

# ENHANCING COMMUNITIES, DELIVERING TRUST, AND GENERATING IMPACT

The Broadcasting Industry's  
Role in Pennsylvania

July 2018



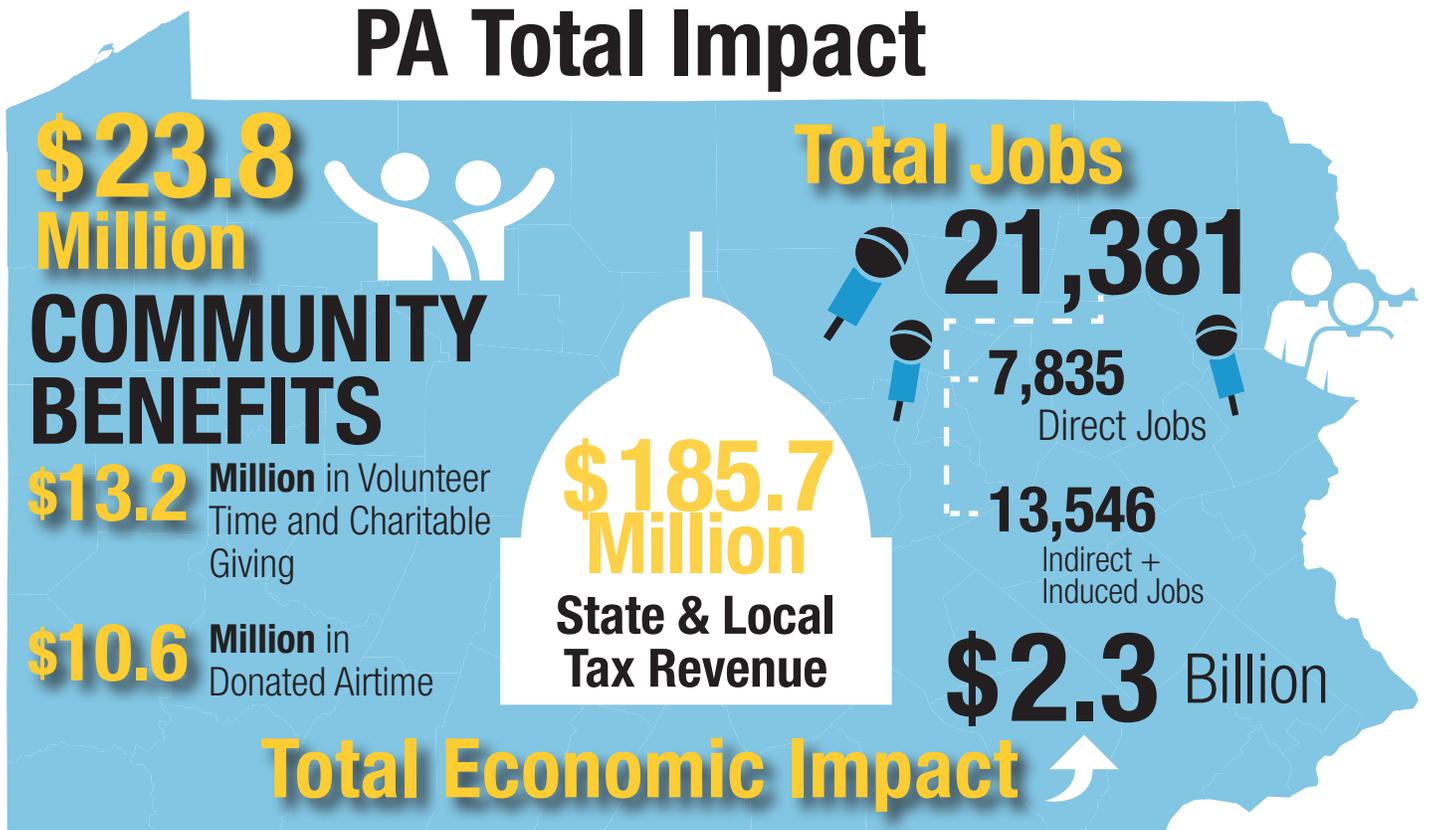
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## Pennsylvania Association of Broadcasters Mission Statement

The Pennsylvania Association of Broadcasters endeavors to promote collaboration between radio and television broadcast station owners, managers and staff across the Commonwealth. We assist our member stations in serving their communities, audiences and advertisers through FCC licensed free, over-the-air broadcast program operations.

## PA Total Impact



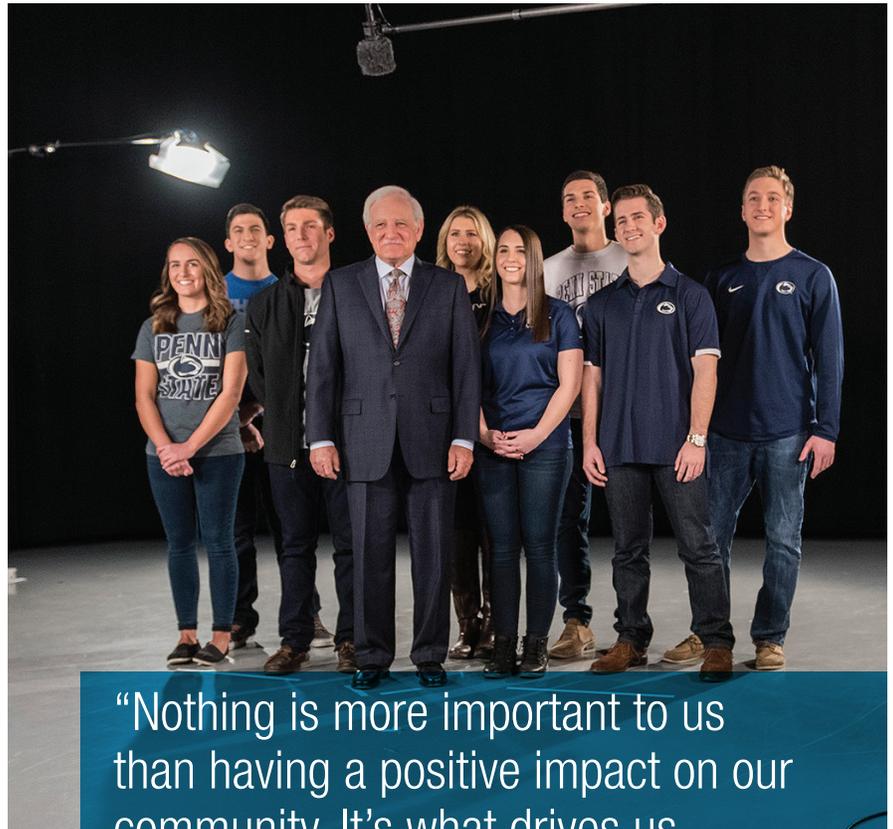
# Executive Summary

Pennsylvania television and radio broadcasters are making an impact on the local and regional economies that they cover, and they are making a difference in the communities they call home. Like all industries with locations across the state, the broadcast community of PA is providing jobs and generating significant revenue, but unlike other industries, broadcasters play a unique public role creating an opportunity for extended community impact. One radio broadcaster said it best when he described the unique relationship that broadcasters share with their local markets, “We don’t have 90,000 listeners, we have 90,000 friends.”

The data analysis presented in this report is evidence that the broadcasting industry is a significant contributor to the Pennsylvania economy. However, the role broadcasters play in their communities stands apart from that of traditional employers or industry segments – broadcast professionals are living links between each Pennsylvania family to charities, communities, cultural experiences, and more.

Professional broadcast journalists are often first responders when breaking news stories happen and become the first line of communication between emergency and public safety officials and the public they are charged with helping communicate critical information.

A familiar and recognizable link to the world outside our living rooms, broadcasters navigate weather disasters or local emergencies and frequently throughout the year connect directly to their audience through community toy drives, telethons, parades, openings, graduations and more. Broadcasters are the faces and voices connecting communities to the news they cover. This study examines the impact of the broadcasting industry from two perspectives: economic and community. The impact in both areas is significant.



“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*

# Broadcasting Impact By The Numbers



Each year, the broadcasting industry of Pennsylvania generates significant economic and community contributions throughout the commonwealth.

**\$23.8 Million**

Community benefits impact of radio & television broadcasters

\$10.6 Million in donated airtime for public service announcements

\$10.8 Million in charitable giving by employees

\$ 2.4 Million of community service hours volunteered

**7,835 Jobs**

Direct jobs supported & sustained by the broadcasting industry

13,546 indirect and induced jobs

21,381 total jobs

**\$587.1 Million**

Direct economic impact generated by radio & television broadcasters (GDP)

\$1.7 Billion indirect and induced

\$2.3 Billion total economic impact

**\$45.5 Million**

Direct local & state taxes generated

\$140.2 Million indirect and induced taxes

\$185.7 Million created in total taxes

# Introduction

The value of the broadcasting industry is more than numbers. Television and radio broadcasters throughout the commonwealth are integral parts of the communities that they serve. They take the lead in their communities providing a connection to the residents along federally regulated airwaves.

The uptick of digital options, the 24-hour cable news cycle, and proliferation of social media does not translate to a disintegration of local news, rather hyper local news coverage is becoming increasingly important. Pennsylvania broadcasters are there at the moment of impact crafting the narrative of their neighborhoods. Local news coverage remains terrifically important to the people in their region.

People desire a connection to what is going on at the local level – and the professionals in the television and radio broadcast industry fill that role. People turn to their local broadcast stations to learn about the weather, traffic, and community events and happenings. Local stations are doing a public service when reporting the news, and they become trusted figures during times of crisis and perceived friends during times of celebration.

Local broadcasters can lend weight, gravitas, and authenticity to a group or cause. The teams at stations throughout rural and urban markets are a part of their communities. On-air talent participates in local events, stations provide valuable airtime for public service announcements, their teams staff and sponsor every kind of community activity you could imagine, and some you couldn't. Broadcasting on television and radio in the digital/social media era has morphed into a link for the community to connect to its local roots directly through the people they trust and rely upon.



“We provide news, entertainment, and emergency services. It’s hard to differentiate but there is an extension that goes beyond what we broadcast. It’s the key differentiator. When you walk down the street with a Ron Martin or Kim Lemon in this community, you have a real sense of who they are and that they know how important that connection is. There is no other industry that has as meaningful a relationship with people you don’t know.”

*Kyle Grimes, President and General Manager, WGAL-TV, Lancaster  
Public Education Program/Non-Commercial Sustaining Announcement*

# Introduction



Public service and charitable giving are a part of day to day life when working in the broadcasting industry. Quantifying these impacts is challenging because the stations view it as a part of their job – to be out in the community contributing and helping their neighbors. From local breast cancer walks to statewide efforts like Penn State THON, to being at the forefront of covering the opioid addiction and welcoming local veterans home – radio and television stations across the state are integral parts of their local community, an unmistakable point of pride among members of the broadcast community.

This report seeks to quantify from an economic perspective the value of the broadcasting industry as a whole in terms of its operations and employment. It will also present and quantify the community benefits of the broadcasting industry.



“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*

# Methodology & Key Assumptions

An economic impact analysis quantifies the effect of an event on the economy in a specified geography. An economic impact analysis is commonly conducted when there is public interest in the potential impacts of a proposed change of policy, to demonstrate the value of a new project, or to show the contribution of an existing industry segment in the market.

The overall goal of this study was to provide a credible measure and assessment of the total economic, employment, and state and local tax impact of the radio and television industry in Pennsylvania. This study is based on jobs reported at the NAICS code level in the U.S. Census County Patterns Data in sector 5151 Television and Radio Broadcasting. This study does not include cable broadcasting.

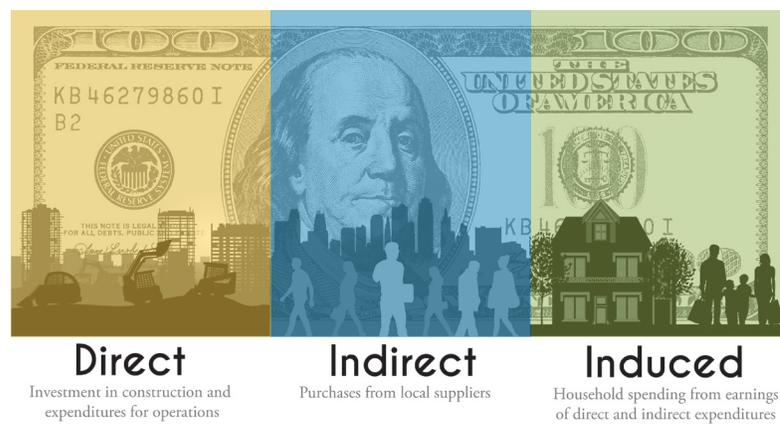
## What does the PAB economic impact analysis show?

This economic impact analysis shows the economic, employment, and local and state tax impact of the television and radio broadcasting networks throughout the Commonwealth of Pennsylvania. This economic impact study is reporting the net new contribution of the broadcasting industry to the state's gross domestic product (GDP).

## What do the terms direct, indirect, and induced mean for the PAB economic impact study?

- **Direct Impact/Effect:** These are the direct impacts experienced by the companies engaged in the broadcasting industry. This value estimates the dollars spent by the stations and networks on operations, capital, and personnel.
- **Indirect Impact/Effect:** Local revenue and supply chain impacts: These impacts measure the estimated increase in demand for goods and services in industry sectors that supply or support the broadcasting industry. Indirect measures account for the demand for goods and services.
- **Induced Impact/Effect:** Represents the third wave of impact created as a result of spending by the broadcasting industry and its suppliers. Induced impacts measure the estimated effect of increased household income including, housing, household goods, entertainment, food, clothing, transportation, etc.

The combination of indirect and induced impact is commonly referred to as the multiplier effect. The broadcasting industry expands the local economy through both direct and indirect means. Income generated from direct employment is subsequently used to purchase local goods and services, creating a ripple effect throughout the statewide economy.



# Amplifying the Signal Through Community Service

Beyond the economic impact, the broadcasting industry plays a vital role in each market they serve – community service and education are intrinsic to their core values and DNA. The numbers presented in this section of the report are conservative. When charitable giving and community participation are intrinsic to your daily activities at work, as is the case here, these numbers are not being recorded or counted. What can't be accounted for, but we will present, is how broadcasting plays a role in building a healthier and safer community through their sponsorships, participation, and educational advocacy.

The total estimated community benefits impact of the broadcasting industry, including donation of airtime, volunteerism, and charitable giving, total **\$23.8 million annually.**

“Community content is married to community service. We do make an impact when we pull all of our efforts to go beyond just creating community content, but then pour it back into the community.”

*Niki Hawkins, ABC6  
Director of Community Affairs*



“Our employees and anchors are compelled each and every day to be active and give back to the entire Pittsburgh community. We are working in partnership with nonprofit organizations and community groups to make a difference in the lives of our listeners.”

*Michael Young, PAB Director Emeritus*



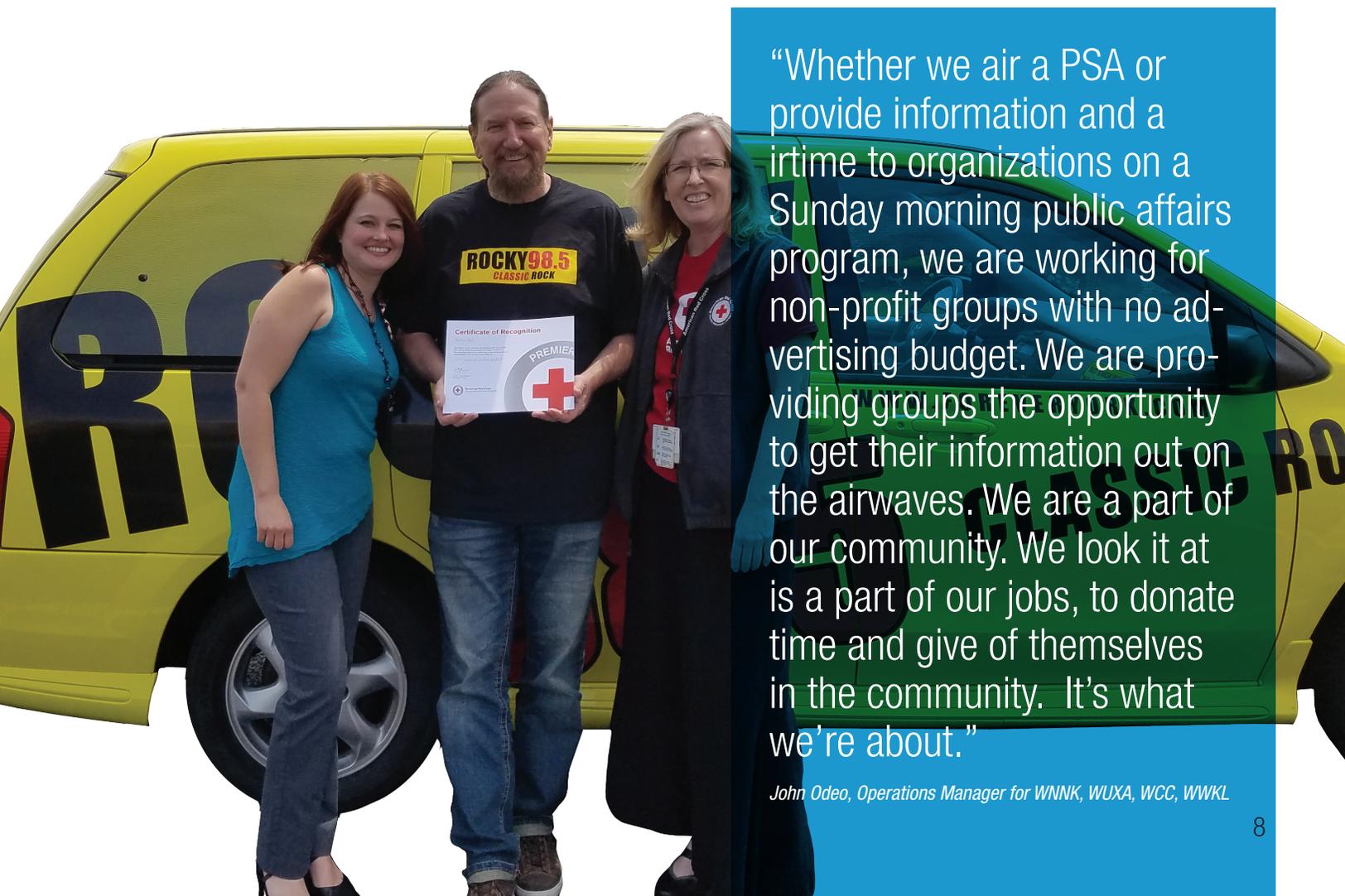

# Amplifying the Signal Through Community Service

## PSA and PEP/NCSA Airtime

Advertising is a main source of revenue for radio and television stations – airtime is valuable. Based upon data from Nielsen monitoring data, as well as paper and electronic affidavits from PAB Members, stations throughout the commonwealth donated a total of airtime valued at nearly **\$6.4 million** for Public Education Programs (PEP) and Non Commercial Sustaining Announcement (NCSA) spots in 2017 (See Table 1). Based upon survey data collected from PAB members, stations contributed an estimated **\$4.2 million in radio and television air time** through airing additional public service announcements (PSA) for the community (\$1.3 million television and \$2.9 million radio).

**Table 1: PEP and NCSA Spots in 2017**

Spend	Category	Number of Spots	Radio Value	Number of Spots	TV Value	Total Value	ROI
\$854,763	All 2017 Campaigns (DOH, CWOPA, CMS, Pennsylvania National Guard)	84,093	\$4,211,696	14,183	\$2,167,153	\$6,378,849	7
\$707,146	DOH Opioid only	69,370	\$3,468,138	11,282	\$1,726,153	\$5,194,291	7



“Whether we air a PSA or provide information and a irtime to organizations on a Sunday morning public affairs program, we are working for non-profit groups with no advertising budget. We are providing groups the opportunity to get their information out on the airwaves. We are a part of our community. We look it at is a part of our jobs, to donate time and give of themselves in the community. It’s what we’re about.”

*John Odeo, Operations Manager for WNINK, WUXA, WCC, WWKL*

# Amplifying the Signal Through Community Service



These PEP and NCSA campaigns focus on issues impacting the lives of Pennsylvanians on a daily basis, including:

- ★ **Department of Health Opioid Abuse Hotline** – This program started as a Governor Wolf initiative and became a 14-month program. The program was renewed for an additional 3 months with new creative, promoting the addiction recovery hotline. Radio and television broadcasters are working in partnership with the Department of Health and leadership at the commonwealth to get the message out that there is help and hope when dealing with opioid addiction.
- ★ **PA National Guard** – The Army National Guard’s recruitment campaign “Something Greater” includes television and radio commercials that emphasize the Guard’s unique domestic mission. Each spot focuses on the Citizen-Soldiers’ commitment to community and country—as well as the many personal and professional benefits Guard service offers. The NCSA program was originally developed to help the National Guard with recruitment. They run spots every month for recruitment and retention.
- ★ **PENNDOT** – Distracted Driving, Click it or Ticket, Drinking and Driving, and Real ID
- ★ **PA School Boards Association** – Success Starts Here – Improving the image of public schools and highlighting the achievements around the state.
- ★ **Pennsylvania Department of Health** – Promoting Zika and Mosquito awareness and best practices throughout the commonwealth.
- ★ **Department of Human Services** – SWAN – Statewide Adoption Network + Keep Kids Safe
- ★ **PA Liquor Control Board** – Underage Drinking Prevention and Education – Control Tonight

Employees in broadcasting are out in the community as part of their jobs, which translates to an industry-wide commitment to serve above and beyond day-to-day job responsibilities. Broadcast professionals are giving back. Based upon analysis, employees in the broadcasting industry offer **101,448 hours in community service**. Based on hourly rates provided by the Points of Light Foundation, these hours are valued at **\$2.4 million**.

Secondary data and research conducted by the U.S. Bureau of Labor and Statistics Census data about how individuals donate to non-profit organizations shows that the **7,835 direct employees** in the radio and television industry donated **\$10.8 million** to nonprofit organizations throughout the commonwealth.

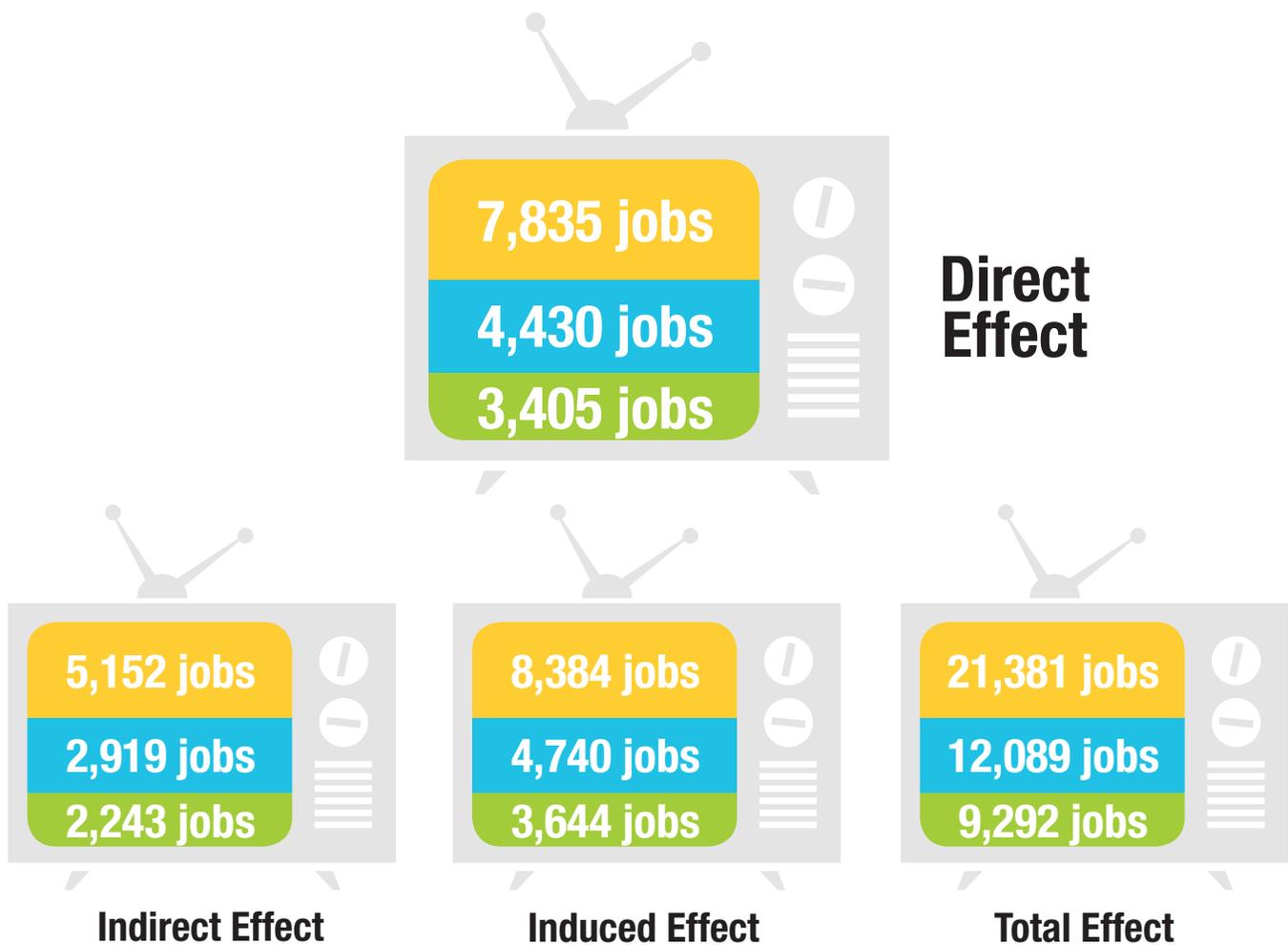
The sheer number of events that broadcasters participate in makes it challenging to quantify. Broadcasters were surveyed about their community activities. The diversity and depth of participation across the broadcasting industry is imbedded in day-to-day operations. From supporting toy drives at Christmas to making sure that every child celebrating the holiday gets a special gift from Santa, to supporting their local United Way chapter, the Salvation Army, Children’s Miracle Network, Make A Wish, producing programming and documentaries about the issues and people in our local and statewide community – the broadcasters cover almost every facet of community involvement. (See Appendix C for verbatim responses by stations provided).

# Supporting Jobs in the Industry and Beyond

On a direct basis, the Pennsylvania broadcasting industry supports **7,835 jobs** in urban and rural markets throughout the commonwealth. Jobs are supported and sustained in other industries as a result of spending by television and radio broadcasters. The indirect and induced employment impacts total **13,546 jobs**. The overall employment impact for the broadcasting industry in Pennsylvania is **21,381 jobs**.

## Employment Impact of PAB (in jobs)

■ Combined Employment Impact ■ TV ■ Radio



Source: IMPLAN, with analysis by Parker Philips

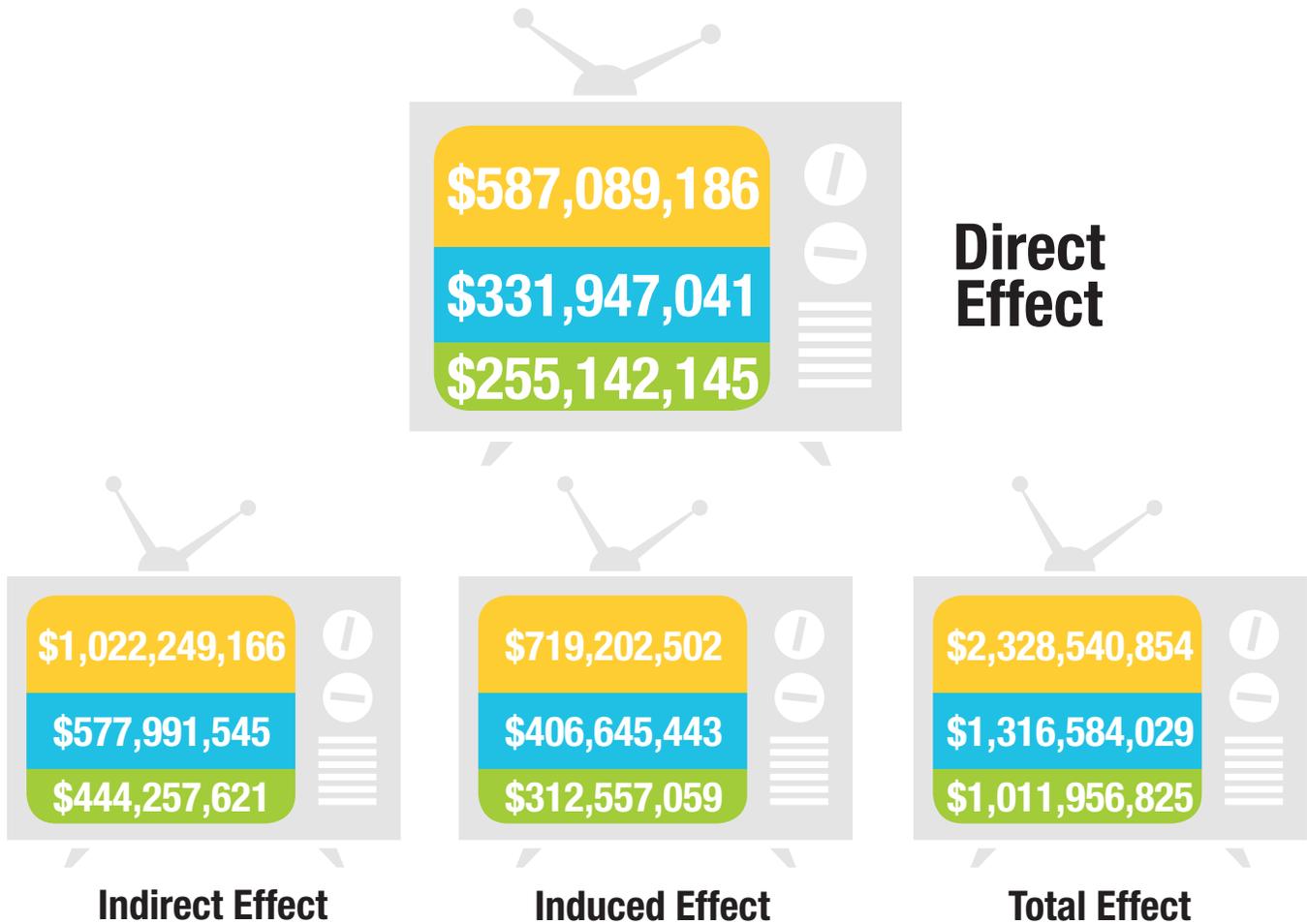
# Broadcasting Generates a Significant Economic Impact

In the Commonwealth of Pennsylvania, the direct economic impact of the broadcasting industry totals **\$587.1 million** annually. These calculations are based on the contribution to the gross domestic product of the state.

- As a result of their direct spending in the statewide economy, the broadcasting industry generates economic output in other sectors of the economy – these secondary impacts, otherwise known as the multiplier effect, total **\$1.7 billion**.
- The combined economic impact to the state’s gross domestic product totals **\$2.3 billion annually**.

## Economic Impact of PAB (gross domestic product — GDP)

■ Combined Economic Impact   
 ■ TV   
 ■ Radio



The direct economic impact and operations of the broadcasting industry impact the broader Pennsylvania economy generating impact in other sectors of the economy as a result of their spending and their employees spending. The top sectors impacted by the broadcasting industry’s operations include, commercial sports, housing/real estate, advertising, healthcare, commercial equipment rentals, trade, insurance, and management.

# Generating Tax Revenue at the State and Local Level

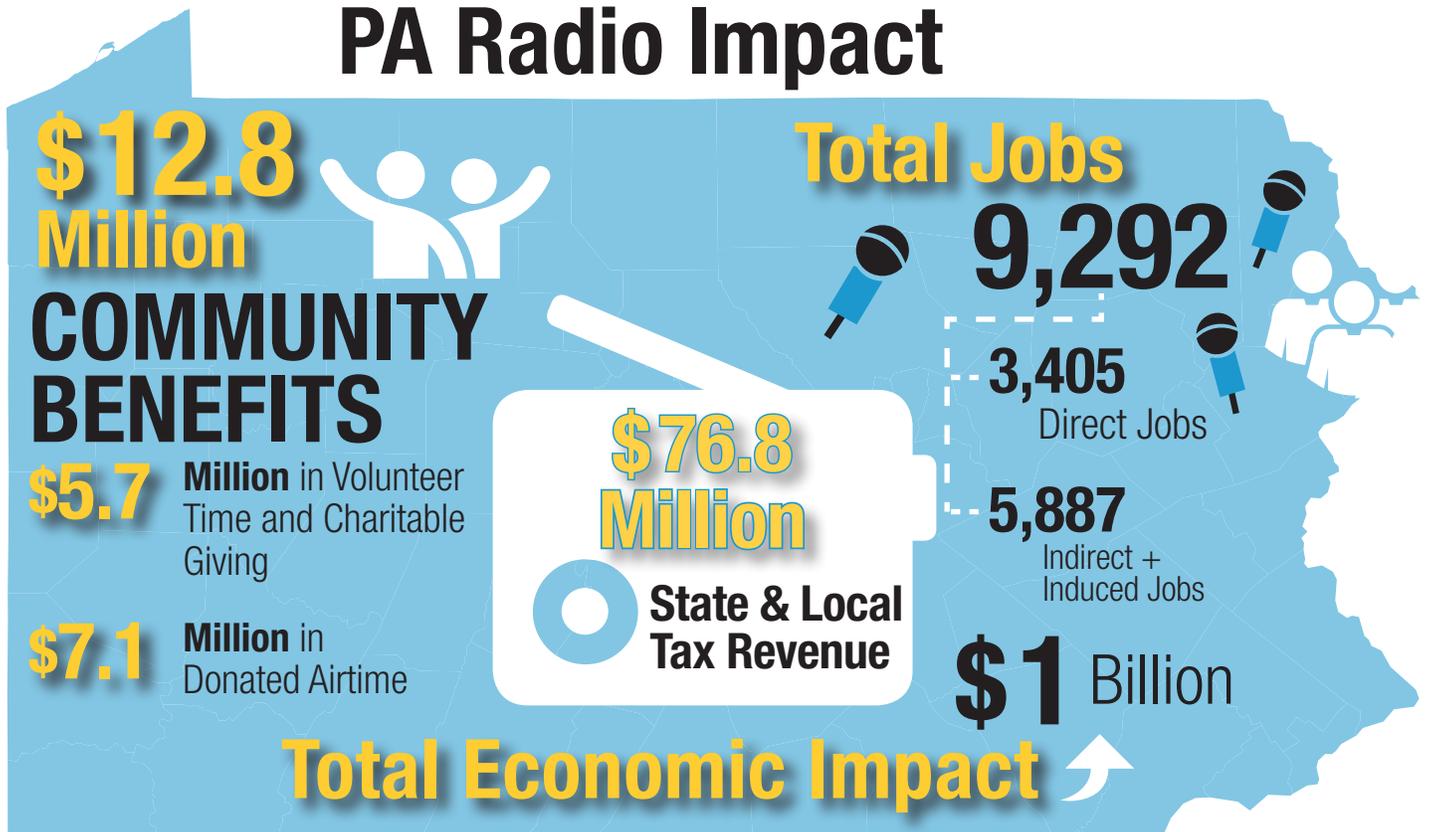


The combined state and local tax impact of the broadcasting industry is **\$45.5 million** in direct taxes, **\$140.2 million** generated in indirect and induced taxes, and **\$185.7 million** in total tax impact. Table 2 below breaks out the state and local impact by tax type.

**Table 2: Total State and Local Tax Impact Generated by Broadcasting Industry by Type**

Description	Employee Compensation	Tax on Production and Imports	Households	Corporations
Dividends				\$308,329
Social Insurance Tax- Employee Contribution	\$198,742			
Social Insurance Tax- Employer Contribution	\$416,309			
Sales Tax		\$64,839,803		
Property Tax		\$59,268,026		
Motor Vehicle Licenses		\$1,114,910		
Severance Tax				
Other Taxes		\$10,993,034		
S/L Non-Taxes		\$347,082		
Corporate Profits Tax				\$5,191,772
Personal Tax: Income Tax			\$35,748,827	
Personal Tax: Non-Taxes (Fines- Fees)			\$4,530,164	
Personal Tax: Motor Vehicle License			\$1,293,001	
Personal Tax: Property Taxes			\$672,384	
Personal Tax: Other Tax (Fish/Hunt)			\$809,516	
Total State and Local Tax	\$615,051	\$136,562,855	\$43,053,892	\$5,500,101
<b>Grand Total</b>	<b>\$185,731,899</b>			

## PA Radio Impact



Through its donation of airtime, value of volunteerism, and charitable giving, the radio broadcasting industry contributes **\$12.8 million** annually beyond day-to-day operations.

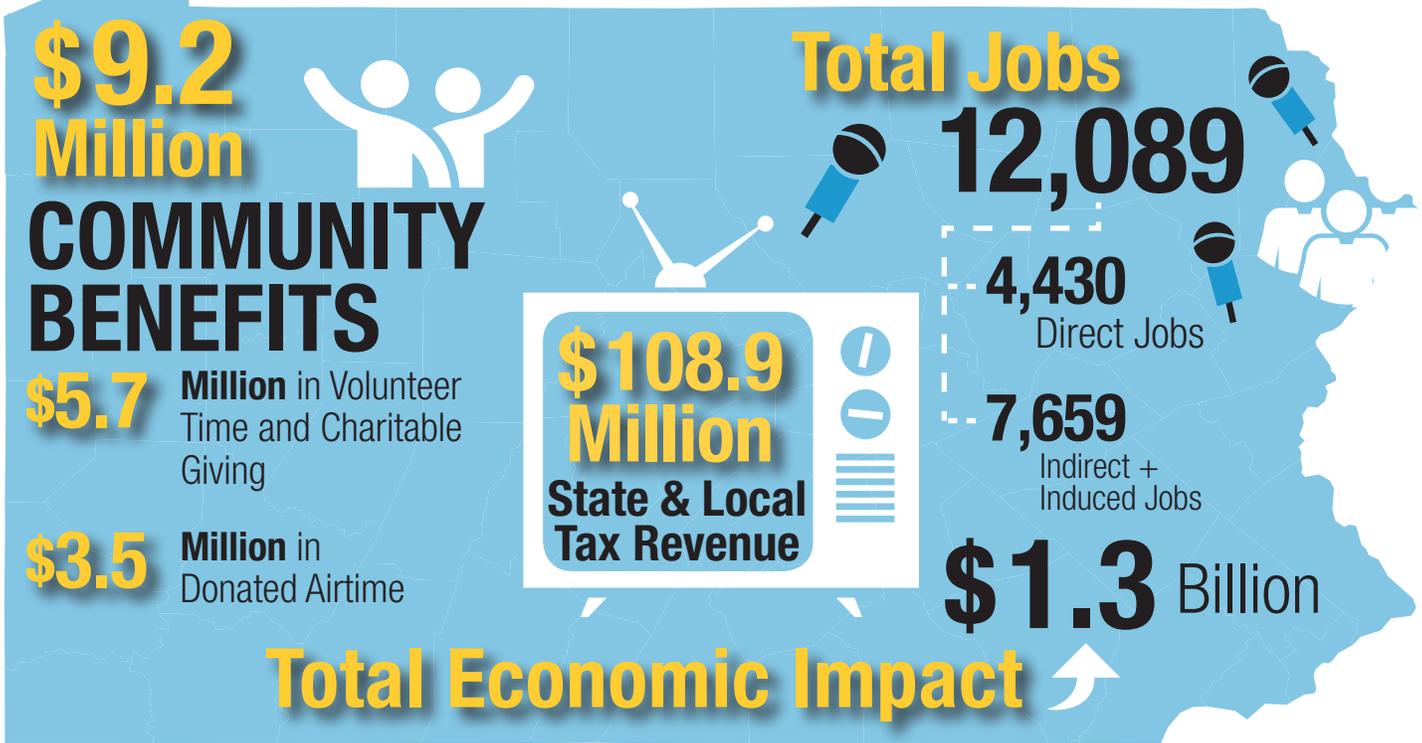
The radio industry alone generates **\$255.1 million** in direct economic impact, supports **3,405 direct jobs** at radio stations, and generates **\$18.4 million** in direct state and local taxes. (See Table 3 for the indirect, induced, and total impact.)

**Table 3: PAB Radio Industry Breakout**

Description	Radio Employment Impact (jobs)	Radio Economic Impact (GDP)	Radio State and Local Tax Impact
Direct Effect	3,405	\$255,142,145	\$18,402,095
Indirect Effect	2,243	\$444,257,621	\$34,733,730
Induced Effect	3,644	\$312,557,059	\$23,649,334
<b>Total Effect</b>	<b>9,292</b>	<b>\$1,011,956,825</b>	<b>\$76,785,159</b>

Source: IMPLAN, analysis by Parker Philips

## PA Television Impact



Through its donation of airtime, value of volunteerism, and charitable giving, the television broadcasting industry contributes **\$9.2 million** annually beyond day-to-day operations.

On its own, the television broadcasting industry generates **\$339.9 million** in direct economic impact, supports **4,430 direct jobs**, and generates **\$27.1 million** in state and local taxes on a direct basis. (See Table 4 for the indirect, induced, and total impact.)

**Table 4: PAB Television Industry Breakout**

Description	Television Employment Impact (Jobs)	Television Economic Impact (GDP)	Television State and Local Tax Impact
Direct Effect	4,430	\$331,947,041	\$27,098,124
Indirect Effect	2,919	\$577,991,545	\$45,189,551
Induced Effect	4,740	\$406,645,443	\$36,659,065
<b>Total Effect</b>	<b>12,089</b>	<b>\$1,316,584,029</b>	<b>\$108,946,740</b>

Source: IMPLAN, analysis by Parker Philips

# Conclusion

Broadcasting in the digital age is about hyper-local coverage, community service, education, trust, and reliability. Local broadcast stations share a mutual commitment to serving the communities they have a professional obligation to cover. On-air talent bears a particular weight through a day-to-day interaction with viewers as part of their daily lives, and stations embrace the role of community liaison so seriously it is built into their business model, operating distinct community affairs departments to manage hundreds of requests and thousands of viewer emails/calls. A local community is woven into the fabric of each broadcast station.

Whether reporting on the school closures due to snow and cold, traffic conditions, celebrating a local high school's victory on the gridiron, making a tough commute easier thanks to a top shelf morning crew, or reporting on local tragedies that can seem impossible to understand – the broadcasters of Pennsylvania are making an impact on their communities.



# Appendix A: Methodology



Primary data used in this study was obtained from the U.S. Census County Business Patterns data. This data was utilized to complete the input-output models as developed by IMPLAN. This model and its economic findings are a conservative estimate of impact and based on actual financial information. All analysis is presented in 2017 dollars.

## Overview and the Implan Model

The most common and widely accepted methodology for measuring the economic impacts of economic sectors is input-output (I-O) analysis. At its core, an I-O analysis is a table that records the flow of resources to and from companies/organizations and individuals within a region at a given time. For a specified region like a state or the nation, the input-output table accounts for all dollar flows between different sectors of the economy in a given time period. With this information, a model can then follow how a dollar added into one sector is spent and re-spent in other sectors of the economy, generating outgoing ripples of subsequent economic activity. This chain of economic activity generated by one event is called the “economic multiplier” effect.

The primary tool used in the performance of this study is the I-O model and dataset developed and maintained by IMPLAN Group LLC (formerly Minnesota IMPLAN Group, Inc.). IMPLAN is a widely-accepted and used software model first developed by the U.S. Forest Service in 1972. The data used in the baseline IMPLAN model and dataset come largely from federal government databases. The input-output tables themselves come from the Bureau of Economic Analysis. Much of the annual data on labor, wages, seasonal demand and other market data comes from the Bureau of Labor Statistics, the Census Bureau, and other government sources.

Government agencies, companies, and researchers use IMPLAN to estimate the economic activities associated with spending in a particular industry or on a particular project. The IMPLAN model extends conventional I-O modeling to include the economic relationships between government, industry and household sectors, allowing IMPLAN to model transfer payments such as taxes.

The model works by tracking the flow of resources to and from companies/organizations and individuals within a region. Producers of goods and services must secure labor, raw materials and other services to produce their product. The resources transferred to the owners of that labor or those raw materials and services are then spent to secure additional goods and services or inputs to the products they sell. For example, an organization in a region may develop a company that produces cars with a value of \$1 million. However, to produce that product, they may be required to spend \$500,000 in wages and benefits, \$200,000 to suppliers of parts, \$100,000 for electricity, \$50,000 for transportation of goods and raw materials to and from the plant, and \$50,000 in various professional services associated with operating a business (e.g. attorneys and accountants). The suppliers will, in turn, spend those resources on labor and raw materials necessary to produce the trains. Workers and the owners of the company will buy goods and services from other companies in the area (e.g. restaurants, gas stations, and taxes). The suppliers, employees, and owners of this second tier will, in turn, spend those resources on other goods and services either within the study region or elsewhere. The cycle continues until all of the money leaves the region.

# Implan Methodology

The model uses national production functions for over 536 industries to determine how an industry spends its operating receipts to produce its commodities. These production functions are derived from U.S. Census Department data. IMPLAN couples the national production functions with a variety of county-level economic data to determine the impacts at a state and congressional district level.

To estimate these regional impacts, IMPLAN combines national industry production functions with county-level economic data. IMPLAN collects data from a variety of economic data sources to generate average output, employment and productivity for each industry in a given county.

IMPLAN combines this data to generate a series of economic multipliers for the study area. The multiplier measures the amount of total economic activity generated by a specific industry's spending an additional dollar in the study area. Based on these multipliers, IMPLAN generates a series of tables to show the economic event's direct, indirect, and induced impacts to gross receipts, or output, within each of the model's more than 536 industries.



# Appendix B: PA Economy Profile



Pennsylvania's 2016 total gross state product (GSP) of \$719.8 billion ranks the state 6th in the nation. If Pennsylvania were an independent country, its economy would rank as the 19th-largest in the world. The population of the commonwealth is 12,784,230 people. The largest private employer in the commonwealth is Wal-Mart, followed by the University of Pennsylvania.

## Data by Industry Segment

Description	Employment (jobs)	Economic Output	Employee Compensation
Total	7,593,983	\$1,298,027,432,534	\$401,404,935,008
Agriculture	93,300	\$7,729,219,637	\$1,027,220,323
Mining	45,132	\$16,324,664,181	\$2,405,423,472
Construction	391,700	\$65,798,862,183	\$15,758,841,705
Manufacturing	587,753	\$267,830,193,954	\$43,287,535,988
Transportation, Information and Public Utilities (TIPIU)	434,859	\$140,642,835,670	\$27,015,062,164
Trade	987,323	\$118,227,313,843	\$41,425,166,443
Service	4,302,493	\$601,303,284,225	\$210,976,270,078
Government	751,423	\$80,171,058,842	\$59,509,414,834

Source: IMPLAN Pro, Pennsylvania data 2016

# Appendix C: Community Benefits



MARKET	CHANNEL	COMMUNITY BENEFIT
Allentown	WFMZ-TV	Coats for Kinds, Easter Seals, American Heart Association, Down Syndrome Association, Easter Seals, Lymphoma Association, Alzheimer's Association, Miller Blood Center, United Way, DaVinci Science Center, State Theatre, Boy and Girls Club, Second Harvest Food Bank, and dozens more that appear on the news daily such as Animals in Distress, etc
Altoona	WTAJ	Children's Miracle Network, Happy Valley's Got Talent (Tides Program), United Way, Healing Patch (Home Nursing Agency), American Heart Association (Heartchase, Go Red for Women, Centre County Heartwalk), Isaac Awards, Special Olympics, Making Strides Against Breast Cancer, March of Dimes
Avis	WQBR-FM	For the 24th year, WQBR-FM invited the community to be part of the Bear Country Christmas Wish. We ask listeners to send us stories (first names only) about family members or friends who are going through tough times. Those letters or e-mails include the first names of any kids involved. We then take all of those messages and try, as best we can, to make their wishes come true. Ten days before Christmas, we call those we are able to help, outline their stories, then tell them what they will receive. Those edited phone calls are aired through the day the week between Christmas and New Year's Day. Over the last 25 years, we have helped thousands of people, some of whom now come back year to year to help someone else. It is the most rewarding thing we do - everybody feels good helping someone else.
Bethlehem	WLVY	TOWN HALL: Senator Pat Toomey - broadcast and event, Close to Home: Homelessness - broadcast and event, Close to Home: PTSD - broadcast and event, Close to Home: Depression - broadcast and event, and What's so Cool About Manufacturing? - online and event
DuBois	WDSN-FM & WCED-AM	Connect FM WCED airs a weekly public affairs program each Thursday morning from 8:30 - 9:30am. Guests include US Congressman Glenn Thompson, PA Senate Pro Tempore Joe Scarnati, PA House Rep. Matt Gabler, DuBois Mayor Herm Suplizio. Sunny 106 WDSN conducts a week long radiothon for the regional chapter of the Make a Wish Foundation. The 2017 campaign raised \$95,000. Sunny 106 WDSN sponsors an annual Halloween Parade on one of the main streets in Downtown DuBois. Sunny 106 WDSN produces a "Kid's Fair" on the last Sunday in March. Over 1,000 people attended in 2017.
DuBois	WIFT/WKFT, WPQP, WZDB, WCPA	The Giving Trees, Grady's Decision, Food Pantry, Toys for Tots
Erie	WICU/WSEE	National Association for mental illness/suicide prevention, Sight Center, Character Be About It program / Troopers in Schools teach character traits to kids, Crime Victims Center, Books to kids / Imagination library, and United Way. We contribute to over 100 charities through the year.

# Appendix C: Community Benefits



MARKET	CHANNEL	COMMUNITY BENEFIT
Harrisburg	WHTM (abc27)	Hurricane Relief Fundraiser for Mennonite Disaster Service raised over \$100,000 for disaster relief.
		Family Fun Fair (Free Community Event) which was 30,000+ attendees, carnival and educational event free to families and children.
		abc27 Chief Meteorologist and Perry County native Eric Finkenbinder provided live weather coverage from Millersburg's 200th Celebration, The Shippensburg Fair, Lebanon Fair, Elizabethtown Fair and York Fair. WHTM's anchors emceed the following events: Pink Party for Breast Cancer, PA Breast Cancer Coalition Luncheon, Pink Hands of Hope Fashion Show & Fundraiser, Pony Up for Breast Cancer at the Farm Show Complex and Making Strides Against Breast Cancer Walk.
		WHTM anchors and reporters volunteered time to judge the Paxtang Halloween Parade and emcee the Hospice of PA Tree of Light Ceremony, Lebanon Business Awards, Dyslexia Walk, Young Women's Leadership Conference at York College, 50Plus Expo in Cumberland County, Semper Fi 5K Run in Columbia, Humane Society Fur Ball and COPS for K.O.P.S., a fundraiser to support children of slain Pennsylvania officers.
		abc27 participated in Yorkfest, Veterans' Expo and Job Fair in Camp Hill, Dauphin County Jazz & Wine Fest, The York Fair, 50Plus Expos in York and Lancaster, The Pennsylvania Chamber Annual Dinner, Woofstock, The New Cumberland Apple Festival and Alzheimer's Walks in Harrisburg, Lancaster and York. The Lancaster County 50Plus Expo, The Dauphin County 50Plus Expo, Petapalooza, The Leukemia & Lymphoma Society Summer Solstice Fundraiser, Faith Into Action Family Festival, Wheel-A-Thon and Bike Safety Day and a sports memorabilia auction benefitting United Cerebral Palsy of the Capitol Region.
Lancaster/ Harrisburg	WGAL-TV	The WHTM team marched in the York and Harrisburg Saint Patrick's Day Parades, promoted and attended Beyond the Footlights supporting high school theater, participated in the Capital Area Science and Engineering Fair, the Central Pennsylvania Glee Competition supporting the United Way in Carlisle, Read Across America, The 500 Men Reading Day in Harrisburg Schools, a local appearance by the "Sierra Leone Refugee All Stars," Martin Luther King Luncheon. Many anchors and reporters made appearances at the annual Pennsylvania Farm Show.
		abc27 launched its spring severe weather edition of StormTrack Center Live in March 2017. The interactive program is a S.T.E.M. based program introducing students to science, technology, engineering and math used in meteorology. Over the course of the 2-hour session, students take part in a variety of weather-related demonstrations and experiments in an assembly.
Lancaster/ Harrisburg	WGAL-TV	Two-day Red Cross Telethon at WGAL raised \$426,000+ for Hurricane victims, Salvation Army Coats for Kids telethon raised \$152,000+ , and support of Lancaster Community Foundation's "Extraordinary Give" which raised \$7.1M for local charities.
Northeast PA Region	Bold Media Group	The Wayne County Ford & Bold Gold Media Holiday Toy Drive Challenge where we filled over 7 truckloads of toys for area children for Christmas. The Michael G. Stanton Shower for Charity for the Wayne County Childrens Christmas Bureau where we raised over \$20,000 for local children in need, Wayne County Ford & Bold Gold Media Hurricane Relief Challenge... listeners were challenged to help fill up trucks to help hurricane victims.
Philadelphia	WPHL	Mums and mutts to help sheltered dogs find a home, regular weekly segment. Friedreich's ataxia ride ataxia support, ran documentary, publicized event
Philadelphia	101.1 More FM/ WBEB	WBEB does more than can be easily summarized. However, our Christmas Choir program which fosters music in the schools of Philadelphia and the Delaware Valley is one very special example. It is a part of our Holiday Music presentation which has been the highest rated Christmas Music radio station in America's top 25 media markets for over 20 years.

# Appendix C: Community Benefits



MARKET	CHANNEL	COMMUNITY BENEFIT
Philadelphia	WHYY	<p>WHYY's programs for children, based on PBS Kids shows, are powerful ways to connect with our community. For example, "Be My Neighbor Day" at Smith Memorial Playground in Philadelphia brought out 800 people in October. Young children had the chance to meet Daniel Tiger and learn more about social skills that are important for school readiness.</p>
Pittsburgh	WQED Multimedia	<p>Building on a multi-year initiative to educate and promote understanding of mental health issues in the community, WQED premiered "Before Stage Four: Confronting Early Psychosis" in 2017, a documentary that focused on early detection and treatment. Other locally-produced mental health documentaries include:</p> <ul style="list-style-type: none"> <li>• Losing Lambert: A Journey Through Survival and Hope (teen suicide)</li> <li>• Long Road Home (veterans coping with PTSD)</li> <li>• Rose's Garden: Surviving My Mother's Mental Illness (impact on families)</li> <li>• Bundle of Nerves: Our Anxiety Epidemic.</li> </ul> <p>The opioid addiction problem in the region (and nationally) has garnered widespread attention in the last several years. WQED was at the forefront of this scourge more than ten years ago and was one of the first to report on the abuse of Oxycontin. Since then, WQED has produced 15 documentaries and online segments pertaining to addiction. Making Our Region Work For All Past initiatives tie-in with the Foundation's 100 Percent Pittsburgh initiative, specifically a series done in 2016 on towns in the region that focus on a changing Pittsburgh and how those changes may be leaving some people behind.</p> <p>Renewal &amp; Reality: Has the Smoke Cleared? was a documentary about the city's increase in young people, attracted by an improving economy and "livability." Despite the high rankings, Pittsburgh lags in diversity and air quality, and some worry that a trendier Pittsburgh will drive up the cost of living and displace people with lower incomes. This program spotlights the positives in communities including Lawrenceville, Manchester and Larimer, while exploring possible ramifications of the gentrification.</p> <p>Renewal &amp; Reality: Rebuilding Braddock - As the borough struggles to rebound from unemployment, poverty, crime and the devastating loss of its hospital, there are signs of revitalization and hope. This program explored Braddock through the eyes of residents and those working hard for change.</p> <p>Renewal &amp; Reality: Why Not Wilksburg? With a thriving main street, dozens of churches, and a prosperous middle class, Wilksburg was once one of Pittsburgh's most popular suburbs. It is now among many local communities fighting to come back – but it faces unique challenges.</p> <p>Pittsburgh's Melting Pot Mission was a documentary produced in 2017 that showed how immigrants and refugees are faring in Pittsburgh and the people and organizations who are working to make the city welcoming to all.</p> <p>Authentic Lives premiered in 2018 and spotlighted those working on behalf of the region's transgender population with profiles of trans men and women as they define their own lives in the city. The program reported on how Pittsburgh rates for equity and inclusion for its LGBTQ population, the problem of homelessness faced by many local transgender youth, activists fighting for transgender people of color and healthcare providers who help transgender people and their families.</p> <p>Inquire Within is a program in partnership between two key community institutions – WQED and local libraries in southwestern Pennsylvania, eastern Ohio and northern West Virginia. Inquire Within aspires to re-imagine media-first partnerships that create impactful educational experiences in learning for children and families. WQED is working with local and national library partners to create and implement PBS-themed curriculum that leverages public trust with a thirst for innovation in service of 21st Century learners, by developing a community of practice that can experiment, lead and sustain a new approach to "educational public media."</p> <p>About Inquire Within Collaborating libraries choose from a menu of STEM, early literacy and other program options including, but not limited to: Science and math-based children's shows including Peg + Cat, Curious George and Wild Kratts; watch parties and discussion groups around the WQED national television program, iQ: smartparent; screenings and premieres of beloved PBS shows such as the engineering-based Design Squad Nation; and Parent App-A-Thons where all parents receive free PBS apps on their smart-device and coaching on how to use them with their child. WQED, in turn, provides the collateral, advertising, training, media and materials specific to conducting the programs.</p>

MARKET	CHANNEL	COMMUNITY BENEFIT
Pittsburgh	WPXI	Some but by no means all 2017 activities included: Target Pack the Bus (school supplies for children), Salvation Army Red Kettle Day (Western PA needy), Coats & Care Drive (Lincoln Park Community Center), Presents for Patients (gifts/visits to the elderly) and AT&T Toy Drive (children)
Pittsburgh	WTAE-TV	WTAE Project Bundle Up is WTAE-Channel 4's premiere public service campaign in Pittsburgh, involving thousands of volunteers annually, all working together to raise money to buy new, winter outerwear for needy children and senior citizens across Western Pennsylvania.  In its 32-year history, WTAE Project Bundle-Up has raised \$14.1 million dollars for The Salvation Army Western Pennsylvania Division and served more than 275, 000 needy children and senior citizens.
Pittsburgh	KDKA-AM, KDKA-FM, WBZZ-FM, & WDSY-FM	Our radio stations supported programs and events for the following organizations: The Children's Hospital Free Care Fund, St. Jude's Hospital, The Dollar Energy Fund, It's About The Warrior Foundation, American Cancer Society, PA Coalition Against Domestic Violence, Operation Troop Appreciation, The Salvation Army The Leukemia & Lymphoma Society, the Butler Health System Foundation and Wesley Family Services.
Sayre	WATS WAVR	Our 32nd annual Christmas is For Kids event to benefit the Salvation Army raised \$66,000 in cash in 3 hours plus \$100,000 worth of toys. Our Scholarship Challenge High School quiz (now in its 38th year) has distributed \$200,000 in prize money to participating schools from 8 regional counties.
Uniontown	WMBS	Fund Raiser for Salvation Army, Food Drive for Solid Rock Ministries before Holidays, and gratis remote broadcasts for two Veterans programs for Folds of Honor and Local Veterans Initiative. Various other non-profit events through the year.
Williamsport	WILQ FM, WZXR FM, WBZD FM, WLMY FM, WCXR FM, WLMY FM, WWPA AM	July 4th Downtown Celebration, United Way Fund Drive, United Way Board of Directors, United Way Events, On Air with the President of the Chamber of Commerce, City of Williamsport Events, City of Montoursville Events, Rotary Balloon Festival, Williamsport Soap Box Derby Event and Board, Many 501c3 events both advertising and personal involvement and many more.
York	WYCO LPFM	WYCO LPFM hosted the YCAL York County Alliance for Learning for Careers in media for 36 of York County high school students. We brought together the General Managers of two local broadcast groups and TV 43 plus NCE radio to motivate and educate the students to consider broadcasting as a career choice. WYCO LPFM does not charge for PSA and public affairs air time and because of our class as a LP100 FM station we gave York non-profit, civic organizations and government agency's free promotion.
York	WGTY	Scott Donato & The Truck Convoy for Wishes – May 2018  In its 17th year, the Truck Convoy for Wishes, benefiting Make-A-Wish has become somewhat of a phenomenon, with local truckers and trucking companies raising money through pledges to support the children of Make-A-Wish. Each year, the community rallies together at Battlefield Harley Davidson in Gettysburg for games, music, contest, and more to raise money for Make-A-Wish kids. Froggy's own Scott Donato joined the cause this year with a live broadcast at the event, held on May 6th. More than 162 trucks also joined with most of the cabs filled with Make-A-Wish kids, sitting in the passenger seat and waving to folks who lined-up along the route.

MARKET	CHANNEL	COMMUNITY BENEFIT
York	WGTY	<p>Froggy's Valentines for Kids at Heart – February 2018</p> <p>From mid-January through early February, FROGGY WGTY 107.7 FM enlisted the help of the community to bring cheer to local seniors, our Kids at Heart, over Valentine's Day. Area organizations, schools, businesses, and individuals were encouraged to create and drop off homemade cards spreading love to our local seniors. Card donations were accepted at area Saubel's Markets as well as by mail or in-person to our station's physical address.</p> <p>The community responded, dropping off more than 2,200 cards. Between the days of Monday, February 12th and Tuesday, February 13th, our on-air personalities, Scott "Frogman" Donato and Kim Frogdashion of the FROGGY 107.7 FM morning show, delivered cards to senior centers and retirement communities in both Hanover, PA. and York, PA. Participating neighborhoods included Pleasant Acres, SpiriTrust Lutheran, Columbia Cottage, and Hanover Hall. Residents at these locations gathered in community rooms where FROGGY WGTY 107.7 FM staff members distributed cards, dispersed snacks (courtesy of Saubel's, Snyder's of Hanover, Utz, and Martin's), and led sing-alongs. Those in attendance also enjoyed a performance by local country singer, Elly Cooke.</p> <p>Froggy and Meineke (Toys for Tots): York- December 2017</p> <p>As a long-standing tradition, Froggy and Meineke recently teamed up for the annual Toys for Tots toy drive. Numerous toys and monetary donations were made by generous individuals over the weeks leading up to Christmas, all concluding with a live action broadcast from Meineke in York!</p>
York	WYCR	<p>Rock N' Roll Up Your Sleeve – June 2018</p> <p>Once again, Rocky 98.5 (including members of the sales team and air staff) joined forces with the American Red Cross for their annual Summer Rock and Roll Up Your Sleeve Blood Drive. Donation centers were set up at the Wyndham Garden Hotel in York and the North Hanover Mall on June 6th and 7th, 2018. Rocky's own Morning Show personalities, TJ McVay and Bill O'Brien attended the event to raise awareness and increase donation numbers.</p> <p>This year, Rocky 98.5 was named by the American Red Cross as one of its Premier Blood Partners!</p> <p>Feed-A-Friend Marathon – December 2017</p> <p>Together, the on-air staff of WYCR and WHVR with New Hope Ministries conducted a live marathon over the course of two days. Entertainment, speaking guests, and more were brought in to drive donations (both monetary and canned goods were accepted). Prior to The Marathon, air personalities were at Van Hits with local businesses to accept donations in person. Thousands donated – surpassing the 2017 goal of 128,000 by collecting 153,844 in total.</p>
York	WGTY and WYCR	<p>Walk a Mile in Her Shoes: Hanover – August 2017</p> <p>Together, Froggy and Rocky teamed up to raise money and awareness for the YWCA Hanover Safe Home, a local domestic violence service. Thanks to our generous listeners, thousands of dollars were donated and many lives were changed. Over \$20,000 was raised with hundreds of participants!</p>