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## Partnership Between Libraries and WPSU Secures Two Major Gifts

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Residents of the Village at Penn State likely recognize the name: Keiko Miwa Ross. Dr. Ross has funded numerous construction projects at the Village and her name graces plaques that honor her support for a fitness room, a garden she helps maintain, and other spaces. And soon, as the result of a unique collaboration between University Libraries and WPSU-TV, two high-profile spaces in the Libraries will bear her name as well.

Last fall, Dr. Ross made a generous donation to WPSU-TV to support programming she values, particularly programming about her native Japan. During that meeting, she told Jessica Peters, director of membership and individual giving at WPSU, that she was interested in a "big idea" for her philanthropy and asked for just such an idea from WPSU. One of the biggest ideas the station had was also its most critically important: funding to replace an aging transmitter system that delivers WPSU's four public television channels across central Pennsylvania. Such a gift would have an enormous impact

for WPSU, but a large piece of technical equipment hidden from public view would have little appeal as a naming opportunity.

Dr. Ross also values the University Libraries, where she visits every day to read her favorite Japanese newspaper. She was well aware of the on-going renovations at the Libraries and so a conversation began about naming opportunities...and the potential to name a space in the Libraries in recognition of the funds she would donate to WPSU-TV for a new transmitter.

Working in close collaboration, Jessica Peters and Caridad Clark, associate director of development for University Libraries, brought together a team to consider this unusual idea. With the blessing of Dean Barbara Dewey, the group focused on two spaces that hold great appeal to Dr. Ross: the outdoor terrace outside West Pattee and the news resources space adjacent to the Starbucks Cafe on the first floor of Paterno Library, where she finds her newspaper each day. The end result is a \$2 million gift commitment, split between Libraries and WPSU, to name the *Dr. Keiko Miwa Ross Garden Terrace* and the *Dr. Keiko Miwa Ross Global News Center*.

For both Jessica and Caridad, this is the first seven-figure gift that each has closed. It is also the very first gift Caridad has closed at Penn State and, for Jessica, it is the largest outright gift in the fifty-plus-year history of WPSU-TV.

Congratulations to both Jessica and Caridad for this tremendous gift to Penn State!

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