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Page 2: Tell us who you are!

Q1 Contact Information

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Page 3: Award Categories

Q2 Select a category. **Philanthropy**

Page 6: Philanthropy

Q15 Project Title

WPSU Transmitter Gift Partnership

Q16 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

Our goal was to fund the replacement of the two aging transmitter systems that deliver our four television channels across the coverage area. Yes, there are two because central Pennsylvania's hill-and-valley terrain makes it difficult to get a TV signal into some parts of our region. We have a generous donor, Dr. Keiko Miwa Ross, who suggested we present her with a "big idea" for her consideration...as long as it involved naming recognition that would appeal to her. Replacing our transmitter systems was our biggest idea because it was our most critically important challenge, but broadcast infrastructure does not make for a high-profile naming opportunity.

Q17 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Initially, we suggested naming our main TV studio for Keiko, but she declined because she does not typically visit our station and thus would rarely see her named space. We were aware that Keiko uses public transportation to visit the University's Pattee and Paterno Libraries because she takes a class on campus and uses a Library computer lab to do email. Keiko made the unusual suggestion that the bus stop outside the Libraries would be an appealing naming opportunity since she would see her name each time she visited campus. The bus stop, however, does not belong to the University and we could not guarantee that appropriate maintenance of the bus stop and her naming signage would occur. This led to an idea about naming a bench outside the Libraries and then to the radical idea of naming a space in the Libraries to recognize Keiko's gift to WPSU.

That creative thought launched several weeks of discussion and negotiation within the University and with Keiko. We partnered with our University Development colleagues in the Libraries to consider spaces that Keiko might name. One space that made sense was the international news collections area. We learned that Keiko visits this news collections space every day to read her favorite newspaper from her native Japan. Meanwhile, Keiko expressed great interest in naming an outdoor terrace, currently under construction, that will be academic space for the Libraries. Leaders from WPSU met with the Dean of the Libraries and a plan was developed: WPSU and the Libraries would partner on a joint proposal to name both the outdoor terrace and the news collections area for a gift of \$2 million, with half the funds coming to WPSU. Keiko accepted the proposal and made her outright gift of \$2 million in early April.

This partnership was successful because it proved that units across the University could work collaboratively. We shared a generous donor with the Libraries and together were able to secure a gift that was significantly larger than our initial proposal for WPSU. We placed our trust in the collegiality of our Libraries colleagues and they helped to keep Keiko focused on the goal of supporting WPSU in its time of need. Keiko is very pleased as she will see her name every day when she visits the Dr. Keiko Miwa Ross Global News Center and the Dr. Keiko Miwa Ross Garden Terrace.

Q18 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

The \$1 million gift to fund the replacement of our transmitter systems is the largest outright gift in the more than 50 year history of WPSU Penn State. And the partnership between WPSU and University Libraries is being hailed as a model for silo-busting collaboration within the Division of Development and Alumni Relations at Penn State. Development staff from WPSU and University Libraries have been asked to give a presentation at the Division bi-monthly meeting on May 13 about our work together on this collaborative gift.

Q19 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

Our conversations with Keiko first began 18 months ago because of the NHK programming she enjoys on WPSU WORLD, including NHK Newline, Newsroom Tokyo, and Journeys in Japan. The fact that we carry programming from her native country is particularly gratifying to her because her age prevents her from traveling back and so she can stay connected to Japan through WPSU. We were able to build a philanthropic relationship with Keiko through her support of NHK programming and that relationship grew to include her support for our broadcasts of the PBS NewsHour as well. As we continued our negotiations on the named spaces at the Libraries, we discussed further recognition on air. In the coming weeks, as a result of her generous gift, we will begin recognizing her around broadcasts of other national content, including Masterpiece and Washington Week.

Q20 Do you have any supporting materials or items to upload? (optional) **Yes**

Q31 Please upload all materials as a single document.

WPSU - article on LaunchPad (2).pdf (555.9KB)
