



2015 LOCAL CONTENT AND SERVICE REPORT
TO THE COMMUNITY

WFSU

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WFSU is a service of **Florida State University**



wfsu

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



LOCAL VALUE

WFSU-TV, WFSU-FM and **4fsu** in Tallahassee and **WFSG-TV** and **WFSW-FM** in Panama City provide tremendous educational opportunities and resources through our programming and educational outreach.

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.

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.

KEY SERVICES

WFSU-TV

- PBS
- Day-long children's programming
- Local Routes

WFSU-FM and WFSQ-FM

- NPR
- Perspectives, Capital Report, and It's About Florida
- Local news and classical music

The Florida Channel (TFC)

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

4fsu

- Lectures, ceremonies and performances
- Student-produced programs

Educational Services

- American Graduate
- SciGirls
- PBS KIDS Ready To Learn

Florida Center for Interactive Media (FCIM)

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

LOCAL IMPACT

- **WFSU/WFSG-TV** reaches more than *442,000 households*.
- **88.9FM** is one of the top ten stations nationally in AQH Metro Share and Metro Cume ratings. Weekly, over *63,000 listeners* tune in to 88.9FM.
- **TFC** reaches over *7 million households* via TV. In an average month, nearly *16,000 people* from *50 states* and *20 countries* visit the website to watch streaming video.
- **Educational Services** provide training, support, and resources to *21 school districts* in *two states*, and sponsor *70+ unique events and workshops* a year.
- **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.

IN THE COMMUNITY

On the Air

WFSU provides our community with pertinent information and fascinating glimpses into life in our area. Whether it is exploring the beauty of our local environment, learning about local culture and history through our program *Local Routes*, or recounting the day's legislative proceedings on *Capitol Report*, WFSU connects viewers and listeners to meaningful stories with expert reportage, state-of-the-art videography, and an eye for detail. Locally focused programs range from our election season's TV production of *Bandwagon*, WFSU-FM's *Perspectives* and our *Voices from the Classroom* segments. WFSU Public Media provides a platform for the local community to have a voice, allowing for community discussion that increases awareness and the potential for collaborative solutions to the issues that are of most importance to our citizens.

On the Ground

WFSU 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 500 volunteers donate their time during three on-air FM radio pledge drives in 2015. These business leaders, attorneys, artists, educators, and musicians represented more than 200 businesses, organizations, civic clubs, and student groups from our area. Our on-air pledge drives, special events, and educational services would not be possible without these dedicated volunteers.



Online

WFSU is a reliable source of information and multimedia for our community, and our presence on the web further allows us to engage with listeners and viewers of all ages. In 2015, the Web Team:

- **Upgraded radio streaming services** to include iTunes Radio, which became Apple Music in 2015. The web team set up the new AAC-based audio service via an in-house Wowza Streaming Engine.
- **Upgraded television streaming to be mobile compatible.** Implementing the new Wowza server gave WFSU the ability to migrate all existing in-house online video content to a streaming platform that is compatible with mobile devices.
- **Set up new HD encoders** that comply with the FCC's live captioning requirements for online video. The new Wowza server carries captioning data through to the consumer.
- **Built a brand-new responsive Local Routes website** to complement the new *Local Routes* program on WFSU-TV. The website makes video archives of the program available from the first day broadcasted. The web team also built a complementary and extensive backend product that is integrated with PBS COVE (the PBS online video archiving system) using COVE's API. This allows the show's content producers to seamlessly schedule, post, edit, and delete video on the *Local Routes* website.
- **Laid the groundwork for a system the pulls real-time television schedules** from Protrack (WFSU-TV's scheduling software) so that schedule changes can be reflected "on-the-fly" online.

WFSU Listens

WFSU-TV opened its doors physically and electronically to learn more about the programming needs and desires of our community. Over June and July, we held multiple Community Conversations at our station. In these small, informal meetings we began a personal conversation with our viewers that we hope to continue. We talked about what they liked about current programs, as well as what they hoped to see in the future. Approximately 50 people took part over 5 sessions. We also invited community members who couldn't attend the meetings to take part in an online survey that looked at issues like viewing habits and usage, as well as programming interests.



Local ROUTES

STORIES OF IMPACT

WFSU-TV Starts to Journey Down Our *Local Routes*

A new local weekly half-hour television magazine program kicked off in October on WFSU-TV called *Local Routes* (sounds like roots). Like the canopy roads that showcase the distinctive beauty of our area, *Local Routes* takes viewers on a journey to explore the unique aspects of Northwest Florida and South Georgia.

From history to the environment to the fascinating and often hidden gems that make up our culture, *Local Routes* looks both at where we've been and where we're going, as well as the interesting people, places, and things along the way. Learn more at wfsu.org/localroutes.



STORIES OF IMPACT



Partnership with the Southern Education Desk

WFSU News expanded its award winning education coverage by forging a new partnership with the Southern Education Desk. WFSU is a new member of the group, which consists of twelve stations in five states dedicated to examining education issues unique to the South. More specifically, our station has reported on the Florida charter school and school choice movements. Additional story development will include Historically Black Colleges and Universities and Science, Technology, Engineering, and Math education in K-12.

2,119
WFSU app
downloads

691,684
radio streams

63,000
listeners tune in to 88.9FM weekly



The FLORIDA Channel: Increasing Access – to the Present and the Past

Throughout 2015, The FLORIDA Channel (TFC) continued to provide unprecedented access to all three branches of state government. We exceeded 10,000 videos in our online library. We produced over 2,700 hours of traditional gavel-to-gavel coverage, all of which were streamed live and archived. We covered nearly 1,500 news stories and greatly increased our production of the meaningful, interstitial program elements that help put our state government and history in context. New interstitial segments included: 180 *Florida Memory Book* segments, highlighting historical dates in Florida, 18 *What's in a Name?* segments, featuring the stories behind the names of Florida cities of the past and present, 8 *On the Line* segments, highlighting news from the Public Service Commission, which regulates utilities in Florida, and 232 *From the Twittersphere* segments, featuring the news disseminated by state agencies through Twitter. We also completely revamped our *Florida Facts* series to include moving videos and vintage photos with updated text and layout.

Top Legislative Issues

In preparation for the January 2016 Florida Legislative Session, WFSU News was asked to prepare and distribute to all public radio stations across the state a complete outline of "Top Legislative Issues" in December of 2015. The web-only document was posted to public radio station websites.

STORIES OF IMPACT



Join the Conversation with WFSU and OVEE

In the Spring, WFSU showcased a new way to enjoy our television programming using your computer. It's called OVEE, and it's not just a way to watch, it's a way to join a conversation. OVEE stands for "Online Video Engagement Experience." Think of it as a way to take part in a live WFSU program event, with the convenience of a YouTube channel that also has a built in chat function. This is more than a "second screen experience." OVEE allows you to use one screen to watch, to comment, and to invite others to join you online. We kicked off this platform with a series of OVEE events around national and local programs including EcoShakespeare, Shakespeare Uncovered, 180 Days-Hartsville (Parts I & II), and The Homestretch.

Touring WFSU

During 2015, WFSU provided 18 station tours to a diverse array of citizens including students from Leon and Jefferson County schools, local Girl Scout and Boy Scout troops, SciGirls and many other organizations. Tours included the vast Kirk Collection of nearly 300 antique radios, televisions, record players and music boxes housed at WFSU as well as a behind-the-scenes tour of our radio and television productions that often include hands-on experiences.



Ecology + Shakespeare = EcoShakespeare

Stemming from WFSU-TV's popular EcoAdventure stories and Ecology Blog, as well as a grant from the PBS Shakespeare Uncovered series, we created a documentary that is as unique as the Bard himself! Staying true to the spirit of Shakespeare's most humorous and nature filled play, (*A Midsummer Night's Dream*,) EcoShakespeare finds a balance between serious environmental issues and the whimsy and awe inspired by the natural world. With interpretations from scholars, hands on experiences with naturalists, and performances by actors of the local Southern Shakespeare Festival, we show you Shakespeare and our environment like you've never seen them before.





Florida Center for Interactive Media

The Florida Center for Interactive Media (FCIM) has been working to strengthen our relationship with WFSU. We have done this by attending the weekly leadership team meetings to gain a greater understanding of the operation. Additionally, we have participated in the American Graduate Program in leading a full day camp for the participants in our facilities to introduce them to, and have them participate in, the development of their own web-based app.

We are also working with WFSU in the redesign of the website to make it even more inviting for the community to use. In another area, we are generating ideas with WFSU to locate funding sources to develop digital media to enhance some of the offerings of selected areas of the station's content. FCIM continues its work with the Florida Departments of Children and Families, the Department of Education, the Department of Financial Services, the Department of State, the Office of Early Learning, and others.

STORIES OF IMPACT

FCIM Highlighted Partnerships



FSU, Autism Institute, College of Medicine

Autism Navigator increases the capacity of healthcare and early intervention providers, educators, and families to improve outcomes of young children with autism spectrum disorder (ASD). This was created at the Autism Institute in the Florida State University College of Medicine under the direction of Dr. Amy Wetherby. Autism Navigator is a unique collection of web-based tools and courses developed to bridge the gap between science and community practice. The most current research is integrated into this interactive web platform and includes extensive video footage illustrating effective, evidence-based practice. The web-based tools were developed in a partnership with the Florida Center for Interactive Media located within Florida State University.



Florida Department of State

FCIM works with the Florida Department of State, Underwater Archaeology Division to create web-based presentations of "Florida's Museums in the Sea." The purpose is to provide opportunities to discover, virtually, twelve shipwrecks that are now Underwater Preserves. Additional shipwrecks are explored in an accompanying website, Shipwrecks of Florida's Panhandle. These twelve are in the Gulf of Mexico from Pensacola to Port St. Joe. You can also link to dive shops where you can get a passport if you are a diver and want have the experience live. The dive log is meant to record and validate each experience you have along the trail. This project is ongoing and is used to promote tourism to these Museums in the Sea.

Florida Department of Financial Services

The Florida Center for Interactive Media is working with the Florida Department of Financial Services to create a collection of interactive web-based learning modules for use in Florida schools and by the public. These modules make up a program entitled Financial Literacy and the purpose is to increase understanding of a variety of financial needs. The approach involves the users in learning through activities, videos, infographics, animations, and other techniques designed to peak the interest of those learning from the instruction. Modules include Budgeting and Saving, Banking, Credit Cards, Debt, Credit Reports and Credit Scores, Life Events, and Frauds and Scams.





INFORMING, EDUCATING, INSPIRING

WFSU's *Kim Kelling* interviews *Andrew Gillum*,
Mayor of Tallahassee for American Graduate Day

The American Graduate Project

In 2015, WFSU has continued work on the American Graduate project marking our fourth year highlighting students and teachers as well as non-profits and other organizations that are helping students meet the goal of high school graduation. Recent data indicates that the graduation rates are rising all across our region. Some of our signature programs include:

- *Voices from the Classroom*, weekly radio series on WFSU-FM 88.9
- Success Academy Graduation Video highlighting students who have overcome tremendous challenges to graduate
- American Graduate Day broadcast featuring local segments
- American Graduate iNetworking Lunches in partnership with the Success Academy

“WFSU through the American Graduate project has given a voice to our students here at the Success Academy at Ghazvini Learning Center. Students realize that their story is one that the community can benefit from and in just telling their own story students are able to start believing in themselves and their future. Through *Voices from the Classroom* radio series, the graduation videos and the monthly American Graduate iNetworking lunches, our students are building self-confidence, advocacy skills and empowering themselves to set goals believing that they can and will become someone.”

- *Julie Lawson*, Assistant Principal of Curriculum,
Success Academy

INFORMING, EDUCATING, INSPIRING

Partnerships with the Community

This year, WFSU's partnerships with the community took flight! In March, WFSU worked in conjunction with the Tallahassee Museum to create **Wild Tallahassee**, an event that paired *Wild Kratts* and *Dinosaur Train* programming and activities with local wildlife of both the past and present. At the event, WFSU filmed special interstitial spots sharing a bit about our local animals. WFSU also partnered with the Challenger Learning Center for two special Kid's Free Days. PBS Kids provided *Wild Kratts* and *Dinosaur Train* episodes to be screened in the Planetarium, and WFSU provided correlating activities. Additionally, WFSU partnered with the Challenger Learning Center to provide weekly lessons throughout the Challenger's thirteen-week-long summer camp programs.



Books and Bytes

WFSU partnered with POPIN (Parents of the Panhandle Information Network) and FDLRS (Florida Diagnostic Learning and Resource System) to host monthly parent, teacher, and child workshops in both Taylor and Jefferson Counties. The goals of this program are to a) model best practices for parents and teachers that can extend the learning both at home and in the classroom as well as b) share age-appropriate media tools that are researched and available free of charge and of commercial interference. During every workshop, parents participate in hands-on activities with their child, read a book, and view PBS programs. Each family receives a book to take home. Surveys completed at the workshop indicate a great interest and need for this special type of "modeling behavior" workshop which helps to bridge the gap between families and schools.

"I really enjoyed the Odd Squad Program. I felt that the content correlated well with what the school curriculum entails. The students were learning and didn't even recognize it!"

- Felisha Williams, 4th grade teacher at Sealey Elementary school and Odd Squad Camp teacher at Oak Ridge Summer 2015

- **250 students completed the peer-to-peer mentoring** Martha Speaks Reading Buddies Program.
- **142 families participated in the WFSU Summer Challenge.**
- **WFSU partnered with 21st Century to provide summer camp content** to six elementary schools and one middle school, reaching over 200 Leon County Students.
- **WFSU hosted Super Why! Summer Camps** in Jefferson and Gadsden County and premiered a brand new Odd Squad Camp in Leon County.
- **WFSU celebrated 10 years of SciGirls camp with the National High Magnetic Field Laboratory**
- **WFSU brought 7 PBS Kids characters to schools and events** in Jefferson, Taylor, Gadsden, and Leon County during 2015.
- **2,000 PBS Kids Apps were shared with families** throughout our events and workshops.
- **Over 700 books were donated to children, schools and partners** through our programs and projects.
- As a Ready To Learn Station in the 2014-15 year, **we have directly served 9,830 children, ages 2-8; over 2,599 Parents/Families and 3,347 Caregivers/Educators.** We are proud to have been **named a partner in the next round of Ready To Learn Funding** through CPB and PBS Kids for 2015-2020.

The Education and Community Engagement Collective Impact Achievement Award

WFSU Education and Outreach was honored by NETA (National Educational Telecommunications Association) with the 2015 Education & Community Engagement Collective Impact Achievement Award. WFSU was recognized with two other stations for creating a collective impact through our combination of staff effort, project diversity, and collaborative partnerships. NETA examined the correlation between education projects and community outreach efforts in which key strategies were identified and best practices developed in our North Florida community. Projects like Super Why Summer Reading Camps, SciGirls Camps and ongoing programs like workshops and Books & Bytes reflected what truly works locally and what makes a difference in the lives of our students and families.



Thomas the Tank Engine

WFSU hosted Thomas the Tank Engine™ for a special Meet & Greet on August 1 at WFSU. Over 750 people came out to meet America's No. 1 engine. In addition to the meet and greet with Thomas, there were crafts and giveaways. The Big Bend Model Railroad Association had a Thomas & Friends® layout on display, and the Tallahassee Museum interpreted artifacts in their train traveling trunk.





Shades of Ireland Tour
March 8-17, 2015

MEMBERSHIP SERVICES

WFSU Travels the World

In 2015, the Membership department and adventurous WFSU members took a tour of Ireland. Highlights of the trip included visits to Dublin, Kilkenny, Waterford Crystal, Blarney Castle, Killarney, the Cliffs of Moher, and Galway. It was a fantastic trip and a great way to support WFSU.

If you did not get to join us for our Ireland trip in 2015, don't worry, there is another chance to travel with WFSU soon! The Membership department will be taking a tour of Italy in October 2016. We will be visiting Rome, Perugia, Florence, Venice, and Milan. Registration will open in Spring 2016.





Changes to FM Pledge Drive Schedule

At the end of the previous fiscal year, the WFSU-FM pledge drive schedule changed, resulting in a replacement of the February drive with one taking place in December. Due to our growing base of Sustaining Members, we will be able to shorten the pledge drives in upcoming years. For 2016, we have scheduled six fewer days in our pledge drive schedule, taking the annual total of pledge drive days from 27 to 21. Moving forward, our pledge drives will take place in April, October, and December every year.



Downton Abbey Premiere & Finale Events

The award winning PBS drama, *Downton Abbey*, began its final season in January 2016. We commemorated such a fantastic show by throwing a fantastic event! In December 2015, we held our *Downton Abbey* premiere event during which members were given the opportunity to view the season premiere one month prior to broadcast. There was trivia and afternoon tea. In March 2016, we will be holding our *Downton Abbey* Series Finale event: a champagne brunch followed by a screening of the series finale. We're helping *Downton Abbey* go out in style!

Social Media and Web Content by the Numbers



3,257
twitter followers



4,744
facebook likes



736,015
wfsu.org sessions



691,684
radio streams



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