



Cast and crew of WFSU's Shakespeare Uncovered grant project.




wfsu

PUBLIC MEDIA

2018 ANNUAL REPORT TO THE COMMUNITY

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WFSU Public Media strives to be the most trusted *source for unbiased, quality content*. This vision is crucial in an environment in which media and the role of journalism are sometimes questioned.



David Mullins,
General Manager

You turn to WFSU for daily news of local, statewide, national and international importance. And WFSU is here to provide programming, content and services to educate, inform, and entertain.

These are all reasons why the impactful local content, services, and community connections we provide become more important every day.

Here are a few examples from the past year:

- Before, during, and in the aftermath of Hurricane Michael, WFSU's team provided timely information in partnership with Leon County Emergency Operations staff as well as the State Emergency Operations Center.
- WFSU expanded our election coverage to a multimedia presentation that included Facebook Live.
- The creation of the radio series *Voices that Inspire* highlights the stories of community members and leaders and their insights about making an impact on their world.
- WFSU, in a first-of-its-kind partnership with Florida A&M University, produced the companion project to *Tell Them We Are Rising* – a history of America's historically black colleges and universities.

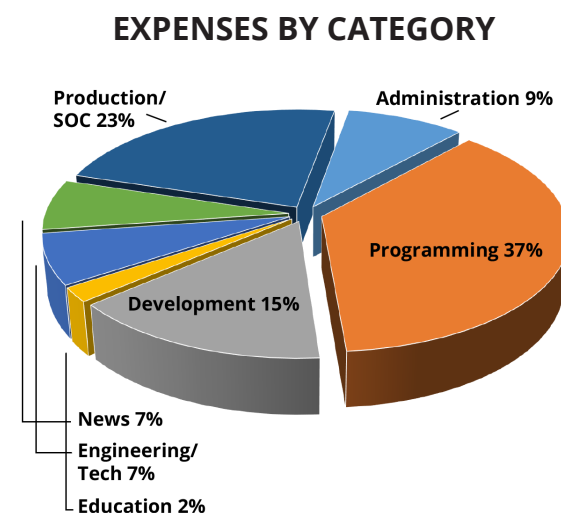
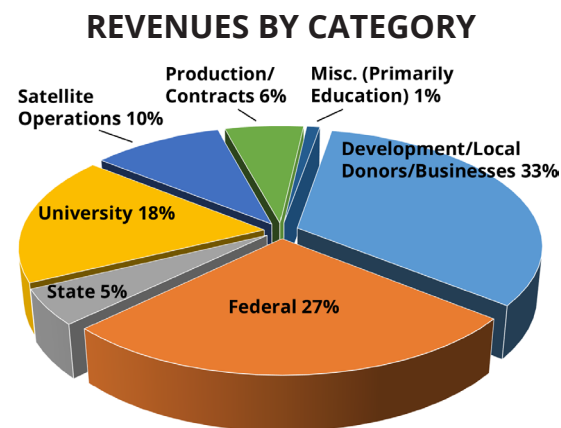
While you may think of WFSU as your favorite radio or television outlet, it is important to remember that education is at the core of WFSU's mission. Our education outreach, services, and community

connections are what make WFSU unique in the landscape of media organizations.

However, we couldn't do all of this without you! Thank you to the thousands of donors, the tens of thousands of weekly consumers of WFSU Public Media, and the many volunteers and community partners. It is our honor to serve you.

David Mullins

WFSU 2018 Budget Overview



FAMU students meeting with filmmaker Stanley Nelson at the *Tell Them We Are Rising* screening.

LOCAL VALUE

Television services offer a window into state and local government, our local education institutions, and connect us to the community through stories about our unique ecosystem, arts, culture, and the people who live in our area.

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

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.

LOCAL IMPACT

WFSU-TV and WFSG-TV reach more than 450,000 households.

WFSU-FM is one of the top ten stations nationally in AQH Metro Share and Metro Cume ratings. Weekly, over 60,000 listeners tune in to 88.9FM.

The FLORIDA Channel reaches Florida's 7.5 million households via TV. The service has over 19,000+ Roku subscribers who have watched over 16,000 hours of video and in 2018, over 1,300 users downloaded its mobile app.

Educational Services provide training, support, and resources to 24 school districts in two states, and sponsor 90+ events and workshops per year.

Web outreach through social media has expanded. In 2018, our Twitter account reached 6,639 followers and Facebook reached 9,427 likes. Our website, wfsu.org received about 1.5 million pageviews and our news stories received 459,000 pageviews alone.

EDUCATION & ENGAGEMENT HIGHLIGHTS



EDUCATION & ENGAGEMENT

WFSU is a Ready To Learn Station

Through the Ready To Learn (RTL) special federal grant, WFSU provides innovative learning experiences to Pre-K through 2nd grade children in lower income communities, their families, and their educators. With this funding, kids engage in research-based activities through television programs, video, interactive games and mobile apps, as well as hands-on activities at home.

WFSU Public Media engaged 1,000 rural pre-schoolers in educational in-school activities featuring books, crafts, and PBS KIDS content.



“Just wanted to thank you for introducing us to PBS Learning Media... I'm equipped with so many wonderful examples and resources to share with my students in class and online.”

Cheron H. Davis, Ph.D.
Assistant Professor
Department of Elementary Education

Shakespeare Uncovered Engagement Grant

WFSU Public Media was awarded a Community Engagement Grant in support of the third season of *Shakespeare Uncovered* on PBS. We partnered with the Southern Shakespeare Company and Level Up Media to raise awareness of the series, foster enthusiasm for Shakespeare's works at the local level, and engage and build new audiences for public media and the performing arts. This series of Elizabethan-inspired short videos, comparing the jobs of Shakespeare's time with jobs of today, was produced in tandem with the goals of the American Graduate Project Initiative.



Teachers Rule: Edcamps

“Un-conferences” have become WFSU's new favorite model for professional development. During these 2018 informal learning experiences, teachers were empowered to create their own conference sessions in the form of roundtable discussions. The lesson emphasized “experience not experts” and enabled them to “vote with their feet” and move from discussion to discussion at will.

The kinship developed between educators of all backgrounds when given the space to voice to their concerns, experiences, and knowledge, is the only constant that remains unchanged across each and every Edcamp!



Summer Fun

The Education & Engagement team kept busy in the summer partnering with the Early Learning Coalition of the Big Bend Region, Inc to provide *Super Why!* Literacy Camps for preschoolers across the region, and implemented a new PBS KIDS camp curriculum. This year, WFSU launched the Summer Challenge with a camping-themed party featuring Nature Cat, and tracked our families' progress throughout the summer months via social media. In June, we partnered with Leon County Schools and Envision Credit Union to bring three week-long Ruff Ruffman Sensational Science camps to the area. July brought five *Super Why!* Reading camps to local and rural preschool sites.



Take the T with Daniel

WFSU partnered with the City of Tallahassee to bring Daniel Tiger back to town for our second-annual *Be My Neighbor Day*.

Downtown Tallahassee was transformed into our very own *Neighborhood of Make Believe!* Trolleys transported close to 2000 people between five downtown locations where community partners provided hands-on crafts and activities, shared books and story time, and screened classic episodes of *Mister Rogers' Neighborhood*. Dustin Daniels, Chief of Staff for mayor Andrew Gillum, made a proclamation officially naming the day.



“WFSU is providing continuous coverage of Hurricane Michael. Next big band coming in the next 15-20 minutes. Wind gusts could reach up to 50mph. You can listen to us at 88.9FM or through our WFSU app.

 WFSU Public Media

You guys are amazing. Thank you so much for being there for us.

 Jon Hill

Crucial Coverage of Hurricane Michael

During Hurricane Michael’s assault on the Florida Panhandle in October of 2018, WFSU went into continuous coverage mode. Two news staffers were embedded at Leon County’s Emergency Operations Center and provided hourly reports featuring disaster managers, first response officials, and others. The rest of the news team contacted officials in surrounding counties to obtain the latest information on how the storm was impacting those areas and what resources were available to residents. In the days following Michael’s passage, WFSU remained continuously on-the-air and online. Coverage included daily call-in talk programs during which listeners and online content consumers could share their stories, questions, and concerns.

2018 Election Coverage

During the 2018 primary and general election run-ups, WFSU produced expanded *Perspectives* programs featuring the candidates in local city, county, and school board races. These programs were distributed via WFSU-FM, 4FSU Comcast Channel 4, wfsu.org, and Facebook Live.



Rally on the Capitol

In the wake of the February Parkland school shooting tragedy, WFSU leveraged its multi-platform content production capability to highlight statewide response, during multiple events at the Florida capitol, including the massive rally on February 21.

The events here in Florida sparked momentum for a national movement. WFSU provided local community coverage of the rally in Washington and broadcasts of *The March for Our Lives*, a national broadcast and call-in event hosted by WNYC’s Brian Lehrer and WPBT’s production *Parkland, The Way Forward*.

“Really proud to support WFSU Radio and believe Tom Flanigan provides the greatest format to learn more about the candidates as well as issues impacting our community. Thank you Tom Flanigan, for your commitment to quality journalism!”

 Janet Olin



WFSU Hosts *Get Lit: The Great American Read*

WFSU Public Media partnered with Leroy Collins Public Library to bring lovers of literature together for a special celebration. We screened *The Great American Read: Monsters and Villains*. Guests were encouraged to dress as a fictional character and participate in a costume contest.

“Thank you! I just wanted to say thank you for the wonderful “Get Lit” presentation from last night! My fellow teacher and I enjoyed it so very much and hope to attend more WFSU events! Your staff is amazing... full of enthusiasm and good cheer. It made the event even more delightful. Great job, WFSU!”

Susan Howard
The Great American Read Event Participant

Embracing the Arts on WFSQ

WFSQ-FM’s local music programs *Showcase* and *Nuances* recorded and aired over 35 interviews with local personalities involved in area arts activities in 2018. WFSQ-FM’s *In Concert* series aired on Saturdays, June 9 through August 25. The series featured selected concerts by outstanding ensembles from the recent season. In addition to our *In Concert* series broadcasts, WFSQ also aired local performances of the Tallahassee Symphony Orchestra throughout the year.

The FLORIDA Channel Continues Coverage Expansion

In 2018, The FLORIDA Channel (TFC) continued to play a critical role in transparency and citizens’ access to all three branches of state government. TFC surpassed 19,000 videos in our online library and our archives continue to be described as “a state treasure.” In addition, TFC continued to produce thousands of hours of traditional gavel-to-gavel coverage such as all meetings of the Constitution Revision Commission and the Marjory Stoneman Douglas Public Safety Commission— all streamed live and archived.

Our web presence continues to be of great importance to our viewers, with 382,746 documented sessions on our website, over a million (1,002,203) page views and 232,822 users. During Florida’s active hurricane season, The FLORIDA Channel’s web presence proved invaluable, with a significant spike in users for Hurricane Michael coverage followed by our *On the Ballot* series in October and November featuring coverage of amendments and candidates during the 2018 election cycle.



Growing WFSU's Ecology World

WFSU's extensive work covering the distinctive ecology of the north Florida and south Georgia area has continued to grow.

In the spring, WFSU produced a special Local Routes documentary on the first year in the life of the endangered red wolf puppies born at the Tallahassee Museum.

Our story on the dwarf salamander won a prestigious *Radio Television Digital News Association Regional Award* for Excellence in Video. In the piece, we travelled into the Chipola River floodplain with the humorous and well-known scientist, Dr. Bruce Means.

The diverse local stories found on WFSU's Ecology Blog led Feedspot to rank it #12 of "ecology blogs to follow" in 2018. WFSU's exceptional work on ecology led it to being awarded a WNET American Spring Live grant focusing on stories concerning citizen science, to debut in 2019.

Learn more about our local ecology by visiting wfsu.org/ecologyblog.

It's not just about slimy little creatures that live in wet, buggy places. It's also about the places themselves, and the salamander's relations to other plants and animals there, and the underlying geology.

Rob Diaz de Villegas
WFSU Senior Producer commenting on the dwarf salamander



Live on Facebook

2018 was an election year with a special multimedia focus for WFSU as coverage was distributed via Facebook Live for the first time.

WFSU-TV's *Bandwagon* program, which gives candidates the opportunity to speak before a live studio audience, was shared via Facebook Live for both the primary and general election programs.

WFSU-FM's *Political Perspectives*, a candidate interview program, was recorded for telecast on 4fsu (Comcast 4). It was also available live via Facebook where online viewers had access to extended interviews with candidates after the broadcast program ended.

On election night, WFSU-FM's local election coverage was also carried on Facebook Live,

allowing viewers a glimpse of our radio news team speaking with candidates about the results.

WFSU's monthly production of the *Florida Supreme Court Oral Arguments* can now be found live on the Court's Facebook page.

Tell Them We Are Rising

WFSU teamed up with *Tell them We Are Rising* filmmaker Stanley Nelson, Firelight Media, and Florida A&M University (FAMU), to bring the community a special advance screening of the documentary about historically black colleges and universities. More than 600 people came out to Lee Hall on FAMU's campus to watch the program.

In addition to a performance by the FAMU Marching 100, a special panel discussion was held with Nelson, Marcia Smith (the President of Firelight Media), FAMU President Larry Robinson, and Reginald Ellis (FAMU Associate Professor of History). WFSU Public Media News Director Lynn Hatter moderated the event.

Watch the panel discussion at wfsu.org/hbcu-rising as well as stories about special alumni connections to Florida A&M University and other Florida HBCUs.

Every WFSU team member was passionate about the project, welcoming of all collaborators, and logistically sound. They made sure each media outreach built on other relevant stories. The way they coordinated everyone and paid attention to detail was really top notch.

Atira Charles
Assistant Professor at FAMU



AWARDS

Society of Professional Journalists Sunshine State Awards

- 2nd place Investigative Reporting for a story on college campus sexual assault (WFSU-FM)
- 3rd place for reporting on Florida government and politics (WFSU-FM)

Regional RTDNA Edward R. Murrow Awards

- Best Use of Sound (WFSU-FM)
- Best Sports Reporting (WFSU-FM)
- Excellence in Innovation for *Vietnam Stories* (WFSU Public Media)
- Excellence in Video for *Dwarf Salamander Search in the Chipola River Floodplain* (WFSU-TV)



MEMBERSHIP SERVICES & CORPORATE SUPPORT

Corporate Support Connects the Community

In 2018, the Corporate Support department saw a 30% increase in on-air sponsorships, as well as raised over \$1,000,000 in underwriting for the seventh consecutive year. The development of a unique connection between WFSU's programming and local business sponsors has continued.

WFSU has garnered more than support from its corporate community. By pairing them with programming that reaches their potential customers, staff are able to help them engage with WFSU's audience. Corporate Support's work is the foundation that enables WFSU to remain a strong, community-built resource.

WFSU Travels the World

The WFSU Travel Club took a total of 49 travelers to the South Pacific and on a Danube River Cruise. In the South Pacific they saw the Great Barrier Reef, The Sydney Opera House, visited New Zealand, and a few extended their stay to see beautiful Fiji! For Christmas on the Danube, travelers enjoyed a river cruise through Germany and Austria, stopping along the way to shop at Europe's famous Christmas Markets!



Tried-and-True

Our on-air pledge drives, special events, and educational services 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 2018. These volunteers represented more than 200 businesses, organizations, civic clubs, and student groups from our area.

Membership Soars

WFSU Membership reached new heights this year, surpassing 10,000 members and achieving our highest fundraising total: more than \$1.4 million. Our growth is largely attributed to a more aggressive fiscal year-end campaign which produced \$30,000 more than the previous year, new pledge programming on WFSU CREATE, as well as timely and consistent membership campaigns.

Success with PBS Passport

PBS Passport continues to be a driving force in television membership. PBS continues to expand its collection of premium content accessible through this service. In this fiscal year, 22% of new TV members joined to access Passport. This service is available to members at the \$5 per month level or \$60 annual level.

STORIES OF IMPACT



WFSU Public Media has completed the first year of a two-year initiative. Our accomplishments include:

- a live stream and broadcast on topics that highlight career technical education.
- content that focuses on trades and programs that support training.
- convening of partners like Lively Tech, Tallahassee Community College, TCC Workforce Development, the Office of Economic Vitality, CareerSource, Leon County Schools, etc. to tackle issues, challenges and opportunities.

A community-wide survey helped us to determine the outcomes from our American Graduate

work. We determined that:

- 95.5% believe that workforce development is crucial for our region's economy.
- 95.4% believe that it is important for high schools to provide career and technical (CTE) programs.
- 98.7% believe that it is important for businesses to provide internships and apprenticeships to help prepare young adults for careers.
- 100% of our partners developed stronger partnerships with other organizations working on addressing high-demand skilled workforce needs in our community.

More thoughts from the council...

Public media helps me with my biases. It opens me up to information that challenges me.

Laura Rogers
Program Director,
World Class Schools,
Tallahassee Chamber

You are never too old to learn; engaging with WFSU I always learn something new.

Marjorie Turnbull
Former State of Florida
Representative

Doctors live with facts, patients live with truth, and WFSU Public Media not only provides the facts, it searches for the truth.

Byron Greene
Associate Director at FAMU

WFSU Public Media connects us to our local, state and national community. That connection is big.

Kristin Dozier
Leon County Commissioner

Thoughts from the Council

With each of our projects, WFSU's Community Council helps us to stay relevant within our community.

"WFSU is a place where we can come together – it brings us back to the middle and is a grounding place."

Sally Bradshaw
Owner, Midtown Reader



God Squad: The Village Square broadcast event.

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