



WPSU
PENN STATE

**COMMUNITY SERVICE AND
IMPACT REPORT FOR
CALENDAR YEAR 2019**

**SERVING 24 COUNTIES IN CENTRAL
AND NORTHERN PENNSYLVANIA**
TELEVISION BROADCAST AND STREAMING
RADIO AND STREAMING
DIGITAL STORIES
SOCIAL MEDIA
FAMILY LEARNING AND EVENTS

**2019 NATAS
MID-ATLANTIC
EMMY AWARD WINNER**





Tracey Huston, vice president for Penn State Outreach (left), and Isabel Reinert, executive director for WPSU, cut the cake during the Sesame Street 50th Anniversary event held at WPSU, on September 21.

MISSION

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

VISION

A world of wonder and opportunity, with healthy, educated, and compassionate people empowered to understand and improve their lives and the lives of others.

Dear Friends,

WPSU is always looking for ways we can better serve our community. We strive to share programming that is compelling, thought-provoking, and delightful for all ages.

We understand that media consumption has changed and we are changing along with it. We have fully embraced the creation of content across all available platforms. For example, you could watch our original series *Metronome from the Attic* as a television broadcast, a digital video stream, or an on-demand video segment through YouTube, the WPSU app, and the PBS app.

A major part of this "anytime, anywhere" strategy is to extend our television channel as an online

STRATEGIC THEMES

- Community Connections and Engagement
- High-impact Digital and Diverse Content
- Financial Fitness
- Creative, Collaborative Culture

option. I'm excited to announce that WPSU-TV's lineup can now be watched as a live stream on computers and mobile devices. Our new TV stream, three radio streams, and the PBS KIDS video stream can be found at live.wpsu.org.

We will continue to raise awareness of these options and attract new audiences through digital and social media communications. In 2019, we created 53 short video stories for our website and social media distribution. These digital shorts were some of our most liked and shared content on Facebook. As a result, WPSU's Facebook audience has grown to 12,910 followers and our YouTube channel grew to 22,496 subscribers.

By expanding our Penn State student journalist internship program, we provided more on-the-job experiences for students, enabling the radio news team to post stories from every county in our TV and FM service area.

Turning to event engagement, *Sesame Street* turned 50 this year. In celebration of this milestone, WPSU welcomed 1,250 kids and grown-ups to our studio to meet walkaround Cookie Monster, play games at the Aetna™ mobile health & wellness RV, show their creativity at our puppet making station, get a chocolate chip cookie, and more.

A Look at 2020

In January 2020, we launched the *Speaking Grief* project. This initiative will bring people together to talk about the transformative experience of losing a family member in a grief-avoidant society. The national outreach components include a public television documentary, a media-rich website, social media discussion groups, and numerous community events. Produced by WPSU Penn State with philanthropic support and outreach collaboration from the New York Life Foundation, the *Speaking Grief* broadcast will premiere in May 2020.

It has been our honor to serve the 1.9 million people in our 24-county TV and FM service areas, and we look forward to exploring new ways to continue to be an important service to the community.

Isabel Reinert
Executive Director and General Manager

SERVICES TO THE COMMUNITY

Local TV and FM Programs
PBS, NPR, and National Programs
Digital Content
Community Call-in Programs
Social Media
Town Halls
Family and Screening Events
Music Performances
Production Services
Student Internships
Graduate Assistantships

LETTERS FROM THE FIELD

Our Town Bald Eagle Valley

I wanted to take the time to thank you and everyone who was involved in Our Town Bald Eagle Valley. I learned a lot about the area I live in that I had no knowledge about before!

New WPSU-FM Program 1A

CONGRATULATIONS on the addition of 1A to the schedule! We have enjoyed it on satellite radio, and are pleased we can now hear it on FM! Thank you!

Overcoming an Epidemic: Opioids in Pennsylvania

The series covers many great topics related to the opioid epidemic. Thank you and WPSU for the great reporting on this topic.

Why We Dance: The Story of THON

Thank you for the program about THON that aired last night. It was heartwarming, reassuring, and an absolute breath of fresh air! I had never given a thought to the organizational process.

Finding Your Roots: The Seedlings

This is SO cool!!! I would have loved to have science presented in this way back when I was in school.

Eva A-7063 June broadcast

Just a word to say thank you for the fabulous show last night on Holocaust survivor Eva Mozes Kor. Fantastic.

Molly of Denali PBS KIDS Screening

I wanted to say "thank you" for the Molly of Denali screening at the State Theatre. My wife and I took our 2.5- and 1-year old—they loved it! We are greatly appreciative of WPSU and the wonderful programming you provide for children. Keep up the great work!

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.

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% (25,000) of households receive our signal over the air. WPSU, in many cases, is the only television channel viewers in small rural towns receive.

FOUR DIGITAL TV CHANNELS

WPSU is our main broadcast channel offering diverse local and national programming in science, nature, biography, history, arts, and news.

WPSU Create is a do-it-yourself PBS channel airing cooking, travel, and lifestyle interests.

WPSU World is PBS's channel dedicated to international and cultural programming, covering topics in science, nature, news, and public affairs.

WPSU KIDS is a 24-hour PBS children's programming channel. It features shows that are currently on WPSU-TV weekdays and others that are only available through WPSU KIDS.

THREE FM CHANNELS

WPSU-FM reaches 13 counties over the air and provides three digital streams:

- WPSU 1 News and Classical
- WPSU 2 Public Radio Mix
- WPSU 3 Jazz

2019 EMMY AWARDS®

- Finding Your Roots: The Seedlings webisode 8
- Matt Stephens, excellence by an individual covering sports-related content
- Patty Satalia inducted in Silver Circle Society™

wpsu.org/awards

WPSU has earned 27 Mid-Atlantic Emmy awards since 1981.



LOCAL PROGRAMMING



Jen from WPSU production works the control panel during a taping in the studio.

WPSU strives to fulfill our mission every day by delivering PBS, NPR, and other public media content on television, radio, and on-demand.

As a local public media organization, we also produce television and radio programming, interactive digital content, engaging social media, and events across the 24 counties in central and northern Pennsylvania.

ENGAGEMENT



wpsu.org/digital/shorts



wpsu.org/fmposter

PRE-K THROUGH 12



scienceu.org



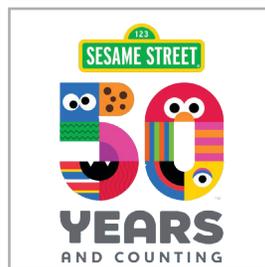
wpsu.org/writerscontest



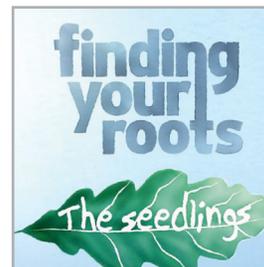
wpsu.org/conversationslive



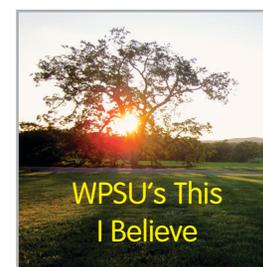
wpsu.org/ourtown



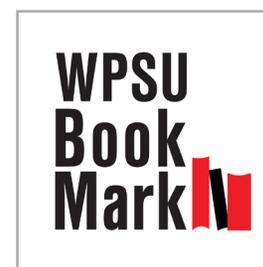
wpsu.org/sesamestreet



fyrclassroom.org



wpsu.org/believe



wpsu.org/bookmark



wpsu.org/kids



pbskids.org



Graphic: freepik

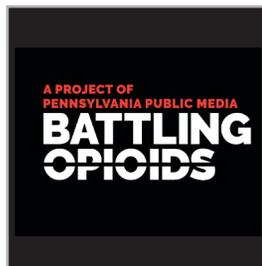
Follow WPSU on social media platforms.

Subscribe to WPSU's e-newsletter at wpsu.org/maillinglist.

NEWS AND ISSUES



opioids.wpsu.org



wpsu.org/battlingopioids



wpsu.org/takenote



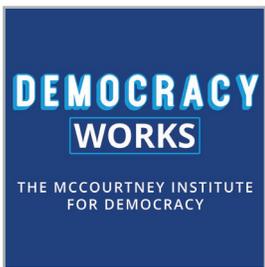
wpsu.org/keystonecrossroads



wpsu.org/theinvestment



wpsu.org/reach



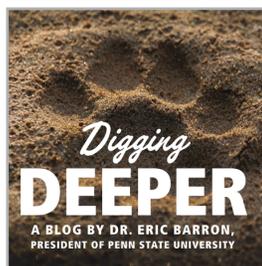
wpsu.org/democracyworks



wpsu.org/vote19



wpsu.org/schoolsafety



wpsu.org/diggingdeeper

HISTORY AND THE ARTS



wpsu.org/metronome



wpsu.org/jazzatthepalmer



wpsu.org/inperformancepsu



wpsu.org/folkshow

PENN STATE SPORTS



gopsusports.com



gopsusports.com

2019 WPSU PRODUCTIONS

TELEVISION

522 local programming hours

- 12 episodes of *Unrivaled: The Penn State Football Story*
- 9 episodes of *Digging Deeper*
- 8 episodes of *Penn State Men's Basketball: In the Paint*
- 5 episodes of *Conversations LIVE*
- 3 episodes of *Our Town*
- 2 episodes of *Battling Opioids*
- 1 episode of *Vote 2019 Special Election* interviews with Marc Friedenber and Fred Keller
- 1 episode of *Metronome from the Attic*
- 1 episode of *The Investment*
- 1 episode of *Overcoming an Epidemic: Opioids in Pennsylvania*
- 1 episode of *Penn State Martin Luther King, Jr. Banquet*

DIGITAL

- 53 digital shorts

RADIO

- 266 news and features stories
- 46 episodes of *Take Note*
- 25 episodes of *This I Believe*
- 25 episodes of *BookMark*
- 12 episodes of *In Performance at Penn State*
- 4 Jazz at the Palmer performances

PODCASTS

- 49 episodes of *Democracy Works*
- 8 episodes of *REACH*
- 7 episodes of *Overcoming an Epidemic: Opioids in Pennsylvania*

ENGAGEMENT PROJECTS



As featured in our videos, prevention programs like those used in the PROMoting School-Community-University Partnerships to Enhance Resilience model, aim to build positive skills and connections including peer pressure resistance, healthy goal creation, and family participation.

OVERCOMING AN EPIDEMIC: OPIOIDS IN PENNSYLVANIA

opioids.wpsu.org

Overcoming an Epidemic: Opioids in Pennsylvania is a cross-platform media project produced by WPSU. The goal of the project is to raise awareness of evidence-based practices, programs, and policies to prevent and treat opioid disorder, while identifying barriers that prevent the adoption and spread of these effective practices through key areas of understanding.

- Reducing Stigma
- Prevention Options
- Legal System Programs
- Care Resource Networks
- Family Support
- Rural Care and Education
- Recovery

PROJECT WEBSITE

The website is an interactive resource that hosts video and audio content, provides opportunities for visitors to take action (e.g. seek help for addiction), and offers other educational materials.



Project ECHO brings the resources and knowledge of doctors and clinics that are traditionally concentrated in urban areas to family doctors across the state.

PROJECT PODCAST

The stories in the *Overcoming* podcast highlight the stigma that surrounds opioid treatment, the devastating epidemic in rural areas, how legal and medical systems are navigating the epidemic, and emerging evidence-based practices.



With Lisa's son in a recovery program, she talks to WPSU about the life change of raising a grandchild.

PROJECT VIDEOS

The *Overcoming* videos in the project focus on stigmas and misunderstandings about opioid abuse, the impact of the opioid disorder epidemic in rural areas, the ripple effect on children, prevention programs, and evidence-based solutions and the barriers that prevent the adoption of these solutions.

When I speak to community initiatives, my goal is to change the perspective on substance use disorder. The way that we currently think about substance use disorder as a moral failing is incorrect.

Dr. Glenn Sterner
assistant professor of criminal justice,
Penn State Abington

COMMUNITY DISCUSSIONS

An ongoing outreach campaign includes community events and social media. A free discussion guide is available to encourage groups to watch and listen to the stories to open a dialogue to build empathy, promote change, and develop key action steps within their community.

A PROJECT OF PENNSYLVANIA PUBLIC MEDIA
BATTLING OPIOIDS
A COMMUNITY CRISIS

Pennsylvania Public Media stations are working together to produce programming that looks at the opioid crisis from a local perspective.

- WHYY (Philadelphia)
- WITF (Harrisburg)
- WLVT/PBS39 (Greater Lehigh Valley)
- WPSU (State College)
- WQED (Pittsburgh)
- WQLN (northwestern Pennsylvania)
- WVIA (northeastern Pennsylvania)

The project stories in *Battling Opioids* examine communities and organizations that are working to reduce the stigma around opioids and planning ways to better care for our neighbors.

The hour-long television special features segments produced by each station first aired across the state in September 2018. *Battling Opioids: Part 2* aired April 11, 2019, and *Part 3* aired September 26, 2019.



Tricia fights stigma by talking to groups about the addictions that led to her daughter's death.

The *Battling Opioids* series includes a community discussion guide and an extensive social media campaign. There were 11,300 followers as of December 2019 on the *Battling Opioids* Facebook page. battlingopioids.org



WPSU has produced the *Our Town* television series for more than 20 years. The series spotlights and documents the character and culture of small-town Pennsylvania.

Our Town provides a special opportunity for community volunteers to take videos of their town's people, and unique places, history, and attractions. They then come to WPSU production day to record the narrative for their selected videos. Each episode is edited together by WPSU to create a broadcast. People call-in during the live fundraising event to make a donation and receive an *Our Town* DVD as a thank-you gift.

Last year WPSU collaborated with residents from Mount Union, Bald Eagle Valley, and Jersey Shore to create episodes 100 through 102 in the *Our Town* series. wpsu.org/ourtown



Volunteers from the Jersey Shore area answer calls during the WPSU-TV December fundraising campaign.

The first *Our Town* program was released in 1996. WPSU celebrated the 100th episode with *Our Town: Mount Union*.

conversations
LIVE

Conversations Live, simulcast on television and radio, explores timely topics with a panel of experts. The audience asks questions delivered by phone, email, or Twitter. Our most popular recurring episodes are *Get Your Garden On* and *Ask a Veterinarian*. wpsu.org/conversationslive

BookMark

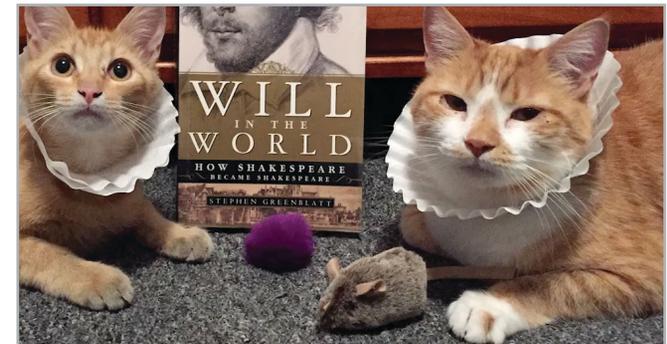
WPSU's community book-review radio show invites listeners to record a short review about a book they could not put down—what it was about and why they decided to read it. *BookMark* focuses on new releases and books by Pennsylvania authors. In 2019, WPSU aired 25 reviews. wpsu.org/bookmark

Take Note

WPSU-FM's *Take Note* is a weekly community affairs radio program that features in-depth interviews with newsmakers. WPSU aired 46 episodes in 2019. wpsu.org/takenote

wpsu DIGITAL PENN STATE

WPSU created 53 short digital stories in 2019 highlighting the arts, culture, science, and activities in the area. wpsu.org/digital



Horatio the Cat (right) was a popular WPSU digital story. The video reached 13,095 people and garnered 475 reactions, comments, and shares on Facebook.

ENGAGEMENT PROJECTS



The experiment videos were filmed at The Eberly College of Science summer camps, at University Park. This camper is listening to a live bee buzzing in his ear.

SCIENCE-U @HOME

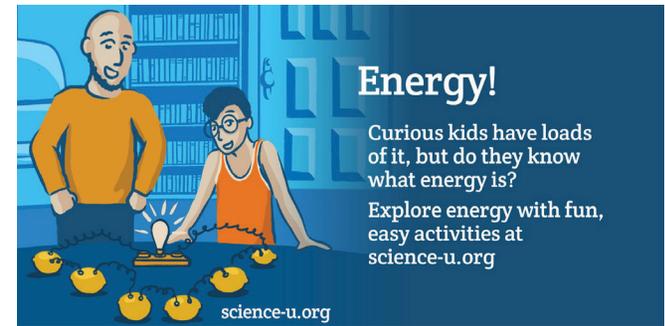
Science-U @Home, a production of WPSU Penn State in collaboration with Penn State Science Outreach in the Eberly College of Science, offers parents and caregivers "Hands-on Science for Your Backyard and Beyond."

WPSU launched a summer digital marketing campaign designed to appeal to parents and caregivers. The goal of the campaign is to help caregivers to confidently teach their children science through simple "everyday science" activities that required no special equipment.



The results were incredible. The website page views increased from 20,000 to 75,000 in one year. Broadcast segments ran on public television stations WPSU, WQED, and WVPB, reaching approximately five million people. The project's videos on Facebook were viewed 7,000 times during the campaign and subscribers to the Science-U e-newsletter grew from 108 to 250.

The website, currently in its fourth year, has 41 science experiments, some that can be replicated at home, and some that embrace the idea of on-the-go situational exploration. scienceu.org



- 5 million combined reach
- 75,000 scienceu.org page views
- 7,000 WPSU Facebook views



RESTAURANT GIVE BACK NIGHT

WPSU collaborated with local restaurants which hosted Give Back Nights as a benefit for WPSU-FM. The restaurants gave a percentage of every sale to the station, and people who participated got a great meal!

PARTICIPATING RESTAURANTS

- Five Guys
- Happy Valley Brewing
- Harrison's/The Overlook Grill
- The Field Restaurant
- The Greek Restaurant
- Hoss's Steak and Sea House



The Field Restaurant night in State College was a successful fundraiser for WPSU-FM.

ART FOR THE AIRWAVES

Artists in the WPSU-FM listening area were invited to submit original works of art expressing life in central Pennsylvania as part of WPSU-FM's annual Art for the Airwaves competition.

A panel of community judges selected one winning entry to be reproduced as a limited-edition, signed poster, offered as a thank you gift during the spring radio fundraising drive.

Artist Amy Frank was the winner of the 2019 competition with a collage painting of a stylized, Pennsylvania landscape titled "The Road Home."

"It's a long country road that's kind of ebbing and flowing over several hills," Frank said, "with kind of a patchwork field. It's very candy-colored. It's very bright and very cheerful. So it doesn't look like a traditional landscape. It is kind of like a traditional landscape meets a candy store."

"Those are actual fabric pieces of quilts from central Pennsylvania that have kind of seen their lifetime as quilts," she said. "But I held onto them because their story wasn't over yet. So we added them to this. And I think they work beautifully."
wpsu.org/fmposter



Artist Amy Frank was the winner of WPSU-FM's 2019 Art for the Airwaves Competition. She won the contest with a collage painting of a stylized, Pennsylvania landscape titled "The Road Home."

CONNOISSEUR'S DINNER

Diana Kochilas, host of the public television program *My Greek Table*, cookbook author, and cooking instructor was the chef at WPSU-TV's 27th annual fundraising gala. The Connoisseur's Dinner is a gourmet food- and wine-tasting experience for WPSU-TV supporters and includes a weekend of activities: a Friday evening hands-on cooking class, a Saturday morning mock broadcast cooking demonstration and tasting, and an evening dinner and auction. Chef Kochilas designed the traditional Greek menu to showcase recipes from her program and orchestrated the dinner with culinary staff from the Nittany Lion Inn.



Chef Diana Kochilas talks about Greek culture and culinary traditions at the WPSU Connoisseur's Dinner.

COMMUNITY CONNECTIONS



Penn State student Wilson volunteers at the WPSU tent during the People's Choice Festival.

COMMUNITY VOLUNTEERS

Last year, 125 community volunteers, Penn State students, and high school students provided 3,427 hours of their precious time, incredible talents, and brainy superpowers to WPSU.

We would not be able to achieve our goals without this crew of dedicated workers. Their commitment helps us achieve our mission to spark discovery, enrich learning and strengthen community through vibrant public media. Their endeavors included:

- answering phones and hosting on-air during spring and fall radio fundraising;
- answering phones and hosting on-air during spring, summer, fall, and winter TV fundraising;
- prepping and staffing children's events;
- playing PBS KIDS characters at WPSU events;
- gathering internet research data for projects;
- assisting staff in the office;
- and serving on the WPSU Board of Representatives.

WPSU thanks our volunteers for all that they do.



Volunteers from Mount Union show off a special cake WPSU created to celebrate the Mount Union production as the 100th episode of the "Our Town" series.

WPSU BOARD OF REPRESENTATIVES

The WPSU Board of Representatives furthers our mission by supporting and enhancing WPSU engagement. Members of the Board are links to their communities—gathering information about local issues, involving local leadership, cultivating sources of funding, and promoting public awareness of the WPSU mission.



Peggy Morgan, Gary Miller, and Carolyn Donaldson meet with Congressman John Joyce during the APTS Summit.

2019 BOARD MEMBERS

Greg Petersen, chair, State College
Peggy Morgan, outgoing chair, Warren
Gary Miller, vice-chair, State College
Tim Asinger, Bradford
Ilona Ballreich, Huntingdon
Kate Bennett Truitt, State College
Carline Crevecoeur, Boalsburg
Roland Crevecoeur, Duncansville
Michael and Sherry DelGrosso, Altoona
Kelly Hastings, Mill Hall
Matilda Illuzzi, DuBois
Bobbi Korner, State College
John Lacny, DuBois
Vince Mannino, Lewistown
Kevin Mead, Warren
Joseph Nairn, Warren
Jennifer Day Neely, Birmingham
John Pozza, Brookville
Rhonda Seaton, State College
Nancy Silvis, Port Matilda
Anne Sullivan, Coburn
Sara Hine Songer, State College
Melinda Stearns, State College
Donnan Stoicovy, Warriors Mark

LOCAL EVENT COLLABORATIONS

We are humbled by the welcome that people give to WPSU when we visit their areas. Their donations, use of venues, and collaborations are an essential part of our family and fundraising events.



Summer of Space Day at Schlow Centre Region Library



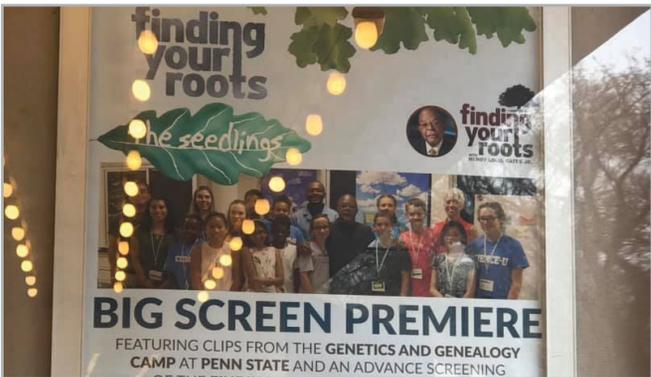
Les Miserables screening at Homewood at Martinsburg



Children waiting for Buddy appear at the Joseph & Elizabeth Shaw Public Library, in Clearfield



Lucky winners of the WPSU Dinosaur Train prize pack at DelGrosso's Amusement Park



National curriculum launch of Finding your Roots: The Seedlings, at The State Theatre in State College



Families make "Impression Fossils" at the People's Choice Festival, in Boalsburg

COMMUNITY CONNECTIONS



The Altoona Curve invited WPSU and Daniel Tiger from Daniel Tiger's Neighborhood™ to visit with their fans and hand out learning activities.



Experimenting with different tools representing bird beak sizes and structures, the children attending Earth Day at Millbrook Marsh tried to pick up food from our simulated marsh and woods ecosystems.



In the summer of 2019, WPSU staff and the WPSU Board of Representatives completed a community survey project to identify local resources and take note of possible gaps in early childhood education where we might be of assistance. The results of the survey motivated us to try new event activities to engage the whole family.

Buddy, from *Dinosaur Train*,™ was our PBS KIDS character at all summer events and helped us create a STEM-focused dinosaur theme. Parents helped children create an "Impression Fossil" to take home. Families learned about habitats with our "Bird Beak Buffet" and measured the length and height of dinosaurs. More than 5,000 people participated in our activities.

DINOSAUR TRAIN EVENTS WITH BUDDY

Altoona Public Library
Bellwood-Antis Library
Centre County Library, Bellefonte
Schlow Centre Region Public Library, State College
Claysburg Area Public Library
Williamsburg Public Library
Tyrone-Snyder Library
Roaring Spring Community Library
Hollidaysburg Area Public Library
Martinsburg Community Library
Rebecca M. Arthurs Memorial Library, Brookville
Joseph & Elizabeth Shaw Public Library, Clearfield
Curwensville Public Library
Friends' Memorial Public Library, Bradford
Mt. Jewett Memorial Library
Hamlin Memorial Library, Smethport
Struthers Library Theater, Warren

ADDITIONAL COMMUNITY EVENTS

January Events

- PBS KIDS Writers Contest Kickoff

April Events

- Mifflin County Kid Connection, Lewistown
- Earth Day Birthday, Millbrook Marsh, State College

June Events

- WPSU Kids Day, Altoona Curve
- WPSU Kids Day, DelGrosso's Park, Tipton
- *Ready Jet Go* screening, The State Theatre

July Events

- People's Choice Festival, Boalsburg
- *Molly of Denali* screening, The State Theatre
- *Pinkalicious* screening, The State Theatre

August Events

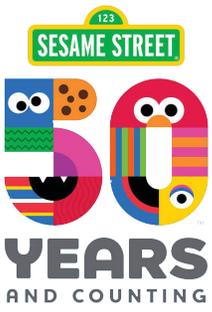
- Schlow Library Summer Science Night, State College
- WPSU Day, Altoona Curve
- Jake Corman's Kids Day with the Spikes, State College

September Events

- Constitution Day Centre County, Boalsburg
- *Sesame Street* 50th Anniversary, WPSU



Modeling clay, animal footprint stamps, and a Petri dish are used to demonstrate how an animal can leave an impression that can transform into a fossil.



Sesame Street fans young and old came out on September 21, 2019, to celebrate the show's 50th season and to see the lovable Cookie Monster. We thank everyone who visited our neighborhood, volunteers who gave of their time, and businesses who hosted activities and provided donations.

COMMUNITY COLLABORATIONS

- Aetna Better Health (major corporate funding)
- Alpha Fire Company
- American Philatelic Society
- Glenn O. Hawbaker, Inc.
- Mount Nittany Health
- Penn State Bakery
- Penn State Police
- Allegheny Ukulele Collective
- U.S. Post Office



1,250 ESTIMATED ATTENDANCE
 1,200 chocolate chip cookies
 500 Sesame Street activity books
 33 community volunteers
 9 community collaborations
 1 happy monster!



PBS KIDS EVENTS



There were several photo opportunities at the event, including Oscar's garbage can that was placed in front of Elmo's Brownstone.

© 2020 Sesame Workshop®, Sesame Street®, and associated characters, trademarks, and design elements are owned and licensed by Sesame Workshop. All rights reserved.

STUDENT ENGAGEMENT



Julia, a junior at Penn State, put her education into practice with WPSU Creative Services.

PROFESSIONAL EXPERIENCES

WPSU Penn State offers year-round student internships and graduate assistantships. Penn State students learn by doing, working side-by-side with experienced professionals.

WPSU's Penn State student journalist program allows students to contribute to our local radio news programming. The student creates a story pitch, conducts interviews, and writes and edits air-ready final products.

In the areas of production/creative services, students work closely with producers, videographers, and editors to assist in creating content for WPSU-TV, WPSU Digital Studios, Penn State Athletics, and other Penn State clients.

Marketing interns create and work on all aspects of events—from the Connoisseur's Dinner to visiting local libraries. Sometimes they even get to don a PBS character costume.

WPSU is proud that our Penn State students have gone on to jobs in television and radio media, production, and marketing across the country.



I've gotten a lot of practice editing, writing, and just improving as a journalist overall. I really wanted to get more experience and to get published work because it looks really great to be able to graduate college and have that.

Steph, WPSU-FM intern and senior in broadcast journalism

UNDERGRADUATE STUDENTS

In 2019, we provided 29 spring and fall semester undergraduate internships in the areas of sports production, radio news, social media, and creative services from:

- Bellisario College of Communications (25)
- College of the Liberal Arts (1)
- School of International Affairs (1)
- Smeal College of Business (1)
- Syracuse University (1)



Kate, a graduate assistant from the College of Agricultural Sciences, sets up the "Bird Beak Buffet" activity at Mifflin County Kid Connection.

GRADUATE STUDENTS

SPRING 2019

Community & Education Services

- College of Agricultural Sciences
- College of Education

Production/Content Strategy

- College of Arts and Architecture

Radio News

- College of Education

FALL 2019

Community & Education Services

- College of Agricultural Sciences

Production/Content Strategy

- College of Arts & Architecture

Radio News

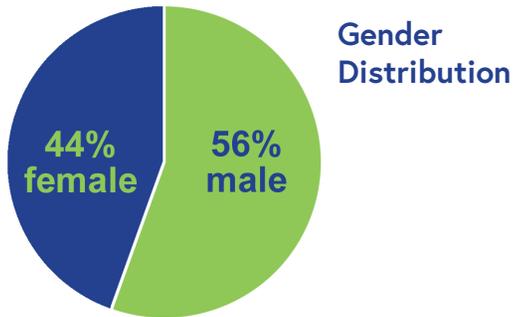
- College of Education

WPSU WEBSITE

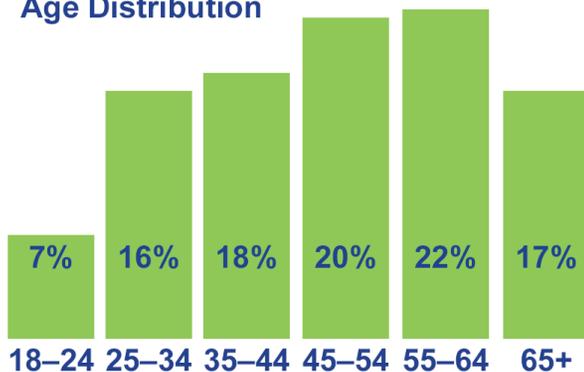
WPSU has a history of utilizing new media to extend access to education that spans back to 1965. Fifty years later, we still hold to that calling. Beyond the core of our public radio and television mission, our content extends to digital platforms to engage with our fans and to provide multiple ways to consume public media content.

Traffic to WPSU's website continues to grow as the station invests more in cross-platform content and storytelling. The majority of users in 2019 were first-time visitors. New users accounted for 532,131 of the total 538,186 users. These visitors represented 151 countries.

The wpsu.org website had an average of 2,017 users per day, with the maximum one-day user total of 10,376.



Age Distribution



2019 Google Analytics reporting, as of March 6, 2020

WPSU DIGITAL

A lot of emotion and detail can fit into a small package. WPSU is making use of the two-minute video format to tell the stories of people in our region. From the Whistling Woodsman to Centre County Library's new star, Horatio the Cat, we create those stories that are both unique and universal.

2019 TOP FIVE DIGITAL SHORTS

1. Happy Valley Quilts of Valor, Centre Hall
14,940 views, 1,307 reactions and comments



2. Eliot Ness Fest, in Coudersport
14,357 views, 1,829 reactions and comments

3. Horatio the Cat, Centre County Library
13,095 views, 475 reactions and comments

4. Punkin Chunkin Festival
13,074 views, 1,402 reactions and comments

5. Painter Thomas Paquette, Warren
10,708 views, 1,916 reactions and comments

WPSU SOCIAL MEDIA

FACEBOOK

Facebook was the leading social media referral source to our website. Of the 119,015 social media referrals, Facebook generated 87,683 clicks to wpsu.org.

| 16% growth | Posts | Followers | Year-over-Year Growth | Gain |
|-------------------|-------|-----------|-----------------------|-------|
| | 1,086 | 12,910 | 1,808 | 16.2% |

TWITTER

Twitter was the second-highest social media referral source generating 28,654 clicks to wpsu.org.

| 233 new followers | Posts | Followers | Year-over-Year Growth | Gain |
|--------------------------|-------|-----------|-----------------------|------|
| | 5,344 | 5,168 | 233 | 4.7% |

INSTAGRAM

Instagram is a relatively new, but growing platform for WPSU, especially to reach the audiences of 18- to-24-year olds. The efforts resulted in a 41% growth in followers for WPSU Instagram pages.

| 41% growth | Posts | Followers | Year-over-Year Growth | Gain |
|-------------------|-------|-----------|-----------------------|-------|
| | 135 | 1,989 | 578 | 40.9% |

YOUTUBE

The WPSU channel subscriber total ending 2019 was 22,496—a gain of 25% from 2018—and WPSU videos were viewed 1,976,755 times.

WPSU's videos on YouTube reach an international audience. In 2019, 34% of video views (680,037) originated from the United States, 14% (278,013) from India, and the remaining 52% of video views came from 132 countries.



PennState

wpsu
PENN STATE

WPSU Penn State
238 Outreach Building
University Park, PA 16802
814-865-3333
wpsumarketing@psu.edu

WPSU is an Outreach service of Penn State.



WPSU staff with Penn State President Eric Barron.