WPSU employees and volunteers were able to visit many parades in and around Central and Northern PA.

We opened multiple “Cozy Corners” around central Pennsylvania to help parents and caregivers keep their children engaged in activities while they attend consultations and meetings.

WPSU continues to update the Virtual Field Trips website, which explores Fort Roberdeau in Altoona, Shaver’s Creek Environmental Center in Petersburg, the Centre County Recycling and Refuse Authority in State College, Elk Country, and WPSU production facilities in State College (pictured).

WPSU invited families, community, and Penn State groups to participate in the Multicultural Children’s Festival held at WPSU Studios in April 2022.

Tati and Derek of State College were the guest chefs for the online cooking class episode, “World Kitchen: Peru.” Tati and Derek are pictured here with their dog.

“Our Town Clarion” premiered on WPSU-TV in June 2022, featuring stories about the people, places, and history of the town. This story featured the Yocum Boat House.

WPSU invited community and Penn State groups to participate in Eventapalooza, a family event held at WPSU Studios in October 2022.

The WPSU Digital series, “I’m Your Neighbor” allows viewers to get to know some of the remarkable people who call central Pennsylvania home, including Harriet Gaston (pictured).

WPSU employees and volunteers were able to visit many parades in and around Central and Northern PA.
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 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
44,000 YouTube subscribers
12,400 Facebook followers
7,403 TV and radio members
104 school districts

WPSU is an indispensable source of locally relevant educational programming.

MEDIA DISTRIBUTION
WPSU original productions
NPR and PBS programming
PBS KIDS livestream
4 broadcast TV channels
3 broadcast FM channels
Livestreaming and VOD services
WPSU and PBS Apps

INFORMATION
WPSU-FM local news
Emergency alerts
Newsletters

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

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

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

WPSU-TV
“You recently started to re-air ‘The Pennsylvania Game’ on Saturday evenings at 7:00. I can still remember the answers from when it was originally aired in the 80s. Great material!”

WPSU-FM
“Appreciate so much that you provide a noncommercialized alternative for news and entertainment. Thank you!”

Speaking Grief
“Thank you for providing these resources around grief and loss. If there's one thing that is essential for the griever, it's to know they are not alone. You're doing a tremendous job letting people know they are not alone and offering support. What a fabulous documentary and a fabulous panel on this webinar!”

“We're not a well-to-do family, just my grandson and me, but PBS is important to us educationally. With WPSU, we gain access to learning opportunities not otherwise available in rural west-central PA. Thank you!” — Reynoldsville Donor

“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 entertainment and informational programs — are the Folk Show Classical Music and music from the Hearts of Space.”
— Port Matilda Donor
WPSU is proud to support viewers and listeners across 24 counties in central Pennsylvania as a trusted source for news, entertainment, and education. We are able to provide these services to the community through four television channels; public radio; three public radio livestreams; and WPSU-TV and WPSU KIDS livestreams, websites, and events.

This report offers a brief glance at our impact across the region in 2022. As a station, and through collaborations with our community partners, volunteers and advisory board, we fulfill our mission to spark discovery, enrich learning, and strengthen community through vibrant public media.

I. CREATING MEANINGFUL CONTENT
WPSU is thoughtful and intentional about producing local content that reflects the diversity, culture, history, and relevant issues facing our community. We are committed to providing a welcoming and inclusive environment for people to explore, learn, and share ideas.

RADIO
• Conversations Live (6 episodes)
• Digging Deeper (5 episodes)
• Health Minute (52 episodes)
• In Performance at Penn State (12 episodes)
• Poetry Moment (46 episodes)
• Take Note (28 episodes)
• The Local Groove (52 episodes)
• COVID-19 local news coverage (23 stories)

TELEVISION AND VIDEO
• Conversations Live (6 episodes)
• Digging Deeper (5 episodes)
• The Investment (1 episode)
• Our Town (2 episodes)
• Keystone Stories (Season 1, May 2022)
• HumIn Focus (2 episodes)
• Digital Programs (70 episodes)

II. PROVIDING DIGITAL ACCESS
WPSU distributes its content through many digital platforms to maximize reach, accessibility, and awareness.

• WPSU-TV and WPSU KIDS livestreams
• WPSU TV, PBS KIDS, and FM apps
• NPR One app and The PBS app
• WPSU-FM, Jazz, and News/Classical livestream

III. ENGAGING WITH COMMUNITIES
We are always looking for opportunities to connect with Penn State and community partners. In 2022, more than 200 organizations collaborated with WPSU, resulting in outreach to 28,650 people:

• 24 family screenings and events
• 12 online cooking classes
• 12 resource-sharing events or presentations
• 9 community outreach meetings
• 8 documentary screenings with discussion
• 7 parades and festivals
• 3 station tours

IV. NEWS LITERACY INITIATIVE
In the fall of 2022, in partnership with the Donald P. Bellisario College of Communications as part of the Penn State News Literacy Initiative, WPSU launched News Over Noise, a podcast that explores the challenge of separating spin and click-bait from good journalism and why it matters. The podcast empowers listeners by providing them with tools they need to balance staying informed while protecting their well-being and the public good. News Over Noise episodes include:

Episode 101: “News Avoidance and Why It Matters”
Episode 102: “What Happened to Local News?”
Episode 103: “What’s Missing from Economic News?”
Episode 104: “The Danger of ‘News Finds Me’ Mentality”

For additional initiatives and information, please visit our website: wpsu.org.
In 2022, WPSU was proud to collaborate with the following community organizations.

**COMMUNITY**

90.5 WESA
90.9 WETA
91.3 WLVR
Albright-Bethune United Methodist Church
Alpha Fire Company
Altoona Area School District
Altoona Public Library
Army Corps of Engineers
Bellefonte Art Museum
Bethel AME Church
Bilger's Rocks
Blair County District Superintendents
Bonfatto's Italian Market & Corner Café
C-93 Radio, Clarion
CenClear
Central Pennsylvania Festival of the Arts
Centre County Local Interagency Coordinating Council
Centre County Recycling and Refuse Authority
Centre Film Festival
Centre LifeLink EMS, Inc.
Centre Region Parks and Recreation
Child Advocates of Blair County – Blair County Head Start
Clarion Area Chamber of Business & Industry
Clarion Area School District
Clarion Area YMCA
Clarion Community Learning Workshop
Clarion County Historical Society
Clarion Free Library
Discovery Space of Central Pennsylvania
DuBois Area School District
Duck Donuts
Early Learning Resource Center Regions 2, 3, 6, and 8
Engagement Scholarship Consortium
F.L. Crooks & Co., Clarion
First Presbyterian Church, Clarion
Fort Roberdeau
Friends of Raystown Lake
Fulmer House Books and Collectibles, Clarion
Garby Theatre, Clarion
Groveview Farm
Hi-Level Golf Course, Clarion
Huntingdon County Visitors Bureau
Huntingdon Daily News
Irving's Bagels
Isett Heritage Museum
Jake Jacobson
Jefferson County Local Interagency Coordinating Council
Juniata Elementary School
Keystone Elk Country Alliance
Lake Raystown Resort
Lion Bash 2022/State College Borough

Marianna's Fundraisers
Mechanistic Brewing Co., Clarion
Mid State Trail Association members
Mount Aloysius College
PA Careerlink Mifflin County
PA Striped Bass Association
Payne Church, Huntingdon
Penn Highlands Community College
Penn's Cave
Pennsylvania Department of Education
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 State Education Association
Pennsylvania State Parks
Pennsylvania Western University Clarion
Pine Grove Hall
Prospectors, Mount Nittany Rib Company
Raystown DAM Divers
RE Farm Café at Windswept Farm
Remake Learning Days of Central Pennsylvania
Roots of Life CBD
Schlow Centre Region Library
Scott's ODDySEEy
Seneca Woodworking, Clarion
Seven Points Marina
Shaver's Creek Environmental Center
Skills of Central PA
State College Police Department
State Correctional Institution – Smithfield
Stone Mountain Adventures
Terrace Mountain Alpaca Farms
The Allegheny Front
The Clarion News
The Grier School
The Haskell House, Clarion
The Makery
The State Theatre
Tom Bowman
Trout Run Watershed Association
Tyrone-Snyder Public Library
Yallah Taco
YMCA of Centre County
UNIVERSITY

Center for the Performing Arts at Penn State
College of Education at Penn State
College of the Liberal Arts at Penn State
Forensic Science Club at Penn State
Goodling Institute for Research in Family Literacy
Holocaust, Genocide and Human Rights Education Initiative 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 Center for Science and the Schools
Penn State College of Agricultural Sciences
Penn State College of Arts and Architecture
Penn State Department of Anthropology
Penn State Donald P. Bellisario College of Communications
Penn State Eberly College of Science
Penn State Educational Office Professionals
Penn State Frost Entomology Graduate Students
Penn State Indigenous Peoples’ Student Association
Penn State Office of the President
Penn State Paleo Microbiome
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
Our Town — For more than 20 years, WPSU-TV has produced the Our Town series, a show that captures the spirit of local communities from the perspective of its 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 2022, Our Town featured Clarion, PA, and the Raystown Lake region.

wpsu.org/ourtown

Digging Deeper — Before his retirement in May, the Penn State President Eric Barron hosted the show with Penn State senior Andrew Destin, a double major in journalism and political science. Digging Deeper was a monthly television show that explored how work being done at the University impacts a broader community. It featured five episodes in 2022, including a conversation between Dr. Barron and current Penn State President Neeli Bendapudi.

wpsu.org/diggingdeeper

Conversations Live — This live broadcast provides the community an opportunity to call, email, or tweet to ask our guest experts questions. WPSU produced six episodes in 2022 covering a range of topics:

- February: “Healthy Aging”
- March: “Pennsylvania Redistricting”
- April: “Get Your Garden On!”
- September: “Gardening and Canning”
- October: “2022 Midterm Elections”
- November: “Ask a Veterinarian”

wpsu.org/conversationslive

Keystone Stories — In May, WPSU-TV debuted Keystone Stories, a new series that takes viewers to breathtaking, interesting, quirky, and sometimes-hidden gems around central Pennsylvania. In this series, Pennsylvania’s beautiful landscape serves as the backdrop for an exploration of the people, places, and culture that make the region unique. Season one episodes included:

- “The Forest”
- “Drive-Ins”
- “The Arts are Alive”
- “Black History Keepers”

wpsu.org/keystonestories
WPSU produced nearly 70 digital-first videos, including virtual field trips, cooking tutorials, and profiles of notable residents of central Pennsylvania. Videos produced in 2022 have been streamed more than 30,000 times, and WPSU's YouTube channel was viewed 1.4 million times in 2022 by viewers around the world.

Key episodes and series include:

**Wonders of the Night Sky** — 2022 saw two new episodes of this online series, from which viewers can learn tips to find constellations, planets, and more in the night sky. Penn State Professor of Astronomy Chris Palma explains how to choose the right telescope and how to improve your stargazing success for beginner and veteran astronomers alike.

**Stephen Nedoroscik: World Champion Gymnast** — This WPSU Digital Short featured Penn State gymnast Stephen Nedoroscik, who made history as the first American to win a world title on pommel horse.

**I'm Your Neighbor** — This WPSU Digital series allows viewers to get to know some of the remarkable people who call central Pennsylvania home, including Jim Bowers (pictured).

**World Kitchen** — World Kitchen is a free, interactive cooking class presented on Zoom so viewers can follow along. Guests learn to create international recipes from each chef and learn about the culture, history, and tradition that each dish represents.

**Mission: Materials Science** — This 10-episode series walks viewers through materials science, which is the study of stuff, what it's made of, how it can be used, and even how it can be changed to create new kinds of stuff.

**DIGITAL TRANSFORMATION PROGRAM**

WPSU joined public media stations across the country as part of the Digital Transformation Program, an initiative developed by the Poynter Institute for Media Studies and backed by the Corporation for Public Broadcasting.

In the nine-month program, WPSU has been focusing on building a new generation of members, seeking audience feedback and increasing engagement in weekly newsletters, on social media, and on wpsu.org.
WPSU-FM
WPSU-FM is 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.

Poetry Moment — Poetry Moment highlights the wealth of poets and poetry in Pennsylvania. The series is a collaboration between WPSU and a central Pennsylvania poet Todd Davis, who hosts the show. 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

Health Minute — a collaboration with Penn State's Ross and Carol Nese College of Nursing. The Health Minute project was designed to amplify important health information and resources to a broad public radio audience. wpsu.org/healthminute

WPSU began an email newsletter, “News Roundup,” that sends a recap every Friday of the week’s most important stories that readers may have missed. wpsu.org/newsroundup

Anne Danahy covered a story in December about the furniture sale at the Nittany Lion Inn, which for many has been a nostalgic feature of Penn State’s University Park campus.

Min Xian reported on educators at Moshannon Valley Elementary School teaching their students about emotions.
THE SPEAKING GRIEF INITIATIVE 2022

In January 2020, WPSU launched the Speaking Grief initiative, a nationwide multiplatform 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 2022, we continued to grow the initiative by maintaining ongoing educational outreach via social media, a series of monthly webinars, and sustained marketing. We also updated our event-planning toolkit to include targeted virtual event–planning resources to promote further audience expansion.

FREE GRIEF WEBINARS

In 2022, Speaking Grief offered nine live webinars that were recorded and hosted on the Speaking Grief website. These webinars averaged 214 registrants every month with topics that included:

- How to Offer Meaningful Grief Support in a Virtual Setting
- Minimizing Burnout in Death Care Professionals
- A Bartender, Hair Stylist, and Nail Technician Walk into a Funeral...Responding to Grief in Service Professions
- Help Me with My Grief: Making Sense of Support Services and Finding the Best Fit for You
- Connecting Underserved Communities with Grief Support Services
- The In-Between: Supporting Grieving Young Adults
- Supporting Neurodivergent Grieving People
- School Shootings: Navigating the Impact on Students, Teachers, and Parents
- Grief and Special Days: Maintaining, Adapting, and Releasing Traditions

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.”

Impact

- 7,300 Facebook followers
- 26,400 Instagram followers
- More than 1,100 social media posts

Feedback

“I feel it (Speaking Grief) should be screened in every school, work, and place of business. Everyone needs to know what to say and not to say.”

“I’m grateful that you keep the conversation about grief continuing through these monthly webinars. They provide current, truthful information about different aspects of grief that I am not hearing elsewhere.”

“Just wanted to say I listened/watched the program this evening about seeking grief services. Panel members were great. Great questions as well. Thanks for continuing this work on grief.”

FOLLOW THE NUDGE

Follow the Nudge is a web app that helps you provide meaningful, ongoing support to people you care about who are grieving.

The Follow the Nudge app completed beta testing and launched in 2022. To date, it has 208 registered users.
YOUR LEARNING NEIGHBORHOOD

LEARNING AT HOME, IN SCHOOL, AND IN YOUR COMMUNITY

Working with our 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.

In 2022, we reached 16,696 children, caregivers, and educators through:

- Family screenings
- Virtual Field Trips
- Career Readiness Website
- Multicultural Children's Festival
- Educator Webinars
- Eventapalooza
- Parent Webinars
- Presentations
- Parades
- Grab-and-Go Bags

WPSU and PBS LearningMedia

In 2022, WPSU resources on PBS LearningMedia were viewed more than 168,000 times by educators across the country.

Locally, we have been able to connect with families by attending school family nights and outreach events. While there, we demonstrate experiments and show families the ease of engaging with these resources.

Virtual Field Trips

WPSU produced new virtual field trips to add to the series that includes videos, interactive multimedia websites, newly created teacher guides and resource kits to extend learning in the classroom.

Sites include:
- Centre County Recycling and Refuse Authority
- Elk Country Visitor Center
- Shaver’s Creek Environmental Center
- Fort Roberdeau
- WPSU Studios

Cozy Corners

We installed Cozy Corners at five partner locations in Blair, Clarion, Clearfield, and Mifflin counties, including one Cozy Corner on the Go with mobile engagement bins. These spaces offer activities, comfortable reading nooks, and other learning materials to empower positive family engagement while waiting for meetings and consultations.

“I can’t thank you enough! I’m so blown away by your generosity. So many families will use this to make a difficult situation better.”

Grab-and-Go Bags

Throughout 2022, WPSU distributed 2,300 summer camp bags and 3,000 literacy activity bags to 25 schools and summer camps, and 41 public libraries respectively.

200 kindness kits were also distributed to early childcare centers in our coverage area, reaching more than 1,000 children.

Ready to Learn

WPSU received a $10,000 planning grant to build Learning Neighborhoods that extend the reach of PBS KIDS early learning resources to local communities. This work will focus on:

- World of Work (Career Readiness)
- Critical Thinking and Problem-Solving
- Everyday Literacy
- Intergenerational Learning

Visit wpsu.org/learn to explore all of our education resources and programs.
2022 Local Content and Service

DIVERSITY AND INCLUSION

WPSU-TV

Keystone Stories: Black History Keepers — Bellefonte, Pennsylvania, houses rich stories and landmarks of Black history, including St. Paul AME Church, founded in the 1800s and believed to be part of the Underground Railroad. Its history has been preserved by local historians, as have many other aspects of Black history in central Pennsylvania.

wpsu.org/keystonestories

WPSU-FM

Black Classics — WPSU-FM celebrated music by Black classical composers from the 18th century to today. Lee Pringle, founder of the Colour of Music Festival in Charleston, South Carolina, joined us with his thoughts about these composers.

Poetry Moment — Poetry Moment highlights the wealth of poets and poetry in Pennsylvania, featuring diverse voices from across the state.

DIVERSITY DIGITAL SHORTS

- Harriett Gaston: Collecting Black History
- Bottle Works Ethnic Arts Center
- I’m Your Neighbor: Terry Watson
- Meet Mimi Barash Coppersmith

WORLD KITCHEN

WPSU host Tamra Fatemi invites guest chefs to demonstrate how to make dishes from around the world. In 2022, World Kitchen featured Nigerian, Peruvian, Thai, Venezuelan, Japanese, Bulgarian, Ethiopian, British, Iranian, and Lebanese cuisines.

wpsu.org/worldkitchen

WPSU SCREENINGS AND DISCUSSIONS

These screenings and discussions were made possible by collaborating with the Penn State Sustainability Institute and the Penn State Outreach and Online Education Diversity, Equity, Inclusion, and Belonging Council.

- Voices: A Childbirth Crisis
- Small Island, Big Song
- Women at War
- MLK Film Showcase
- My Name is Pauli Murray
- Chasing Water
- Beans

The Effect of Unheard Voices

WPSU invited members of the community to take part in a screening of the documentary Voices: A Childbirth Crisis followed by an audience and panel discussion about Black maternal health and medical equity. Staff moderated a panel discussion and took viewer comments. wpsu.org/blackmaternalhealth

EDUCATION RESOURCES AND WEBINARS

Throughout 2022, WPSU hosted many educational webinars for educators, including:

A Conscious Education: Creating a Conscious Experience for Educators to Thrive — Conscious Coach and former school teacher Jennifer Hepton, shared insights on how uncertainty and trauma can affect our nervous system and how this awareness will allow you to thrive as an educator.

Create Classroom Community Through Song — Explored how songs and chants can be integrated into your classroom to support your community of students.

Speaking Grief Webinar Series (Six webinars with Act 48 credits) — Experts discussed the repercussions of tragic events, shared evidence-based practices for recognizing and responding to trauma, and offered strategies on how to talk with children.

Using Media to Propel Inquiry-Based, Trauma-Informed Learning — Identified strategies to present challenging content in the classroom with care through the use of media and an inquiry-based, trauma-informed approach.
WPSU-TV PROGRAMMING
“We flipped when we saw the Christmas special of the Upstart Crow program. We absolutely love that show and hope you will continue to play it. We don’t care if it’s all re-runs; it’s wonderful!”

WPSU-FM NEWS STORIES
“After the story aired, I received a call from a person that simply asked me what our needs were and what the cost would be. Upon telling her, she made a donation to us to cover feeding the children in two separate areas. Because of the story you did, it made a difference in a lot of kids’ lives over the summer that were facing food insecurity.”
— YMCA Anti-hunger director

WORLD KITCHEN
“Tamra, thanks for putting these cooking days together. I enjoy cooking, but I am not much of a baker. I never thought in a million years that I could make a passable baklava. That was so much fun, and makes me feel a bit proud of the outcome. I made the baklava and the Bulgarian tzatziki. I am grateful and appreciative of you for your organizing.”

SPEAKING GRIEF
“I’m grateful that you keep the conversation about grief continuing through these monthly webinars. They provide current, truthful information about different aspects of grief that I am not hearing elsewhere.”

“Thanks for a fabulous webinar! I learned a great deal — the presenters were very knowledgeable with sound experience.”

DOCUMENTARY SCREENINGS
“This event was really excellent. I'm a college student in Roseville, CA, and shared the information with my peers in my online women’s studies class, and it has started a really great discussion. Thank you for hosting!”

EDUCATION SERVICES
Grab-and-Go Bags: “We gave out 120 bags in Somerset today and they loved them! The kids all played with the egg shaker and made up so many different games; it was perfect!”

Educator Webinars: “It was great to be a part of the discussion, and I appreciate the important work you all are doing.”

“[I] can’t wait to share this out to teachers and students. This is so helpful to have this content all in one spot.”
— Intermediate Unit Instructional Technology Specialist
WPSU is an Outreach service of Penn State.

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