



LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

January 1–December 31, 2021

“WPSU is such a valuable resource to our local community. I’ve grown up watching WPSU’s children’s programming and later have grown to greatly appreciate the news and entertainment offered by the [WPSU-FM] radio station. When I can’t tune in, I stream. Now, my children are growing and learning with WPSU children’s programming. So glad I can give a little back to ensure these resources continue to be available to generations to come. Thank you.”

— TV donor, October 2021

“We love WPSU and watch it more than any other station available to us.”

— TV donor, July 2021

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.

WPSU-TV 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
- 40,000 YouTube subscribers
- 12,000 Facebook followers
- 7,600 TV and radio members
- 104 school districts

LOCAL SERVICE

MEDIA

- WPSU original content
- NPR radio
- PBS television
- PBS KIDS livestream
- 3 WPSU-FM livestreams
- WPSU-TV livestream
- WPSU KIDS livestream
- YouTube streaming
- Direct TV
- Weather World streaming

INFORMATION

- WPSU-FM local news
- Emergency alerts

EDUCATION

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

ENGAGEMENT

- Social media engagement
- In-person and virtual events
- Community calendar

LOCAL IMPACT

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

WPSU-TV

“Hi WPSU! You make a difference in lives!! People are grateful for what you offer. Don’t stop giving your best. Thanks!”

WPSU-FM

“We have listened to and supported WPSU-FM since it was born out of WPSX decades ago. We continue to enjoy and appreciate the programming. Among our favorites in addition to news and informational programs are ‘The Folk Show,’ ‘Classical 24,’ and ‘Music from the Hearts of Space.’ Thank you for continuing to bring light into our lives.”

Your Learning Neighborhood

“Thank you so much for the STEM bags! The kids were so excited about the flying ball. We did the egg drop together in school. I really liked how we got these bags after the PSSAs. It was fun and kept the kids engaged.”



WPSU at Penn State is proud to be a vital media and education community service for our viewers and listeners across 24 counties in central Pennsylvania. Every day, we provide news, entertainment, and education to our neighbors through four television channels; public radio; three public radio livestreams; and WPSU-TV and WPSU KIDS livestreams, websites, and events.

Each spring, we reflect on accomplishments from the past year. As a station and with collaborations with our community partners, volunteers, and board, we fulfill our mission to spark discovery, enrich learning, and strengthen community through vibrant public media. This report offers a snapshot of our impact across the region in 2021.

I. CREATING MEANINGFUL CONTENT

Audiences greatly value content that reflects the diversity, legacy, and issues in Pennsylvania. WPSU is committed to investing in creating a welcoming, inclusive place to explore, learn, and share ideas through both local and global lenses.

RADIO

- America Amplified (3 episodes)
- BookMark (16 episodes)
- Health Minute (52 episodes)
- In Performance at Penn State (12 episodes)
- Pandemic, Year One (4 episodes)
- Poetry Moment (18 episodes)
- StateImpact Pennsylvania (14 episodes)
- Take Note (52 episodes)
- The Local Groove (12 episodes)
- COVID-19 local news coverage (109 stories)

TELEVISION AND VIDEO

- Conversations Live (9 episodes)
- Digging Deeper (9 episodes)
- The Investment (1 episode)
- Our Town (2 episodes)
- Science-U @ Home (1 episode)
- HumIn Focus (1 episode)
- Online videos (44 digital shorts)

II. ACCELERATING ACCESS

- WPSU-TV and WPSU KIDS livestreams
- WPSU TV, PBS KIDS, and FM app
- NPR One app and PBS Video app
- WPSU-FM, Jazz, and News/Classical livestreams

III. SUPPORTING SCHOOL SUCCESS

As needs and technology have changed, we have changed along with them. We have continued weekday Preschool–12 educational programming and paired it with online and printable resources.

Through the Pennsylvania PBS collaboration supported by funding from the Pennsylvania Department of Education, WPSU was able to create online videos, a virtual field trip website, an eight-week virtual summer camp, and teacher professional development webinars.

The datacasting initiative currently under construction will support distance learning. Using our television transmitter, teachers will be able to upload educational content and directly send it to the students' residences, without using an internet connection.

IV. CONNECTING WITH COMMUNITIES

Whether we are in-person or online, it is our priority to find ways to connect. More than 100 organizations and University partners collaborated with us, resulting in outreach to 20,400 people:

- 19 family events and screenings
- 18 documentary screenings with discussion
- 13 presentations
- 12 online cooking classes
- 9 parent/educator webinars
- 4 member events

Brookville Pilot

An important goal for us is to cultivate a network of diverse community perspectives, advocates, and collaborations to guide the creation and delivery of public media resources with real local impact. With this in mind, we started a pilot project in Brookville, Pennsylvania.

WPSU board members interviewed nine business and community leaders to learn about Brookville's strengths and needs. We plan to apply these insights across the service area to develop a consistent, sustainable, and inclusive presence to better understand the communities we serve.

For additional initiatives and information please visit our website, [wpsu.org](https://www.wpsu.org).

COMMUNITY AND UNIVERSITY COLLABORATIONS

COMMUNITY

Albright-Bethune United Methodist Church
Alpha Fire Company
Altoona Area School District
Bellefonte Art Museum
Bethel AME Church
Bilger's Rocks
Blair County District Superintendents
Bonfatto's Italian Market & Corner Café
Cambria County Local Interagency Coordinating Council
CenClear
Central Pennsylvania Festival of the Arts
Centre County Recycling and Refuse Authority
Centre Film Festival
Centre LifeLink EMS
Centre Region Parks and Recreation
Discovery Space of Central PA
DuBois Area School District
Duck Donuts
Early Learning Resource Center, Regions 2, 3, and 6
Engagement Scholarship Consortium
Fort Roberdeau
Friends' Memorial Public Library
Hollidaysburg Area Public Library
Irving's Bagels
Jefferson County Local Interagency Coordinating Council
Jefferson-Clarion Head Start, Inc.
Juniata Elementary School
Kane Area Community Center
Kane Area Development Center
Kane Area School District
Kane Community Development Foundation
Kane Historic Preservation Society
Keystone Elk Country Alliance
Lion Bash 2021/State College Borough
Marianna's Fundraisers
Mid State Trail Association members
Mount Aloysius College
Payne Church
Penn Highlands Community College
Penn's Cave
Pennsylvania Intermediate Units 6, 8, 9, 10, 11, and 28
Pennsylvania Partners for Children
Pennsylvania Public Media Stations PBS39, WHYY, WITF, WQED, WQLN, and WVIA
Pennsylvania Department of Education
Pennsylvania State Correctional Institute at Smithfield
Pennsylvania State Education Association
Pennsylvania State Parks
Pine Grove Hall

Portage Area Historical Society
Portage Area Public Library
Portage Area School District
Portage Area Youth Association
Portage Women's Club
Prospectors, Mount Nittany Rib Company
RE Farm Café at Windswept Farm
Remake Learning Days of Central Pennsylvania
Roots of Life
Rotary Club of Portage, PA
Sesame Street in Communities
Shaver's Creek Environmental Center
Skills of Central PA
State College Police
Terrace Mountain Alpaca Farms
The Allegheny Front
The Grier School
The Makery
The State Theatre
The United States Space Force
Trout Run Watershed Association
WETA
Yallah Taco
YMCA of Centre County

UNIVERSITY

Center for the Performing Arts at Penn State
College of the Liberal Arts at Penn State
Forensic Science Club at Penn State
Hope Moonshot Project
HUB-Robeson Galleries at Penn State
Hubert H. Humphrey Fellowship Program
McCourtney Institute for Democracy at Penn State
Penn State Alumni Association
Penn State Association for Women Geoscientists
Penn State College of Agricultural Sciences
Penn State College of Arts and Architecture
Penn State College of Education
Penn State Department of Anthropology
Penn State Eberly College of Science
Penn State Education Office Professionals
Penn State Frost Entomology Graduate Students
Penn State Indigenous Peoples' Student Association
Penn State Office of the President
Penn State Paleo Microbiome Lab
Penn State Ross and Carol Nese College of Nursing
Penn State School of Music
Penn State Sustainability Institute
Russell E. Larson Agricultural Research Center
The Arboretum at Penn State

WPSU-TV AND DIGITAL

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



Our Town — For more than 20 years, WPSU-TV has passionately produced the *Our Town* series, a show that captures the spirit of local communities from the perspective of the residents. The show provides a special opportunity for community volunteers to share their town's unique features — profiling organizations, arts, schools, attractions, local folklore, places, history, and people. In 2021, *Our Town* featured Portage and Kane, Pennsylvania. wpsu.org/ourtown



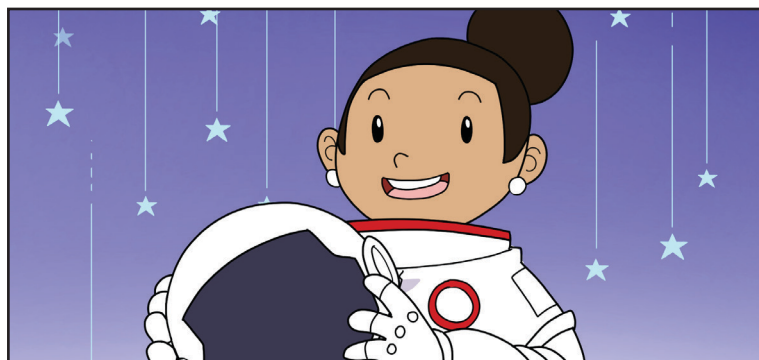
Conversations Live — This monthly live broadcast allows the public an opportunity to call, email, or tweet to ask our guest experts questions. WPSU-TV produced nine episodes in 2021 covering a range of topics:

- February: *Covid-19 Vaccination*
- March: *Get Your Garden On!*
- April: *Cooking at Home*
- May: *Legalizing Marijuana*
- June: *Get Your Garden On!*
- July: *Covid-19 in 2021 and 2022*
- October: *A Special Conversation on Race Relations in Central Pennsylvania* (pre-recorded)
- November: *Ask a Veterinarian*
- December: *Gambling in Pennsylvania*

wpsu.org/conversationslive



Digging Deeper — In this monthly television talk show, Penn State President Eric Barron explores how work being done at the University impacts the broader community. Penn State senior Rhea Jha served as co-host in the 2021–22 season and rounded out each episode by asking Dr. Barron questions that are on the minds of students, faculty, staff, and community members. Nine episodes were produced in 2021. wpsu.org/diggingdeeper



Science-U @ Home — As an extension of the Science-U @ Home website, WPSU created a half-hour broadcast special that featured experiments from the site. The program was also offered to public television stations nationally. scienceu.org

DIGITAL

wpsu.org/digital

WPSU's videos created for online platforms garnered 1 million impressions in 2021 from the United States, Canada, the United Kingdom, and other countries. Meant to attract new audiences to public media as well as extend content beyond the broadcast, the videos are designed to be short, shareable stories. Popular episodes released in 2021 included:

- *Adventures in Privy Digging* (an eight-part series)
- *World Kitchen* recaps
- *United Way Centre County Day of Caring 2021*
- *Pumpkin Festival at the Arboretum*
- *Viral Imaginations: Covid-19 2021*
- *Latin Festival 2021*
- *How the Lobo Wolf Was Saved From Extinction in Kane*
- *Wonders of the Night Sky: The Perseids Meteor Shower*

2021 Local Content and Service

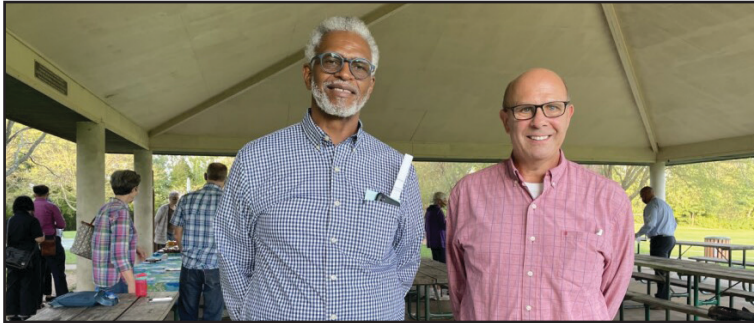
WPSU Stories of Impact

WPSU-FM

In this time of challenge and change, rebuilding and reimagining, WPSU-FM is a steadying force listeners can count on. We are 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

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.



Emily Reddy covered a story in October about the State College group, Community & Campus Unity, reminding the public they can report racist incidents to them. CCU was created in December of 2014 by State College residents Harold McKenzie and Tom King, pictured.



Min Xian reported on Dr. Donna King's legacy.



Kris Allen reported on a 19th-century painting, lost for more than 50 years that was rediscovered in a warehouse in Bradford.

WPSU-FM LOCAL PROGRAMS

- *Health Minute*
- *Take Note*
- *Democracy Works*
- *The Folk Show*
- *Jazz*
- *The Blues*
- *The Local Groove*
- *Poetry Moment*



Poetry Moment — features the work of contemporary Pennsylvania poets. Host Shara McCallum is this year's Penn State Laureate. wpsu.org/poetrymoment

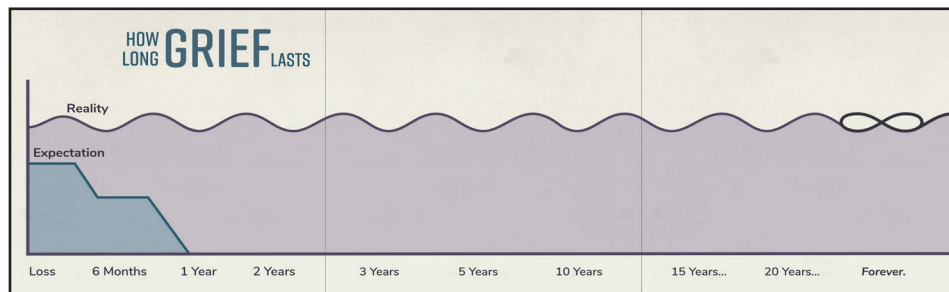


The Local Groove — features music written and recorded by musicians in central and northern Pennsylvania. The Saturday evening show features recordings from bands in many genres: rock, blues, jazz, and more. wpsu.org/localgroove



StateImpact Pennsylvania — a collaboration among WPSU, WITF, WHYY, and *The Allegheny Front*. Reporters cover the fiscal and environmental impact of Pennsylvania's booming energy economy. radio.wpsu.org/show/stateimpact-pennsylvania

THE SPEAKING GRIEF INITIATIVE 2020 AND 2021



PRAISE FOR THE PROJECT

The Speaking Grief initiative has been praised as a game-changing resource for how we understand and respond to grief.

The initiative utilizes social media to promote our work and to engage and educate audiences. The team is intentional about cross-posting content. Posts are created for social media with tags such as “Find more shareable images on Instagram.”

In January 2020, WPSU launched the *Speaking Grief* initiative, a nationwide multi-platform public media project that explores the experience of losing a family member in a grief-avoidant society.

The initiative validates grief as a normal, healthy part of the human experience rather than a problem that needs to be fixed. It also addresses the role that friends, family, and colleagues play in a person’s grief experience, offering guidance on how to show up for people in their darkest moments.

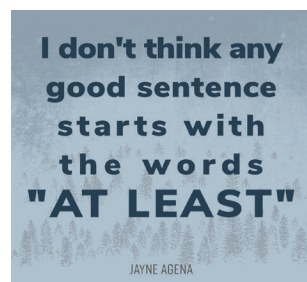
In its second year, the initiative continues to attract audiences and attention. The 2021 efforts were focused on the expansion of the website and a greater social media presence.

INTERACTIVE WEBSITE EXPANSION

The website houses more than 350 unique video clips including stories of grief and interviews with experts exploring the fundamentals of grief and support.

A library of learning tools is divided into three categories: Understanding Grief, Supporting Grief, and Grieving.

There are more than 40 unique resource pages, all designed to provide concise and actionable guidance to grieving people and grief supporters.



The website also encourages continued conversation by enabling any organization or group to request a free copy of the film for a screening event.

The website has attracted more than 260,000 pageviews from 85,313 unique users and engaged audiences in all 50 states and more than a dozen countries.

speakinggrief.org

Impact

- 4,800 Facebook followers
- 12,500 Instagram followers
- More than 600 social media posts

Awards

- Nominated for three 2021 Mid-Atlantic Emmy Awards: “Interactive Media,” “Human Interest – Short,” and “Community Service”
- Pennsylvania Association of Broadcasters Award for “Outstanding Documentary”

Feedback

“I’ve shared [Speaking Grief] with so many others and they all thanked me and expressed that they felt comforted and understood in their grief for the first time.”

“If you are grieving the death of someone close to you, I really recommend this Facebook page. Each status covers a different aspect of the thoughts and feelings you may be experiencing — that are all normal in grief.”

“I wanted you to know how extraordinary I found your documentary to be. I am going to share it with my staff and families”
— NAGC/ICCF Education Foundation Panel

FOLLOW THE NUDGE

We have begun the development of a mobile application that will be rolled out in 2022. The app provides helpful information about supporting griever and can send SMS “nudges” as reminders for important dates, such as anniversaries and birthdays.

followthenudge.org/about

YOUR LEARNING NEIGHBORHOOD

LEARNING AT HOME, IN SCHOOL, AND IN YOUR COMMUNITY

Working with our Pennsylvania 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.

Working with community and Penn State partners, WPSU also provided free virtual and in-person events and activities and a series of professional workshops for educators and caregivers. In 2021, we reached more than 9,000 children, parents, and educators through:

- Family screenings
- Geocaching Treasure Trek
- Humphrey Fellows videos
- Virtual Summer Camp
- Virtual Field Trips website
- Grab and Go bags
- Eventapalooza event
- Educator webinars
- Parent webinars
- Presentations

VIRTUAL SUMMER CAMP



Cassie and her kids make a fruit salad so that they can eat like an African Hornbill.

Summer is a time of informal learning and exploration, but the pandemic continued to disrupt normal plans. WPSU engaged with students by creating another season of Virtual Summer Camp, featuring videos hosted by community partners. Campers explored topics related to all seven continents, focusing on one continent per week with a new video and themed activity each day for eight weeks.

Activities were designed for children ages three to eight, with family participation in mind. Our goal was to provide activities to keep children active and learning all summer. wpsu.org/virtualsummercamp

Visit wpsu.org/learn to explore all of our education resources and programs.

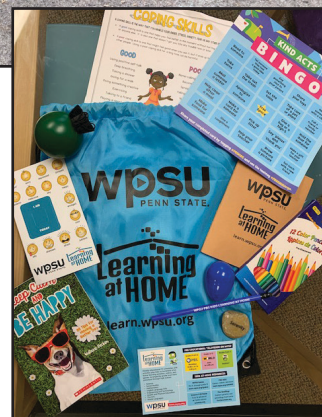
GRAB AND GO BAGS



WPSU Grab and Go bag delivery to Altoona Area School District

WPSU created and distributed 8,400 Grab and Go bags to students through Intermediate Unit (IU) partners and early childhood agencies across 20 counties. Sets of bags were themed for stress relief, STEM education, and kindergarten readiness. WPSU also worked with IU6, IU8, IU9, and IU11 to distribute STEM, reading, and math bags to support summer camp activities. The project was funded by a Pennsylvania Department of Education grant.

We also created 2,100 free activity kits for our Virtual Summer Camp, Geocaching Treasure Trek, and to distribute through the Centre County YMCA Back to School Bash. WPSU collaborated with Skills of Central PA to pack the more than 10,500 bags.



OFFLINE ACCESS TO LEARNING

The COVID-19 pandemic exposed the challenges faced by students with no or limited access to high speed internet at home. Datacasting offers a way to bridge this gap by using our broadcast signal to transmit educational data with the potential to reach 104 school districts in our service area. By supplying families with a small, inexpensive antenna and receiver, we can enable students to download educational resources that are transmitted over the airwaves. Pennsylvania PBS stations are working with school districts and juvenile detention facilities to identify pilot locations for this technology. pennsylvaniapbs.org/learning-at-home/datacasting

DIVERSITY AND INCLUSION

WPSU-TV

Conversations Live: A Special Conversation on Race Relations in Central Pennsylvania — Hosted by WPSU's Anne Danahy, panelists discussed collaboration and cooperation between the community and law enforcement; the relationship among race, racism, and power; race as a social construct; and unequal impacts and outcomes in education.



wpsu.org/conversationslive

WPSU-FM

Trans in the Eyes of God — a three-part series telling personal stories of transgender people of faith and where they are finding spiritual homes among America's religious traditions.

Where We Come From: Our Histories, Our Voices — an audio and video series telling the stories of immigrant communities of color through a personal and historical lens.

DIVERSITY DIGITAL SHORTS

- *Latin Festival 2021*
- *Wisdom of the Ages* series
- *Sizdeh Bedar 2021*
- *Chinese New Year 2021*
- *I'm Your Neighbor: Michael Davis*

WORLD KITCHEN

WPSU host Tamra Fatemi invites guest chefs to demonstrate how to make dishes from around the world while hearing about the cultures, history, and traditions each dish represents. Italian, Tunisian, Mexican, Polish, Turkish, Persian, Indian, and Chinese were the featured international recipes in 2021. wpsu.org/worldkitchen



WPSU SCREENINGS WITH DISCUSSION

- *Home from School: The Children of Carlisle*
- *Searching for Sequoyah*
- *The Black Church: This Is Our Story, This Is Our Song*



The Role of Black Churches in Central Pennsylvania

WPSU invited members of the community to take part in a screening of the documentary *The Black Church: This Is Our Story, This Is Our Song* followed by an audience and panel discussion about the roles Black churches play in central Pennsylvania. Will Price moderated a panel discussion and took viewers' comments. wpsu.org/blackchurch

EDUCATION RESOURCES AND WEBINARS

Anti-racism Resources — a PDF list of resources from PBS and trusted partners to use as tools to support anti-racist learning and growth. wpsu.org/learn

How to Talk to Kids about Race and Racism — a live virtual event with Sonia Manzano, known as Maria on *Sesame Street*, speaking about how parents, grandparents, aunts, uncles, and those working with children can learn how to talk to kids about race. watch.psu.edu/maria

Hubert H. Humphrey Fellows — a WPSU original classroom video series that explores countries and cultures through 2021 Humphrey Fellows presentations. wpsu.org/hhhfellows

PBS LearningMedia — WPSU curates this collection of free videos and activities for parents and educators to enrich learning. Content includes resources to celebrate heritage months and diversity and inclusion. Weekly emails are sent to parents and educators. wpsu.org/learn

WPSU-TV OUR TOWN PORTAGE AND KANE 2021

“What a wonderful presentation! Thank you so much!”

“I’m so grateful for the programming and services that WPSU provides for our community.”

“When I was a child my grandfather took us to see the wolves of Kane, PA, on our way to Roulette, PA, to vacation at the hunting camp. We also visited the Ice Mines in Coudersport. Thanks for a trip down memory lane.”

WPSU-FM TAKE NOTE

“Please give Min my compliments on her last ‘Take Note.’ The mental health report is such an important subject to cover, and she was as always SO well informed. I always listen up when I hear her voice.”

“WPSU Radio/NPR is the voice of reason in the world today and she doesn’t know where we’d be without it.”

WORLD KITCHEN

“My 86-year-old mother and I have enjoyed watching all of the previous World Kitchen presentations — but separately — and she has never actually done any of the cook-alongs. This week I realized I had about everything to make the recipes. So, I had her come over and we thoroughly enjoyed preparing the entire menu. We are pretty sure you have started something for us, and we look forward to another family cook-along and meal next month. Thank you for continuing this program!”

DOCUMENTARY SCREENINGS

“I sincerely appreciate all you do for the sustainability community and Penn State and beyond, and truly enjoyed the screening and discussion of the final H2O series. I have learned that the global water crisis is taking place right here, not just globally, and would just like to thank you and your respective organizations, the Sustainability Institute at Penn State, Penn State Water Council, and WPSU, for organizing and presenting a film to teach me this.”

EDUCATION SERVICES

“Hi, we are loving this [Virtual Summer] camp and are so grateful that you’re providing this service to the community, thank you!”

“The workshop got me thinking of unique ways to include media in the classroom. When I hear ‘media in the classroom,’ I think of watching videos or playing games to practice skills. But this got me thinking of other ways to use it, such as using media characters in writing or art projects and getting students to think critically about stories or images they see.”

Our Town Portage



World Kitchen



Documentary Screenings

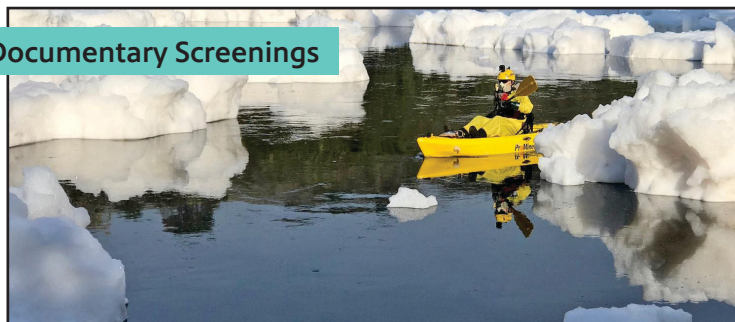
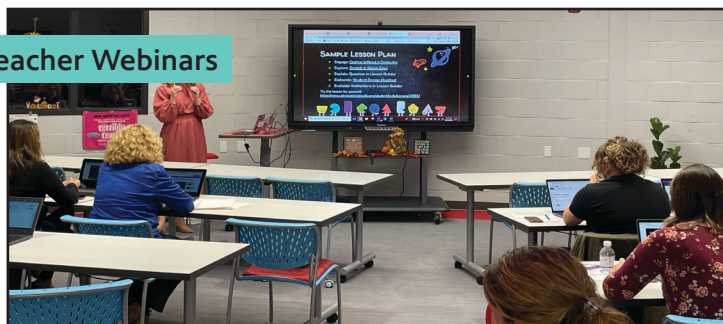


photo: H2O The Molecule that Made Us

Teacher Webinars



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