2020-2025 Strategic Plan DECEMBER 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.
- ▶ Use technology effectively and efficiently in service to the goals of the station.

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.

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.

WPSU PENN STATE

Community Connections & Engagement

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

Community Connections & Engagement

- 6-month outreach plan into 12 counties
- Attendance at 10 fairs/festivals in WPSU coverage area
- Installation of 5 Cozy Corners
- Multicultural Children's Festival – 800+ attendees
- Customer communication tracking – welcome & renewal emails

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Content That Matters

- Repurposing local content
  - 2 seasons of The Pennsylvania Game –remastered for broadcast & digital distribution
  - Making the Blue Band and Why We Dance – uploaded to PBS video app
  - Summer camp videos repurposed for social media.
- Member survey distributed – 887 responses (delivered to 7,530 donor addresses)
- Keystone Stories Season 2 & Conversations Live – in production
- Project Mgmt –centralized documentation, production outlines & checklists; new assessment tool

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Financial Fitness

- TV sustainers has grown to 26% of the membership pool (goal 30%)
- Radio sustainers are not at 43% of total (goal 40%)

- Developed new Proposal Templates for external funders

- Implemented new cost center structure and monthly report.

- Onboarding new tower tenant

- Transitioning from expensive fiber-channel based storage system for video editing to a simpler NAS-based system.

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Creative, Collaborative Culture

- Re-invention of Good Pitch; Increased Digital Initiative content

- Hybrid work model supported

- Unconscious Bias training

- News Literacy project – working closely with Strategic Communications and College of Communication

- Paid internships – World Kitchen, Radio News, Creative Services