



# Awards

- WPSU Emmy® Awards for *WPSU: Unrivaled The Penn State Football Story* and *The Penn State Basketball Story*
- PBS: five News Emmy Awards and 10 News & Documentary Emmy® Awards
- PBS: 3 Imagen Awards
- NPR: 8 Edward R. Murrow Awards



# 2020-2025 Strategic Plan

OCTOBER 2020

## 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.

### Community Connections and Engagement

- ▶ Foster sustainable connections with the communities we serve.
- ▶ Expand/grow new audience segments.
- ▶ Collaborate to build a statewide Pennsylvania PBS presence.

### Financial Fitness

- ▶ Maximize revenue from individual giving.
- ▶ Maximize revenue from businesses, private foundations, and government/public grants.
- ▶ Attain financial stability.

### Content That Matters

- ▶ Distribute educational, informative, and entertaining content to WPSU's audience that is relevant and valued, that is timely, and accessible across platforms.
- ▶ Create original WPSU content that is inclusive and welcoming to our entire diverse audience which encompasses age, race, geographic location, and community need.
- ▶ Begin with the end in mind.
- ▶ Use technology effectively and efficiently in service to the goals of the station.

### Creative, Collaborative Culture

- ▶ Nurture the creative spirit.
- ▶ Provide a healthy, safe and inclusive environment for all employees.
- ▶ Foster goodwill within Penn State, Outreach, and our community.

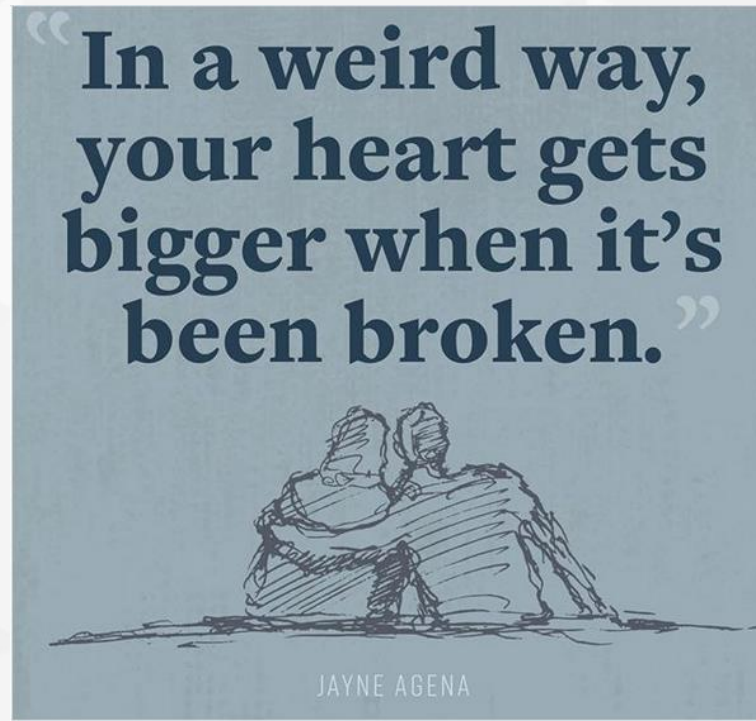
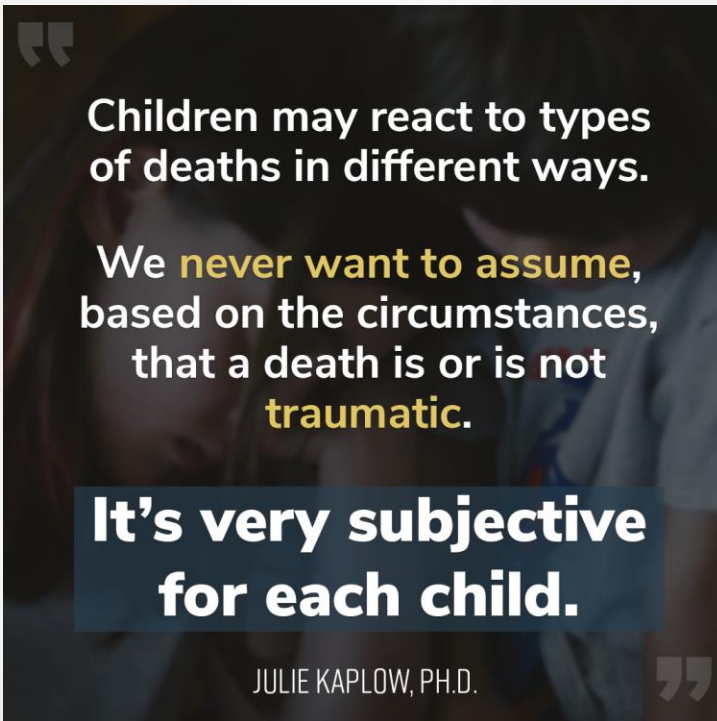
# Organizational Updates

# Ways to Watch and Listen





# Large Projects



# Radio News and Features

**America  
Amplified**



From Philly To Erie, 12 Pa. Voters Talk  
About Their Crucial Swing State Vote

OCT 28, 2020 

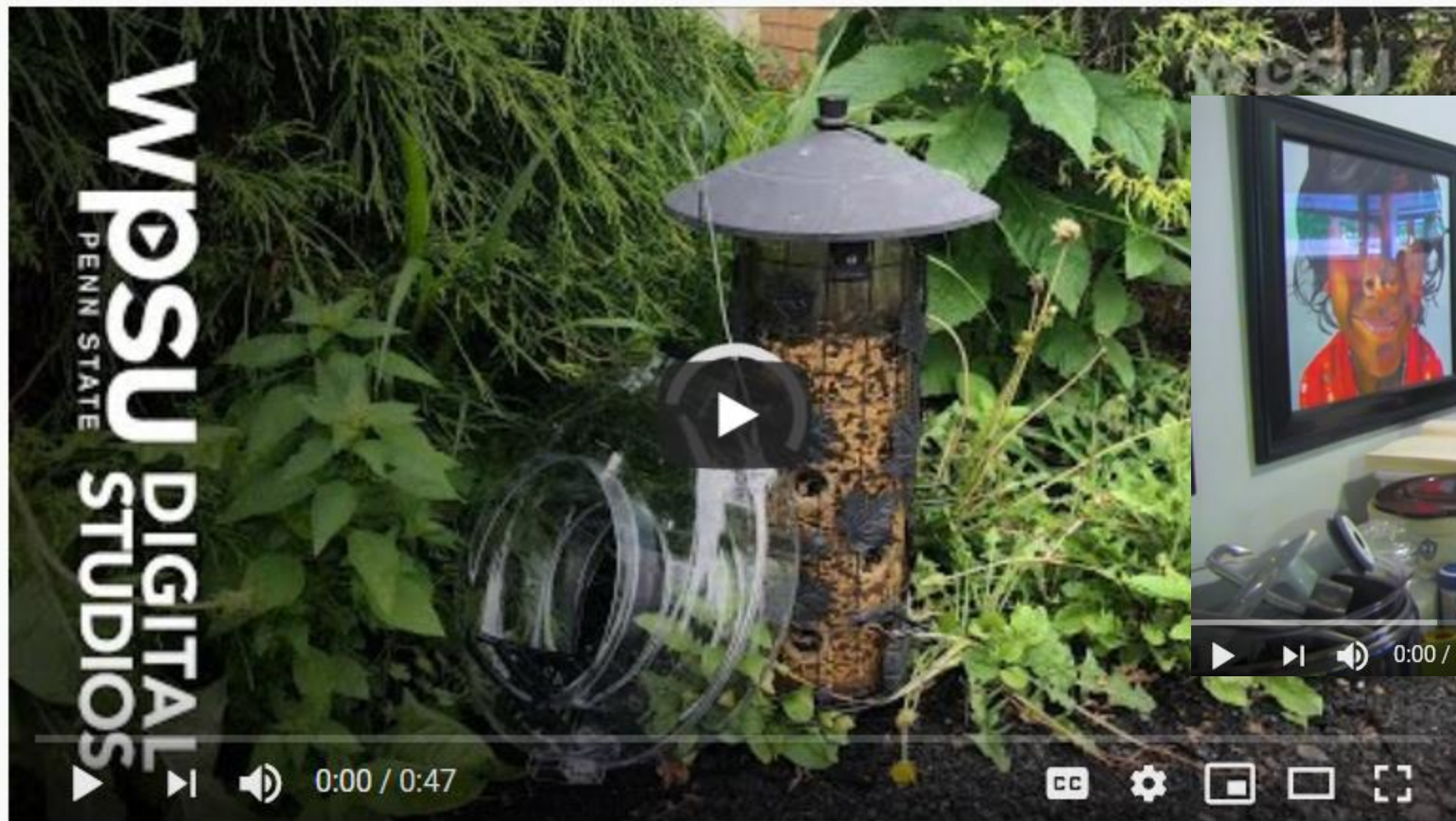
**STATEIMPACT**

***BREAKING***  
**NEWS**

**WPSU**  
PENN STATE



# Digital Initiative





# Creative Services





# Community Engagement & Education

## Learning at HOME



### Empathy in the Classroom: A Hands-on Guide for Educators

**Thursday, November 12, at 6:00 p.m.**

Dr. Kate Berardi, a UNESCO Fellow, will present a free Zoom webinar on how to best increase empathy in students through simple, everyday practices.

This non-credit course is part three of a three-course series offered for Pennsylvania Act 48 continuing education units by WPSU Penn State. One CEU is available for each course.

### American Pumpkin Roll and Cake Roulette

Join us to whip up some Thanksgiving desserts: American Pumpkin Roll and Cake Roulette.



# Questions?