

wfsu
PUBLIC MEDIA

**2017 LOCAL CONTENT
& SERVICE REPORT
TO THE COMMUNITY**

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LETTER FROM OUR GENERAL MANAGER

This is an important time for the country, when media and the role of journalism are increasingly questioned for accuracy and bias. As WFSU Public Media strives “to be the most trusted source for unbiased, quality content,” the local services and community connections we provide become more important every day.

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.

With all of this in mind, WFSU continues to focus efforts to meet you locally with impactful content and services. Here are a few examples from the past year:

- **WFSU partnered with Leon County** to become THE media source for emergency information.
- **WFSU hosted several “listening parties”** around programming to gather feedback and encourage community conversations.
- **The launch of the WFSU Public Media Advisory Council** has provided the organization with a direct pathway for in-depth community feedback.
- **WFSU hosted a special event in conjunction with the epic documentary THE VIETNAM WAR.** This local project “Vietnam: No Single Story, No Single Song” provided the opportunity to gather personal stories of local veterans and to honor all veterans through this unique community event.

At WFSU we remain focused on education at the core of our mission. Our education outreach, services and community connections are what make WFSU unique in the landscape of media organizations.

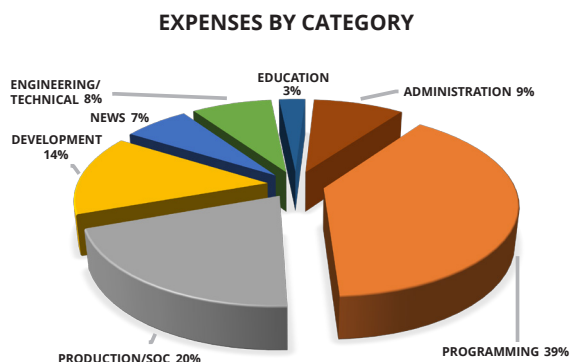
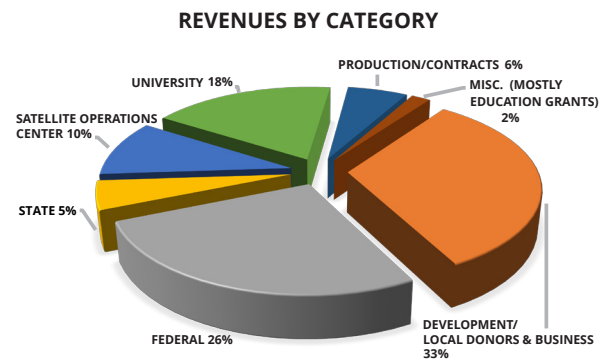
We couldn’t do any of this without you! Thank you to the thousands of donors, the tens of thousands of weekly listeners and viewers of WFSU, and the many volunteers and community partners. It is our honor to serve you.



David Mullins
WFSU General Manager



WFSU Fiscal Year 2017-2018





WFSU *Invisibilia* Listening Party

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
- Florida PBS Learning Media
- PBS KIDS Ready To Learn
- SciGirls

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*.
- **88.9-FM** 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 Florida's 7 million households via TV. The service has nearly 5,000 subscribers/users of its mobile app and 4,409+ Roku subscribers, who watched nearly 9,000 hours of video in 2017, for an average of 89 minutes per session.
- **Educational Services** provide training, support, and resources to *24 school districts in two states*, and sponsor *70+ 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.

EDUCATION & ENGAGEMENT HIGHLIGHTS



EDUCATION & ENGAGEMENT

WFSU Uses its Ready To Learn Grant to Develop New Programs

2017 was action-packed for the WFSU Education team. Year two of our Ready To Learn grant enabled us to pilot all sorts of new programs, including a science version of *Odd Squad Be the Agent* camp, *Ruff Ruffman Sensational Science* camps, and exciting *Family & Community Learning* workshops.

By the Numbers

From 2016 to 2017, Ready To Learn station WFSU Public Media has maintained 98 national and community-based partnerships. These partnerships have helped provide intentional, educational programs for **445** families/caregivers, **6,447** children, and **959** educators.



The “Un-Conference” Arrived in Tallahassee

Throughout the year we piloted new work with our teaching community as well, including *PBS EdCamp*. With help from PBS, WFSU brought the EdCamp model – organic participant-driven professional development for K-12 educators – to our local teaching community. Our first camp welcomed Pre-K, Kindergarten, and 1st grade teacher participants to the un-conference experience where self-selected and personalized collaborative teaching/learning sessions were created.



Summer of the Sea

Splash & Bubbles fun took over the summer of 2017 (as well as WFSU’s studios) with waves of ocean education and hands-on discovery.

With generous funding from CPB and The Jim Henson Company, we transformed our studios into a beautiful underwater habitat for our 2017 Summer Challenge Kickoff. The event was a platform for community partners to give subject-relevant talks, share critters, play games and do crafts celebrating the different aspects of our water-dwelling neighbors.

Environmental stewardship was a theme for much of our team’s outreach this year, enabling us to sponsor beach cleanups and pen pal projects from the Apalachicola Bay community to Panama City!



Being Good Neighbors

Sea critters aren't the only neighbors we connected with this year – *Mister Rogers' Neighborhood of Make-Believe* came to Tallahassee for our first-ever *Daniel Tiger's Be My Neighbor Day*. Three thousand people from across north Florida visited our partner-site, The Centre of Tallahassee, to ride the City of Tallahassee's Trolleys, meet Daniel Tiger himself, and to engage with community groups and neighbors.

The inaugural *Be My Neighbor Day* was such a success within our community that we're looking forward to creating *annual* neighborhood events in honor of the Fred Rogers legacy!



STORIES OF IMPACT

“
Cookies delivered by First Commerce Credit Union in appreciation of our ongoing coverage of Irma. What a great community we live in!



WFSU Public Media - Sept. 14, 2017

You deserve a lot more than cookies--great work.



Jan G. Rogers



Hurricane Irma, From Outset to Dissipation

In response to the need to provide continuous, live news and information updates during man-made or natural disasters, WFSU Public Media has partnered with Leon County Emergency Management to set up a remote broadcast facility at the county's Public Safety Complex. The partnership allows on-the-scene news personnel to interface directly with emergency managers and other officials and deliver the latest, most accurate information possible, both on-the-air and online.

During 2017's Hurricane Irma, WFSU provided live, continuous coverage of the storm's progress, its impact on the region and ongoing recovery advisories after the storm had passed.

WFSU Rebranding Reenergizes Digital

In 2017, wfsu.org underwent a major overhaul including a site redesign incorporating elements from 2017's station rebranding. The new wfsu.org is "responsive" to mobile and tablet devices while offering immediate access to up-to-date television and radio content via our homepage. The new layout allows users to easily access the latest local news, local weather, program information, and local event information. The WFSU Public Radio App for iPhone and Android was also visually updated and includes access to our local programming podcasts and social media feeds.

To meet a need to provide our viewers with the most up-to-date television schedule content, the digital team moved to offer schedules that are updated directly from our programming databases. This ensures that even as schedules change, especially during fundraising periods, website users can receive immediate access to scheduling changes for all television content streams.

When comparing statistics for all pages from the date of the new site's launch on May 15, 2017 through the year's end, to the year prior, pageviews are up 24%, unique pageviews are up 6.8%, and bounce rate is down 31.48%. When comparing the time period immediately following the redesign (June 2017) with the previous year, pageviews are up 48% and unique pageviews are up 18%. When looking at just the home page for June 2017, the bounce rate decreased 84% from the previous year.

“ [Listening parties] generate authentic, raw dialogue and create powerful collisions between people. We're proud to partner with our public radio friends at WFSU to bring this event series to Tallahassee.

- Lucas Lindsay
Executive Director, Domi Station



WFSU's Newsroom Bolsters Local Connections

In 2017, WFSU-FM's news department generated more than 4,000 local, state and regional stories for multi-media distribution. WFSU has further developed a relationship with four local organizations: The Capital Tiger Bay Club, Economic Club of Florida, The Village Square, and the Network of Entrepreneurs and Business Advocates, who partner with WFSU to record and broadcast their monthly meetings on a rotating weekly schedule.



Listening Parties Engage New Audiences at Domi Station

Our goal with listening parties is to invite our listening audience to gather and engage around our local and national radio content. Our partnership with Domi Station provides us with an environment to expand our listening community demographic.

We averaged over 50 attendees at each of the three events held, with a focus on start-ups and entrepreneurship – a popular topic in our community.

As a direct result of WFSU's community partnership with Domi Station, FSU provided production support and distribution for a new podcast, *Startup Capital*.

“ At a time when media feels far away and overly shaped by the national partisan feud, WFSU is a neighbor telling the story of the neighborhood. They're what America needs much more of right now.

- Liz Joyner, The Village Square CEO, on WFSU's relationship with The Village Square, Tallahassee

STORIES OF IMPACT



A Concerted Effort Towards the Endangered Red Wolf

An ongoing series of stories for Local Routes and our WFSU Ecology Blog focuses on red wolves in north Florida. The videos explore the nationwide effort to bring this animal back from the edge of extinction.

Earlier in 2017, we took a local look at two aspects of the national program: one at St. Vincent Island and the other at the Tallahassee Museum. Coverage continued throughout the year, following four red wolf puppies born at the Museum in April, shortly after WFSU held a special screening of the Reel South documentary “Red Wolf Revival” at the Museum.

The find red wolf content on the WFSU Ecology Blog, visit <http://wfsu.org/ecologyblog/?tag=red-wolf>.

“**LOVED the WFSU video about the wolves on St. Vincent. You did a great job - I could definitely feel your passion!**”

- Sheila Frisk
Vlog reader (comment sent via email)



Vietnam Stories Project Shines Light on the Past

WFSU received a grant tied to the Ken Burns/Lynn Novick documentary *The Vietnam War* for our *Vietnam Stories* project, produced in the summer and fall of 2017.

Music and reflection were at the heart of our mission, wherein we collected 25 personal interviews from people who lived through that tumultuous time – local veterans, families, protestors, and others. From these rarely heard stories, we created over 100 short videos and six radio segments to share and preserve memories. Our work culminated in a two-hour live studio event in October called *Vietnam: No Single Story, No Single Song* featuring local musicians performing songs from the 60s and 70s, intermixed with stories from the Vietnam era.

The program aired on television and radio a week later.

Find more at <http://wfsu.org/vietnam>.

“**Dear WFSU, so glad you’re doing this special on our local Vietnam vet stories! I just found the clip of my dad, Ross Dormon. I’m stoked he is sharing, as we can never get him to share the stories with us.**”

 Brandy Hoppes

The FLORIDA Channel Broadens its Coverage

In 2017, The FLORIDA Channel (TFC) continued to play a critical role in transparency and citizens' access to all three branches of state government. TFC surpassed 17,000 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 – all streamed live and archived. Our web presence continues to be of great importance to our viewers, with 420,293 documented sessions on our website, over a million (1,031,029) pageviews and 216,396 users. During Florida's very active hurricane season, The FLORIDA Channel's web presence proved invaluable, with a significant spike in users for Hurricane Irma coverage.



The 5 Browns Perform on Rare Pianos for TV

WFSU live-streamed a one-of-a-kind concert performance from Florida State University's Ruby Diamond Concert Hall featuring five Steinway Art Case pianos from the collection of Tallahassee entrepreneur and museum owner DeVoe Moore. The 5 Browns, a classical piano ensemble of five siblings, performed on Moore's rare Steinways.

The program was one of a series of performances WFSU worked with the FSU College of Music to present live online throughout the year.



The Great Florida Cattle Drive is Distributed Throughout the State

Florida's heritage as a cattle state was the focus of a documentary airing on WFSU-TV in February 2017. Elam and Nic Stoltzfus and their production company, Live Oak Productions, created *The Great Florida Cattle Drive: Unbroken Circles* and partnered with WFSU to distribute it throughout the state of Florida. WFSU Public Media held a special advanced screening of the documentary at Mission San Luis with the producers to share what it took to put this film together.

More about the premiere screening at <http://wfsu.org/local-routes/segments/from-the-field-to-film-to-fun>

“ I decided to stay home and watch the WFSU livestream of our USO concert. I just wanted to email to thank you: it was outstanding!

Thanks for being such outstanding partners with us.

- Stanley C. Pelkey, Ph.D.
Associate Dean, Engagement and Entrepreneurship, FSU College of Music

MEMBERSHIP SERVICES & CORPORATE SUPPORT



Corporate Support Garner Patronage

In 2017, the Corporate Support department saw a 25% increase in on-air sponsorships, as well as raised over \$1,000,000 in underwriting for the sixth consecutive year. We have worked to further develop the unique connection between WFSU's programming and local business sponsors and have facilitated face-to-face contact between audiences and corporate sponsors through local events. Corporate Support's work is the foundation that enables WFSU to remain a strong community-built resource.

WFSU is committed to providing educational services and engaging our community on important topics. 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 2017. These volunteers represented more than 200 businesses, organizations, civic clubs and student groups from our area.

WFSU On Demand Supports Fundraising Goals

WFSU Passport launched last fiscal year and it continues to be a driving force in membership. PBS continues to expand the collection of premium content accessible through this service. Twenty-five percent of new TV members joined to access the service, available to existing and renewing members.

WFSU Membership reached new heights this year and this is largely attributed to new membership benefits like WFSU Passport, as well as timely and consistent outreach to existing, renewing, and expired members.

WFSU Travels the World

The WFSU Travel Club took a total of 49 travelers to Italy and Iceland. In Italy, our group visited Milan, Venice, Florence, Siena, Perugia, Assisi, and Rome and saw historic sites and famous art along the way. In Iceland, we went from Reykjavik to Vik and saw the magic of the region's fire and ice landscape.



“ We enjoy travel but rarely travel with a group. One of the highlights for us was the interaction with like-minded people.

- Travelers Kathy and Sam H.



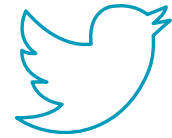
COMMUNITY CONNECTIONS

“The WFSU team provides multiple ways to partner on the important issues that face our community, and to engage on programming and content that make a difference and move the needle.”

- Sally Bradshaw
WFSU Community Advisory Council Member
and Owner, Midtown Reader



Social Media and Web Content by the Numbers



4K

twitter followers



7K

facebook likes



1.71M

*wfsu.org
pageviews*



424K

*news story
pageviews*

WFSU's Community Advisory Council Convenes

In 2017, the WFSU Public Media Community Council was created. These community members serve as a link to and from the community-at-large. Our hope is that this Council will advise us on issues of importance in the community and help us to reach new audiences while supporting our station's role of convener around important topics.

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