

EDUCATE.
INFORM.
Inspire.



2019-2020 ANNUAL REPORT



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PBS39'S EDUCATIONAL FOUNDATION IS PROVING CRITICAL DURING THE PANDEMIC AS CHILDREN AND PARENTS WHO ARE STUCK AT HOME ARE FORCED TO RELY ON REMOTE LEARNING.



VISION:
A community that is inspired, engaged and vibrant.

MISSION:
Lehigh Valley Public Media acts as the catalyst to promote civic engagement and to fulfill the regional needs of the Greater Lehigh Valley through its dynamic communication platforms and resources.

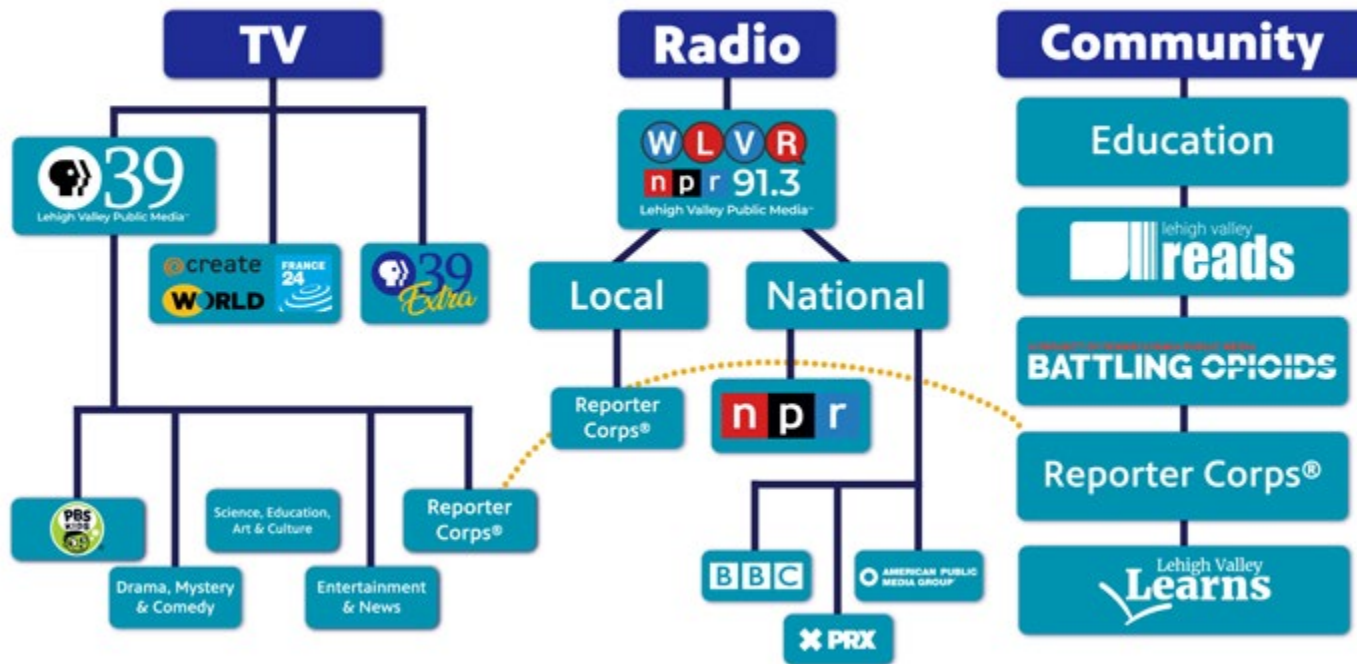




WHAT IS LEHIGH VALLEY PUBLIC MEDIA?

Lehigh Valley Public Media is home to PBS39 and radio station, 91.3 WLVR News. We recently launched PBS39 Extra, a dedicated broadcast channel featuring binge-worthy British and independently produced films and shows. We also feature three additional TV channels, Create, WORLD and France 24. We are the regional leader in the publicly funded, nonprofit media space.

In addition to our broadcast, streaming and social media channels, Lehigh Valley Public Media provides a number of important community-centric initiatives centered around education, unbiased local journalism, health and wellness, workforce development and the Latino and African-American communities.



Dear Friends,



MARCO CALDERON PHOTOGRAPHY

Lehigh Valley Public Media, home of PBS39 and 91.3 WLVR News, has reached an exhilarating, unprecedented juncture in our history as we serve our community. Our mission is to be the catalyst for civic engagement and to fulfill the regional needs of the Greater Lehigh Valley through dynamic communication platforms and resources. We are committed to inform through meaningful programming and local journalism, inspire through on-air programming, virtual events and forums and educate through learning initiatives and equitable access opportunities.

Public media was created to serve everyone, and we at Lehigh Valley Public Media were dedicated to delivering on that commitment in the 2019-20 fiscal year. We reimagined local news, provided vital education resources, expanded partnerships to increase collective impact and encouraged community understanding through local programs, mediums and technologies. Thanks to your support this year, we accomplished incredible things.

The first full-service independent public radio station launched in the Lehigh Valley, 91.3 WLVR News.

In FY2019, we broadened the news landscape for our region with the launch of 91.3 WLVR News. Unique to the Lehigh Valley, 91.3 WLVR News' format is 90% news and information, using content from not only NPR, but also APM, BBC and PRX, as well as independent producers. Our team of professional, local journalists have already contributed more than 2,000 stories!

Enhanced distance learning programming in response to the crisis.

At the height of the statewide shutdown in March, when it became apparent that distance learning was absolutely vital, PBS39 worked with educators locally and nationally to create Lehigh Valley Learns – an over-the-air educational offering for youth. We were one of the first in the country to launch a distance learning curriculum. Lehigh Valley Learns broadcast 15 hours of daily programming, which reached 100% of our viewers regardless of access to the internet.

Provided daily programming with news and information from local sources.

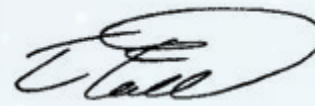
In addition to developing curriculum for students, we also launched the only live, daily, news program on coronavirus in the Lehigh Valley: *Community Update on Coronavirus* addressed a critical need to inform the public. Medical experts, teachers, mental health professionals and community leaders shared their perspectives and relevant information with our viewers.

Partnered Statewide.

This year was also the inception of Pennsylvania PBS (PA PBS), the collective name for the seven public media organizations located throughout the Commonwealth. This partnership is the powerhouse that came together to build a statewide Learning at Home curriculum. PA PBS advocated for funding to launch a datacasting pilot, which ensures that equitable learning resources are available to all Pennsylvania students.

Your generosity enabled our station to serve the public and expand upon our promise of delivering authentic and trustworthy media – programs that inform, educate and inspire!

Thank you,



Timothy S. Fallon, CEO



Why Support?

LEHIGH VALLEY PUBLIC MEDIA .

For more than 50 years, PBS39 has provided arts, lifelong learning opportunities, community service and public affairs programming to the Greater Lehigh Valley and beyond. Now, with the addition of 91.3 WLVR News, the area's first full-service news and information NPR station, Lehigh Valley Public Media, home of PBS39 and WLVR News, is fulfilling the needs of this community in a whole new way.

THANK YOU!

Your support makes all of our community outreach initiatives possible! EVERY CENT of your donation supports on-air programming, access to educational resources and the delivery of unbiased, local journalism by Lehigh Valley Public Media.



**IN TIMES OF
CRISIS AND
UNREST, PUBLIC
MEDIA IS
NEEDED MORE
THAN EVER.**

Why Support LEHIGH VALLEY PUBLIC MEDIA?

JOURNALISTIC IMPACT

OUR REPORTERS SHARE THEIR EXPERIENCE
ON WORKING IN JOURNALISM DURING A
PANDEMIC AND ELECTION YEAR.

Community Based Journalism

The Reporter Corps® is Lehigh Valley Public Media's team of professional journalists. They produce news stories for both 91.3 WLVR News and PBS39 News Tonight and are dedicated to providing thoughtful, fact based coverage for the local community. This year, the team has faced truly unprecedented challenges.

“If we can do our jobs as journalists and get the facts out there, maybe we can bring some unity to our community and our country.”

- TYLER PRATT, WLVR HOST & REPORTER

“I think that during this time people are really turning back to local news. People need information more than ever and that's what makes this job worth it.”

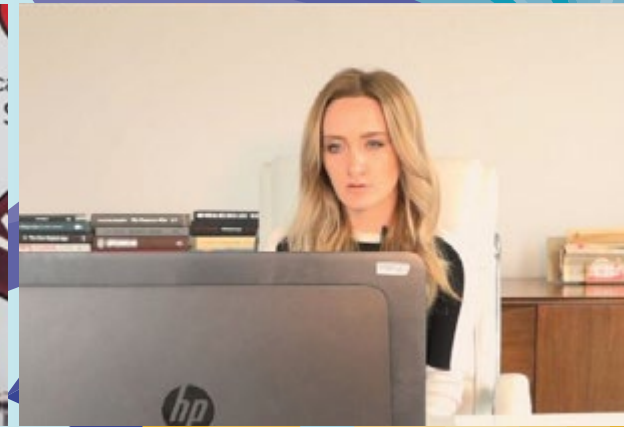
-BRITTANY SWEENEY, REPORTER

“ This year has made me realize how important we are, and that helps me stay motivated in this very difficult time. This is my chance to tell my best stories and I’m taking advantage of the opportunity. ”

- HALEY O'BRIEN, REPORTER

“ When it comes to trusted news outlets I think public media is at the top...there’s this innate sense of objectivity with no spin. We really haven’t had anything in the Lehigh Valley like this before. ”

- STEPHEN JIWANMALL, REPORTER



Why Support LEHIGH VALLEY PUBLIC MEDIA?

GOING ON-AIR



The Lehigh Valley is the third largest area of Pennsylvania - 91.3 WLVR News intended to fill a gap in an area where there was no full-service independent news station. The focus at launch was, and continues to be, news and information from both national and local sources.

Since the inception of 91.3 WLVR News, our Reporter Corps® team has reported on more than 2,000 stories. On average, the team has produced 35 in-depth interviews and stories per week, a combination of our local coverage and coverage from our partners at the PA Post, WITF, WESA and more.

OUR TEAM HASN'T MISSED A BEAT THROUGH WHAT PROVED TO BE A RECORD BREAKING FIRST YEAR FOR 91.3 WLVR NEWS.

NOVEMBER

Announced a partnership with Lehigh University to launch 91.3 WLVR News, broadcasting news and information content on the HD-1 main channel of WLVR, with student-driven content continuing on the HD-2 channel.

Conducted our first local interview

FM

88



94



600

7



DECEMBER

Covered Just Born and ArtsQuest's annual PEEPSFEST

JANUARY

Christine Dempsey, Senior VP of Radio talked about WLVR on RCN's *Community Spotlight*



MARCH

Began airing the live, daily program, *Community Update on Coronavirus*, in response to the COVID-19 crisis

MAY

Covered numerous Black Lives Matter protests and counter protests as well as the president's visit to Owens and Minor Medical Equipment Company



Launched the reporter roundtable and locally produced program, *Beyond the Beat*

96

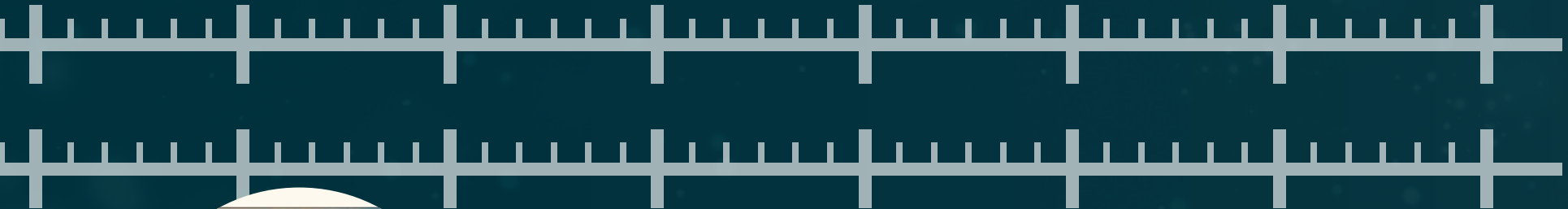
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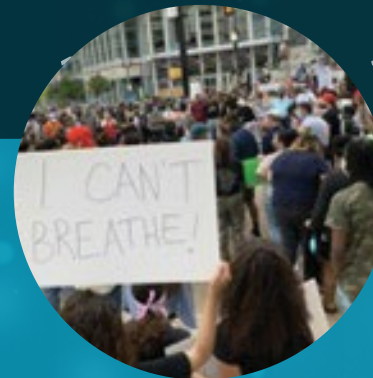


FEBRUARY

91.3 WLVR News and staff were featured in the Bethlehem Press

APRIL

Jumped into action amidst the statewide shutdown, to cover ongoing updates from the Governor on mitigation efforts and stay-at-home orders



JUNE

Conducted interviews with local protesters for Juneteenth

Continued to cover protests in recognition of George Floyd's death

Covered DACA and the Primary



Why Support LEHIGH VALLEY PUBLIC MEDIA?

RESPONDING TO COMMUNITY CRISIS

Community Update on Coronavirus

At the height of the statewide shutdown in March, Lehigh Valley Public Media launched a daily program, *Community Update on Coronavirus*, to cut through the clutter and bring local and regional information on the COVID-19 crisis that directly affected the community. Guests included medical and mental health professionals like Infectious Disease Specialist Dr. Timothy Friel of Lehigh Valley Health Network and Director and Founder of Reset Outdoors, Connor Moriarty, as well as business leaders like Frank Facchiano from the Greater Lehigh Valley Chamber of Commerce.

This program was moderated by Reporter Corps® members Brittany Sweeney and Stephen Jiwanmall, who fielded live audience questions each day. In addition to the questions that were answered on-air, the staff at Lehigh Valley Public Media made follow-up calls to community members whose questions did not get answered on-air.

This was the ONLY, live, daily afternoon show that covered breaking COVID-19 updates in the Lehigh Valley.

HERE'S HOW YOUR PA PBS
IS IMPACTING COMMUNITIES
ACROSS THE STATE...





PARTNERING WITH PA

Pennsylvania PBS (PA PBS) was launched in 2020 and is the collective name for the seven public media organizations located throughout the Commonwealth. Inspired and empowered by our partners, PA PBS is a keystone in the civic, educational, and cultural fabric of the Commonwealth. This partnership with our six other PA PBS stations includes: WITF/Harrisburg, WHY?/ Philadelphia, WPSU/State College, WQED/Pittsburgh, WQLN/Erie and WVIA/Scranton.

12.4M

Pennsylvanians educated through free, on-air programming
97% of the state's population reached

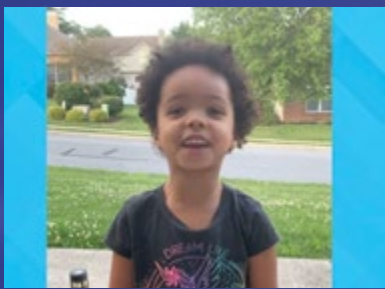
#togetherpennsylvania

LEARNING AT HOME

This collaborative site was launched so all PA PBS stations could provide distance learning resources in one place. Working with the Pennsylvania Department of Education, Learning at Home was created to connect Pennsylvanians to thousands of hours of educational and entertaining videos, activities and games. This initiative also included a partnership with Pennsylvania's First Lady, who provided encouraging videos and messages for viewers.



Frances Wolf
Pennsylvania First Lady



Why Support LEHIGH VALLEY PUBLIC MEDIA?

DISTANCE LEARNING TOGETHER

Lehigh Valley **Learns**

When it became apparent that distance learning was absolutely vital, PBS39 worked with educators locally and nationally to create *Lehigh Valley Learns* – an over the air educational offering, which launched within two weeks of the statewide shutdown in March. *Lehigh Valley Learns* broadcast 15 hours a day of grade specific programming on both PBS39's primary channel and PBS39 Extra every Monday through Friday. *Lehigh Valley Learns* continued this educational schedule from March through the end of June, when *It's Camp!* began.

Recognizing that a portion of the community does not have access to the internet, the sole medium that could reach nearly 100% of students during the shutdown was broadcast television. By airing *Lehigh Valley Learns* on PBS39, anyone with a TV was able to watch over-the-air.

This educational broadcast, programmed specifically for grades K-5, matched PBS quality content to PA State and Common Core Standards. Additionally, the programming choices aligned directly with English Language Arts (ELA) topics followed by many of the districts. Students were also provided with grade appropriate programs in math, social studies, science and social emotional learning (SEL).

During a truly unprecedented time, we were committed to not only providing educational programming for everyone in any socioeconomic situation, but also to providing programming on a consistent schedule.



**PBS39 CONTINUES TO
SUPPORT CONTINUITY IN
EDUCATION THROUGH
ACCESS TO THESE QUALITY
RESOURCES.**



It's Camp!

Over the course of the late spring and early summer, PBS39's production team collaborated with local organizations to produce 11 weeks of 'It's Camp! Live from Camp Fowler,' a virtual alternative for 2020 summer camps. Segments were created on topics that touched on STEAM learning, art therapy, mindfulness and physical activity. While social distancing made it impossible for kids to hang out with their friends to fish in the lake, play a game of kickball, or make friendship bracelets, PBS39's broadcast brought these activities right into their homes!

This initiative had both tangible and intangible benefits to our community. We were able to reach thousands of local children each week through our on-air programming, live-stream and video resources.

For nine weeks the PBS39 crew traversed the Greater Lehigh Valley to capture and film these lessons, and turned them into daily, half-hour programs for broadcast. Three other stations across the state aired the program including: WHYH, WQLN and WVIA! The show also included a weekly, digital activity guide with a resource list that detailed what kids and parents needed to get involved with the show and create their own art or science experiments.

Kids were able to have fun while listening to their engaging and inspiring camp counselors, who taught them about: Dinosaurs, fishing, kickboxing, yoga, cooking, gardening, caring for themselves and others, kayaking, orienteering, Newton's laws of motion and more.

The program partnered with many Lehigh Valley organizations, schools and nonprofits including:



300
Kids watched daily



2,000
web page and video visits



2,500
weekly activity guide downloads



DURING A TIME WHEN LEHIGH VALLEY PARENTS WANTED TO KEEP THEMSELVES AND ESPECIALLY THEIR KIDS SAFE AND HAPPY, WE CREATED A PROGRAM THAT CHECKED ALL THOSE BOXES.

Why Support LEHIGH VALLEY PUBLIC MEDIA?

PBS39 Smart Sacks

PBS39's Education Explorer delivered Smart Sacks to engage families in playful learning. We partnered with local school districts, community centers and various childcare centers to bring Smart Sacks, filled with books and educational activities in science, technology, engineering, art and math to children in the Lehigh Valley.

Over 3,000 SMART SACKS WERE DELIVERED.



“The Greater Valley YMCA was thrilled to work with PBS39 and receive these educational bags for our campers this summer.”

-Crystal Messer, Vice President of Child Care, Greater Valley YMCA.



CHECKING IN ON OUR COMMUNITY

Member Wellness Calls

In April, Lehigh Valley Public Media team members from every department began a project to reach every single member that supported the organization in the past fiscal year. Team members offered a call simply to connect, share resources for reliable news and thank members for their support. These "wellness calls" were part of an ongoing effort to keep community members safe and informed as well as to hear about the experiences of our members during quarantine.



“ In this quarantine, you are my passport to sanity. Thank you for filling my lonely days with music, mystery, friends, and hope. ”

-PBS39 Member Eileen



ACCOLADES

Lehigh Valley Public Media received numerous regional and national journalism awards. Your support of our team has been recognized in our community and beyond. Here are a few recent accolades that we're especially proud of. You should be, too.

We were nominated for 12 Mid-Atlantic Emmys this year.

Here are our wins...

In Pursuit of Perfection; **Javier Diaz**, Director/Editor, **Eric Werner**, Videographer, **Jim Deegan**, Producer, **Anastasia Weckerly**, Producer, **Tracy Yatsko**, Host and **Daniel Ray**, Videographer/Editor.

Video Journalist; **Brittany Sweeney**



GRANTS

Grant funding provides vital support in creating educational and inspiring programs for our community.

Independence Public Media Planning Grant

The Independence Public Media Planning Grant was distributed to six organizations in the Philadelphia region, all considered the region's premiere creative media makers.

First Book Grant

Lehigh Valley Reads and Lehigh Valley Public Media received this grant from the national nonprofit First Book, via a program partnership between WITF and United Way of Pennsylvania. The grant was used to distribute thousands of new books to the community and supported several of Lehigh Valley Reads and Lehigh Valley Public Media initiatives.

PPL Electric EITC Grant

This grant funded many of PBS39's educational programs and services, including Raising Readers, Crazy 8s Math and Full STEAM Ahead!

WETA Grants

WETA PBS in Washington DC awarded several grants from the Corporation for Public Broadcasting to PBS39 for community engagement events. This year's events included: *Ken Burns' Country Music Screening & The Finding Your Roots Bethlehem Area Public Library* event & virtual event.

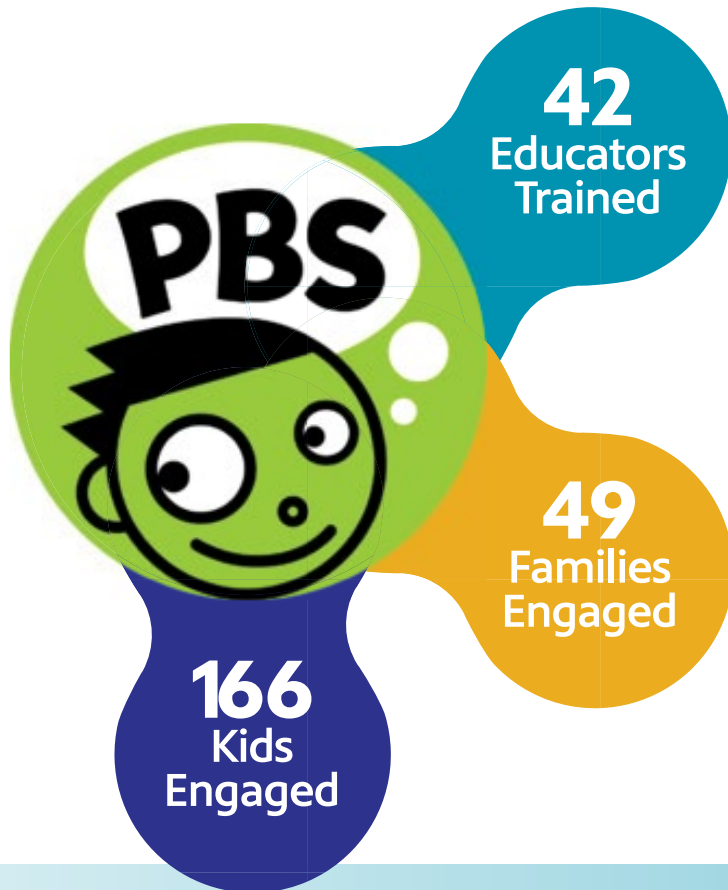


- **2** PAB Excellence in Broadcasting Awards
- **3** NETA Awards
- **1** Morning Call's Top Workplaces 2020 Award
- **1** Daytime Emmy, *Articulate with Jim Cotter*

Ready to Learn Grant

PBS39 is fortunate to have received a grant from the Corporation for Public Broadcasting (CPB) and PBS for this two-year grant, which is awarded to only 14 stations nationwide.

Now in its second year, the funding supported science and literacy learning for children, families and caregivers in the South Bethlehem community. We are working closely with partners in our community, including DaVinci Science Center, National Museum of Industrial History, Wildlands Conservancy and Bethlehem Area Public Library, to maximize the impact of PBS Kids science and literacy-based programming. The grant also supported professional development for educators as well as training for facilitators and caregivers to learn together about scientific inquiry and literacy through digital media.



THANK YOU TO OUR ADDITIONAL GRANT FUNDERS:

- Century Fund
- Charles H. Hoch Foundation
- Computer Aid Inc.
- Corporation for Public Broadcasting
- Crayola
- The Donald B. and Dorothy L. Stabler Foundation
- Embassy Bank
- Julius and Katheryn Hommer Foundation
- Just Born
- Lutron Foundation
- Martin Guitar Charitable Foundation
- Northampton County Department of Community and Economic Development Hotel Tax Grant
- PBS KIDS Box
- PNC Foundation
- PPL Electric Utilities
- Sylvia Perkin Perpetual Charitable Trust
- Truist Foundation
- UGI Utilities, Inc.
- Univest Corporation
- Wagner Holdings

Lehigh Valley Public Media Board Chair, Steven Thompson shares his perspective on why public media's commitment to delivering programs that foster understanding, opportunity and equity makes a difference every day.

BEING THE "LONE PERSON IN THE ROOM" AND HOW PUBLIC MEDIA CAN HELP

In 2009 when President Obama was in office, many will recall Harvard University professor, Henry Louis Gates Jr., was arrested at his own home by local police officer Sgt. James Crowley. The officer was responding to a neighbor's 911 report of a man breaking and entering the residence.

The event drew international media controversy and culminated in Obama inviting both parties to the White House to make amends over a beer, later

called 'Beer Summit'. This made a major impact on many in the Black community and of course it hit home for me - Henry Louis Gates is my cousin.

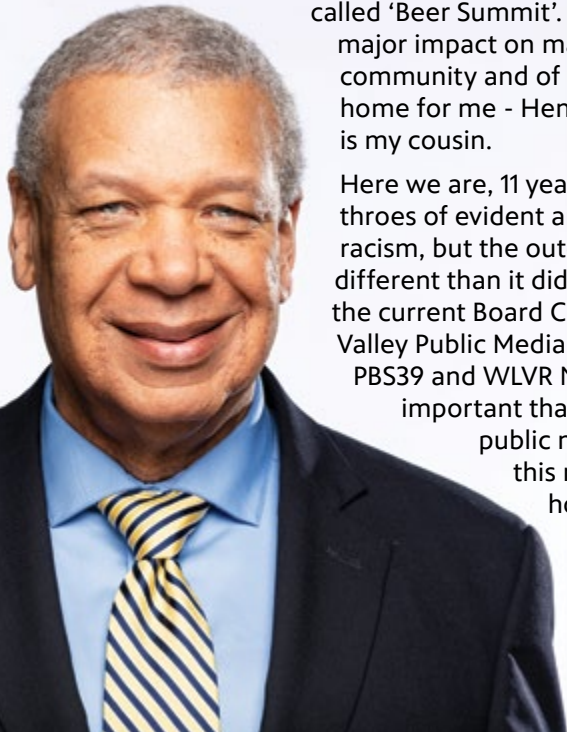
Here we are, 11 years later, in the throes of evident and systemic racism, but the outcry looks much different than it did back in 2009. As the current Board Chair of Lehigh Valley Public Media, (home of PBS39 and WLVR News), it feels important that I stress how public media can help in this movement and how I got involved to begin with.

I was an electrical engineer making integrated circuits at Lucent Technologies and got a call from HR— Community Relations; As a result of that call I became involved in a number of distance learning symposiums with PBS39 and later was asked to sit on their board of directors - that was two decades ago.

I was excited to be on the board because I wanted to understand the technology that went into broadcasting a program, to support education and of course to meet Big Bird. But that was just how it started. I now consider the entire staff at Lehigh Valley Public Media my extended family. On a call just a few weeks ago, against the backdrop of George Floyd's death and many reporters covering the myriad protests held in this region, I shared my story with the staff.

I have never been one with words, or someone who has spoken up about my experiences. In fact, it's easier and less painful to try and ignore most of the inappropriate, unjust and racist experiences I've lived through over the years. That's because I'm used to being the lone person in the room. I was the only African American in a workforce of 500 engineers, at most community events and even on this board of directors, so on issues of racism, silence was the best defense.

When you're the lone person in the room, you get used to being silent. You get used to speaking up only when there are others around to provide support. That's what I believe is happening now. The country is again throwing its arms in the air as it did 11 years ago when Henry Louis Gates was arrested, and decades before, but now there are more people willing to actively support those who feel alone.



No matter where we come from, though, we are all biased. We all have a little voice in our heads that sways how we react, or don't react to real life experiences. I'm an engineer, so I try to factor in my bias ahead of time, similar to a "measurement error." If we can stop those thoughts in their tracks and catch our bias before it blocks reality, then we can start to break down the walls that have been put up between our communities for years.

News organizations, especially those in public media, can tell truthful stories from many different voices. I'm proud to serve on the board for Lehigh Valley Public Media, whose staff of reporters consists of many of these diverse voices telling stories from unique and unheard perspectives.

Obama's 'Beer Summit' set a good example for how much impact extending an olive branch to your neighbors can have. However, this event also helped to spark conversation across the country, not only through trustworthy news, but inside communities and among hard-pressed people of color seeking change.

As Lehigh Valley Public Media's CEO Tim Fallon always proclaims, "Our value is that we are a megaphone; we can use our platforms to help us reach our community near and far, free of cost and free of economic barriers."

Continuing to fight for fair and trustworthy journalism especially in the public media sector is sure to educate, enlighten and teach our neighbors to be better listeners, more thoughtful advocates and one day, hopefully, to have a 'Beer Summit' of their own.

Steven Thompson

Board Chair of Lehigh Valley Public Media



articulate

with Jim Cotter

Lehigh Valley Public Media, home of PBS39, became the presenting station of the national program *Articulate with Jim Cotter* on January 1, 2020.

Articulate connects audiences to the human stories behind art, offering a trustworthy, visually stimulating, never ordinary take on classical, contemporary, and popular art forms. From acclaimed musicians and best-selling authors to designers changing the way we live, each episode explores what great creative thinkers and doers can tell us about who we are, who we've been, and who we might become.

Articulate is made possible by a generous grant from the Neubauer Family Foundation.

OVER 280 STATIONS ACROSS THE U.S. WILL AIR SEASON 6, WITH OVER 85% MARKET SHARE PENETRATION NATIONWIDE!



Daytime Emmy Award Winner

LOCALLY PRODUCED PROGRAMS & SPECIALS

Beyond the Beat

Beyond the Beat, premiered as a brand new, 30-minute roundtable discussion between journalists across the Lehigh Valley and host Stephen Jiwanmall who discuss what they covered from the previous week and what the hot button topics are throughout the region.

Es Tiempo

PBS39's *Es Tiempo* premiered its fourth season in January. The 30-minute weekly talk show highlights the diversity and cultural essence of the Latino community in the Greater Lehigh Valley and discusses issues surrounding education, culture, politics and economics. The show also features lifestyle segments focused on cooking, fitness and more.

Counter Culture

This Emmy-Award-Winning, weekly talk show in a diner is hosted by Grover Silcox. *Counter Culture* is set at the counter in the cozy comfort of Daddypops Diner on Main Street in Hatboro, Pennsylvania. Each week, Grover welcomes artists, authors, comics, singers, historians and others to talk about their passions.

The show has been airing weekly since February 9, 2019, winning a Mid-Atlantic Region Emmy in the category of interview/discussion series. This year marked the show's second season, where Grover moved from the diner to a virtual at-home setting in April.



MORE THAN 75% OF OUR
PRIMETIME PROGRAMMING IS
UNIQUE IN PENNSYLVANIA

LOCAL PROGRAMMING IS MADE POSSIBLE THROUGH THE GENEROSITY OF OUR MEMBERS!

You Bet Your Garden

You Bet Your Garden is an offbeat, yet serious look at horticulture. The popular radio show stars Mike McGrath. **After 19 years on nationally syndicated radio**, the show, touted as an hour of "chemical-free horticultural hijinks," has been turned into a television show, produced in the PBS39 studios. McGrath offers "fiercely organic" advice to listeners calling in to the show and to gardeners far and wide.

Courageous Conversations

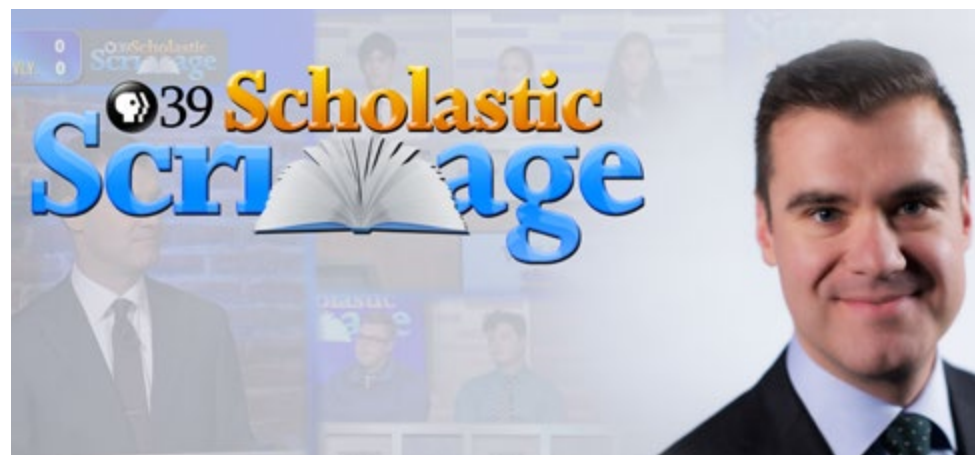
In an effort to engage and educate the community in discussions regarding race and equality, PBS39 partnered with Pastor Phil Davis of Greater Shiloh Church to host a series of discussions aiming to educate, inspire and heal those in the Lehigh Valley and beyond.

More Than Money

In January 2020, PBS39 premiered *More Than Money With Gene Dickison*, which tackles a variety of financial topics in an easy-to-understand way that helps Lehigh Valley viewers feel more confident about their financial know-how. Dickison has broadcast more than 1,250 shows over 28 plus years.

Scholastic Scrimmage

As PBS39's longest running on-air program, *Scholastic Scrimmage* aired its 46th season this year. The show pits teams of four high school students against each other and quizzes them in all academic disciplines. The program aired weekly from November through May and featured teams from 31 area high schools, competing throughout the school year in an elimination-style tournament until the final round.



A SELECTION OF THIS YEAR'S SPECIALS

COVID-19: Children And Trauma

In the wake of a global pandemic, Lehigh Valley Public Media broadcast a new, one-hour special, *Coping During COVID-19: Children And Trauma*, dedicated to addressing how families and organizations would work to build resilience during the crisis.

Battling Opioids Part Five; Opioid Addiction and Coronavirus

Battling Opioids, a project from the seven Pennsylvania public media stations, returned for part five this year, and revisited stories of hope and recovery that were featured earlier in this series. The coronavirus is now affecting all aspects of life. For someone dealing with addiction, the change in routine could be detrimental to their recovery due to isolation and increased anxiety. Part five of Battling Opioids, shared updates from some of the people featured in earlier programs, as well as how COVID-19 impacts all aspects of recovery, from education to treatment.

Community Conversation Series

Community Conversation is an ongoing series of forums that address today's issues impacting communities in the Greater Lehigh Valley and beyond. This year, host Monica Evans had various guests on to explore topics like criminal justice reform, systemic racism, educating kids during COVID-19 and policing the police.



**520
HOURS**



**THIS YEAR,
PBS39
PRODUCED
520 HOURS
OF LOCAL
PROGRAMMING**



Reading on grade level by the end of third grade is one of the most important indicators of future life success. The mission of Lehigh Valley Reads is to have all of our students in the Lehigh Valley reading on grade level by the end of third grade, by 2025. Our campaign is a partnership with United Way of the Greater Lehigh Valley. Together, we work to coordinate, integrate, and align people, resources, and data to improve student outcomes.





Million Minute Challenge

Welcome to the Lehigh Valley's first and best reading challenge! An event that captivated a region, in its first year the Million Minute Challenge engaged two counties, 17 school districts, 40,000 students, community organizations, businesses, and more to rally around the importance of literacy in our community. Easy to join and fun for all, the Million Minute Challenge engaged people of different ages, backgrounds, and socioeconomic status to strive for a common goal – minutes we could collectively read in one month. The results were astounding!

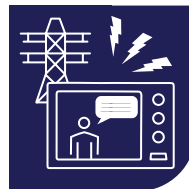
With the onset of the pandemic, we made challenges into opportunities. When we couldn't meet in person, Corey came to life on our website and lawn signs; we collected and delivered donated books; and most important, we encouraged our community to stay reading.

THE RESULTS?

7,500,000+
minutes pledged



lehigh valley
reads
media coverage in
2 local newspapers and
1 local commercial news station



12,000+

Students reached in 1 MONTH
during COVID-19 crisis



18%

Increase in followers
on Facebook



13%

Increase in followers
on Twitter



35%

Increase in followers
on Instagram



Website users
increased by over

200%

Some of those efforts include:

**LAWN SIGNS
ENCOURAGING
COMMUNITY
MEMBERS
TO #STAYREADINGLV**

**A SOCIAL MEDIA
"SHELFIE CHALLENGE"**

**ONLINE SUMMER
LEARNING
RESOURCE PAGE**

**DIGITAL AND PRINTED
PEN PAL PROGRAM,
LETTERS TO COREY**

Talk, Read, Sing

Talk, Read, Sing is a national awareness campaign that empowers families to be their baby's first teacher by talking, reading, and singing to them every day as a child's brain forms one million new neural connections every second for the first year of their life. Lehigh Valley Reads partnered with trusted messengers in the community committed to sharing information with parents and caregivers about the critical role they play in their child's early brain development.

Micro-Credential

The Lehigh Valley Reads Micro-Credential is an opportunity for educators in our region to deepen their knowledge and application of best practices of teaching young children to read. Based on the science of reading, there are 4 badges available that focus on putting students at the center of learning. Each badge is equivalent.

Thanks to a community that rallies around the Lehigh Valley Reads initiative and the continuous resources our team has available to them, our campaign was recognized on a national level. This summer, the Lehigh Valley Reads Micro-Credential received **Pacesetter Honors** from the **National Campaign for Grade Level Reading**.

“OUR FOCUS ON SCIENCE-BASED READING INSTRUCTION AND SUPPORTING ALL ASPECTS OF A CHILD’S EDUCATIONAL JOURNEY FROM AN EARLY AGE WILL LEAD TO BETTER OUTCOMES FOR OUR COMMUNITY.”



The participants represent six of our school districts in the Lehigh Valley.



Waterford Partnership

This year, Lehigh Valley Reads partnered with Waterford to provide 125 Lehigh Valley children access to Waterford UPSTART.

Waterford's UPSTART project is a pre-K pilot project for four-year-old children in the Lehigh Valley who are not currently in a preschool setting. The curriculum includes reading, math and science that is completed fully online. The project provides academic support to children's early education at no cost to participants. A new computer and Internet is provided if needed, as well as family coaching and adaptive educational software.

“ She can go to kindergarten easily. She will be way ahead of any average kid. I think she's ready to go to first grade. ”

- Parent of Waterford UPSTART student.



OUR LITTLEST LEARNERS ARE KINDERGARTEN READY!

EDUCATION INITIATIVES

Above and beyond being a critical resource and partner to many organizations and school districts in distance education, we were able to continue helping thousands of students and educators in person, in our studios and around the community this year. Here are some of the ways how...

GOOD NEWS AT PBS39

This program gave 400 students the PBS39 experience. Students toured the studio, watched the team work and experienced production firsthand. This program allowed students to gain hands-on knowledge of the requirements for a career in broadcasting.





CRAZY 8 MATH

The Crazy 8's after-school math club makes learning fun with hands-on activities that give meaning to classroom concepts, helping children become successful later in life, especially in STEM careers. The current program targets students in grades K-5; the program has impacted 182 students this year.

PBS LEARNING MEDIA

High-quality digital resource for teachers and students

More than 123,000 local educators and students have free access to tens of thousands of videos, images, audio clips, and quizzes. As of June 2020, more than 12,800 free accounts were created.

TELEBEAR'S SUMMER JAM

With summer of 2019 being its second season, this concert series entertained approximately 2,000 people again this year.



SUMMER SERIES

Last year *3,000 children* and their parents visited our studios for various programs including:

- PBS Kids Go! Writers Contest*
- PBS Kids Early Learning Champions*

New This Year!

PBS KIDS BOX

This program, centered around helping young children through hands-on learning, introduced concepts that give children opportunities to practice new skills in different ways. Through this program, teachers received a “PBS KIDS Box,” which includes a tablet and a variety of hands-on materials for early childhood educators. Through grant funding, PBS39 provides curriculum-based lesson plans from PBS LearningMedia, as well as video clips, instructions and resources for the classroom. The take-home activities help students practice at home with parents and caregivers. Curriculum areas covered through this program include: literacy, math, science and social-emotional skills.

BOOK NOOKS

Seven Book Nooks were placed in clinics, barber shops and community centers, stocked with free high quality new books for children to take for their home libraries. Three-thousand, three hundred books have been distributed since November 2019.

LAFAYETTE LENS

PBS39, partnered with Lafayette College’s Policy Studies Program on the creation of the educational broadcast, *Lafayette Lens: Voting Your Voice*, which explores the role political leaders play in shaping the upcoming elections. Lafayette formed a partnership with PBS39 in 2012 to produce coverage of the national elections. The partnership then expanded with Lafayette Lens, a half-hour series covering issues of global importance, including cybersecurity, immigration, autism spectrum disorder, autonomous vehicles, gene editing and most recently, the widening influence of artificial intelligence.



**OTHER
EDUCATION
INITIATIVES
INCLUDE:**

**Iacocca Global
Entrepreneurship
Intensive**

Arte in Español

Bilingual Storytime

Full STEAM Ahead!

PBS EdCamp

Raising Readers

PBS39 Artist of the Month



GOOD NEIGHBOR AWARDS 2019

FRED ROGERS' LEGACY OF EDUCATION, COMMUNITY AND COMPASSION CONTINUES TODAY, AND HIS BELIEF THAT WE SHOULD "ALWAYS LOOK FOR THE HELPERS" INSPIRES THESE AWARDS EACH YEAR.

The 2019 Good Neighbor Awards celebrated Neighborhood Heroes David Jandl, Alan Jennings, and Beverly Bradley. Emmy® Award winning local broadcast journalist Liz Keptner hosted the event.

Though he is most often associated with Jandl Turkey Sales, Jandl Land Company, Jandl Realty, Jandl Beverage (A-Treat), Schantz Orchards and The Hitter's Edge, David Jandl has added to the Lehigh Valley's quality of life by donating land for elementary schools and ball fields. And let's not forget that Big Bird's very first feathers came from Jandl turkeys! For all these reasons, the 2019 Good Neighbor Awards honored Jandl with the Good Neighbor Founder's Award.

Alan Jennings, Executive Director of the Community Action Committee of the Lehigh Valley, was honored with the Good Neighbor Award for Youth and Families. Jennings has fought for decades to make the Lehigh Valley a better place for our neighbors who struggle the most.

Our third award recipient, Beverly Donchez Bradley, is president of the Lehigh Valley Cops 'n' Kids Children's Literacy Program. She received the Good Neighbor Award for Arts and Education. Bradley has delivered more than one million books to children throughout the Lehigh Valley's neighborhoods since retiring as a teacher.

Another important part of the night was the generous donations that were raised for a matching grant to support our newsroom under the NewsMatch program. This is a national matching-gift campaign to grow fundraising capacity in nonprofit newsrooms and promote giving to journalism among U.S. donors.

Twenty-thousand dollars was raised for the NewsMatch program in one night!



Neighborhood HEROES

HONORING

David Jaindl, Alan Jennings and Beverly Bradley

Child by Child, Block by Block, and Book by Book

Our sincerest thanks to sponsors of this special evening

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EVENT HIGHLIGHTS

Lehigh Valley Public Media works with diverse organizations on topics of regional importance to spark dialogue, cultivate collaboration and enrich our community. Partnerships will continue to be critical in the future, as we work together to find and implement innovative ways to serve all residents of this region.

‘Sesame Street 50 Years and Counting’

This past September, PBS39 held a celebration at the Zoellner Arts Center in honor of Sesame Street’s 50th Anniversary. Over 1,000 attendees had the chance to meet and take a photo with Sesame Street characters Grover and Count Von Count.

‘Country Music’ Screener

PBS39 held a screening and panel discussion of the documentary series ‘Country Music’ by renowned documentarian, Ken Burns. This event was held in partnership with Penn’s Peak, CAT Country 96 and ArtsQuest, at the Frank Banko Alehouse Cinemas in the ArtsQuest Center at SteelStacks.

**WE’RE INSPIRING
OUR COMMUNITY
ONE STEP AT A TIME...**



“Ken Burns has done it again! My wife and I are huge country music fans and we also love the Ken Burns documentaries. It was such a treat to join you for the sneak peek at this new show. We can’t wait for it to be on PBS39! Thanks for hosting events like these.”

- Greg and Rachel K.



IN PERSON...

Downton Abbey Movie Premiere

The Downton Abbey movie premiere member event was held September 2019, with 200 guests in attendance. The night began in the PBS39 studios with a British High Tea Reception. There were hors d'oeuvres, a 1920s hat contest, a raffle for a chance to win a one-of-a-kind Downton Abbey grand prize and 1920s fashion exhibits curated by Historic Bethlehem's Ellie Laubner, Collector and Fashion Historian and Terri Lynn Lubenesky, Art Deco Fashion Collector/ Curator. Following the reception, guests were escorted to ArtsQuest for an exclusive advanced showing of the Downton Abbey movie, before the film was released to the general public.



“LOVED, LOVED, LOVED TONIGHT!!! Very emotional. 4 guys were terrific! Thanks "bunches & bunches!" ”

PEEPSFEST

3,500 people visited the PBS39 studios to meet TeleBear and Clifford, check out the Peeps dioramas, and attend “Cooking with Peeps” demonstrations in the Studio B kitchen.

TedX LehighRiver, “Always/ Never; Sometimes/Maybe”

PBS39 hosted the eighth annual TEDxLehighRiver, and for the first time, broadcast the program. This year's event was themed “Always/ Never; Sometimes/Maybe,” and was held at Lehigh Valley Public Media in the PBS39 Studios to a sold-out crowd of all ages. The discussions explored new ways to understand and reflect on human imperatives and then juxtapose them with the willingness and ability to make trade-offs.

OR ONLINE...

The Greatest Bond Virtual Screening

The Greatest Bond Virtual Screening was Lehigh Valley Public Media's first completely virtual and safe event during the COVID-19 pandemic. One-hundred guests registered to watch the screening, an inspirational and heartwarming documentary highlighting the journey of disabled veterans whose lives were forever changed through the unconditional love of service dogs that have been expertly trained by female prison inmates. The screening was followed by a live Q&A discussion with the show's creator and writer, Lindy Lee, the Executive Producer, Matt Johnson and special guests. The event was hosted by reporter Megan Frank.

Other Events This Year

PBS39 Kids Summer Series
 TeleBear's Summer Jam
 Allentown Woofstock
 Promenade Safety Day
 Lehigh Valley Pride Day
 Fed Up Rally
 CFO of the Year
 Hispanic Chamber Gala
 Reading Mayoral Debate
 Northampton County DA Debate
 Arthur's World Exhibit at Reading Museum
 "Let's Explore: Kindergarten" kicks off
 Mid-Atlantic Emmy Awards Festival Unbound
 Cub Club pumpkin picking
 Vynecrest Winery with Leadership Society
 PA Latino Convention
 Hatboro Holiday Parade with Grover Silcox
 TeleBear's Holiday Party
 Christmas Vespers at Lehigh
 National Democratic Debate on PBS39 and WLVR
 NETA Conference and Awards
 Lehigh Valley Phantoms "Bully Busters"
 Melvin's Birthday with TeleBear
 Mayoral Forum with mayors from Allentown, Bethlehem, Easton
 7th Congressional District Common Ground Event
 Philadelphia Flower Show Leadership Society Event
 Read Across America Day
 International Women's Day Event with the Greater Lehigh Valley Chamber of Commerce



“ Thank you for hosting such a wonderful event at Zoellner Arts Center last weekend! The amazing thing about Sesame Street is that I grew up on it and so have my kids! We had such a great time meeting The Count and dancing with Kira Willey. The displays from your partners were fantastic and my kids had such a great time. We were all exhausted at the end of the day. Thank you! ”
 - Kathy and Mike P.



THANK YOU TO OUR UNDERWRITERS, SPONSORS & COMMUNITY PARTNERS

The following organizations provided critical support and partnership as we pursued common goals to serve the Greater Lehigh Valley community together.

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Alvin H. Butz, Inc.	Moravian Academy
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Lehigh County Humane Society	St. Luke's University Health Network
Lehigh Valley Children's Center	Traditions of Hanover
Lehigh Valley Health Network	United Way of the Greater Lehigh Valley
Lehigh Valley Phantoms Charities	Walter Investment Partners
Meals on Wheels	Wind Creek Event Center
Miller Keystone Blood Bank	Zoellner Arts Center

CAR DONATIONS

PBS39 is grateful to the generous benefactors who donated vehicles this fiscal year. Twelve thousand dollars raised in car donations through CARS (Charitable Adult Rides & Services); a San Diego-based company that helps nonprofits across the nation expand fundraising efforts.

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The logo for Heritage Society features the word "Heritage" in a large, elegant, cursive script font. To its right, the word "SOCIETY" is written in a smaller, all-caps, sans-serif font.

We are so honored by your commitment to the future of public media. Naming PBS39 or 91.3 WLVR News in your will or estate plans strengthens our community and grants future generations access to public media. Legacy giving ensures this station continues to educate, inform and inspire!

LEADERSHIP SOCIETY

Support from Leadership Society members empowers Lehigh Valley Public Media to have an immediate impact in our community. Your generosity ensures every home and classroom in the region has access to educational resources, arts programming and nonbiased local journalism.

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Thank You!

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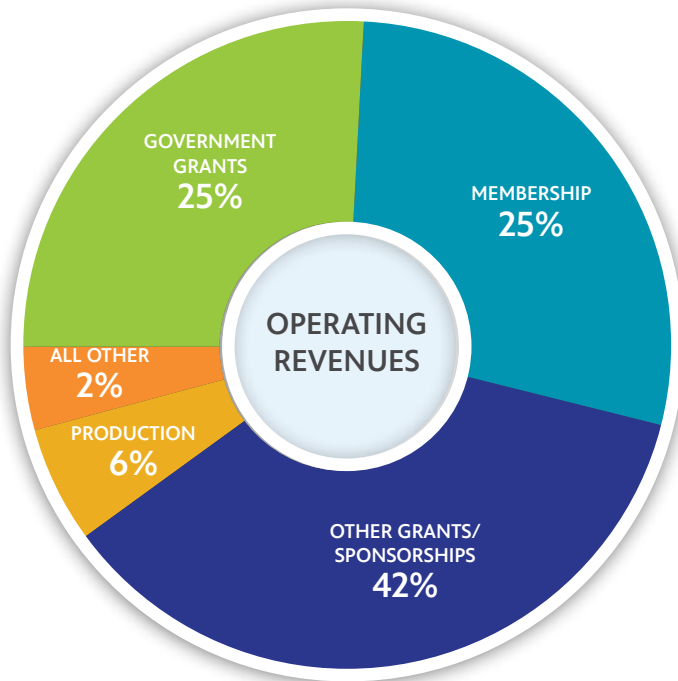
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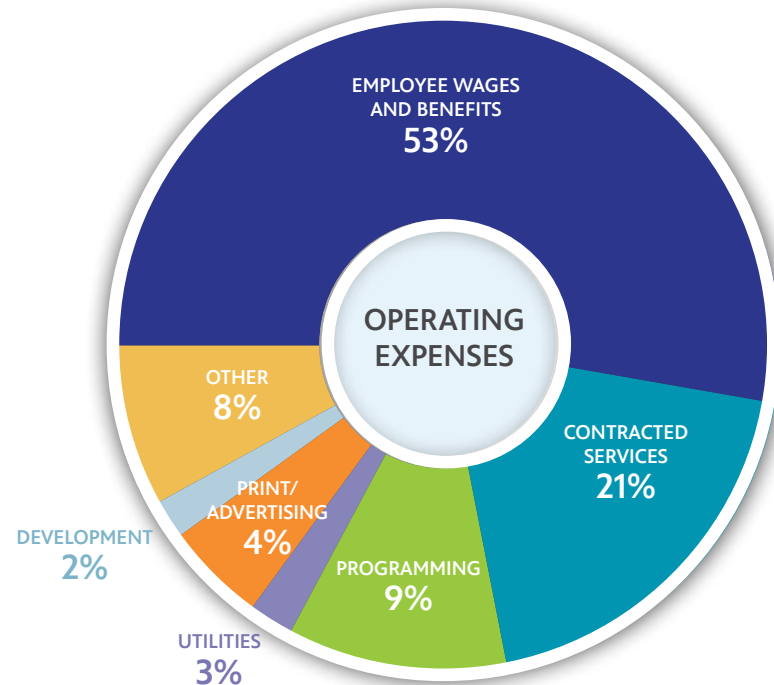
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Lehigh Valley Public Media is fiscally healthy. Diversified revenue streams continue to help us fulfill our essential public service mission. Complete audited financial statements and additional information can be found at [PBS39.org/about](https://pbs39.org/about).



Other Grants / Sponsorship	42%
Membership	25%
Government Grants	25%
Production	6%
All Other	2%



Employee Wages and Benefits	53%
Contracted Services	21%
Programming	9%
All Other	8%
Print / Advertising	4%
Utilities	3%
Development	2%

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Your support helps provide programming that informs, educates and inspires fellow viewers and listeners throughout the Greater Lehigh Valley and beyond.

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Remembering John...

This year, we were saddened by the passing of our former Chair of the Board John Longenderfer. John was actively involved with Lehigh Valley Public Media for nearly two decades. John worked for forty-one years at Lutron Electronics and formally retired as President and CEO in 2010. His leadership focused on advancing essential public services in education, providing successful outcomes for children, and promoting civic engagement. He was admired by all and will be missed dearly.

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EDUCATE.
INFORM.
Inspire.



2019-2020 ANNUAL REPORT

“ IN A TIME WHEN SO MANY OTHER FORCES ARE PULLING US APART, THIS UNDERSTANDING OF WHAT IT MEANS TO BE AMERICAN, OF WHAT IT MEANS TO BE HUMAN, UNDERLIES VIRTUALLY EVERY PROGRAM ON PBS. ”

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