

# LOCAL CONTENT & SERVICE REPORT 2023

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Published February 15, 2024



Serving our community through quality media content and services.

# Manager Message

Every day you turn to WFSU for entertainment and news of local, statewide, national, and international importance. And we are aware that in a world saturated with media options, serving our audiences with trusted, impactful, and relevant content, services, and community connections becomes more important every day.

With a local focus in mind, in 2023, WFSU began creation of a new program intended for both broadcast and podcast audiences. We've expanded efforts in digital production and distribution as we continue to meet the listener and viewer "where you are."

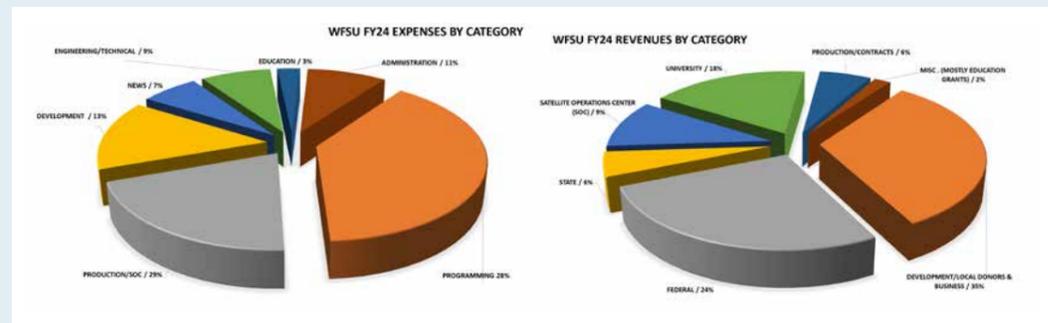
In WFSU's 2023 annual report, you will learn about many of the programs and activities that enhanced the lives of people throughout our region this past year.

However, we couldn't do all of this without you! 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 you.



*David Mullins* **David Mullins**  
WFSU General Manager

## FINANCIAL SNAPSHOT FISCAL YEAR ENDING JUNE 30, 2024



## 2023 INDUSTRY AWARDS

### Florida Association of Broadcast Journalists Florida News Awards

#### Winner

General Assignment, Long, "Surf Dog: A Gone Dog No More," by Mike Plummer/Local Routes

Feature, Light, "Propagating Joy: Finding Love in Discarded Nature," by Rob Diaz de Villegas/WFSU Ecology Blog

Feature, Cultural/Historical, "An Invitation to the Party with the Tallahassee Ballet," by Rheannah Wynter/Digital

#### Finalist

Politics/Government, Single, "Democrats know they can't stop bills curbing LGBTQ and racial justice teaching, but they'll make it hard for Republicans to pass them," by Lynn Hatter

Series/Franchise, Light, "The show must go on for Tallahassee theatres helping each other after pandemic shutdowns," by Gina Jordan

Digital Programming, "Not So Black and White: A Community's Divided History," WFSU News Team

### Society of Professional Journalists 73rd Annual Green Eyeshades Awards

Digital Media Presentation, Third Place, "Not So Black and White: A Community's Divided History," WFSU Staff

Specialized Site, First Place, "Not So Black and White: A Community's Divided History," Patricia Moynihan

### RTDNA Region 13 Edward R. Murrow Awards Radio Small Market Winning Entries

Digital, "Not So Black and White: A Community's Divided History"

Excellence in Diversity, Equity and Inclusion, "Not So Black and White: A Community's Divided History"

Podcast, "Not So Black and White: A Community's Divided History"



[@HealthcareJobs\\_Explained](https://www.instagram.com/HealthcareJobs_Explained)

## AMERICAN GRADUATE JOBS EXPLAINED

Building on over ten years of impactful public media work which helped young people stay inspired and committed to attaining a high school diploma and begin exploring potential careers, Jobs Explained sets a bold new vision for American Graduate centered on career-focused digital content developed for, with, and by youth.

Under the leadership and supervision of The WNET Group, Jobs Explained is powered by ten local stations which have been producing digital content about national employment needs, training programs, and educational opportunities.

WFSU received the opportunity to be one of those ten stations. In 2023, we began implementing strategy around this project with a focus on the healthcare industry. We have partnered with organizations in our communities who operate in the business of healthcare and on training future healthcare workers.

With youth at the center of this initiative, Jobs Explained purposefully breaks from the traditional broadcast-based engagement model. Our content has been exclusively vertical format video published on Instagram Reels with the goal of reaching our target audience of 13-18.

# Education & Engagement

Engaging families around educational media helping children be ready to learn and grow.

WFSU Public Media has been a proud Ready To Learn (RTL) station since the program's inception more than two decades ago. We pilot PBS RTL resources to establish best practices using content adaptable to all kinds of learning environments.

Through this initiative, the Corporation for Public Broadcasting (CPB), PBS, and local PBS stations provide free, evidence-based educational resources that help teachers, caregivers, and parents build early math, science, and literacy skills for America's children, especially those from low-income communities. We do this by building strong partnerships within our community and by using multi-platform media in the form of videos, games, apps, and hands-on activities targeting students ages two through eight.



## “ A Parent’s Best Friend

“Educational programming like PBS KIDS helps our children learn and are parents’ and educators’ best friends. Public Media has the courage to tell the truth. Their coverage of the arts, sciences, and environmental threats is second to none...”

Excerpt of a 2023 Summit on Children public media tribute by Jack Levine, founder of 4Generations Institute.

## EDUCATION & ENGAGEMENT HIGHLIGHTS



### STEM RESOURCE KITS

In 2023, the WFSU Education & Engagement team continued our partnership with Leon County Schools. Together we created and distributed STEM Resource Kits, allowing 1,000 students to participate in one of five science-based “camp” curriculums developed under the 2015-2022 Ready To Learn grant cycle. The kits featured content from the Cyberchase Green It Up! initiative, Sensational Science, Ready Jet Go Space Explorers, Odd Squad Be the Agent Camp, and PBS KIDS ScratchJr Coding Camp.



### 2023 PBS KIDS EARLY LEARNING CHAMPION ANNOUNCED

WFSU celebrated the designation of local educator Jennifer Ramos as a 2023 PBS KIDS Early Learning Champion. Jennifer joins a distinguished group of educators who advise PBS KIDS initiatives and for two years will be provided opportunities for professional development, relationship-building, and lesson co-design. As our area's third inductee, she is preceded by both Roshanna Beard and Leah Moore who continuously lend their expertise and talents to our engagement work throughout the communities we serve.



### 2023 WFSU SUMMER CHALLENGE: BRANCHIN' OUT

WFSU's Education & Engagement team was “Branchin’ Out” all over Tallahassee during the 2023 Summer Challenge. This year's challenge focused on local native trees. With generous funding from Prevent Child Abuse Florida, Leon County Schools, Children's Services Council of Leon County, Ready To Learn, and Camp TV, we distributed thousands of WFSU Summer Challenge backpacks and custom activity guides. WFSU is proud to be the area's summer learning headquarters, continuously bringing together community partners and providing thousands of young minds with ideas and tools to keep them learning all summer long.



### PBS KIDS BRAND REFRESH

The WFSU Education team was a recipient of a 2023 PBS KIDS Brand Refresh Station Grant that helped to redesign the WFSU Education website ([wfsu.org/education](https://wfsu.org/education)) and obtain branded assets to strengthen the connection between WFSU and PBS KIDS content and services.



# Membership & Corporate Support

The WFSU Corporate Support team continued to cultivate connections between local business sponsors and WFSU's unique programming across our content channels. Providing sponsors a personal connection to WFSU's programming increases connections to our audience and their potential customers. Evidence of this success has been demonstrated by the average sponsor lifespan of more than 10 years.

Donations from members totaled \$1.8 million in 2023. Our sustaining membership revenue is now over 50% on average, with support from FM members leading at 70%. Sustaining memberships have helped us maintain a steady stream of support from dedicated members and have allowed us to spend less money retaining annual members. The ever-popular WFSU Passport streaming service has resulted in increased numbers in support of television programs, both annually and through sustaining memberships.

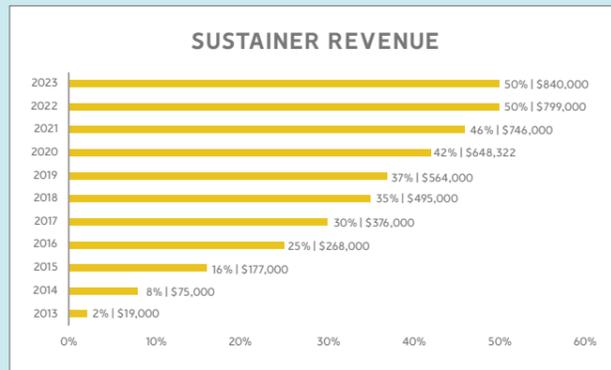


## Dedicated Partnerships

"WFSU's commitment to informing, educating, and entertaining aligns seamlessly with our values at Envision Credit Union. Through this dynamic collaboration, we amplify our collective impact, fostering not only financial well-being and support of education, but also a connected community that reflects the diverse tapestry of our society."



Kelli Walter  
VP of Community Development  
Envision Credit Union



After ten years of campaigns to convert annual members to sustainers, and to attract new members, our sustaining members now comprise half of our membership revenue. This is a major milestone for WFSU as these members have a retention rate of over 90%. (Annual members have about a 60% retention rate.)

Our Travel Club continues to grow. We witnessed the majesty of the Redwood Forest and the Oregon coast on our trip to the Pacific Northwest and California. We slept in glass igloos under the Northern Lights of Finland and basked in the sunshine of Northern Italy and its picturesque lakes. This year, we experience Europe's most beloved cities cruising along the Rhine and Moselle rivers and on a tour of Spain and Portugal. In the summer of 2024, we will visit Alaska by land and sea, and join the Florida State Seminoles in Ireland for the Aer Lingus Football Classic.

# By the Numbers

## 2023 RADIO MARKET REPORT

WFSU-FM is one of the top three stations in Average Quarter-Hour Metro Share and Metro Cume rankings. Weekly, 45,500 listeners tune in to WFSU-FM. Our classical music station WFSQ-FM increased its Weekly Cume from 10,900 in Spring 2023 to 16,500 in Fall 2023.

(Nielsen Audio; TALLAHASSEE Metro; SP23 SD; Average Share; M-Su 6a-12m; P12+)

(Nielsen Audio; TALLAHASSEE Metro; SP23 SD; Weekly Cume Persons; M-Su 6a-12m; P12+)

(Nielsen Audio; TALLAHASSEE TSA; SP23 SD; Weekly Cume Persons; M-Su 6a-12m; P12+)

(Nielsen Audio; TALLAHASSEE TSA; FA23 SD; Weekly Cume Persons; M-Su 6a-12m; P12+)

## 2023 WFSU PBS VIDEO STREAMING

### General Audience Streams

545,235, +10% increase from 2022\*

\*Sum of Total Cross-Platform Streams (pbs.org, PBS Video app and PBS-owned OTT apps)

### Kids Streams

10.02 million streams were accessed on WFSU-localized PBS KIDS platforms.

## 2023 AUDIO STREAMING

945,394 Session Starts (all station audio streams)

976,013 Total Listening Hours (gross),  
+2.4% increase from 2022

## 2023 WEBSITE ANALYTICS

2,010,725 sessions

1,560,891 users

245,015, 28-Day Active users  
+131.39% increase from 2022

2,126,770 pageviews

+6.08% increase from 2022

## NOT SO BLACK AND WHITE PODCAST

147,589 All-time podcast downloads\*

94,942 All-time podcast users\*

\*Through 2/13/24

## TOP WEB STORIES OF 2023

Pageviews	Story Title
146,649	"College Football Playoff: Sports attorney says FSU has a 'fighting chance' for possible lawsuit"
49,469	"Charlie Adelson's trial over Dan Markel's killing will now start in October"
28,695	"Wild born indigo snakes found at Apalachicola Bluffs and Ravines"
1,583	"Tribute to beloved singer and creator of the Local Routes theme song"
1,326	"The Old Story of John Gorrie, and the One You Never Knew"

# Content Production

Video, audio, and digital production are the storytelling vehicles of the WFSU Content Team. Here we highlight the projects our teams have taken on while keeping cross-platform distribution and promotion a priority.



“WFSU has been a key partner at a center of civic life in Tallahassee and the Big Bend region. Their reach and influence, along with the community trust they enjoy, is a key contributor to our ability to host large-scale civic events that involve citizens from across the community. WFSU represents public television and radio at its very best.”



Liz Joyner  
Founder & CEO, The Village Square



## NOVA SCIENCE + SOCIETY

Since 2022, WFSU participated in the PBS NOVA initiative Science + Society. The initiative provided mentorship in cross-platform science storytelling. Our stories, under the theme of Climate Across America, included hurricane resiliency at Florida coastlines and carbon and prescribed fire in the longleaf pine ecosystem.

In April of 2023, the NOVA team visited Tallahassee for a screening event presenting the NOVA documentary “Weathering the Future” alongside WFSU’s piece on hurricane resiliency. The screening was followed by a panel discussion moderated by NOVA’s executive producer, Julia Cort with guest speakers FSU’s Robert O. Lawton Distinguished Professor and climate scientist Jeff Chanton, Miami-based meteorologist John Morales, and WFSU Ecology Producer Rob Diaz de Villegas.

## DOCUMENTARY PROJECTS

In the summer of 2023, WFSU Ecology Producer Rob Diaz de Villegas spent one and a half weeks in the Pacific documenting research on methane seeps and ocean-based carbon. Footage will be crafted into a full-length documentary and a pair of short-form educational videos. Funding for the project comes from a National Science Foundation research grant. Research collaborators include Florida State University, The University of Maryland, Woods Hole Oceanographic Institution, and the US Geological Survey.

A second documentary is in the works by way of a grant awarded to the Archeological Research Cooperative in 2023. The group has made plans to work with WFSU to produce video on submerged prehistoric archeology in Florida. The project is funded by a grant from the Florida Division of Historical Resources.

## LOCAL AND STATE NEWS COVERAGE

With a goal of serving relevant industry organizations, News Director Lynn Hatter served on the board of RTDNA and Host Gina Jordan represented WFSU on the board of FABJ.

In 2023, the newsroom reported live as Hurricane Idalia struck North Florida, devoting 8 hours of constant coverage beginning at 6 a.m. the day of the storm. The team immediately dispersed to neighboring communities to assess and report on local damage and impact.

The WFSU News team won several awards for quality reporting and digital (see awards section on page 3). In all, WFSU News produced nearly 1,000 individually reported stories throughout 2023, covering state, local, and regional government, people, and community issues across our 13-county listening area.

## LOCAL ROUTES DIGITAL SUCCESS

Between the start of Season 6 and end of Season 8 on the Local Routes webpage



- ✓ Sessions up 184.53%
- ✓ Users up 162.31 %
- ✓ Pageviews up 129.59%

## LOCAL ROUTES DIGS INTO LOCAL HISTORY

- ✓ WFSU Local Routes Facebook reach up 150.86%
- ✓ WFSU Local Routes Instagram followers increased by 112.8%.



## LIVE VIDEO PRODUCTION SUPPORT

WFSU provided production support to many local, state, and national organizations. We produced and distributed video from our studios and remotely. Productions included:

- ✓ ACC InVenture Prize
- ✓ Big Bend Regional Spelling Bee
- ✓ Florida Supreme Court Oral Arguments
- ✓ Briefings at the State of Florida Emergency Operations Center
- ✓ Tallahassee Symphony Orchestra and FSU College of Music events
- ✓ The Village Square Tallahassee events

## CLASSICAL MUSIC

WFSU hosted two local programs weekly on WFSQ-FM: Underscore and Impressions, featuring musical selections and interviews promoting arts and cultural events in our region. In 2023, those two programs combined aired 48 local interviews and 19 national interviews. In February 2023, WFSQ began a project with FSU College of Music Professor of Cello, Gregory Sauer, to record the Six Cello Suites by Bach, with discussion, for broadcast and digital content.

Kanise in WFSU’s Studio A for the production of the digital-based artist series, “Spotlight.” Photo by Fred Hall.



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

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