

Engagement Subcommittee

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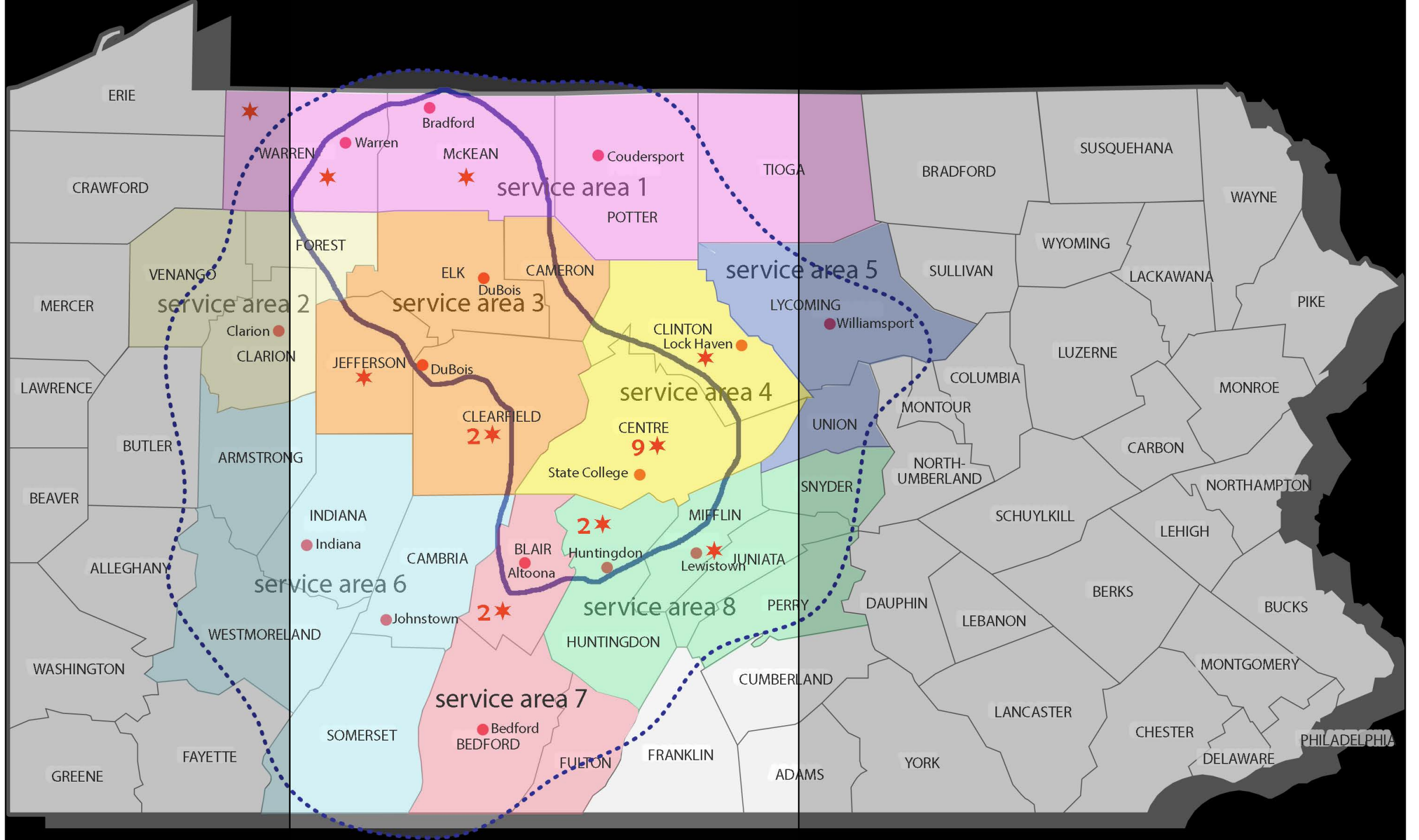
Sherry DelGrosso

Jen Judd

Kevin Mead

Rhonda Seaton

Ilona Ballreich





Bedford Selection Criteria

- Advocate: Board member presence
- Community Advocates
 - Champion at Bedford Co. Chamber of Commerce
 - Bedford Downtown, Inc.
 - Summer Movie Night in the Square
 - Summer Sunset Social – potential for jazz concert open house
 - November Holiday Open House
 - Bedford County Library
 - Circulates **68,905** items per year
- Population: 29,500
- Distance
- Gathering place: Good downtown access venues
- Industry: Kennametal, JLG Industries, Inc., REI
- Community Events: County Fair in July/August, Fall Foliage
- Youth Organizations: 4-H
- Newspaper: Bedford Gazette
- *Other opportunities?*



Subcommittee Challenge

Find ways to engage audience in Bedford to building affinity and trust with WPSU programs and services.

Business Goals

1. Engage the community through a broad appeal participation initiative.
2. Activate community partners.
3. Build a presence in the community through marketing and distribution of resources (support Ed committee).

Results

1. Membership Growth
2. Business Support leads
3. Go-to people who WPSU can count on for information and participation

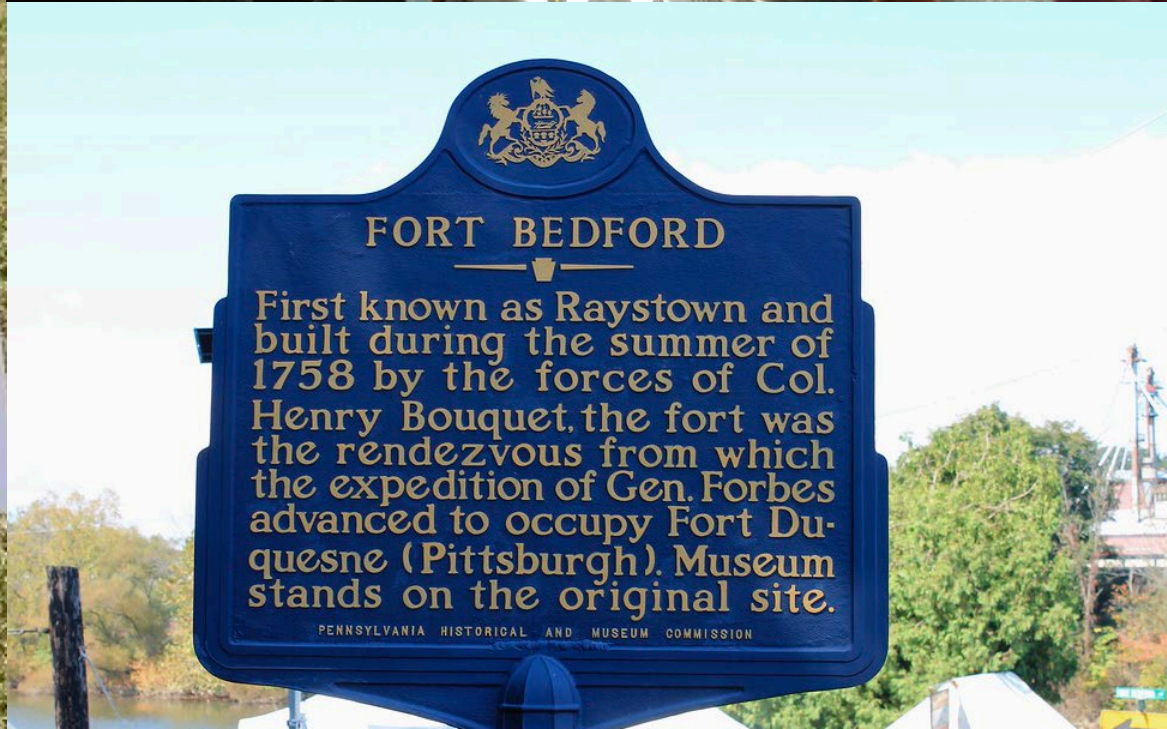



Unique Value of WPSU

What does WPSU have to offer that is special, different, unique?

- ✓ Content and Distribution
- ✓ Fan Experience







Proposal 1 – Food theme

- *Eating In with Lidia: Back to Basics*
- Local/student videographers
- Digital short about local dining and public behind the scenes tours
- Cooking/teaching experience with local chef
- Favorite family recipes submissions
- Online cookbook
- PBS KIDS materials – recipes, nutrition
- Connoisseur's Dinner cookbook inventory



Proposal 2 – 19th Amendment/Trailblazers

- PBS Quarterly Program Initiative
- PBS ready-made activities
- Justice Belles group - -2020 commemoration
- Female trailblazers in Bedford
- Scavenger hunt
- High school mentoring roundtable
- Penn State subject matter experts



Next Steps

- Flesh out ideas into a draft proposal
- Schedule Zoom meeting with Bedford leadership
- Decide what is possible under current and unknown conditions