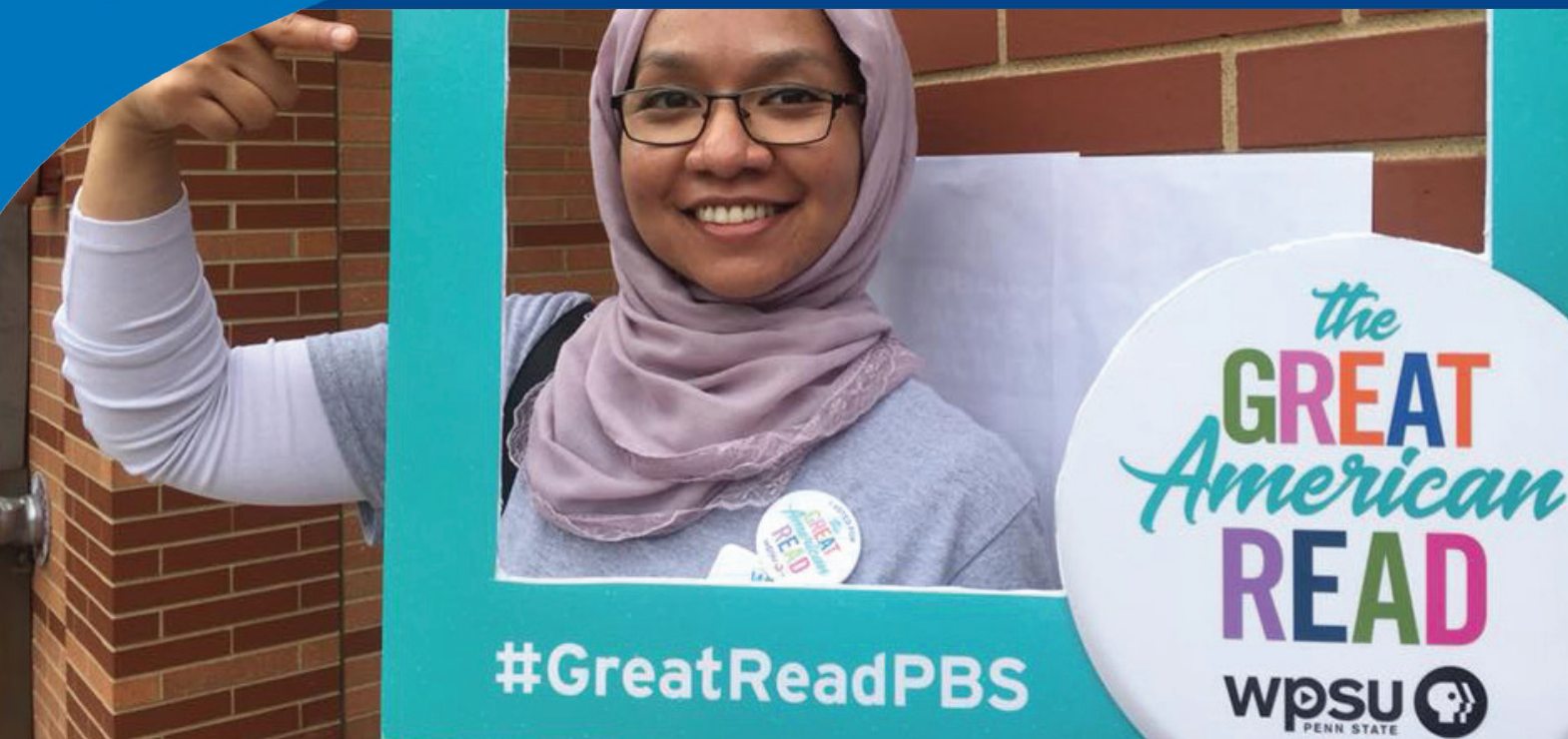
## **Finding Your Roots: The Seedlings**

web series created by WPSU is based on a 2017 genetics and genealogy camp following 13 budding scientists as they discover their roots. A team lead by Penn State Professor of Anthropology Dr. Nina Jablonski and Dr. Henry Louis Gates Jr., *The Seedlings* gathered a group of historians, artists, biologists, geneticists, anthropologists, genealogists, and educators to imagine a curriculum that would

encourage students to consider who they are genetically, genealogically, and socioculturally. Footage from the camps can be seen at the end of the tenth episode of *Finding Your Roots Season 5: All in the Family*, on PBS.

The next phase of the project is to disseminate the curriculum to educators across the United States to promote STEM career diversity.

# Community Engagement



Social Media Manager Sarah Khalida shows off a selfie frame at the Great American Read kickoff event at Schlow Centre Region Library on June 1, 2018.

**The Great American Read** was an eight-part PBS series with viewers voting to select “America’s Best Loved Book,” from a list of America’s favorite 100 novels chosen by a panel of academic, literary, and community judges.

The 2018 summer initiative was designed for all ages to get the country reading and passionately talking about books. WPSU participated in the campaign through community partner events, a summer reading contest for grades K–5, library displays and handouts, and daily social media sharing.

## Reach

**529,000** reach through libraries

**8,900** Facebook followers

**4,700** email subscribers

**3,650** event attendance

**24** community partners



WPSU-FM reporter Anne Danahy interviews 15th Congressional District Republican incumbent Glenn Thompson.

**Vote '18** was a civic engagement project that provided a comprehensive web portal for visitors to easily learn more about the candidates, what the important issues were and why, and where candidates stood on the issues.

Site visitors could:

- type their home address into a box to see their polling place and their state and U.S. Congressional districts
- take an issues quiz where the results showed which candidates matched them best based on answers to the

questions and how important those issues were to them

- watch or listen to candidate interviews on [wpsu.org](http://wpsu.org).
- follow election night results

## Impact

- Six candidate interviews simultaneously broadcast on WPSU-TV and FM
- Election feature stories for state offices and election coverage
- 37,500 visits to [wpsu.org/vote18](http://wpsu.org/vote18), of which 25,800 were on election night

# Community Events



Community Engagement Manager Carolyn Donaldson helps during a WPSU visit to the Hollidaysburg Library.



WPSU award winners visited WPSU to receive their reading certificates from the Cat in the Hat.

**The PBS Statewide Summer Reading Challenge** was a collaboration among the seven Pennsylvania public television stations to inspire K–5 students to read during the summer. The top readers from each grade at each station were invited to Hershey Park for a celebration lunch and family day at the park.

WPSU top readers were invited to WPSU to receive their reading certificates and prizes.

In all, 24 children participated through WPSU and received a PBS KIDS prize pack in the mail.



Families visiting DelGrosso's Amusement Park each chose a painted rock to decorate with kind messages to take home to their garden.

**Kindness Rocks** at DelGrosso's Amusement Park! WPSU and Daniel Tiger visited the park in June to share messages about kindness, cooperation, sharing, and helping others.

The main activity for Tipton and Altoona, Pennsylvania families was to look for clues throughout the park and complete a word puzzle to receive a jar of DelGrosso's Tigertastic Tomato Basil Pasta Sauce and five kindness character cards. Three hundred twenty-five families received the book "Daniel Chooses to Be Kind," created a kindness rock, and added kind



Katerina Kitty cat from *Daniel Tiger's Neighborhood* made an appearance at the People's Choice Festival in Boalsburg.

**The People's Choice Festival** in Boalsburg, Pennsylvania reinforced the kindness theme, this time with special guest Katerina Kitty cat!

**Library Tours:** WPSU and a PBS KIDS character visited seven libraries in June and July 2018. Children were waiting in line to see their favorite friends. Libraries visited:

- Centre County Library
- East Penns Valley Library
- Hollidaysburg Library
- Holt Memorial Library
- Huntingdon County Library
- Martinsburg Library
- Schlow Centre Region Library

# Community Events



Mr. McFeely made a special delivery to the American Philatelic Society's Mister Rogers stamp dedication on Saturday, March 24, 2018.



More than 400 fans were waiting for Mr. McFeely's arrival at the dedication event.

It was a beautiful day in the neighborhood on March 24, 2018 in Bellefonte, Pennsylvania as Mr. McFeely from *Mister Rogers' Neighborhood* pulled up in the Logan fire truck to greet hundreds of fans waiting outside the American Philatelic Society (APS).

Mr. McFeely was there to make a very special delivery: The presentation of a large format, limited edition Mister Rogers stamp to the APS during the stamp dedication ceremony.

The Forever stamp was released to commemorate the 50th anniversary



Fans drove in from as far away as Kentucky, Connecticut, and Virginia to attend the dedication.

of *Mister Rogers' Neighborhood*, and was available in limited quantities across the United States.

Four hundred and eighty participants—representing a mix of Mister Rogers' fans, stamp collectors, and APS members—came from as far away as Virginia, Connecticut, and Kentucky to see Mr. McFeely.

The day was filled with activities for all ages. APS offered tours of the stamp rooms and research library.

Participants stopped by the Headsville Post Office and General Store to



Community Engagement Manager Carolyn Donaldson talks with families about *Daniel Tiger's Neighborhood*.

purchase Rogers' stamps while they could also stamp and address a postcard and drop it in the mail as a souvenir of the day.

Sundman Hall was filled to capacity with families waiting in line to meet and have their photo taken with Mr. McFeely, make their own stamp cachet, and learn about stamp collecting.

WPSU's table offered *Daniel Tiger's Neighborhood* play masks, activity sheets, books, and more. Daniel Tiger and the Trolley standees also provided fun selfie opportunities!

# Donor Event



PBS Chef Nick Stellino shares stories about his family and training as a chef during WPSU's 27<sup>th</sup> Annual Connoisseur's Dinner and Auction event.



Guests at the Saturday dinner have fun with the Carnevale di Venezia theme and masquerade masks.

The 27<sup>th</sup> Annual Connoisseur's Dinner and Auction hosted 311 guests, on Saturday, February 10, 2018 at the Penn State Nittany Lion Inn, State College, Pennsylvania. PBS celebrity chef Nick Stellino hosted the evening which featured his favorite dishes from his television show *Nick Stellino: Storyteller in the Kitchen* and his cookbooks.

The event's Carnevale di Venezia theme was carried throughout the event decor, from the Carnevale decorative hoops hanging from the ceiling, to the stage outfitted with two masks in a sixteen-foot frame!



A student from the School of Music at Penn State roams the ballroom playing Italian music for guests.

The guests were entertained by the competitive bidding on silent auction items donated by area businesses and individuals, butlered hors d'oeuvres with wine pairings at the reception, a four-course dinner and wine pairing, a spirited live auction, and two strolling violinists from the School of Music at Penn State.

The fundraising dinner has become so much more during its 27 years of existence. It now includes a Friday night hands-on VIP cooking class with the chef and a Saturday morning television production-style cooking demonstration at the WPSU Studio.



Chef Stellino prepares recipes at the cooking demonstration. Guests receive tasting samples of each dish.

The Friday night cooking class was a bit unusual in 2018. Chef Stellino was caught in a snowstorm in Chicago! Instead of disappointing the 36 guests, well-known local Chef and Cooking Instructor Grace Pilato donated her time and talents to teach the class with only two hours' notice.

Everyone breathed a sigh of relief when Chef Stellino touched down at the University Park Airport on Saturday morning and was rushed to the cooking demonstration.



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