



2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



While many think of us as the PBS and NPR station, education is at the core of WFSU Public Media's mission. These services and community connections are what sets us apart from the vast landscape of media organizations.

*David Mullins
General Manager, WFSU Public Media*

WFSU Public media enriches lives and cultivates diverse perspectives by connecting our community through content and services that inform, educate, and entertain.



WFSU Public Media continues to be the source for local, award-winning, unbiased news coverage and a partner for local organizations to bring Town Hall meetings, local candidate forums, among other local services. WFSU's Education team provides educational resources and training for teachers as well as hosting events for children and families centered around the PBS educational children's programming.

2024 was an important election year both nationally and locally. Prior to the local primary and general election, WFSU Public Media partnered with The League of Women Voters and The Tallahassee Democrat to produce (23) candidate forums for regional races. In partnership with Florida NPR/PBS stations, WFSU produced and provided an on-line Voter Guide to highlight candidates for elections across the state.

Educational Services is many times a critical local service that goes unnoticed by the community. But in 2024 More than 2,500 students used the special STEAM Kits WFSU created with Leon County Schools. These were sent to seven Title 1 schools, inspiring both learning and creativity in our youngest community members.

Unprecedented Engagement:

*WFSU-TV content was streamed over **11.2 million times**, including almost **600,000 views** for **73,000 hours of WFSU Local Content** PLUS WFSU News Stories received more than **1 million views** in 2024.*

Classical Music Anytime, Anywhere:

*WFSU Public Media provides the only Classical Music Station in the region, WFSQ-FM, and produces local programs – *Underscore* and *Impressions* that feature performances and interviews with local musicians or upcoming local concerts. WFSQ is a popular streaming service anytime at wfsu.org or on the WFSU app.*

Bringing the Community Together:

*More than **2,000 individuals** participated in WFSU events in 2024, from educational workshops to kids and family events like *Be My Neighbor Day*, to screening events, the regional Spelling Bee, and live town hall discussions.*

Empowering Educators and Families:

*More than **2,500 students** used the special **STEAM Kits** WFSU created with Leon County Schools and sent to seven Title 1 schools, inspiring both learning and creativity in our youngest community members.*



Expanding Access Across Platforms:

As the media landscape evolves, in 2024 WFSU m partnered with PBS to launch YouTube TV, DirecTV, Hulu, LocalNow, and coming in 2025 ... Amazon's new PBS and PBS KIDS FAST channels.



2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Following the in-depth introspective look at the organization through the CPB sponsored Table Stakes project, WFSU developed a new weekly radio program and companion podcast to take a deep dive into community issues. In 2024 WFSU launched **“SPEAKING OF.”** The focus of the program’s intention is to speak “to” an audience not “at” them. The program has dealt with topics such as: efforts to drill for oil in the Apalachicola River Basin, issues the unhoused population of Tallahassee face, local zoning ordinances, the indigenous populations of Leon County and the Gulf Coast, the misinformation and disinformation surrounding the recent weather events, and much more.

WFSU’s production team produced projects that focused on Tallahassee’s Bicentennial, the North Florida Wildlife Center, and produced The Big Bend Regional Spelling Bee, concerts for the Tallahassee Symphony Orchestra and the Tallahassee Community Chorus.

The Big Bend region is rich in ecological and environmental history. This was the genesis of **Finding the First Floridians**, a 60-minute documentary and is the story of a new generation of archeologists who are finding the story of Florida’s ancient past in its abundant waterways, *commissioned by the Archaeological Research Cooperative, and funded by a grant from the Florida Division of Historical Resources*

WFSU is also committed to reaching the community by bringing people to us. During 2024, WFSU hosted the meetings of a community task force examining whether Lively Technical College should remain with Leon County Schools or be transferred to Tallahassee Community College. WFSU also hosted a dozen station tours totaling more than (300) children and adults from local schools and community organizations. **Be My Neighbor Day** at WFSU brought nearly 500 children & families to the WFSU studios along with 25+ partner organizations. After a hiatus of 5 years, WFSU facilitated a PBS EdCamp that trained (23) educators. The Education team hosted Family and Community Workshop Molly of Denali with Grandparents as Parents for 2 nights. And in the fall WFSU began a new project - **WFSU Movie Nights**. In November we featured the new PBS KIDS show...**Carl the Collector**, the first children’s program that stars Carl, a child on the Autism spectrum. More than (40) children attended.

The WFSU Education team also piloted a new model of a Ready To Learn Family engagement called Modular FCLS with Leon County’s Early Education Center. It was such a success that Leon County Schools asked our team to offer more of these programs throughout the 2024-25 school year!

As part of our Ready To Learn Statewide initiative, our WFSU Education & Engagement team headed to WSRE in Pensacola to collaborate on a major workshop for the educators in their three counties. So, the WFSU team has proven its ability to provide “local services” beyond our region.

In October, WFSU hosted an event outside of our studio with our annual **Owl-O-Ween** event. We partnered with Goodwood Museum and 1,400 parents and children attended.

Hurricanes threatened Florida and the Big Bend Region in 2024

Hurricanes Helene and Milton each were predicted to hit the Tallahassee area, and both did make landfall to the west. For each storm WFSU provided services for the Florida Department of Emergency Management's press briefings. And WFSU-FM's News Team provided local coverage, embedding a reporter in the Leon County Emergency Center. For Hurricane Milton, WFSU provided (10) hours of wall-to-wall coverage until the storm passed.



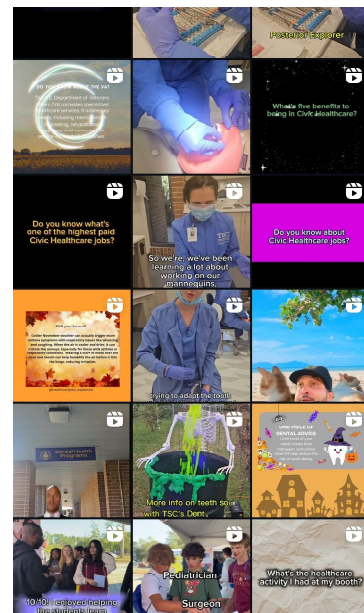
2024 presented a highly volatile political environment

WFSU-FM launched a monthly program titled – “We Can Do Better.” This program is hosted by two former elected officials, City Commissioner Gil Ziffer (a Democrat) and County Commissioner Bryan DeLoge (a Republican). Each hour-long program takes a deep dive into local issues such as the reasoning behind the approval to fund the Florida State University football stadium renovation. The purpose of the program is to take a controversial issue and prove that it can be discussed in a respectful manner.



High schoolers are challenged in knowing about alternatives to a 4-year college degree

WFSU has been a partner station of the American Graduate Initiative since its inception. In 2024 WFSU continued work on the latest AG project – “Jobs Explained.” WFSU in partnership with local organizations like Tallahassee State College and Lively Technical School, and Leon County Schools and completed the production of (250) short-form videos highlighting opportunities in healthcare. The videos distributed via Instagram and Facebook Reels have been viewed thousands of times.





"This is the epicenter of submerged prehistory on the planet... From, say, the Wakulla (River), east to the Suwannee, is the densest concentration of submerged prehistoric sites anywhere in the world."

Dr. Morgan Smith, Associate Professor of Anthropology at the University of Tennessee, Chattanooga

Projects like Finding The First Floridians, Speaking Of, The American Graduate: Jobs Explained, Ready To Learn, hurricane coverage, producing local election coverage, and expanding our reach through new distribution methods allow WFSU to serve our region in unique ways. And we are finding new/alternative methods to provide these services and programs.



Finding The First Floridians is an excellent example of WFSU's commitment to educate our community in ways that only a local public broadcaster can and will do.

The community service focused efforts of WFSU Public Media this year and every year are evidence of meeting the organization's mission to provide content and services that inform, educate, and entertain.