



2013 Local Content and Service Report to the Community



“WFSU takes me to places and ideas that I would not have otherwise visited. The station is a community treasure.”

- WFSU member

WFSU is dedicated to educating, informing, and enlightening our viewers and listeners from preschool to retirement. Our focus on literacy and civic engagement improves the quality of life for all the residents of our service area.



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

WFSU-TV

- Public Broadcasting Service (PBS)
- Day-long children’s programming
- Create TV
- *Dimensions*
- *Issues in Education*
- Local documentaries

WFSU-FM and WFSQ-FM

- National Public Radio (NPR)
- *Perspectives*
- *Capital Report*
- Local news and classical music

The Florida Channel (TFC)

- *Florida Crossroads*
- *Florida Face to Face*
- Coverage of Florida government

4fsu

- Ceremonies and performances
- Student-produced programs

Educational Services

- American Graduate
- *SciGirls*
- PBS Ready To Learn

- WFSU/WFSG-TV reaches more than 425,000 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 a month, over 15,000 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.

On the Air

WFSU provides our community with pertinent information and fascinating glimpses into life then and now. Whether it is remembering a civil rights march on *Florida Footprints*, or recounting the day's legislative proceedings on *Capital Report*, WFSU brings viewers and listeners right into the center of the issue with expert reportage, state-of-the-art videography, and an eye for detail. WFSU prides itself on providing a platform for the local community to have a voice. 2013 saw a thought-provoking discussion about the high school dropout crisis on a simulcast of the *American Graduate Town Hall*, and many insightful comments from the community on the call-in radio program, *Perspectives*.

Businesses have discovered that underwriting on WFSU yields significant marketing benefits. Delivering reach, frequency, influence, and impact—WFSU represents high quality exposure in an uncluttered environment, enabling corporate messages to stand out.

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 2013:

- The web team redesigned WFSU-TV's *Dimensions* web portal. Each program's video segments are now available (with closed captioning) on a weekly basis, as is timely information about the television program, such as schedules and upcoming features.
- The web team completed work on reconstructing the Florida Supreme Court Oral Arguments video portal. The archive dating back to 1997 is now available via a simple searchable database.
- WFSU offered the community opportunities to sign up for community events via web registration.
- *In the Grass, On the Reef* is a video blog (vlog) exclusively offered through the WFSU website. In 2013, collaborators from the sciences, arts, and media continued to foster conversation and outreach related to the area's coastal ecology. The vlog was updated weekly with extensive written information, diagrams, photos, and video segments primarily focusing on the Apalachicola Bay oyster crisis. The *EcoAdventures* portion of the vlog explored the Apalachicola River basin and ecosystems affected by the 2012 drought.
- WFSU's Facebook presence provides an opportunity for the community to engage with our various departments. Topics have included updates on our fundraisers, community events, and programming, as well as current news.
- WFSU's radio news team continues to be a trusted source for local news—both on the air and online. The team posts news to the web and on Twitter the day it is heard on the air.

On the Ground

Providing educational services and engaging our community on important topics are critical priorities for WFSU. Much of the work we do would not be possible without the support of volunteers. The WFSU membership department had more than 500 volunteers give their time during three on-air FM radio pledge drives in 2013. 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. Our on-air pledge drives, special events and educational services would not be possible without these dedicated volunteers.

During 2013, WFSU-TV and WFSU-FM hosted many tour groups—from preschoolers to Boy Scouts to nursing home residents. *SciGirls* participants, children from Tolar Summer Camp in Liberty County, members of the OASIS Center for Girls, and other organizations experienced television and radio production through hands-on training.



WFSU-FM Participates in Emergency Alert Pilot Project for the Deaf

WFSU radio is participating in a pilot project sponsored by the Federal Emergency Management Agency (FEMA) and NPR's technology research and development group, NPR Labs, to test the effectiveness of FM transmitted emergency alert messages for the deaf and hard-of-hearing. Hearing-impaired volunteers in our listening area receive specially designed Radio Data System (RDS) receivers coupled with an Android tablet capable of displaying the emergency text messages that WFSU radio broadcasts to the devices. The success of this project helps ensure the safety of the deaf in our community during times when other communication systems are unavailable.

WFSU Radio Addresses the Economy with "How's it Working in Tallahassee?"

In response to Governor Rick Scott's cornerstone phrase, "It's working," the WFSU News team aired a five-part series trying to answer the question "How's it Working in Tallahassee?" In order to gauge the local economic recovery process, the team collaborated to cover topics such as the opening of big box stores, the local housing market, nightlife fueling the economy, and tourism. To read more about these stories and other in-depth coverage of key local issues, visit: <http://news.wfsu.org/term/wfsu-local>



WFSU Takes Part in Florida Public Radio Emergency Network

WFSU is proud to be a part of the Florida Public Radio Emergency Network (FPREN)—a system of public radio stations across the state that work together to broadcast emergency messages during hurricanes and other disasters. In 2014, the network welcomes the addition of a weather center in Gainesville capable of creating graphics and reports during crises for stations that do not have the facilities to create their own. FPREN is a vital resource for Tallahasseans and Floridians alike, as radio is often the only communication system remaining intact during major natural disasters.

New Studio Cameras Give WFSU-TV and 4fsu a Fresh Look

In September, 2013, WFSU-TV commissioned three new cameras for studio use. The Sony HDC-2400 cameras are top-of-the-line systems used throughout the broadcast industry and significantly improve our studio productions. Purchased with the help of student technology fee funds, these cameras represent the quality of equipment that aspiring television production students can expect to use in the industry. WFSU-TV and 4fsu productions are not possible without the inclusion of students in a variety of production positions including: camera, graphics and audio operators, recordists, and floor directors.



DIMENSIONS Gets a New Look, New Topics

With new cameras in the studio, the *Dimensions* set received a complete makeover. Host Julz Graham continues to bring a wide variety of information and entertainment to viewers each week. “The Tasty Table”, a collaboration between WFSU-TV and the Culinary Arts department at Keiser College, debuted in late 2012 with easy to make recipes for healthy, fun foods. These recipes also appear in the weekly WFSU Newsletter sent to members. The *EcoAdventures* series of short videos highlighted a water journey along the Apalachicola. And, now viewers can find all of the *Dimensions* segments at our website, wfsu.org/dimensions, complete with closed captioning.

Cameras in the Courtroom Get an Upgrade

WFSU-TV has worked with the Florida Supreme Court since 1997 to provide a look into the state’s highest court of law. WFSU cameras have covered many momentous cases, all of which are available on the web at wfsu.org/gavel2gavel. The website got a facelift during 2013, greatly improving access to the archive. And new, high-quality robotic cameras were installed to improve the video quality of the coverage. In the near future, we plan to complete the upgrade and provide an HDTV signal from the Court.





WFSU Hosts Community Town Hall as Part of the American Graduate Project

On October 24th WFSU simulcast its *Community Town Hall* event as part of the American Graduate: Let's Make it Happen initiative. WFSU's Tom Flanigan moderated as educators, legislators, community leaders and students gathered to discuss alternate pathways to a high school education. Discussion focused on career academies that provide industry certification and career training for students, and the support available to students outside of school and family settings. WFSU is one of 20 stations in the country selected to participate in the American Graduate project. For more information visit: www.wfsu.org/americangraduate.

Keeping Citizens Informed with The Florida Channel

During 2013, The Florida Channel (TFC) produced nearly 2,500 hours of original programming, including the complete series of public hearings on gaming in Florida. We continued to travel the state to cover the Board of Education, the Board of Governors and a wide variety of other meetings and events. Our ongoing use of LiveU technology allowed us to significantly increase our live coverage from all over the state. In addition to TFC's televised coverage of all three branches of state government, website visitors can access all produced programs, meetings and events through our extensive online archives. This year, TFC staff updated the archive of legislative sessions accessible online; the daily workings of the Legislature in session from 2007 to the present are now available via the web.



FLORIDA FOOTPRINTS Wraps Up 500 Years of Local History

WFSU-TV producers Suzanne Smith and Mike Plummer completed a fast-paced, entertaining series of vignettes highlighting Florida's celebration of its discovery in 1513. From early Native Americans to DeSoto's Christmas encampment, to the battle of Natural Bridge, to Camp Gordon Johnston, to the establishment of Florida State University and beyond, these seven programs offered viewers an up close look at some of the places and people that uniquely made history in the Big Bend.

WFSU Brings Educational Media Resources to North Florida

Martha Speaks Reading Buddies

In 2013, WFSU partnered with schools in Walton, Leon, Gadsden, and Hamilton Counties, as well as the Florida State University School, in the *Martha Speaks Reading Buddy* Program. Over 1,200 children participated in this innovative peer-to-peer mentoring program that pairs 4th graders with kindergarteners, and utilizes the award-winning PBS program *Martha Speaks* to increase children's vocabulary—critical for reading fluency. In 2013, WFSU also helped gather and analyze assessments for a statewide evaluation of the *Martha Speaks Reading Buddy* program's effectiveness.



Super Why Summer Reading Camps

In the summer of 2013, in partnership with the Leon County Title I Program and the United Way of the Big Bend, WFSU hosted 12 *Super Why* Summer Reading Camps at Title I elementary schools in Leon County. Over 180 children participated in this free, three-week program that improves young children's reading skills. Research conducted in 2013 found that there was an average gain of 10% in reading content knowledge across the program sites. The full research report can be found at: <http://www.wfsu.org/education/pdfs/WFSU-Super-Why-Assessment-Analysis-2013.pdf>

Math Mentors Project Continues

In 2012, WFSU was awarded a PBS Ready To Learn Transmedia grant with a focus on engaging children in math through technology. Utilizing the newly launched PBS KIDS Lab website, WFSU piloted a project with Astoria Park Elementary School where children practiced math skills while playing engaging online games. *Math Mentors* was formed and over 80 students met once a week to participate in online math games and hands-on activities. In 2013, WFSU created *Math Mentors Book Club* kits (aligned to Common Core Standards) to help build math skills through reading.

Celebrating Eight Summers of SciGirls!

In partnership with the National High Magnetic Field Laboratory, 35 girls participated in hands-on, engaging STEM (science, technology, engineering and math) content for two weeks in July. This year featured girls designing their own digital games, studying crime scene investigation with the Tallahassee Police Department, and learning about ecosystems on a wetlands trail hike. They documented their experience through a daily blog.

“Mission US allows the students to see from the point of view of the character. Most of the time students are not engaged with social studies because it is hard to relate to the information. Through Mission US, my students are able to see the points of view and then make choices based on evidence.”

-Brian Lassiter, 4th Grade Teacher, Astoria Park Elementary School





“When WFSU does something, it’s on an important issue... to be interviewed and taped and be able to take that all over the state, there was a tremendous response.”

-Larry Pintacuda, CEO Florida Afterschool Network, talking about the power of working with WFSU and the American Graduate project

“It [American Graduate Initiative] means a lot to teachers because it brings community members right to our doorstep.”

-Joe Pons, Principal of the Success Academy



Mission US Workshop

In August, Chris Czajka, director of WNET New York’s Lab@Thirteen Educational Materials Project, visited WFSU to lead a *Mission US* training for 4th-9th grade teachers from four counties in Florida and Georgia. *Mission US* is a multimedia project that immerses players in U.S. history content through free, interactive games. At the workshop, educators learned about the latest installment in the *Mission US* series—*Mission 3: A Cheyenne Odyssey*—and also the abundant resources and wide-open spaces that the Florida State Parks System can provide for teachers and students learning about U.S. history. This workshop was made possible by a grant that WFSU received to promote *Mission US*.

WFSU Community Events

In 2013, Educational Services received grants to sponsor three big family events. In March, WFSU hosted a *Sid the Science Kid* movie premiere and morning of science at the Challenger Learning Center. Attendees were treated to hands-on demonstrations from local science educators, a nutritious breakfast, and fun crafts. In the fall, Miss Rosa visited WFSU and 500 community members came to the station for a day of crafts and storytelling. In December, 900 people came to meet the *Thomas & Friends* characters and enjoy crafts, snow-furries, model trains, and performances by local artists.

American Graduate Initiative

As part of the American Graduate project, WFSU hosted a series of professional networking lunches at the Success Academy at Ghazvini Learning Center. These lunches provide an opportunity for students to meet professionals from the community to learn about potential careers and the education required to work in those fields. Students at the Ghazvini Learning Center were also given career guidance with the help of PBS’s *Roadtrip Nation*—a unique curriculum that helps students to find a career path. WFSU also continued its *Voices from the Classroom* segment on 88.9FM. This program shines light on the high school dropout crisis by giving local students a platform to share their unique stories of education struggles and triumphs. You can listen to past segments at: www.wfsu.org/vffc

Early Childcare Provider Workshops

WFSU partnered with the Early Learning Coalition of the Big Bend to provide six professional development sessions to early childcare providers. The workshops—with topics that included literacy, math, using technology with young children, and socio-emotional development—received such a positive response from the childcare educators that Educational Services has decided to continue them through the spring of 2014.



“We are so pleased to work and learn with such dedicated individuals in so many areas: *Martha Speaks Reading Buddies*, PBS Learning Media, *Math Mentors* and *Virtual Pre-K Ready for Math*. WFSU/PBS is committed to excellence by serving the community and making our boys and girls the best scholars ever! We are so grateful!! ”

- *Marsha Glover Sanders, Ph.D., Principal
Astoria Park Elementary School*



In 2013, The Florida Channel installed the system infrastructure to prepare for a migration to a wholly tapeless environment and a dramatic expansion in coverage in early 2014. It is truly an exciting time to be “*connecting Florida...*” to its state government!



“I think that science is really interesting! All the hands-on experience I have gained in SciGirls and talking to other lady scientists made me realize my love for learning about everything.”

- *2013 SciGirls participant*

“The most important FACT that was reinforced in my mind was that science is amazing and that women can be a large part of it.”

- *2013 SciGirls participant*



“Thanks to WFSU I feel smarter, better informed and generally happier. “

- *WFSU member, radio testimonial*

Social Media and Web Content by the Numbers

2,218⁺Followers on
Twitter**2,522**Likes on Facebook
and Rising**555,976**Visits to wfsu.org**1,888**People Registered
Online for *Thomas &
Friends* Event**2,468,213**Total Times
Radio Streams Accessed

Mobility in the 21st Century

Looking forward to 2014 and beyond, the WFSU web team is aiming to make media, videos, and the WFSU website more accessible on mobile devices. The web team is in the process of testing mobile access to Florida Supreme Court streaming video at wfsu.org/gavel2gavel. In 2013, court videos had **90,032** pageviews.

Nearly **1 in 3** visits (**31.3%**) to WFSU news online are through a mobile device. **16.4%** of visits to other pages on our website are via mobile devices.

WFSU offers a free app that works on iOS and Android devices, making it easier than ever for our community to access news content on the go. There have been **5,889** downloads to date.



“What I love about WFSU is having access to news and information on my phone, from my iPad, or from my car.”

- WFSU member, radio testimonial