



# Enhancing Communities, Delivering Trust, and Generating Economic Impact


JULY 2018

# ***\$23.8 Million in Community Contributions Annually***

**\$6.4M in PEP/NCSA  
\$4.2M in PSAs**

**\$10.8M in charitable  
giving  
\$2.4M of community  
hours volunteered**



A black and white photograph of a group of nine people standing in a studio. In the center is an older man in a suit and tie. To his left is a woman in a Penn State shirt. To his right is a woman in a dark polo shirt. Further right are three young men in various shirts, including one with 'PENN STATE' and another with a Penn State logo. On the far right is a young man in a Penn State sweatshirt. A large white quote is overlaid on the left side of the image, and a large white closing quote is on the right side. The background is dark with a studio light visible on the left.

***“Nothing is more important to us than having a positive impact on our community. It’s what drives us ... and when we see evidence of that impact ... it gratifies us. We cherish the opportunity to contribute to the wellbeing of the tri-state area!”***

**Jim Gardner, 6ABC**



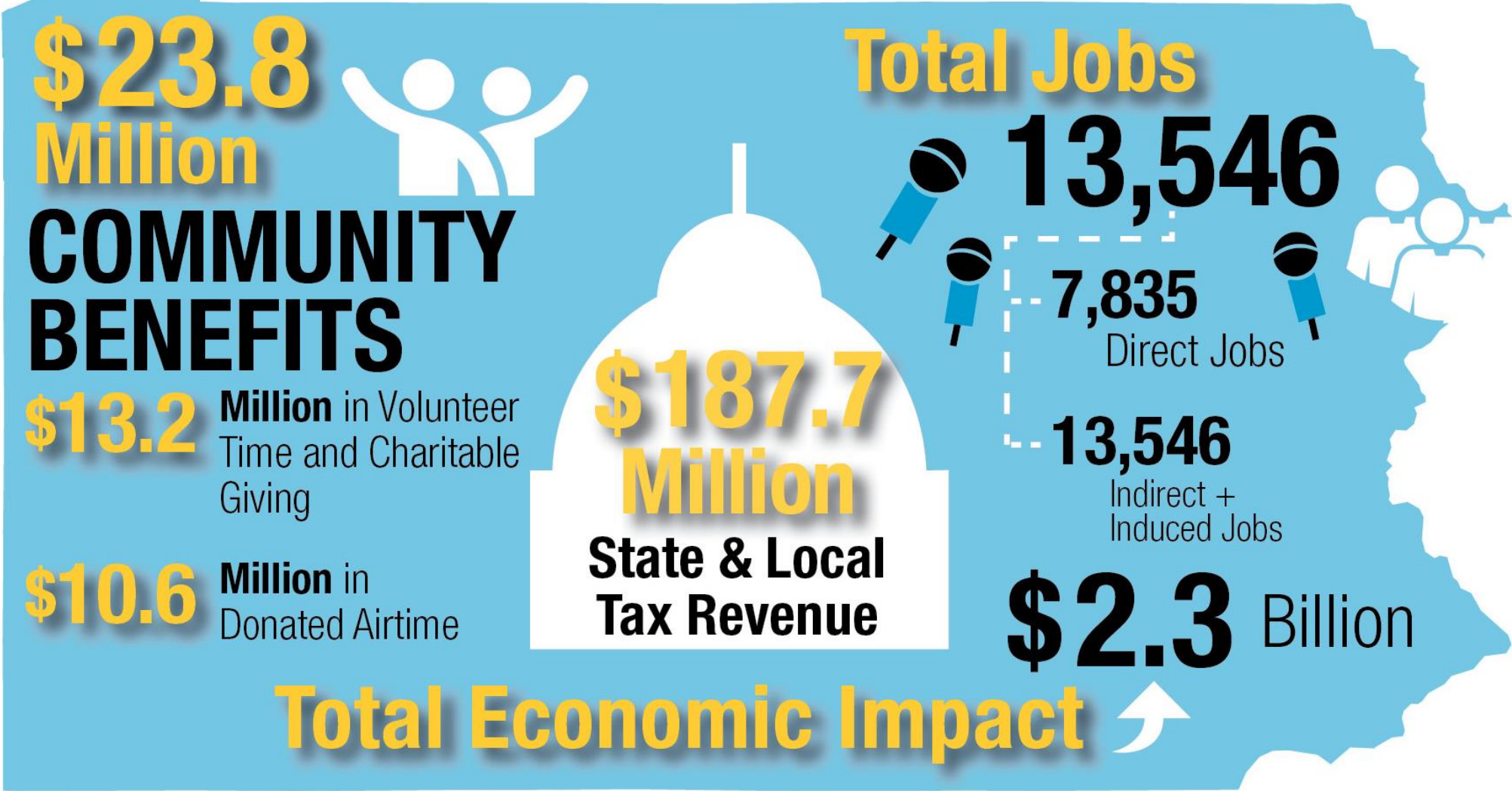
**7,835 Direct Jobs**  
**\$587.1 Million in Direct Economic Impact**  
**\$45.5 Million in Direct Tax Impact**






PA broadcasting generates a significant economic impact

# PA Total Impact





***“There is such a value in that personal interaction, respect level that you do not get from an app that has breaking news. If it didn’t work we wouldn’t be doing it.”***

**Scott Donato Froggy 107.7 FM**





# Q&A

