

WPSU Service Area Strategy

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2020–2025 Strategic Plan

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.

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.

Financial Fitness

- Maximize revenue from individual giving.
- Maximize revenue from businesses, private foundations, and government/public grants.
- Attain financial stability.
- Use technology effectively and efficiently in service to the goals of the station.

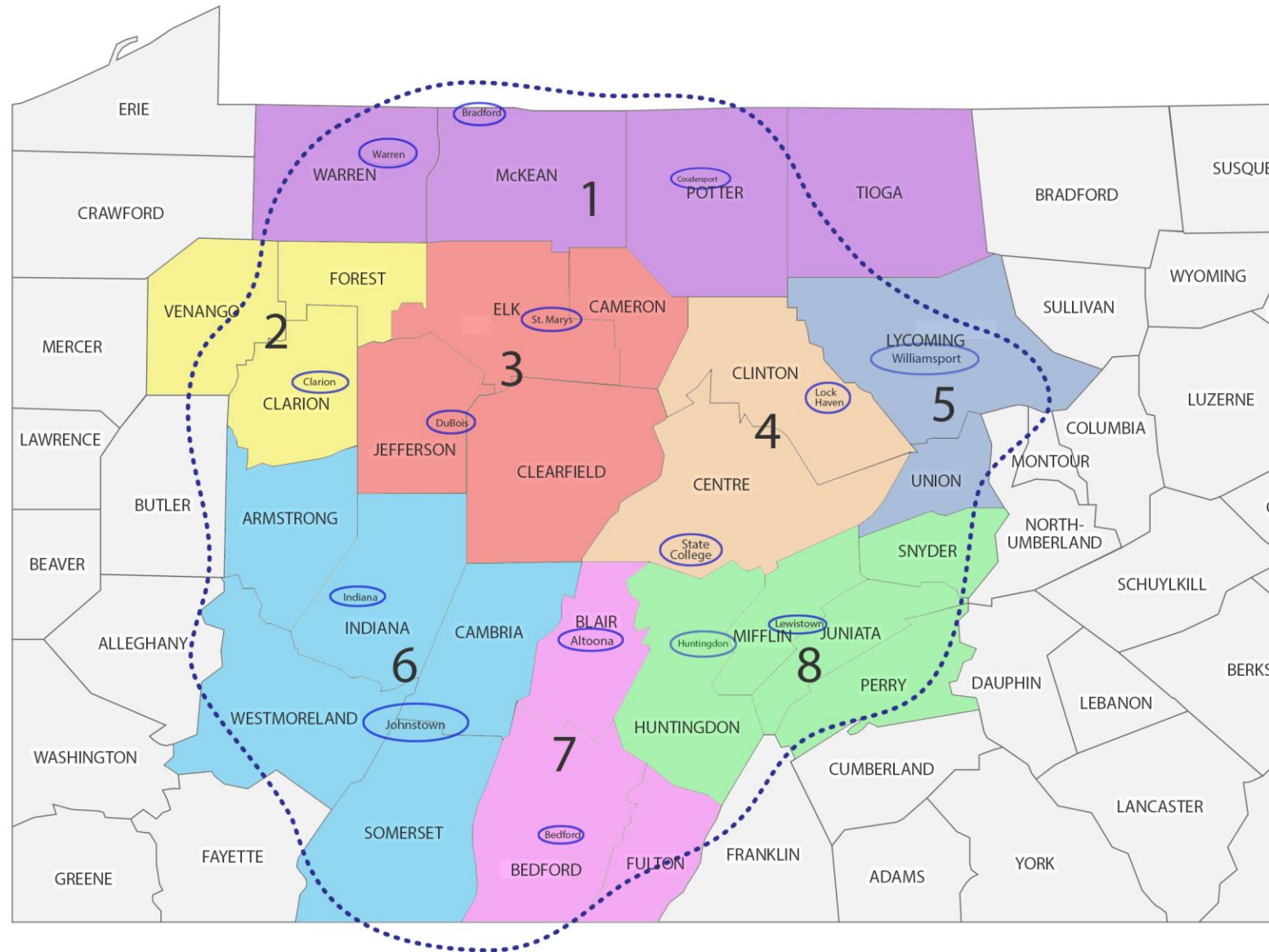
2021 Situation

- WPSU cannot host in-person events until at least fall 2021.
- Can take advantage of tele/video conferencing tools.
- Smart phones can record video for Facebook Live and YouTube Live.
- OVEE is free to WPSU and viewer for virtual screenings.
- Funding for engagement activities relies on sponsorships.
- People are hungry for ideas and activities they can comfortably participate in from home or outside. As a family and individually

Engagement Optimization

Segment the WPSU service area into regions and community activity hubs.

- Focus attention and efforts on circled hubs.
- Collaborate with WPSU Board.
- Support through content and resource decisions.
- Build a base of community advocates who can support the coordination and delivery of WPSU engagement.
- Open doors for membership and business support.



The Community to WPSU

Examples of org collaborators

- Library
- YMCA
- Early Learning Resource Center
- Intermediate Unit
- Community College
- Penn State Campus
- Newspaper
- Chamber of Commerce
- Arts Facility
- Healthcare/Hospital
- Food Bank

How communities can contribute

- Happenings in their community
- Report on needs
- News story leads from communities
- Inclusiveness and voice
- Resource for collaboration discovery
- Provide a facility/venue
- Local logistical presence
- Subject Matter Experts
- Materials/handout distribution center

WPSU to the Community

- Program screenings, season previews, topic discussions
- Family learning – Geocaching Treasure Trek, Virtual Summer Camp
- StoryCorps interviews
- Community reading and book reviews for FM
- Social media geo-targeted contests/competitions

Activation Actions

- Develop plan to select/prioritize locations, contact communities, host a kickoff gathering.
- Increase efficiency by creating and reusing activities across hubs.
- Strive for at least one activity per region as plan develops.
- Utilize marketing communications, personal contacts, and Board to connect with collaborators.
- Put in place monthly meeting with community advocates.
- Quarterly report out from advocates at Board meeting.

Engagement Work Group March 11 Kickoff

1. Which region/s do we want to focus on first?
2. How will we ensure inclusiveness?
3. What orgs are invitation musts?
4. How will the kickoff gatherings be organized? When?
5. Who is contacting whom?

Notes

Engagement Subcommittee Charter

Business Goals

1. Engage a silent audience who may/may not know about or use WPSU services and programs.
2. Secure community partners
3. Open doors for membership to cultivate future donors.
4. Identify business support to fund outreach.

Subcommittee Goals

1. Educate people how to access WPSU, how to get a hot spot, where resources can be found.
2. Build relationships with key leaders - Bedford, Inc, Bedford Co. Development Corp, School Districts, etc.
3. Look easy fundraisers like Omi Chef's Table, Italian Market private dinner
4. Be focused on one audience; don't try to appeal to everyone.