



wfsu

2016 LOCAL CONTENT AND SERVICE REPORT

In a world where media and the role of journalism are sometimes questioned, the vision of WFSU Public Media is

TO BE THE MOST TRUSTED SOURCE OF UNBIASED, QUALITY CONTENT.

In 2016, as part of our efforts to reach that vision, WFSU worked to align the talents of our staff in radio and television production more closely together. As a result, we are now better equipped to bring information to our audience on multiple platforms and make the content available anytime, anywhere. We have done all of this under the new name of **WFSU PUBLIC MEDIA**.

While many think of us as providers of their favorite radio or television channel, there is much more to this organization. Although providing families with quality media content is crucial to our mission, serving the public through education and outreach efforts are ways in which to engage and work within our community. Education in both a specific and broad view is truly at the core of WFSU Public Media's mission. These services and community connections are part of what sets us apart from the vast landscape of media organizations.

We know we could never make all this happen without the support of the Corporation for Public Broadcasting and our valued members. Thank you to our thousands of donors, tens of thousands of weekly listeners and viewers, and many volunteers and community partners.

It is our honor to serve the people of Florida and Georgia.

David Mullis
GENERAL MANAGER



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LOCAL VALUE

WFSU Public Media and **4fsu** in Tallahassee and in Panama City provide tremendous educational opportunities and resources through our on-air programming and educational outreach.

Radio services including WFSU- and WFSQ-FM offer up-to-date coverage of key local issues and state government proceedings as well as a platform to showcase local classical performances.

Television services offer a window into the operations of Florida's government, highlight events at Florida State University, and connect our audiences to events and resources provided by local organizations.

wfsu.org offers reliable information and multimedia for the community, including live and archived radio and television programming.

Educational services include workshops for teachers and parents using media-based tools to enable every child's success.

The Florida Center for Interactive Media (FCIM) partners with agencies to develop customized web-based products using the latest technologies and methodologies.

KEY SERVICES

WFSU PUBLIC MEDIA

- NPR, PRI, PRX, APM
- Perspectives, Capital Report, and It's About Florida
- Local news and classical music
- PBS
- 24/7 children's programming
- Local Routes

EDUCATIONAL SERVICES

- American Graduate
- SciGirls
- Bytes & Books
- PBS KIDS Ready To Learn
- PBS KIDS ScratchJR
- Professional development for educators
- Summer camps and school-year curriculum

4FSU

- Lectures, ceremonies, and performances
- Student-produced programs

THE FLORIDA CHANNEL

- Capitol Update, Florida Crossroads, Florida Face to Face, and News Brief
- Coverage of all three branches of State Government

FLORIDA CENTER FOR INTERACTIVE MEDIA

- Partnering for web development
- Customized web-based learning
- Tools for data collection and analysis

LOCAL IMPACT

WFSU Public Media reaches more than 447,000 household televisions.

88.9FM is one of the top fifteen stations nationally in AQH Metro Share and Metro Cume ratings. Weekly, over 57,000 listeners tune in to 88.9FM, and 18,000 tune in to 91.5FM.

Educational Services

provide training, support, and resources to 21 school districts in two states, and sponsor 70+ unique events and workshops a year. WFSU impacted 3,631 students in 2016, provided Professional Development to nearly 1,000 Pre-K – 12 educators, and gave away roughly 2,000 books.

The Florida Channel

reaches over 7 million household televisions. In an average month, nearly 16,000 people from 50 states and 20 countries visit the website to watch streaming video.

FCIM projects are currently in use throughout Florida and in several other states. FCIM has developed 80+ courses for state agencies and over 1,000,000 FCIM course exams have been administered over the past ten years for the Florida Department of Children and Families. FCIM now has 17 sponsors of development projects, most with multiple activities being created.

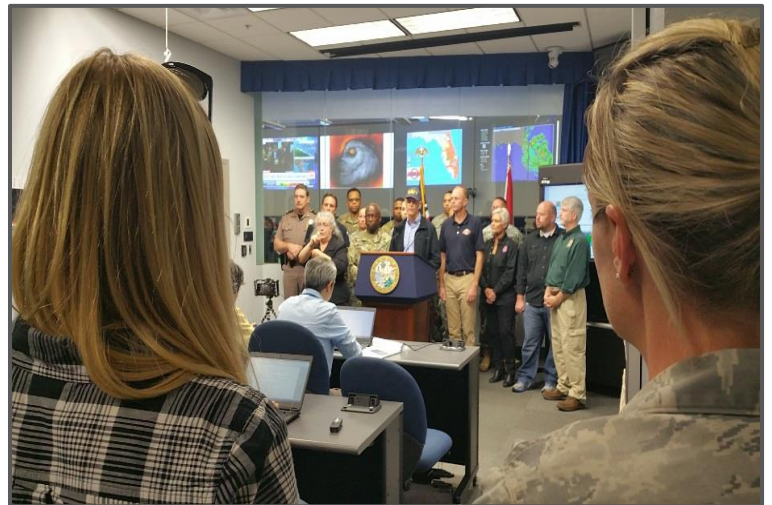
CULTIVATING DIVERSE PERSPECTIVES



For over thirty years we have partnered with the League of Women Voters to host Bandwagon, which presented the 2016 primary and general elections Live. With each candidate allowed to invite up to 10 supporters and more than 100 candidates welcomed to the station to discuss their individual qualifications for office, hundreds of people filled our studios for each event. In keeping with tradition, candidates' microphones were cut-off when they reached their time limit, and our local barbershop harmony group, The Capital Chordsmen, sang the speakers off stage. The programs streamed live on our website and each speech was archived online.

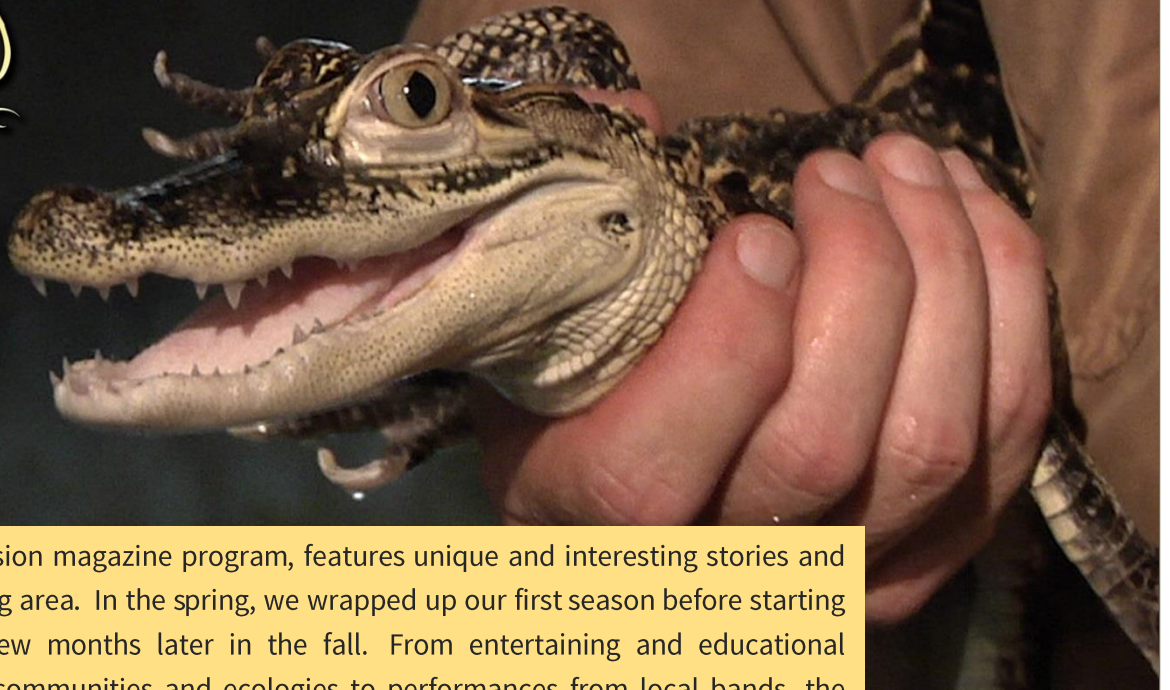


Florida State University's educational access channel [4fsu](#) is going strong. Seen on Comcast Channel 4 in six counties, this channel telecasts The Florida Channel programming during the day. At 6pm each night it features events, concerts, lectures, and programs from FSU as well as encore presentations of local programs. Students interested in television production produce segments for [University Update](#), [Florida Statements](#), and other programs such as [FSU Weather](#) for telecast on the channel.



Our station provides production support to the Florida Governor's Office and Florida Division of Emergency Management at the State Emergency Operations Center. Emergency briefings are uplinked via satellite and distributed to the Florida Public Radio Emergency Network. In 2016, we provided emergency support for eight briefings during Hurricanes Hermine and Matthew.

Local ROUTES



Local Routes, our local television magazine program, features unique and interesting stories and music from across our viewing area. In the spring, we wrapped up our first season before starting our second season just a few months later in the fall. From entertaining and educational explorations of a variety of communities and ecologies to performances from local bands, the program has grown in popularity on television and online.

BELLE AND THE BAND — AND THE EMMY —

The Tallahassee music group that created the catchy theme song for *Local Routes* has been honored with a Suncoast Regional Emmy® Award for the work. Written and performed by Belle and The Band (Kathryn Bell Long, Kevin Robertson, Mickey Abraham, and Mike Snelling), the song begins and ends each episode of the program. The group, along with Producer Rob Diaz de Villegas who arranged for them to write the song, travelled to Orlando for the awards ceremony on December 3. Band members say that that the song has proven quite popular among their local fans. Belle and The Band have created an additional verse for the song that will debut in 2017.



The cherry on top of 2016 for Local Routes came in December when the theme song, written and performed by Belle and the Band, won a Suncoast Regional Emmy® Award in the Musical / Composition / Arrangement category.

PMDMC

2016 | Boston August 10-12 | #PMDMC16 | GREATER PUBLIC | In association with PBS.

The Corporate Support team continues to maintain its commitment to corporate and community engagement. By aligning the specific needs, goals and aspirations of corporate sponsors with the expansive range of experiences, access, and audience of our station, we have created a distinct atmosphere that connects our audience and sponsors both on and off air. Because of these efforts, the underwriting department was honored with the **2016 PBS Development Award for Corporate Support** at the Public Media Development and Marketing Conference in August. Following the conference, we hosted a system wide webinar designed to help other stations create their own outside-the-box means of establishing new engagement activities and techniques for increasing prospects, and to share best practices, ideas, and successful fundraising stories. Competing with stations around the country, including those in larger markets, our team stood out for its efforts to create an all-inclusive environment that supports not only the station, but also connects those valuable community members that rely on it.



Kee Elwell, Frank Flynn, John Kwak, Buddy Harrison, and Crystal Cumbo receive their PBS Development Award.



In the spring, our *Local Routes* program created a special **EcoAdventure** for viewers on television and online that focused on the Red Hills of South Georgia and North Florida. With funding by the **Tall Timbers Research Station & Conservancy**, producer Rob Diaz de Villegas explored biodiverse rivers and lakes, the longleaf forest, and local agriculture and rural heritage. Segments not only appeared on *Local Routes* individually and as a full program, but were also featured and expanded upon in our popular Ecology blog.



TO BE THE MOST TRUSTED SOURCE FOR NEWS...

2016 brought welcomed recognition in the form of Florida Associated Press Broadcasters Awards for some of the hard work done by our News team. **Highlights of the accolades received for stories produced in 2015 and 2016 include:**

BREAKING NEWS • First Place, Nick Evans “SCOTUS Rules in Favor of Gay Marriage”

CONTINUING COVERAGE • First Place, Sascha Cordner “Dozier School for Boys: A Dark Legacy”

CULTURAL HISTORICAL FEATURE • First Place, Nick Evans “Despite Languishing in the Statehouse, ERA Supporters Still Pushing for Passage” • **Second Place**, Nick Evans “State Lawmaker: Replace Statue of Confederate General in D.C.”

GENERAL ASSIGNMENT • Second Place, Regan McCarthy “Food Insecurity Growing in Leon County”

GENERAL ASSIGNMENT LONG FORMAT • First Place, Jim Ash “House Rules Chair is an Uber Mensch” • **Second Place**, Lynn Hatter “The 2015 Legislative Budget Process In Song”

HARD NEWS FEATURE • Second Place, Lynn Hatter “Shootings, Violent Crime Taint a Hot Tallahassee Summer”

INDIVIDUAL ACHIEVEMENT MULTI-STORIES • Second Place, Lynn Hatter “Medicaid Loopholes, Violent Crime and Violins for Inspiration”

INVESTIGATIVE • First Place, Regan McCarthy “Did Pastor Protection Act Get LGBT Support in Other States?” • **Second Place**, Lynn Hatter “FAMU President Mangum’s Travel Hiring History Behind Clash With Board Chairman”

LIGHT FEATURE • First Place, Nick Evans “Fasten Your Seat Belts: Fat Albert & the Blue Angels Put on a Show in Pensacola”

PUBLIC AFFAIRS • Second Place, Lynn Hatter “Apalachicola Bay: An Estuary in Decline”

SPORTS FEATURE • First Place, Regan McCarthy “To Curb Bear Population, Florida Reinstates Hunting Season”

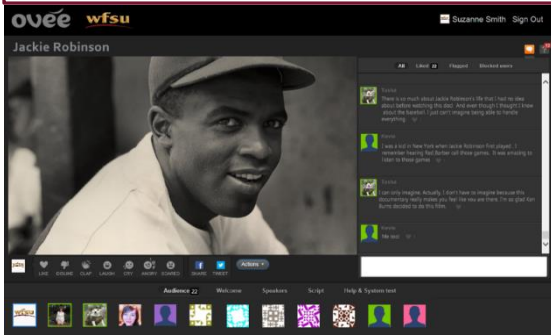
USE OF SOUND FOR RADIO • First Place, Nick Evans “Florida Hospital Serves Concerts in Bed”





ONLINE VIDEO ENGAGEMENT EXPERIENCES

Our use of the new media platform called OVEE (Online Video Engagement Experience) expanded in number and distance for 2016. These online screening events allow participants to watch programs together and chat live in a virtual theater with friends, fans, and experts. In the spring, we hosted a special early preview of the Ken Burns documentary *Jackie Robinson* with local panelists Gerald Ensley, Reginald Ellis, Alan Williams, Nick Maddox, and Eric Luallen. More than 45 people attended the online screening. In the late summer and fall, we previewed early versions the 2017 documentary *The Great Florida Cattle Drive: Unbroken Circles* produced by Elam Stoltzfus and Nic Stoltzfus. Florida PBS General Managers as well as other people from across the state participated.



WFSU PUBLIC MEDIA TEAMS UP FOR DEBATE

In 2016, we teamed up with local news station WCTV for two debates with candidates from two Leon County races: Superintendent of Schools and Sheriff. Held at the Public Broadcast Center studios and with moderators that included our News team's Lynn Hatter and Sascha Cordner, the event was simulcast on television, radio, and online.



The election season tradition of radio's *Political Perspectives* took on a 21st century upgrade with an expansion to television and web. In addition to featuring group discussions with the candidates in each of the local races over radio waves, our cameras recorded the live program for rebroadcast on our main channel and on 4fsu (Comcast Channel 4) in the evenings and for archival online. Due to the large number of candidates and races listed on the ballot for 2016's election, the program aired each weekday throughout the month of July.



We are continuing work on the American Graduate project with 2016 marking our fifth year highlighting students and teachers as well as organizations that are helping students meet the goal of high school graduation. Our signature programs include a weekly radio series, *Voices from the Classroom*, Success Academy iNetworking Lunches and graduation videos highlighting exceptional students, as well as an American Graduate Day broadcast featuring local segments. American Graduate Champions of 2016 include Rocky Hanna, Amanda Thompson, Tallie Lee Gainer III, Stephanie Tolbert, Jessica Chapman, Kent Blosser, Solomon Geathers, Sarah Chapman, Dr. Ivette Lopez, Cheryl A. Marrs, David Worrell, and Amanda Camper.



Thanks to a challenge grant from the Newman's Own Foundation, our station coordinated **GRADSTOCK**, a special music concert series to raise money for work with the American Graduate initiative. Nine local bands participated in three in-studio concerts, each showcasing a different genre of music: acoustic Americana, Jazz & Blues, and World Music & Funk. A three-part televised concert special featuring hits from the performances premiered in April, with select segments also appearing in episodes of the first season of our *Local Routes* program.

Kim Kelling, Director of Content and Community Partnerships, speaks to the value of the American Graduate initiative at WFSU's GRADSTOCK concert series.

THE FLORIDA CHANNEL



In 2016, The Florida Channel (TFC) continued to play a critical role in transparency and citizens' access to all three branches of state government. The network surpassed 13,000 videos in their online library and digitally preserved content from more 2,000 DVDs and tapes from years past, resulting in an archive spanning over a decade and publically described as "a state treasure". TFC continued to produce thousands of hours of traditional gavel-to-gavel coverage -- all streamed live and archived -- and recorded more than 2,300 events and produced more than 2,500 news stories for Capitol Update and News Brief. The channel's interstitial line-up also grew with the addition of "Florida Lights," featuring lighthouses in the state and "Off the Beaten Path," which offers a look at some of the one-of-a-kind places that make Florida such an interesting and unusual state.



The Florida Channel streamlined their Capitol Complex committee meeting coverage by reconfiguring and relocating 11 robotic directing stations from "closets" all over the Capitol Complex to their facilities on the ninth floor of the Capitol. This move improves responsiveness and allows for better training and more immediate feedback with news directors, subsequently providing better overall coverage. TFC also converted its aspect ratio from 4:3 to 16:9 in 2016, and completed an overhaul of all graphics and program formatting. Updating the set and studio offers not only a fresh look, but also provides more options for program production and content incorporation. TFC's Remote Events Crews increased their statewide travel by 25% last year -- travelling 32,000 miles to cover a wide variety of meetings and hearings. Year after year The Florida Channel improves and increases efforts to continue "connecting Florida to its state government".

ON THE GROUND

WFSU Public Media is committed to providing educational service and engaging our community on important topics. Much of the work we do would not be possible without the support of volunteers. The WFSU membership department had more than **400 volunteers** give their time during three on-air FM radio pledge drives in 2016. These volunteers represented more than 200 businesses, organizations, civic clubs, and student groups from our area. Business leaders, attorneys, artists, educators, and musicians volunteered their time, and the on-air pledge drives, special events, and educational services WFSU provides would not be possible without these dedicated volunteers.

WFSU | Passport

PBS *Passport* is a new member benefit that gives eligible donors and supporters extended access to an on-demand library of quality public television programming online. The library features episodes from public television's acclaimed arts, science, history, and lifestyle programs. Members have access to this service and in 2016, the membership department has worked to connect our members with this premium content. Roughly one-quarter of all eligible members have begun utilizing *Passport*, and that number continues to grow. This service is valuable as a benefit to existing members and has also ushered in new members who join to activate this content online.



We said goodbye to three staples of public broadcasting this year: *Downton Abbey*, Garrison Keillor as host of *A Prairie Home Companion*, and Diane Rehm. The award winning PBS drama, *Downton Abbey*, ended March 2016 with a commemorative champagne brunch at the station followed by a screening of the series finale. To help usher Garrison Keillor into retirement, we hosted a special viewing party featuring a video stream of the live broadcast from the Tanglewood Center in Massachusetts. The newest season began in October and features host Chris Thile. Finally, Diane Rehm said farewell after 37 years with a special program on December 23, 2016. On January 2, 2017 a new program call *1A* hosted by Joshua Johnson replaced *The Diane Rehm Show*.

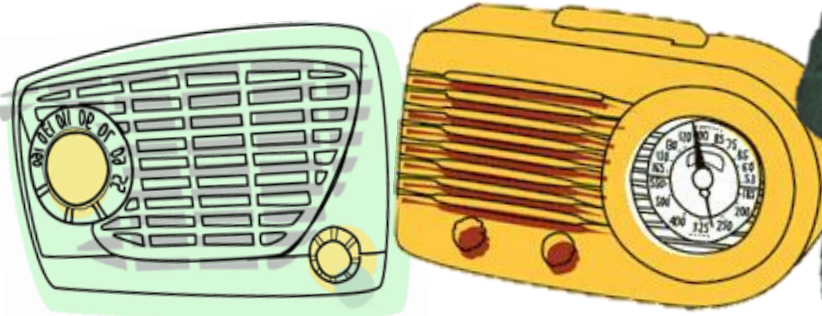


DOWNTON ABBEY

JOHN THRASHER



John Thrasher, President of Florida State University, visited the station in 2016 to congratulate the news team on their Florida Associated Press Broadcasters Awards.



THE KIRK FAMILY

also stopped by the station while visiting town and shared comments that they are thrilled to “see Dad’s treasured collection (of nearly 300 antique radios, televisions, and record players) living in such a special place”.



SUSTAINER MEMBERSHIP

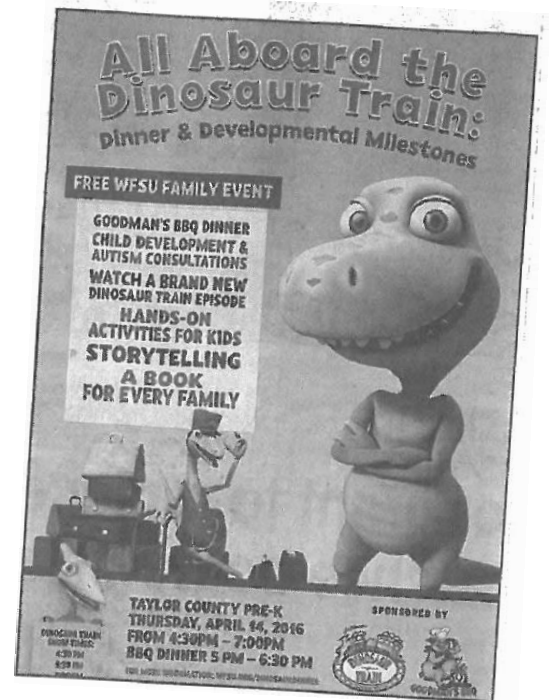
Our **Sustainer Membership** program reached new heights in 2016, now comprising 35% of our total membership. Due to the increase in these automatic, recurring, monthly gifts, we have been able to shorten our live radio pledge drives by several days, reducing the total number of annual pledge drive days to twenty, which is down from an average of twenty-nine days in previous years. Our total Membership is over **8,600** total members, an all-time high.

Our station also hosted several Leon County Schools Principal visits and offered 15 tours to 259 students from schools from across the county. Tours included the vast Kirk Collection as well as a behind-the-scenes tour of our radio and television production studios.



WFSU Public Media has the special ability to harness our media power to spotlight important issues such as Autism Awareness and the local resources that can help.

Made possible by a grant by The Jim Henson Company and PBS Kids, our Education and Outreach team hosted a *Dinosaur Train* Sensory Sensitive Screening Event in Perry, a town in our viewing area. After the episode viewing, community groups provided information and developmental screenings, as well as sensory-sensitive activities for kids of all ages. “All Aboard the *Dinosaur Train: Dinner & Developmental Milestones*” brought the largest number of families ever to an event held at Taylor County Pre-K.

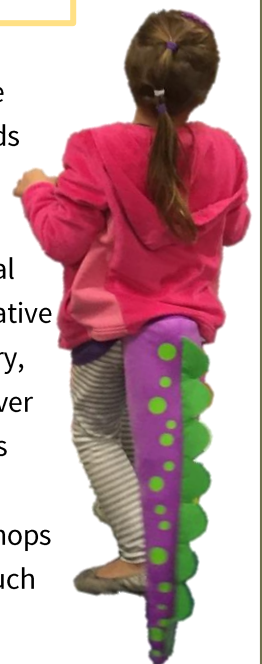


When piled on top of 21st Century Community Learning Summer Camps at seven Leon County centers and six SUPER WHY! Literacy Camps, the term “Summer Challenge” gains new meaning.

Each year our station hosts this initiative, intended to combat the “summer slide” by incentivizing families to explore their educational community resources, read new books, engage with new PBS KIDS content, and enjoy the outdoors. 2016’s *Summer Challenge Kick-Off* event, hosted at our home base, featured a very special visit from the one-and-only Cookie Monster, along with everyday heroes including representatives from the Fire Department, Police Department, EMS, Florida Forest Service, Hazardous Waste Management, and the Museum of Florida History. Roughly 400 people came out to visit the station for this event and 179 families registered for our annual “Summer Challenge”.



PBS Kids’ *ScratchJR* is a new app that puts the power of coding and sequencing into the hands of children. With this year’s Ready To Learn funding, the education team held their first-ever *ScratchJR* summer camp and Professional Development training, as well as a Family Creative Learning Workshop series at Sealey Elementary, during which selected families collaborated over the course of four sessions to create narratives and projects using their favorite PBS Kids characters. With several more of these workshops scheduled for 2017, you can expect to hear much more of this exciting work in the near future.



WFSU has had the honor of being one of eleven PBS Kids Ready To Learn Stations for the past fifteen years!

Only a handful of stations across the United States are selected for this special work, which enables us to dive in deeply with students and families identified as being at risk. With this funding we are capable of using PBS Kids properties and applications in some very creative ways. Once we have initially implemented projects (in the past we have shared *Raising Readers*, *Martha Speaks Reading Buddies* and *WFSU Math Mentors* -- just to name a few), we share best practices with the rest of the PBS Kids station family so they in turn can share these optimized learning experiences with their communities.

In 2016, we were able to expand our monthly *Bytes & Books* programming in Taylor, Jefferson and recently added Gadsden Counties, where we partner with the *Florida Diagnostics and Learning Resources System (FDLRS)* and *Parents of the Panhandle Information Network (POPIN)* to create trans-media lessons and activities for preschoolers and their parents. Our work with PBS Kids *ScratchJR* falls under the Ready To Learn umbrella also, and we are eager to share whatever brilliant content comes our way with our schools, students, teachers and families.

- 149 families participated in the *WFSU Summer Challenge*.
- WFSU hosted six *Super Why! Summer Camps* thanks to partnerships with Envision Credit Union and the Early Learning Coalition of the Big Bend.
- WFSU partnered with *21st Century* to provide *summer camp content* to seven elementary schools.
- WFSU celebrated *11 years of SciGirls camp* with the National High Magnetic Laboratory.
- As a Ready To Learn Station in the 2015-16 year, we have *directly served 2,058 children*, ages 2-8; *over 400 parents/guardians*, and *268 caregivers/educators*.

ON THE WEB

WFSU digital services provides support for each of WFSU Public Media's departments and remains an important service to the community and clients, primarily through streaming and video on demand services, news, and information. In 2016, WFSU's website featured an Elections 2016 section aggregating content from across WFSU's radio and television programming. The site featured interviews and programs focused on local elections, but also state and national races. This year, the digital department also worked with NPR as a beta testing station for the new station community calendar, an improvement on the previously offered online event calendar tool. Finally, in 2016 WFSU digital solidified a plan for the redesign of *wfsu.org* and began developing the new site which will be released in 2017.



5.9K
FACEBOOK
LIKES



3.6K
TWITTER
FOLLOWERS



1.4M
WFSU.ORG
VIEWS



445K
NEWS STORY
VIEWS

FLORIDA CENTER FOR INTERACTIVE MEDIA



FCIM works with the Florida Office of Early Learning (OEL) to provide online courses and resources for Voluntary Pre-Kindergarten (VPK) teachers. VPK provides 4-year-olds access to participating Pre-K programs free of charge regardless of income and aims to ensure they are ready for kindergarten. In addition to VPK teachers, these courses are taken by other birth to five and afterschool childcare providers. The courses FCIM works with OEL to create concentrate on helping teachers understand the developmental standards children should meet each year until age five. Additionally, courses are developed that concentrate on specific areas such as literacy and math. Course content aims to help teachers improve their quality of instruction in the classroom through interactive content and activities, and by continually checking their understanding throughout the courses.

MONSTER PI

Assessment of student performance is an important part of ensuring each student is receiving optimal instruction for their needs, but let's face it, assessments aren't generally fun. FCIM is working with the Florida Center for Reading Research and Vanderbilt University to see if they can change that. They are creating an assessment wrapped in an adventure game where students find clues to a mysterious monster that is causing trouble throughout the city. By the end of the assessment, the student has found the monster and the teacher has accurate information on their current skills in reading.



FCIM also works with the Florida Department of Children and Families, Office of Child Care Regulation (DCF) to meet their statutory responsibility of ensuring that children are safe in out-of-home care. To accomplish this, FCIM collaborates with DCF to develop custom multimedia interactive training, including valid and reliable assessments to confirm that participants are prepared for licensing to care for children in Florida. FCIM also works to provide additional trainings to keep child care providers up-to-date on the latest research, trends, and best practices related to various topics in child-care. Other custom tools developed include a staff resource system to ensure consistency in regulatory enforcement, and tools to provide technical assistance to providers who need additional help providing care to children. FCIM has worked with DCF as their developers for more than a dozen years.

**WFSU PUBLIC MEDIA
ENRICHES LIVES
- AND -
CULTIVATES DIVERSE PERSPECTIVES
- BY -
CONNECTING OUR COMMUNITY
THROUGH CONTENT AND SERVICES THAT**

**INFORM,
EDUCATE,
- AND -
ENTERTAIN.**

