

# Beyond the Screen

## WPSU's Community Involvement

The core of Penn State Public Broadcasting's (PSPB) mission is to inform, intrigue, and inspire the community of central Pennsylvania. To meet this goal, PSPB extends the benefits of public television through its various community outreach programs. Often held in collaboration with local businesses and organizations, outreach efforts and events are designed to engage individuals and foster their community participation. Our Educational Services unit uses lesson plans, research tools, and more to bridge the gap between the local classroom and public television.

### Community outreach at Penn State Public Broadcasting:

- **Lobby Talks** This series, bringing members of the area together with Penn State faculty and other guest experts, was created to engage the community in thoughtful discussion on various issues.
- **Great Teachers Making a Difference Essay Contest** Held in collaboration with the Pennsylvania State Education Association, this program, with an annual essay contest and awards ceremony, invites local students to nominate a special teacher who has made a difference in their lives.
- **Scholastic Scrimmage** PSPB produces an academic quiz bowl tournament that challenges high school students from more than eighty high schools in central Pennsylvania.
- **Children's Literacy** WPSU visits story time at local libraries and distributes books at events such as baseball games, encouraging childhood literacy.
- **Arts and Crafts** PSPB conveys the importance of creativity and imagination through crafts and other activities at area festivals and amusement parks.
- **Station Open Houses and Tours** WPSU opens its doors to the public and allows the community to see what happens behind the scenes at their local public broadcasting station.
- **Mister Rogers' Neighborhood Sweater Drive** In this tribute to Fred Rogers and his example of being a caring neighbor, held in collaboration with area businesses and the community, WPSU collected donated sweaters to provide warmth to the neighborhood.



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**WPSU**

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WPSU-TV WPSU-FM

Educational Services

Creative Services

Media Sales

Penn State Public Broadcasting • 120 Outreach Building, University Park PA 16802 • Phone: 814-865-3333 • Fax: 814-865-3145

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