





# Local Content and Service Report

JANUARY 1-DECEMBER 31, 2024



Sparking discovery, enriching learning, and strengthening community through vibrant public media.





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# 2024 Engagement Data

WPSU newsletters delivered:	853,954
PBS Kids monthly streams:	583,000
YouTube monthly views:	206,482
WPSU.org monthly pageviews:	106,613
Monthly website users:	56,956
PBS app monthly streams:	41,359

# 2024 TV Reach and Demographics

- 166,000+ weekly television viewers, representing 25% of our market area
  - 10,500+ households earning less than \$25K annually, representing nearly 10% of our weekly audience
  - +/- 20% of Black and Asian audiences watched weekly vs. 10% national PBS average
    - 35% of kids ages 2–11 tuned in weekly five times the national PBS average

# 2024 Individual Impact

15,324 children, educators, caregivers, and community members impacted by WPSU initiatives and programming. Highlights include:

Virtual Field Trips 2,900 children and educators

### **Cozy Corners**

2,012 children and parents

**Multicultural Children's Festival** (in collaboration with State College Area School District)

**1,400** children and caregivers

Media Screenings

567 adults and seniors

World Kitchen

373 Central Pennsylvania residents

Eventapalooza 353 children and caregivers Family Night Children's Screenings

131 children and parents

**WPSU Field Trips** 

71 children and educators

**WPSU Studio Tours** 

71 Central Pennsylvania residents

#### WPSU Murder Mystery

62 Central Pennsylvania residents



# A Word from the General Manager

#### Greetings, friends of WPSU!

As I take a moment to reflect on WPSU's journey through 2024, I am proud to share the meaningful work the station has accomplished over the past year. My gratitude goes to our supporters, collaborators, and community who make this impactful work possible.

For the past 59 years, WPSU has been sparking discovery, enriching learning, and strengthening community in central and northern Pennsylvania and globally, thanks to our streamed and digital programming.

# Some of our signature programs remained viewer favorites in 2024.

*Our Town* continues to capture the spirit of local communities from the perspective of the residents and community volunteers. *Our Town: Big Valley* won a Mid-Atlantic Regional Emmy Award. And season 4 of *Keystone Stories* explored more of the interesting people, places, and things that make Central PA unique. WPSU's always-popular *Weather World* began streaming on demand to audiences, making the weather magazine program accessible to a larger audience.

# Our commitment to education is

stronger than ever. Thanks to a grant from the Imagination Learning Foundation, we launched the Learning Grief website to help kids and teens navigate the big feelings that come with loss. Also new in 2024 is the WPSU Education Ambassadors



program, a cohort-based engagement opportunity for Pennsylvania educators. And as in years past, WPSU provided tens of thousands of children with digital educational programming on PBS LearningMedia.

We are a trusted and accessible source for local news, covering the important topics that directly impact the people living in central and northern Pennsylvania. In 2024, our news team was recognized for excellence in journalism with seven prestigious awards, including the Edward R. Murrow Award from the Radio Television Digital News Association.

As we face a 20% cut in Penn State funding, we are taking this challenge as an opportunity to become even more responsive to the needs of our community. As part of our preparations, we are doubling down on understanding the content that the WPSU community values most so we can prioritize this programming and continue to produce it under our reduced budget model. While reflecting on WPSU's remarkable achievements in 2024, I'm both inspired by what we've accomplished and mindful of the challenges ahead. The impact showcased in this report demonstrates the vital role we play in our community — a role that can only continue with your steadfast support.

Isabel Reinert Drabel Reinert

Executive Director and General Manager



# wpsu

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# Television Programming





WPSU produces, airs, and streams a robust variety of <u>television</u> <u>programming</u> tailored to the interests of our regional viewers. Our programming covers the arts, local history, sports, and more. Truly, there is WPSU programming to capture the imagination of almost any viewer!

### A Landmark Year for Our Town

One of our highlights for 2024 was being honored with a Mid-Atlantic Regional Emmy Award for *Our Town: Big Valley,* one of the most recent installments from season 25 of our popular *Our Town* series. In this award-winning, movie-length video, volunteers from the Kishacoquillas (or "Big") Valley came together to share stories of Native Americans, the Amish, the Belleville Civic Club, the Reedsville revitalization, and more.

For more than 40 years, *Weather World* has been a trusted source for expert weather coverage in the Central Pennsylvania region. Airing every evening on WPSU-TV, this daily weather magazine is a partnership between WPSU and Penn State's Department of Meteorology. Our team of expert meteorologists delivers in-depth statewide forecasts while exploring how weather shapes our daily lives through engaging segments. In 2024, *Weather World* continued its legacy of bringing reliable and insightful weather reporting to Pennsylvania. Beginning in October 2024, *Weather World* reached 24,496 viewers through streaming channels including YouTube TV, Hulu, the PBS app, and WPSU's website.





### The Local Groove Presents

This spin-off of our popular radio show features musical performances by Pennsylvania artists at WPSU's studio. Seasons three and four included Ted McCloskey and the Hi-Fi's, Caledonia, The Jaded Lips, Jon Smith's Voyages, Ma'aM, Marshmallow Overcoat, The PennSoulvanians, and Natascha & the Spy Boys.



### Keystone Stories

This broadcast and digital series takes viewers to the breathtaking, interesting, sometimes quirky, and hidden gems around the central Pennsylvania region. Pennsylvania's beautiful landscape serves as the backdrop for an exploration of the people, places, and culture that make the region unique. WPSU produced and aired four new episodes in 2024 — "Secondhand Treasures," "Farming," "Taking Flight," and "Sweets."



## **Culinary Connections**

This series tells the stories of people and places in our area that use food to connect with the world around them. These restaurateurs and artisans create more than culinary experiences, they create connections to their patrons, communities, and cultures. *Culinary Connections* episodes tell an engaging story paired with a cooking demonstration with guest chefs from local restaurants such as Horn O Plenty in Bedford, Pine Grove Hall in Pine Grove Mills, Mama Randazzo's in Altoona, and The Cakeshop by Tati in Pleasant Gap.



## The Chance to Wrestle

Girls are stepping onto the mat in record numbers, making wrestling the fastest-growing high school sport in the country. This WPSU original documentary follows athletes from around Pennsylvania as they vie for coveted state titles in the inaugural season of girls' high school wrestling. The film reflects on Pennsylvania's deep wrestling roots and highlights the passion, dedication, and determination of female wrestlers finding their footing in a historically maledominated sport.





# Radio and News

WPSU produces regional news that is shared over the air on WPSU-FM, through online streaming, and via articles at WPSU.org. It remains our goal to be one of the region's most trusted and reliable sources for news. In 2024, WPSU was recognized with several prestigious awards, including an Edward R. Murrow Regional Award from the Radio Television Digital News Association (RTDNA) and awards from the Public Media Journalists Association (PMJA), the Press Club of Western Pennsylvania, and the Pennsylvania Association of Broadcasters (PAB).



### WPSU-FM and WPSU-TV Coverage Map



## **A Focus on Election Coverage**

In 2024, WPSU's Vote webpage provided timely and essential election information to central and northern Pennsylvania communities. At different times of the year, visitors to the page could learn more about their local candidates, read political news, find links to Pennsylvania Department of State's Voting and Election website, find polling places, and view election results in real time. WPSU also interviewed a number of state and local candidates, broadcast the interviews on WPSU-FM, and streamed them online.



# Notable 2024 Local News Coverage



Pennsylvania Game Commission temporarily expands Sunday hunting, hopes for permanent change next year by Sydney Roach, WPSU news reporter



Pennsylvania Game Commission to expand hunting lands by Denzel Massaley, WPSU radio news intern

9,340 PAGEVIEWS







with a third of staff opting in at some campuses by Anne Danahy, WPSU news reporter

Penn State faculty say buyouts are causing confusion,

6,578 pageviews

Penn State faculty voice frustration with administration about campus buyout plans by Anne Danahy, WPSU news reporter 6,507 PAGEVIEWS

<u>Cassidy Hutchinson on what comes after January 6</u> by Jenna Spinelle, producer/host Democracy Works podcast

6,206 pageviews

# News **Roundup**

**The News Roundup weekly newsletter** features news stories from WPSU's local journalists and curated state and national news, including occasional breaking stories. More than 1,000 subscribers receive the newsletter.





# Digital Content



WPSU produces a variety of digital content available for streaming on computer and mobile devices or on a television using the PBS app. We produce content for children, adults, and families to enjoy together. We're always looking for ways to inform and entertain our regional viewers while also taking advantage of the global reach of the internet to draw attention to some of the great things about northern and central Pennsylvania.

# • 49,000+ <sup>new</sup> streams



### A Return to the Spotlight: Stephen Nedoroscik

As Penn State alumnus Stephen Nedoroscik entered the international spotlight as a medalist at the Olympic Games in Paris and contestant on *Dancing with the Stars*, our 2022 feature video on his athletic journey became an incredibly popular online destination for people hungry for more information about America's newest pommel horse sensation.

As Stephen's popularity surged in 2024, our video, "Stephen Nedoroscik: World Champion Gymnast," saw **49,000+ new streams on YouTube and the PBS app**.



## Year-Round Gardening ► 17 NEW EPISODES IN 2024

Featuring Penn State Extension educators and master gardeners, *Year-Round Gardening* gives bite-sized gardening tips for Pennsylvania and beyond. In 2024, episodes focused on mulch alternatives, tree pruning, pest management, and much more. Episodes air as interstitials on WPSU-TV and have been **streamed 34,100+ times** on YouTube, the PBS app, and PBS LearningMedia combined.



## Past PA THREE NEW EPISODES IN 2024

Past PA is a video series that helps audiences develop a deeper understanding of important Pennsylvania people and events that they have likely heard about, but might not know the deeper stories of. New episodes in 2024 explored the near meltdown at Three Mile Island, the life and legacy of Milton Hershey, and the struggle for the abolition of slavery in Pennsylvania. Episodes air as interstitials on WPSU-TV and have been **streamed 7,000+ times** on YouTube, the PBS app, and PBS LearningMedia combined.



# <u>A Season at</u> <u>Shaver's Creek</u>

### ▶ FOUR NEW EPISODES IN 2024

A Season at Shaver's Creek features footage of black bears, rare birds, porcupines, and more — captured on trail cameras, with commentary from Wildlife Program Coordinator Alex Suleski. Viewers get to explore the glory of natural Pennsylvania at four distinctly different times of the year. Episodes air as interstitials on WPSU-TV and have been **streamed 3,000+ times** on YouTube, the PBS app, and PBS LearningMedia combined.



# World Kitchen

In World Kitchen, viewers are invited to learn to make dishes from around the world while hearing from guest chefs about the cultures, history, and traditions surrounding each dish. This free interactive cooking class is presented on Zoom so that viewers can follow along to create the recipe with each guest chef.

## In Their Own Words

### SEVEN NEW PODCAST EPISODES IN 2024

In Their Own Words invites listeners to embark on a captivating exploration of African American musical legends. This exclusive podcast prioritizes their untold stories in the music industry, offering a rare glimpse into their musical evolution, the influence of church music, encounters with influential figures, and transformative educational experiences.

## Science-U @home

### ▶ FIVE NEW EPISODES IN 2024

*Science-U*@home is a collaborative production from WPSU and Penn State Science Outreach in the Eberly College of Science. These videos provide fun activities for grown-ups and kids to explore science together. *Science-U*@Home videos emphasize asking questions and seeing what happens. All the science is explained in a "How it Works" section to encourage exploration and reinforce learning.

Episodes air as interstitials between WPSU's PBS Kids programming and have been **streamed more than 102,700 times** on YouTube, the PBS app, and PBS LearningMedia combined.







# **Education Services**

Working with our PBS partners across the state, we continued to serve Penn State's landgrant mission by aligning educational resources with PBS programming to supplement student learning at home, while supporting teachers and caregivers with resources for the classroom.



### WPSU Education Ambassadors

In 2024, we launched the inaugural 27-member cohort of WPSU Education Ambassadors. This program is an exciting opportunity for educators from across the region to join their peers in professional development, networking, and ongoing support from PBS and NPR public media stations. To kick off the initiative, WPSU Education provided a full-day training focused on deepening educators' understanding and integration of media literacy. WPSU then provided support throughout the year through virtual trainings and continual resource sharing and opportunities.

# **Community Engagement Spotlight**

### **Cozy Corners**

This year, WPSU collaborated with community partners to create four new Cozy Corner spaces, providing welcoming and playful engagement spaces for waiting areas in service centers, medical facilities, and community organizations. Children may feel anxious or overwhelmed during challenging family situations, such as medical emergencies or other stressful events. Cozy Corner spaces provide a comforting and engaging environment where children can feel safe and supported. With activities, reading nooks, and learning materials, these spaces offer a welcoming retreat to help children navigate difficult moments with a sense of ease and security.





## **Ready To Learn**

A collaboration of WPSU, the U.S. Department of Education, PBS KIDS, and the Corporation for Public Broadcasting, this initiative connects children's media and learning environments to help build key skills for success in school and life, including functional literacy, critical thinking, and collaboration. It also explores career options in age-appropriate ways. WPSU collaborated with the Moshannon Valley YMCA, CenClear, and Central Intermediate Unit 10 to create a Philipsburg-based Learning Neighborhood that fosters a community-wide culture of learning at home, in the neighborhood, and within local systems and spaces.



## PBS LearningMedia

WPSU and PBS continued to work in collaboration, creating and curating free, curriculum-aligned videos, interactive lesson plans, and more for teachers.

There were **146,455 total views** for PBS LearningMedia in 2024.

## Your Vote Matters!

A digital initiative created in partnership with PSU Votes and Government Relations to support the democratic election process in Pennsylvania and beyond.

## <u>Carmen's Eco-Farm</u> <u>Adventure</u>

An interactive game that allows students to learn how a farm can be environmentally friendly, profitable, and sustainable in a future with climate change.

## Healing the Red Mo

A video series that shows how central Pennsylvania citizens, nonprofits, public officials, researchers, and students are taking action to clean the Moshannon Creek and bring it back to life.

## **Learning Grief**

A free online resource created to equip caregivers with the skills to help kids and teens navigate the big feelings that come with loss. Learning Grief was developed in collaboration with nationally recognized experts and leaders in trauma, grief, loss, and child and adolescent psychology.

## Pennsylvania Pathways

A documentary video series through which students learn firsthand about education and training, apprenticeships, skills, job satisfaction, and what it takes to succeed in a variety of careers, such as architect, restaurant chef, IT instructor, and solar array installer.

## **Financial Literacy**

A three-part video series designed to teach young adults the basics of how to create a budget, borrow money, and avoid financial scams.



## **WPSU Virtual Field Trips**

Students can participate in interactive tours of a variety of interesting local locations without ever leaving their classrooms. Each virtual trip includes rich multimedia content, PDF teacher guides, and the option to request teacher kits. Virtual field trip locations include:

### Shaver's Creek Environmental Center

Shaver's Creek Environmental Center is Penn State's nature center. Students can learn about animals, the environment, and conservation.

### **Elk Country**

With a focus on conservation education, the Elk Country Visitor Center is the perfect place for students to learn about Pennsylvania wildlife.

### Fort Roberdeau

Students can virtually visit a historic military fort located just outside Altoona, Pennsylvania, and explore the daily jobs and responsibilities of those who lived in and around the fort.

### WPSU Studios

Students can explore television and radio production studios and see how PBS shows make it to television and other devices at home!

### Centre County Recycling and Refuse Authority

Students can learn where trash and recycling go after the garbage truck picks it up from their homes.





# Community Feedback

WPSU is incredibly thankful for the opportunity to serve our neighbors. Positive feedback from donors, community members, students, and other constituents reaffirms our commitment to our mission.

### Supporters Say Thanks

"We have been loyal listeners of WPSU for more than 30 years. I listen to WPSU on my daily commute and especially look forward to segments like Poetry Moment. Thank you for the high-quality programming you provide to our community."

Grace and Dawn

"[Thank you for] your excellent work with World Kitchen. Thanks so much for working to bring great culinary and cultural diversity to Happy Valley! It is very much appreciated."

— Ted L. Liberti

**"We love WPSU and PBS Passport** — in particular, Walter Presents, Hotel Portofino, and the best news there is: PBS News Hour."

- Anonymous donor from Altoona, PA

"Your programming is very important to us and to the world."

- Anonymous donor from Bellefonte, PA

### **Event Appreciation**

"[It was] such fun last night seeing the finished product of Our Town: Chestnut Ridge. We all learned more about our area. Thank you for making us all look good."

— Susan Williams

"Thank you so much for an incredible discussion at the Speaking Grief screening. It was nice to talk with the WPSU team and the panelists. **Extra thanks to WPSU for all the amazing work** that has been done and will continue to be done — especially around grief and loss. Wishing you all the best." — Evelyn Wald, grief counselor

"Thanks so much; **we need more events** *like this in the area.*"

— Ready To Learn attendee

"I learned [a lot] about being intentional about point[ing] out letters/words to support language development."

Ready To Learn attendee

## The Chance to Wrestle Feedback

"I thoroughly enjoyed The Chance to Wrestle and appreciated the important message it provides. It's a must-watch for anyone who values athletics."

Kyle Klingman, National Wrestling
Hall of Fame Museum Director

"As an advocate of girl's and women's wrestling, I can't tell you how many times I had to stop the video to collect my emotions. You share many stories that speak to the core value that girls and women belong. Thank you for your efforts and perspective on this important subject!"

> Mike Clayton, manager, National Coaches Education Program at USA Wrestling





## WPSU Climate Day Feedback

WPSU Climate Day was held in April of 2024. Area students from grades 9 to 12 participated in sessions to gain a deeper understanding of climate change as well as sustainability through scientific research, communication, and public policies.

"Thank you for giving me the opportunity to moderate the Climate Day panel this morning — **it was a wonderful experience!** I learned a lot from the panelists, and I am sure the students did, as well. I will be looking out for other opportunities to work with WPSU."

– Rivka Wolin, Penn State student

"Thanks again for inviting [Nittany AI] to the Climate Day event! Feel free to reach out about anything dealing with agrifood or natural resources that you might need some university students to help with!" — Ray Yan, Penn State student

"Thank you so much for having us! **Climate Day was wonderful.** We appreciate you asking us to be a part of it and would love to attend future events like this!"

> Christy Shields, Discovery Space of Central Pennsylvania



### **WPSU Reads Feedback**

WPSU Reads is a grant project funded by the National Endowment for the Arts Big Read program. The initiative engages the community through cultural and environmental themes of chosen literature by providing free books, hosting writing workshops, engaging in discussions, and amplifying existing opportunities occurring throughout the region.

"Thank you so much for the Molly of Denali books! Our kindergarten classes will be so excited to receive them on their library field trip this spring! I really appreciate this book donation; it saves the library much-needed funds." — Library Director of

S.W. Smith Memorial Public Library

"I want to extend a hearty thanks to WPSU for making this discussion possible with their book donations and for inviting us to participate in this year's WPSU Reads!"

Director of Adult & Teen Services,
Schlow Centre Region Library



### WPSU Education Ambassadors Feedback

WPSU Education Ambassadors invites educators from central and northern Pennsylvania to participate in enriching professional development, peer-to-peer connection, and ongoing support from their local PBS and NPR media station.

**"This was a very informative and useful professional learning opportunity.** Thank you for providing it."

"I learned many different ways to utilize and integrate media in my craft."

"There are so many free, high-quality resources for teachers to use!"

**"This was phenomenal.** I so appreciate this entire day."





# University Collaborators In 2024, WPSU was proud to collaborate with the following Penn State partners:

The Arboretum at Penn State Center for Healthy Aging at Penn State Center for Nanoscale Science GSV x Penn State Huck Institutes of the Life Sciences Humanities Institute Invent Penn State J. Jeffrey and Ann Marie Fox Graduate School at Penn State The McCourtney Institute for Democracy Palmer Museum of Art Penn State College of Agricultural Sciences Penn State College of Arts and Architecture Penn State College of Education Penn State College of Engineering Penn State College of Health and Human Development Penn State College of Information Sciences and Technology Penn State Conferences and Institutes Penn State Continuing Education and Workforce Development Penn State Department of Geosciences Penn State Department of History Penn State Development and Alumni Relations Penn State Dickinson Law

Penn State Diversity, Equity, Inclusion, and **Belonging Council** Penn State Donald P. Bellisario College of Communications Penn State Eberly College of Science Penn State Greater Allegheny Arts and Humanities Penn State Information Technology Penn State Institute for Computational and Data Sciences Penn State Office of the Board of Trustees Penn State Office of Ethics and Compliance Penn State Office of Graduate Educational **Equity Programs** Penn State Online Education Penn State Ross and Carol Nese College of Nursing Penn State School of Labor and Employment Relations Penn State School of International Affairs Penn State Social Science Research Institute Penn State Student Affairs Penn State Sustainability Penn State Undergraduate Admissions Penn State University Police and Public Safety Penn State World Campus Society for Industrial Biotechnology at Penn State **TEDxPSU** World in Conversation, College of the Liberal Arts

THIN



# **Community Supporters**

The WPSU Keystone Society recognizes our highest-level membership donors to TV and/or FM. These donors provide annual contributions totaling \$1,000 or more to support our mission. Keystone Society giving can be attained through a single membership gift or multiple membership gifts to both TV and FM over the course of the calendar year.

In 2021, WPSU lost our dear friend, tireless volunteer, and beloved former colleague Patrick Smith. To honor his legacy, and with the blessing of his family, donors to WPSU can qualify for the Patrick Smith Circle of the WPSU Keystone Society when they contribute a cumulative annual amount to WPSU of \$1,500.

## 2024 WPSU Keystone Society

Anonymous (29)\* Anonymous (53) Patricia and Stephen Benkovic Mary Lou Bennett\* Jim Bloom and Marcy Garman Ruth and Glen Blume Bob and Judy Butler\* Bala B. Carver, M.D., and Mr. Chad Carver **Centre Lions Foresight Committee** Kristine Clark and Craig Weidemann John and Julie Cleland Phil and Connie Coolick Jackie and Emily Esposito Drs. K. James Evans and Lisa M. Fiorentino Joseph Ewaskiewicz, VMD, Ph.D.\* Ronald Filippelli and Sandra Stelts\* Katherine Frank in memory of Jack Frank Bob and Ellen Frederick\* Blake and Linda Gall\* Dr. Dennis and Marilyn Gouran Cari and Andy Gustafson\* Dr. Ross Hardison and Ms. Deborah Smith William T. and Peggy L. Hartman **Thomas February Herbstritt** Linda Higginson and Susan Youtz

Julie and Mark Holm Ted and Casey Hovick Bob and Sonia Hufnagel\* Jeffrey A. Hughes Michael Husband and Judy Heberling Stan and Judy Ikenberry Thomas Cyril Jegla Dr. W. Kenneth Jenkins and Suzann Jenkins\* Nick Kerlin and Donna Queeney\* Jeffrey R. Kern and Jerrilyn E. Muth-Kern\* Sally T.F. Knapp Drs. Dan and Donna Sell Kohlhepp Jo and Ed Lash\* Elinor C. Lewis\* Tom and Mary Ellen Litzinger Dawn Luthe and Gary Felton\* Joan Magistrella Rebecca Mahony Ken and Sharon Manno Leon and Faye Marshall Dr. Brent D. May and Dr. Lisa G. May Fran McDermid and Sylvia Feldman Debbie Meder and Larry Gohn Judy Milhous\* Philip and Leann Mohr Adrian Ocneanu and Christine Lowe Bernard and Donna Ogline Diane Schoonmaker Osgood Wayne Osgood

D. Brent and Cynthia Pasquinelli Greg and Renée Petersen Jim and Ruth Gentilman Peterson Kathleen Postle Barbara Rolls\* Carla Roser-Jones\* Forrest D. Rowles in memory of **Constance Rowles** Lynne Sanders\* Steve and Connie Schroeder\* Fred and Judy Sears\* Bob and Ann Shepherd\* Nels and Becky Shirer Ron and Sue Smith\* Linda Steffee John and Barb Stone Fred C. Thompson Linda and Dan Trevino\* Jack Troy Kate Bennett Truitt and Bruce Truitt Joan and Steve Turns\* Drs. Stephen and Jennifer Van Hook Nicholas Winograd and Barbara Garrison\* Dennis J. Wolnick Cal and Pam Zimmerman\*

Asterisk<sup>\*</sup> names indicate Patrick Smith Circle members





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