

**2023**

## **Local Content and Service Report**

**January 1–December 31, 2023**

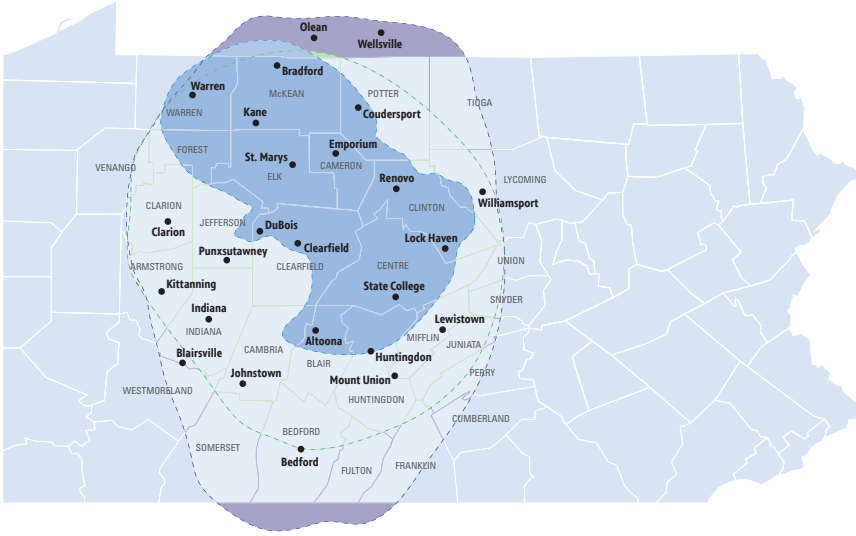




## WPSU COMMUNITY EVENTS RECAP 2023

WPSU creates community stories to share on television, radio, and online that bring a slice of life from central Pennsylvania to your family room, computer, and personal devices.

## WPSU-TV AND WPSU-FM COVERAGE MAP



*WPSU invited community and Penn State groups to participate in Eventapalooza, a family and community-focused event held at WPSU Studios in October 2023.*



*In 2023, WPSU raised funds to expand the resources and activities offered at our PBS KIDS Cozy Corners in locations across northern and central Pennsylvania.*



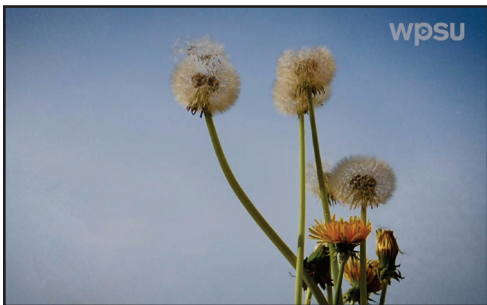
*WPSU invited families, community, and Penn State groups to participate in the Multicultural Children's Festival held at WPSU Studios in April 2023, to showcase the diversity of those who live within central Pennsylvania.*



*A new WPSU original series, "Culinary Connections" tells the stories of people and places in our area that use food to connect with the world around them.*



*"Our Town: Big Valley" premiered on WPSU-TV in September 2023, featuring stories about the people, places, and history of the region.*



*The WPSU digital series “Year-Round Gardening” gives basic gardening tips throughout the year and features instructional clips from Penn State Extension Educators and Master Gardeners.*



*WPSU continues to update the Virtual Field Trips website, exploring Fort Roberdeau in Altoona, Shaver's Creek Environmental Center in Petersburg, the Centre County Recycling and Refuse Authority in State College, Elk Country, and WPSU production facilities.*



*WPSU staff and volunteers traversed our service area to take part in multiple community parades throughout central and northern Pennsylvania.*

## LOCAL SERVICE

**WPSU is an indispensable source of locally relevant educational programming.**

### **MEDIA DISTRIBUTION**

NPR and PBS programming  
PBS KIDS livestream  
4 broadcast TV channels  
3 broadcast FM channels  
WPSU original productions  
Livestreaming and VOD services  
WPSU and PBS Apps

### **INFORMATION**

WPSU-FM local news  
Emergency alerts  
Newsletters

### **EDUCATION**

Pre-K-12 television and streaming  
Professional development  
Games, videos, and activities  
PBS LearningMedia online library  
Internships  
Graduate assistantships

### **ENGAGEMENT**

Social media engagement  
In-person and virtual events  
Community calendar

## LOCAL VALUE

**WPSU is a valuable educational resource in central Pennsylvania.**

WPSU is a trusted, community-based convener and facilitator for public dialogue, a multi-platform content and information provider, a valued partner, and a connector that helps raise awareness and address local issues that may arise.

WPSU delivers online and offline educational resources to students in the classroom and at home.

### **SERVING**

1.3 million Pennsylvanians  
24 counties  
500,000 households  
400,000 radio listeners  
57,329 YouTube subscribers  
15,014 Facebook followers  
3,130 Instagram followers  
5,317 X (Twitter) followers  
7,403 TV and radio members  
104 school districts

## LOCAL IMPACT

**WPSU's local services have a deep impact on our 24-county service area.**

### **WPSU-TV**

*"I love WPSU programming. I live in another coverage area but prefer your programming, especially the gardening shows. They are few and far between on other stations. I'm happy to join WPSU as a member."*

### **WPSU-FM**

*"We are longtime avid NPR listeners who moved to State College last year from CT. WPSU was the first radio station that we programmed into our car radios. Thanks for providing all the programs that we rely on, plus I really loved listening to WPSU's Folk Show last summer while I gardened."*

### **Cozy Corners**

*"I have had the pleasure of observing a puppet show, excitement from a little one seeing the table change colors, and listening to a mama read a story to her child at the table. A really nice cozy corner for visitors!"*







WPSU is proud to support viewers and listeners across 24 counties in central Pennsylvania as a trusted source for news, entertainment, and education. We are able to provide these services to the community through four television channels; public radio; three public radio livestreams; and WPSU-TV and WPSU KIDS livestreams, websites, and events.

This report offers a brief glance at our impact across the region in 2023. As a station, and through collaborations with our community partners, volunteers and advisory board, we fulfill our mission to spark discovery, enrich learning, and strengthen community through vibrant public media.

### I. CREATING MEANINGFUL CONTENT

WPSU is thoughtful and intentional about producing local content that reflects the diversity, culture, history, and relevant issues facing our community. We are committed to providing a welcoming and inclusive environment for people to explore, learn, and share ideas.

#### RADIO

- News stories (240)
- *Conversations Live* (8 episodes)
- *In Performance at Penn State* (12 episodes)
- *Poetry Moment* (35 episodes)
- *Democracy Works* (18 episodes)
- *The Local Groove* (52 episodes)
- *The Folk Show* (52 episodes)
- *Jazz* (52 episodes)
- *The Blues* (52 episodes)

#### TELEVISION AND VIDEO

- *Conversations Live* (8 episodes)
- *The Local Groove Presents* (9 episodes)
- *Culinary Connections* (4 Episodes)
- *Our Town* (1 episode)
- *Keystone Stories* (Seasons 2 and 3)
- *HumIn Focus* (1 episode)
- *Digital Programs* (50 episodes)

### II. ENGAGING WITH COMMUNITIES

We are always looking for opportunities to connect with Penn State and community partners. In 2023, more than 200 organizations collaborated with WPSU, resulting in outreach to 28,650 people:

- 11 online cooking classes
- 48 community engagement events
- 8 documentary screenings
- 2 parades and festivals
- 6 station tours

### III. PROVIDING DIGITAL ACCESS

WPSU distributes its content through many digital platforms to maximize reach, accessibility, and awareness.

- WPSU-TV and WPSU KIDS livestreams
- WPSU-TV, PBS KIDS, and FM apps
- NPR One app and The PBS App
- WPSU-FM, Jazz, and News/Classical livestream
- WPSU YouTube channel

### IV. EMPOWERING STUDENT SUCCESS

Every year, through the generosity of supporters, endowments, and grants, WPSU is able to hire interns and graduate assistants from among students attending the various Penn State colleges.

Among these interns is James Engel, who has been working with WPSU as a radio news intern for the last three semesters. During a speech about working with WPSU, James said:

“I’ve had the opportunity to work in sophisticated studios, meet fantastic people, and develop a voice of my own on the radio. I’m working with professionals, who are some of the best journalists in the area. And I’m confidently working with equipment and technology that I was entirely ignorant of a couple months ago... WPSU has given me confidence that my skills are worth something and that I can use them professionally.”





## WPSU-TV

*"I've been waiting all week for this show. Thank you for the local programming that reflects our region's talent. WPSU is a treasure."*

*"I very much enjoy our local PBS channel from Masterpiece to This Old House, NOVA, news shows, and EVERYTHING in between. Thank you for all you do for all of us out here."*

## WPSU-FM

*"I truly rely on your services daily. The absolute BEST music, news, and entertainment available. I also appreciate the balance of reporting done in newscasts and look forward to more local news soon to be included."*

*"Keep up the excellent programming. I like the new Local Groove Presents... creating a link between WPSU radio and TV."*

## CULINARY CONNECTIONS

*"Hi Tamra! I just wanted to let you know that I saw the WPSU piece on the Good Day Cafe recently, and you looked so nice and you were SO good in it! You are a natural! And I think you smiled the whole time! It was a great and informative show, thanks in part to you!"*

## NEWS ROUNDUP

*"This weekly newsletter is excellent and so informative for what I need to think about and prepare for over the next several days. And the article that Emily Reddy does with Matt Jordan defines why there is such a need for 'public broadcasting' to be funded and widely available to all."*

## EDUCATION SERVICES

**WPSU Field Trips:** *"It was fabulous! The kids were interested and had lots of questions. It was great, it went smoothly, everything was well done."*

**Family Agency Resource Gathering:** *"Thank you SO MUCH for a great event. I can't wait to get all the information that was shared — especially WPSU offerings. I knew about some but am eager to check out others. The grief programs/projects are excellent. I think I've seen them all. Thanks for the goodies as well. Hope your grant gets renewed so we can do more of these."*

**Play & Learn Watch Party:** *"My teachers told me it was wonderful! I hope we can do this again next year!"*

## WPSU-TV



## WPSU-FM



## Culinary Connections



## News Roundup



## Education



**In 2023, WPSU was proud to collaborate  
with the following community partners.**

3 Dots Downtown  
 Albright-Bethune United Methodist Church  
 Alpha Fire Company  
 Altoona Area Public Library  
 Altoona Area School District  
 Army Corps of Engineers  
 Bellefonte Art Museum  
 Bethel AME Church  
 Bilger's Rocks  
 Blair County District Superintendents  
 Bonfatto's Italian Market & Corner Café  
 Bradford Area Public Library  
 C-93 Radio, Clarion  
 CenClear  
 Central Pennsylvania Festival of the Arts  
 Centre County Local Interagency Coordinating Council  
 Centre County Recycling and Refuse Authority  
 Centre Film Festival  
 Centre LifeLink EMS, Inc.  
 Centre Region Parks and Recreation  
 Child Advocates of Blair County – Blair County Head Start  
 Clarion Area Chamber of Business & Industry  
 Clarion Area School District  
 Clarion Area YMCA  
 Clarion Community Learning Workshop  
 Clarion County Historical Society  
 Clarion Free Library  
 Discovery Space of Central Pennsylvania  
 DuBois Area School District  
 Duck Donuts  
 Early Learning Resource Center Regions 2, 3, 6, and 8  
 Engagement Scholarship Consortium  
 F.L. Crooks & Co.,  
 First Presbyterian Church  
 Fort Roberdeau  
 Friends of Raystown Lake  
 Fulmer House Books and Collectibles  
 Garby Theatre  
 Groveview Farm  
 Hi-Level Golf Course  
 Huntingdon County Visitors Bureau  
 Huntingdon Daily News  
 Irving's Bagels  
 Isett Heritage Museum  
 Jake Jacobson  
 Jefferson County Local Interagency Coordinating Council  
 Johnsonburg Public Library  
 Juniata Elementary School  
 Keystone Elk Country Alliance

Lake Raystown Resort  
 LION Bash/State College Borough  
 Marianna's Fundraisers  
 Mechanistic Brewing Co., Clarion  
 Mid State Trail Association members  
 Mount Aloysius College  
 Mount Jewett Memorial Library  
 PA Careerlink Mifflin County  
 PA Striped Bass Association  
 Payne Church  
 Penn Highlands Community College  
 Pennsylvania Department of Education  
 Pennsylvania Intermediate Units 6, 8, 9, 10, 11, and 28  
 Pennsylvania Partners for Children  
 Pennsylvania Public Media Stations PBS39, WESA, WETA,  
 WHYY, WITF, WLVR, WQED, WQLN, and WVIA  
 Pennsylvania State Education Association  
 Pennsylvania State Parks  
 Pennsylvania Western University Clarion  
 Penn's Cave  
 Pine Grove Hall  
 Prospectors, Mount Nittany Rib Company  
 Raystown DAM Divers  
 RE Farm Café at Windswept Farm  
 Remake Learning Days of Central Pennsylvania  
 Roots of Life  
 S. W. Smith Memorial Library  
 Schlow Centre Region Library  
 Scott's ODDySEEy  
 Seneca Woodworking, Clarion  
 Seven Points Marina  
 Shaver's Creek Environmental Center  
 Skills of Central PA  
 State College Police Department  
 State Correctional Institution – Smithfield  
 Stone Mountain Adventures  
 Terrace Mountain Alpaca Farms  
 The Allegheny Front  
 The Clarion News  
 The Grier School  
 The Haskell House, Clarion  
 The Makery  
 The State Theatre  
 Tom Bowman  
 Trout Run Watershed Association  
 Tyrone-Snyder Public Library  
 Warren Public Library  
 Yallah Taco  
 YMCA of Centre County



**In 2023, WPSU was proud to collaborate  
with the following Penn State partners.**

Center for the Performing Arts  
College of Education  
College of the Liberal Arts  
Forensic Science Club  
Goodling Institute for Research in Family Literacy  
Holocaust, Genocide and Human Rights Education Initiative  
Hubert H. Humphrey Fellowship Program  
McCourtney Institute for Democracy  
Penn State Alumni Association  
Penn State Association for Women Geoscientists  
Penn State Center for Nanoscale Science  
Penn State Center for Science and the Schools  
Penn State College of Agricultural Sciences  
Penn State College of Arts and Architecture  
Penn State Department of Anthropology  
Penn State Donald P. Bellisario College of Communications  
Penn State Eberly College of Science  
Penn State Educational Office Professionals  
Penn State Extension  
Penn State Frost Entomology Graduate Students  
Penn State Indigenous Faculty and Staff Alliance  
Penn State Indigenous Peoples' Student Association  
Penn State News Lab  
Penn State Office of the President  
Penn State Outreach Office of Inclusion, Equity, and Diversity  
Penn State Paleo Microbiome  
Penn State Ross and Carol Nese College of Nursing  
Penn State School of Music  
Penn State Sustainability Institute  
Penn State University Libraries  
Russell E. Larson Agricultural Research Center  
The Arboretum



## WPSU-TV

In addition to sharing award-winning programming from PBS, the BBC, and others, WPSU also produces local broadcast and online content about the people, places, and happenings in our 24-county service area.



**Keystone Stories** — Seasons 2 and 3 of *Keystone Stories* premiered in January and September respectively. This series takes viewers to the breathtaking, interesting, quirky, and sometimes hidden gems around central Pennsylvania. The state's beautiful landscape serves as the backdrop for an exploration of the people, places, and culture that make the region unique. Episodes covered a variety of subjects:

- "Railroads" (Season 2, Episode 1)
- "Old Spaces, New Places" (Season 2, Episode 3)
- "Polka" (Season 3, Episode 3)
- "State Parks" (Season 3, Episode 5)

[wpsu.org/keystonestories](https://wpsu.org/keystonestories)



**Our Town** — For more than 28 years, WPSU-TV has produced the *Our Town* series, a show that captures the spirit of local communities from the perspective of its residents. The show provides a special opportunity for community volunteers to share their towns' unique features — profiling organizations, arts, schools, attractions, local folklore, places, history, and people. In 2023, *Our Town* featured the Big Valley region.

[wpsu.org/ourtown](https://wpsu.org/ourtown)



**The Local Groove Presents** — With seasons 1 and 2 premiering in May and October 2023, *The Local Groove Presents* is a spin-off of our popular radio show *The Local Groove* and features musical performances by Pennsylvania artists at WPSU's studio, such as:

- Eric Ian Farmer and Friends (Season 2, Episode 1)
- The Dishonest Fiddlers (Season 2, Episode 2)
- Mellow Honey (Season 2, Episode 3)
- Adam and the Armadillos (Season 2, Episode 4)
- Gabe Stillman (Season 2, Episode 5)

[wpsu.org/thelocalgroovepresents](https://wpsu.org/thelocalgroovepresents)



**Conversations Live** — Our hosts and guest experts discuss local and national issues as they take audience questions. Often hosted by WPSU's Anne Danahy, WPSU takes phone calls, emails, and questions via social media during the 60-minute airing.

Some of the topics covered by *Conversations Live* in 2023 include:

- "Seasonal Affective Disorder"
- "Making Sense of the Economy"
- "Sharenting"

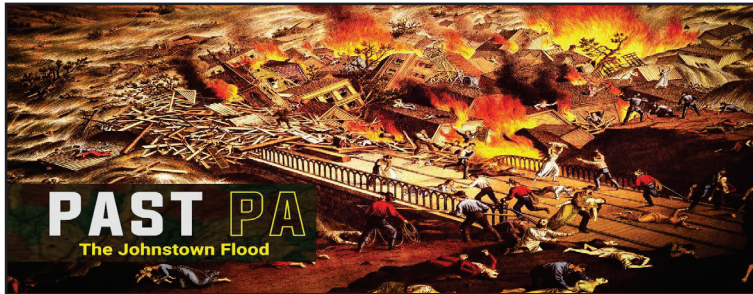
[wpsu.org/conversationslive](https://wpsu.org/conversationslive)



## WPSU DIGITAL

WPSU produced nearly 50 digital-first videos, including gardening tutorials, local history lessons, short films, and more. Videos produced in 2023 have been streamed more than 62,500 times on YouTube and the PBS App, and WPSU's YouTube channel was viewed 3.7 million times in 2023 by viewers around the world.

Key episodes and series include:



**Past PA** — This new digital series illuminates Pennsylvania history, from well-known events like the Johnstown Flood and Whiskey Rebellion to lesser-known chapters, like the unlikely exploits of John Burns at the Battle of Gettysburg.



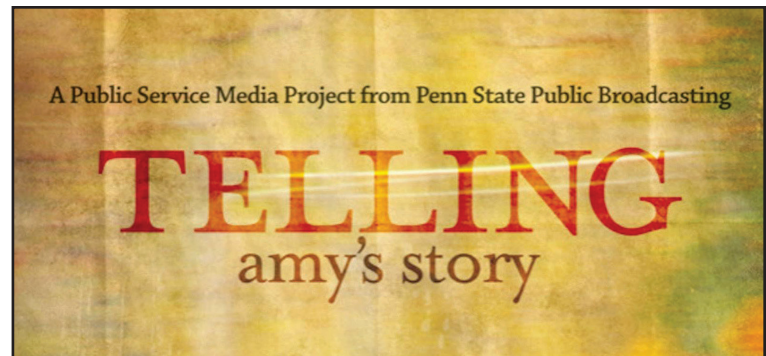
**Year-Round Gardening** — This new digital series features experts from Penn State Extension sharing gardening and horticultural tips for every month of the year, from how to get your garden started to how to pick the best Christmas tree.



**World Kitchen** — World Kitchen is a free, interactive cooking class presented on Zoom so viewers can follow along. Guests learn to create international recipes from each chef and learn about the culture, history, and tradition that each dish represents.



**Winning the match: The fight to sanction girls' wrestling in PA** — A digital short film on the successful movement to get girls' wrestling officially sanctioned in Pennsylvania. This has expanded into a longer documentary, currently in production.



**Telling Amy's Story** — Originally released nationwide in 2010, *Telling Amy's Story* follows the timeline of a domestic violence homicide that occurred in central Pennsylvania on Nov. 8, 2001. Since being re-released in March 2023 on YouTube and the PBS App, the documentary has received more than 2 million views.



**The Heumann-Armstrong Award: Empowering Students with Disabilities** — A digital short film focused on Penn State alumnus Elijah Armstrong, who founded Equal Opportunities for Students and established the Heumann-Armstrong Award — a scholarship for students with disabilities, in the sixth grade or older, who have experienced and combated ableism in education.



## WPSU-FM

WPSU-FM is committed to being a source of reliable, trusted news and information; home for facts and the truth; and a place for engaging with the arts, information, and culture. [wpsu.org/radio](https://wpsu.org/radio)

## LOCAL NEWS

WPSU-FM is your local public radio station, dedicated to giving voice to our diverse communities, bringing clarity to local issues, and celebrating art and culture.



In February of 2023, Anne Danahy covered a story detailing an expected surge of more than 10,000 people who would need food bank services due to extra federal food benefits ending.



Sydney Roach reported on a unique new sunflower seed distillery and educational center in Kane, Pennsylvania, right before its grand opening on August 25, 2023.



In October of 2023, Sydney Roach covered a story detailing school bus driver shortages in central and northern Pennsylvania, as well as the challenges that drivers face.

## WPSU-FM LOCAL PROGRAMS

- *News Stories*
- *Conversations Live*
- *In Performance at Penn State*
- *Poetry Moment*
- *Democracy Works*
- *The Local Groove*
- *The Folk Show*
- *Jazz*
- *The Blues*



**Poetry Moment** — Highlights the wealth of poets and poetry in Pennsylvania, with season 3 hosted by Marjorie Maddox. WPSU's radio and education teams collaborated to hold the station's first Poetry Writing Contest for youth. On a special episode of Poetry Moment, the 2023 contest winners, pictured above, read their own poems. [wpsu.org/poetrymoment](https://wpsu.org/poetrymoment)



**Navigating Inflation** — A collaboration between the News Lab at Penn State and WPSU. Between October 2022 and March 2023, a team of journalists from the News Lab visited Tyrone in Blair County several times with the aim of listening to residents and workers talk about the impact of inflation on their businesses, households, and day-to-day lives. This project won a "Judge's Merit" award from the Pennsylvania Association of Broadcasters.



**News Roundup** — An email newsletter featuring the week's most important local, state, and national stories to keep our audience informed and up-to-date. [wpsu.org/newsroundup](https://wpsu.org/newsroundup)



## LEARNING GRIEF

This WPSU project is being funded through the Imagine Learning Foundation. While still in development throughout 2023, *Learning Grief's* website is currently being reviewed by a select group of advisers and in the beginning process of being translated into Spanish so that it will be available in two languages.

Inspired by the work of *Speaking Grief*, a WPSU project completed in the year prior, the goal of *Learning Grief* is to empower adults in supporting children and youth in their day-to-day challenges, through resources that will be available for free online.

Additionally, WPSU's education team plans to conduct additional community learning workshops. *Learning Grief* is expected to launch in May of 2024.



# SPEAKING GRIEF

speakinggrief.org

produced by:

philanthropic support from:

distributed by:

## DIGITAL TRANSFORMATION

WPSU joined public media stations across the country as part of the Digital Transformation Program, an initiative focused on digital audience growth developed by the Poynter Institute for Media Studies and backed by the Corporation for Public Broadcasting.

In the nine-month program, WPSU learned new strategies for audience growth, with a key focus on reaching our community across the platforms they're using to better understanding their digital preferences and habits.

After surveying members and seeing a common desire for more local news coverage, WPSU launched News Roundup, a weekly newsletter to connect the community to our journalism. We similarly leveraged social media and newsletters to better inform our audience about streaming programs and opportunities to support WPSU as members.

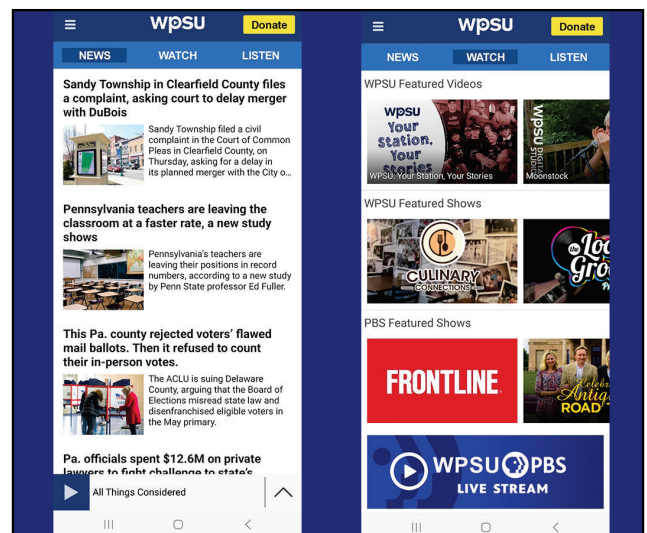
### Key points of success:

- Increased newsletter subscribers by 20%
- Highest ever use of PBS App
- Created new model for digital show promotion
- Integrated digital tools for pledge drives

Since the program concluded in May of 2023, WPSU has been using many of its lessons to increase the number of our members using PBS Passport.

### WPSU MOBILE APP

In 2023, WPSU redesigned its mobile app to support CarPlay and easy access to news, videos, and more. Users stay informed throughout their day with radio and video streaming, livestreams, local/national news stories, and more.



## YOUR LEARNING NEIGHBORHOOD

### LEARNING AT HOME, IN SCHOOL, AND IN YOUR COMMUNITY

Working with our PBS partners across the state, we continued to align educational resources with PBS programming to supplement student learning at home, while supporting teachers and caregivers with resources for the classroom.

In 2023, we reached **15,214 children, caregivers, and educators** through:

- Educator Webinars
- Eventapalooza
- Family Play & Learn Events
- Grab-and-Go Bags
- Multicultural Children's Festival
- Parades
- Parent Webinars
- Presentations
- Virtual Field Trips

### WPSU and PBS LearningMedia

In 2023, WPSU resources on PBS LearningMedia were viewed more than 158,000 times by educators across the country.

New WPSU resources were added to PBS LearningMedia to be accessed by more than 15 million registered educators:

- Your Vote Matters: They Work for You!
- Mission: Materials Science, in partnership with Penn State Center for Nanoscale Science

### Virtual Field Trips with Lending Library Kits

WPSU produced kits for The Arboretum at Penn State designed around Seasonal Phenomena and aligned with new PA STEELS standards.

Kits include materials to support seasonal occurrences:

- **Winter:** *Germination*
  - Seed Square
  - Garden Planning and Germination Worksheets
- **Spring:** *Watershed*
  - Foil Pans and Roll
  - Spray Bottles
  - Food Dye Tablets
- **Summer:** *Pollinators*
  - Multi-colored Plates and Poms
  - Velcro Sticks
  - Pollinator Profiles
  - PA Butterflies & Pollinators Pocket Guide
- **Fall:** *Changing Leaves*
  - Trees of Pennsylvania Guide

### Media Literacy Initiative

In alignment with co-producing the News Over Noise podcast, WPSU launched a News Literacy Educator Webinar that covered the topics:

- Does News Find Me?
- We Are What We Read
- News Engagement for the Civically Engaged
- Share Your Story

WPSU led a Digital Literacy Workshop with Readiness Institute high school students in Altoona and Johnstown, PA.

WPSU also hosted U.S. Media Literacy Week webinars with NAMLE (National Association for Media Literacy Education), in partnership with the Donald P. Bellisario College of Communications at Penn State.

### Youth Poetry Contest

As an extension of WPSU's Poetry Moment, the education team opened submissions for the inaugural poetry writing contest for students in grades K-12.

Select entries were published online, and WPSU-FM aired the recordings of the winning poems, read by the student authors, during a special Youth Poetry Moment episode. 250 poems were submitted from 29 school districts across 16 central PA counties.



[wpsu.org/poetrycontest](https://wpsu.org/poetrycontest)

### Grab-and-Go Bags

In 2023, WPSU distributed 1,500 "Think BIG with WPSU" bags to students attending summer enrichment programs throughout 24 counties of central and northern PA.

These bags included STEM materials and activities that fostered family engagement and student learning around creative thinking and problem-solving.

Visit [wpsu.org/learn](https://wpsu.org/learn) to explore all of our education resources and programs.



## DIVERSITY AND INCLUSION

### WPSU Reads

This project is grant funded by the National Endowment for the Arts Big Read program and Barnes & Noble Education.

WPSU's goal for the program is to enrich our community through storytelling and sharing knowledge of Native American cultures through our network of community partners.

WPSU received two grant awards to support WPSU Reads, an initiative that connects with libraries and community partners to develop programming around a selected book. With the book selection of "There, There" by Tommy Orange, WPSU supported the following programs:

- WPSU Reads website with curated resources and community events
- The Indigenous Peoples' Resistance Day Rally at Old Main patio
- The Feast at HUB-Robeson Center
- Centre Film Festival at The State Theater
- Book Discussions at S.W. Smith Memorial Library and Mount Jewett Memorial Library



*WPSU's event table pictured at a local library featuring "There, There" by Tommy Orange for discussion*

### WORLD KITCHEN

WPSU host Tamra Fatemi invites guest chefs to demonstrate how to make dishes from around the world. In 2023, *World Kitchen* featured Vietnamese, Iranian, Egyptian, Afghani, Persian, Honduran, Italian, and Bolivian cuisines.

In November and December, *World Kitchen* partnered with Penn State Humphrey Fellows to bring new and unique dishes never before seen on *World Kitchen* to the show.



*World Kitchen host Tamra and guests Larry and Maria Terry create Baleadas in celebration of Hispanic Heritage Month.*

## READY TO LEARN INITIATIVE

In 2023, WPSU received a \$150,000 grant from the Corporation for Public Broadcasting and the Public Broadcasting Service to fund the 2020–25 *Ready To Learn* initiative that will expand the reach of PBS KIDS early learning resources to communities in the Moshannon Valley.

The goal of the *Ready To Learn* initiative is to connect children's media and learning environments to help build key skills for success in school and life, including functional literacy, critical thinking, and collaboration, as well as showing them career opportunities in age-appropriate ways.

Over the next two years, contingent on congressional funding, WPSU will collaborate with the Moshannon Valley YMCA, CenClear, and Central Intermediate Unit 10 to create a Learning Neighborhood that fosters a community-wide culture of learning at home, in the neighborhood, and within local systems and spaces.

### COMMUNITY PROGRAMS

WPSU aimed to strengthen community through partnerships. One of the ways WPSU achieved this was with outreach within communities.

- Family Service Agency Gathering for service providers
- Learning Grief Workshop for community agencies
- Cozy Corners located in 5 locations across central PA
- Station Tours
  - We Are Alum
  - Pennsylvania Association of Educational Office Professionals
  - Hickory Grove Elementary School
- Community Events
  - Reedsville 3rd Fridays
  - Belleville Market
  - Constitution Day Centre County
  - 3 Dots Downtown Pugh Street Shutdown
  - All Sports Museum Trick or Treat Night
- Centre County Grange Fair Parade

## ENDOWMENTS AT WPSU

Philanthropic families and communities across the region have created 24 endowments to provide financial support in perpetuity for WPSU's mission. Funds in an endowment are invested and income from that investment is provided to WPSU annually to support radio and television programming, paid internships, and special projects.

WPSU is grateful for this annual support and the donors who have created the following endowments:

- Blair County Endowment
- Dr. Jean E. Brenchley Endowment
- Cynthia N. and John A. Brutzman Endowment
- Dorothy R. and Edward G. Buss Endowment
- David Lawrence and Sara Ann DeLullo, Jr. Endowment
- DuBois Area Endowment
- Endowment for the Future of WPSU-FM
- Endowment for the Future of WPSU-TV
- Environmental Programming Endowment
- Expanding Horizons Endowment
- Sidney and Helen S. Friedman Endowment
- Blake and Linda Gall Endowment
- Huntingdon County Endowment
- Bill and Honey Jaffe Performance Endowment
- Howard M. Levine Cultural and Performance Endowment
- William Lukens and Cheryl Price Endowments for WPSU-FM and WPSU-TV
- McKean County Endowment
- James H. Olay Family Endowment
- Clara Lamade Robison Endowment
- Gertrude J. Sandt Endowment
- Thomas F. and Sara H. Songer Family Endowment
- WPSU Endowment
- Jane W. and Robert K. Zimmerman Endowment in Support of Digital Programming
- Robert K. and Jane W. Zimmerman Endowed Internship Fund

## THE PATRICK SMITH CIRCLE

On July 31, 2021, WPSU suddenly lost our dear friend, tireless volunteer, and beloved former colleague Patrick Smith.

To honor the legacy that Patrick left behind, and with the blessing of his family, as of January 1, 2022, donors to WPSU can qualify for a new level of giving within the WPSU Keystone Society known as the **Patrick Smith Circle of the WPSU Keystone Society**.

While qualification for the WPSU Keystone Society remains unchanged, which is cumulative annual giving in any combination to WPSU-TV and/or WPSU-FM in the amount of \$1,000, as of January 1, 2022, donors will qualify for the Patrick Smith Circle within the WPSU Keystone Society when they contribute a **cumulative annual amount to WPSU of \$1,500, including those donors who are sustainers at \$125 per month**.

In recognition of their philanthropy, qualifying donors to the Patrick Smith Circle will be honored annually in the June program guide and on the WPSU website. Patrick Smith Circle donors will be invited to one-on-one meetings with station leadership to discuss projects at WPSU, and this will be an opportunity for donors as stakeholders to provide feedback and ask questions, **cultivating the future of WPSU**. Because the future of public media meant so much to our friend Patrick, we find it fitting to pay tribute to him in this way.

We look forward to welcoming the members of the Patrick Smith Circle of the WPSU Keystone Society in 2024.





## THE WPSU KEYSTONE SOCIETY

The WPSU Keystone Society recognizes our highest level of giving (\$85 per month sustaining gift 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 addition to annual recognition in the WPSU June Program Guide, these donors enjoy special invitations to events and studio productions.

Whether you support WPSU-TV, WPSU-FM, or both, as many of our donors do, members of the Keystone Society have made the decision to provide substantial annual support not only for the programs that they enjoy, but also to help us continue to provide high-quality and culturally diverse programming to all our viewers and listeners across central Pennsylvania and on the web.

### KEYSTONE SOCIETY MEMBERS

*Bold names indicate Patrick Smith Circle members*

- Anonymous (60 + **33**)
- Andrea Commaker and James Levin
- **Anne L. Heinsohn**
- Bala Carver, MD and Mr. Chad Carver
- **Barbara Rolls**
- Beth Farmer
- Beth Richards | Sandy Stover Group at Kissinger Bigatel & Brower Realtors
- **Blake and Linda Gall**
- **Bob and Ellen Frederick**
- **Bob and Judy Butler**
- **Bob and Sonia Hufnagel**
- **Cari and Andy Gustafson**
- **Carla Roser-Jones**
- Carolyn Donaldson and Jim Marchesani
- **Cathryn Cronn Epp, Ph.D.**
- Centre Lions Foresight Committee
- D. Brent and Cynthia Pasquinelli
- Dan and Donna Kohlhepp
- David Whiteman and Connie Kossan
- **Dawn S. Luthe and Gary W. Felton**
- Debbie Meder and Larry Gohn
- Dennis and Marilyn Gouran
- **Diane and Carroll Osgood**
- **Donna S. Queeney**
- **Dr. Dennis W. Thomson**
- **Dr. Kelly A. Wolgast**
- **Dr. Linda Trevino**
- Drs. Brent and Lisa May
- Drs. K. James Evans and Lisa M. Fiorentino
- Edward and Relda Newlin
- Erin and Kyle Myers
- Greg and Renee Ziegler
- Gregory and Renée Petersen
- Jackie R. Esposito
- **Janelle Bessette and Keith Karako**
- **Janet and Jason Palmatier**
- **Jeff and Jerrilyn Kern**
- Jeffrey A. Hughes
- Jim and Ruth Peterson
- Jo and Ed Lash
- **Joan and Steve Turns**
- Joan Magistrella
- **Joseph Ewaskiewicz VMD PhD**
- Judith A. Todd Copley and Stephen M. Copley
- **Judith Milhous**
- **Judy and Fred Sears**
- **Judy Heberling and Michael Husband**
- Julie and Mark Holm
- Kathleen Postle
- Kevin P. Furlong
- **Leland and Renata Engel**
- Leon and Faye Marshall
- Louis P. Silverman and Veronica A. Samborsky
- M. Wesley Shoemaker
- Mary Ellen and Tom Litzinger
- **Mary Lou Bennett**
- **Mary Wujek**
- Michael Burk
- **Nicholas Winograd and Barbara Garrison**
- Phil and Connie Coolick
- **RE Farm Cafe**
- Rebecca J. Passonneau
- Robert Mincemoyer
- Sally T.F. Knapp
- Sharon and Ken Manno
- Stephen and Jennifer Van Hook
- **Steve and Connie Schroeder**
- Thomas E. Herbstritt
- Tom and Sara Songer
- Wayne Osgood
- **William Kenneth and Suzann Jenkins**

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