



2011 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-TV is dedicated to educating, informing, and enlightening our viewers 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 in Tallahassee and WFSG-TV in Panama City provide tremendous educational opportunities and resources through our programming and substantial educational outreach. Television services offer a window into the operations of Florida’s government, highlight major events at Florida State University, and offer community groups many opportunities to promote events and activities that contribute to the unique environment that is north Florida. Educational services include training for teachers, parents, and partners, using media-based tools to enable every child’s success.

WFSU-TV

- Day-long children’s programming
- *DIMENSIONS*
- *ISSUES IN EDUCATION*
- Local documentaries

The Florida Channel

- *FLORIDA CROSSROADS*
- *FLORIDA FACE TO FACE*
- Coverage of record of Florida government

4fsu

- Ceremonies, lectures
- Student-produced programs
- Performances

Educational Services

- American Graduate
- SciGirls
- PBS Kids Raising Readers
- PBS RTL Transmedia
- Martha Speaks Reading Buddies
- GeoJourney

- WFSU/WFSG-TV reaches more than 404,000 households. On a weekly basis 68,000 viewers tune in at least once.

- The Florida Channel is a statewide program service operated by WFSU. More than seven million households have access via television.

- WFSU’s Educational Services department sponsored 55 events in 2011. Almost 2500 students, 1000 teachers, and 550 parents participated in reading programs, workshops, and special events.

On the Air

Now in its 51st year of service, WFSU provides a unique variety of television programming to more than 404,000 households in north Florida and south Georgia. PBS programs, long recognized for their quality, form the core of our service to viewers but there is more to the story. We provide a safe harbor to watch, enjoy, and learn from television; our weekday programming is geared exclusively for children.

- The Florida Channel is a leader nationally in covering state government.
- 4fsu, a cable channel operated by WFSU on behalf of Florida State University, continues to expand its nightly lineup. More than 240 hours of new programming were created in 2011 highlighting the full range of activities on and off campus. Concerts, lectures, ceremonies, meetings, recognitions and many other programs give the community to share in the opportunities for entertainment and education that are the core of Florida State's mission.
- In addition to production efforts that air on 4fsu, the local production team concentrated on the coast as well as community groups during 2011. DIMENSIONS, a weekly half-hour program, highlights groups and events that don't otherwise have a venue to get their messages out. And, IN THE GRASS ON THE REEF explored seashore habitats of critical concern for environmentalists, fishermen, scientists, and visitors to our area.
- 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. In the past year WFSU's average corporate underwriting agreement has increased by more than 22%.

On the Web

WFSU is committed to using technology to the fullest in delivering services to the communities it serves. Our website, wfsu.org, received a major makeover in 2011 and expanded its offerings.

- In 2011, The Florida Channel significantly increased its web presence and now delivers nine different channels of governmental coverage on thefloridachannel.org. Now Floridians have greater access than ever to the workings of the Legislature, the Supreme Court, and the Executive Branch.
- *GeoJourney*, an online game, was created by WFSU with support from PBS Kids Go! and the Corporation for Public Broadcasting. The game uses the principles of geocaching to virtually teach 8 to 12-year-olds about map navigation, geography, and local historical knowledge.
- As PBS has expanded its video on demand presence, so has WFSU, not only on its own website but also through the VOD services of local cable provider Comcast. Many Florida State University events are available at wfsu.org as well as PBS favorites such as *Masterpiece*, *Nature*, and *Nova*.
- Teachers and parents enjoy unlimited access to all the rich resources offered by PBS and a number of other educational services at the WFSU website. There's a special section for kids.

On the Ground

Educational services are a critical priority for WFSU, and the staff is committed to exposing teachers and parents to the quantity and quality of learning resources available through public television. More than 20 community partners work with WFSU to deliver these services. In 2011, WFSU hosted its fifth annual professional development conference for early childhood educators from across the region.

WFSU's facilities themselves offer a special educational experience for children and adults alike. Visitors can walk through the Kirk Collection of audio and video devices dating back to the invention of sound recordings in the 1800s; studio tours offer a hands-on experience in the production of television programs.



SciGirls Go on the Road for Their Sixth Summer of Education, Mentoring, & Fun

Partnering with the National High Magnetic Field Laboratory, WFSU-TV sponsored its two-week day camp for two dozen middle and high school girls for the sixth year. Whether it's visiting the Antarctic Research Lab at Florida State University, observing a neutering operation at the local animal shelter, digging for fossils at a quarry, or collecting stormwater samples, the girls conduct their own research, document their findings, and (most importantly) learn from women in the sciences and engineering fields about the opportunities that await them.

Showing Florida's Government in Action the Priority for The Florida Channel

During 2011, The Florida Channel produced 2,600 hours of original programming, including complete coverage of the 26 Redistricting Public Hearings held across the state. We also travelled to cover the Board of Education, the Board of Governors, the Florida Fish & Wildlife Conservation Commission and a wide variety of other meetings and events. Florida inaugurated a new governor and The Florida Channel provided a front row center seat for all Floridians, in addition to its gavel-to-gavel coverage of one of the most important legislative sessions in the state's history.



DIMENSIONS Begins Fifth Season Featuring Environment, History, Culture

From worm grunting to blacksmithing to capturing a year of sunrises on Apalachicola Bay, DIMENSIONS brings all the richness of north Florida to viewers here and beyond. Community organizations highlight their upcoming events, performers preview music and drama, and our producers travel the landscape to bring out the color, action, and creativity that is such an important part of our communities. Now in its fifth season, DIMENSIONS expanded in early 2011 to three times a month, with multiple repeats on WFSU-TV and 4fsu.

4fsu Brings Florida State into Focus for North Florida Communities

Thanks to Comcast Cable, viewers throughout its service area in north Florida enjoy many of the activities and events that are the essence of Florida State University. Ceremonies, events, lectures and performances make up much of the program lineup from 6 pm to midnight every day; many of those programs are produced by students.

Highlights in 2011 included Rainbow Concert, Christmas Oratorio, Tucker Carlson, the University Philharmonic, Garnet and Gold Induction Ceremony, and Seminole Night Life.



GeoJourney: Exploring the United States in an Educational Web Adventure

Funded by a grant received by PBS KIDS GO! through the Corporation for Public Broadcasting, WFSU conceptualized and created an interactive online game aimed at middle school-aged children. Based upon Google Maps, Panoramio, and a custom-built interface showcasing United States history and geography, GeoJourney emphasizes geography education, map use, and digital navigation skills.

WFSU partnered with the Tallahassee Area Geocachers to create a community event focused on the educational benefits of the online game as well as the family activity of geocaching. Local SciGirls (middle and high school girls interested in science) attended as well as members of the community at large.

IN THE GRASS, ON THE REEF Features Marine Ecology and Researchers

How do you scare an oyster? Why do salt marshes thrive in some areas and not in others? What makes someone choose to study these things as a career? *IN THE GRASS, ON THE REEF* premiered in June, 2011, on WFSU-TV along with an accompanying website. Our producers, the researchers, and people who love the coast are regularly contributing to a blog based on the program and capturing not only the science but also the arts and culture of the region. Music, photography, writing, and art are linked with the research in a creative and informative way that highlights this rich environment and the people who live and work there.



WFSU and PBS KIDS: Bringing National Learning Resources Home to Parents and Children

Reach in the Community

WFSU used the turnkey tools provided by *PBS Raising Readers* to adjust its strategy for getting PBS KIDS literacy resources into the classroom. By being more strategic in targeting areas with the greatest socio-economic and academic need, WFSU provided researched based curriculum materials utilizing the rich media assets that have been developed under the *PBS Raising Readers* program. This project established WFSU as a trusted educational resource in the community.

Partnerships

Just as importantly, WFSU reached directly out to families, hosting a block party and partnering with the office of the mayor of Tallahassee to hold a series of events at schools, libraries, and in neighborhoods to promote literacy. Cumulus radio stations and Comcast provided more than \$50,000 of free advertising to promote the events. More than 600 families attended the block party and discovered a wealth of resources.

Impact and Community Feedback

WFSU's engagement strategy succeeded in strengthening the impact of like-minded community partners, reaching the most vulnerable families in the community, and helping teachers of low-income students achieve results. It has also solidified WFSU as a trusted partner for families and a cause worthy of continuing support.

WFSU's comprehensive focus on delivering literacy tools to schools and homes directly resulted in significant funding to sustain and grow its PBS KIDS services. A grant from Target Corporation as well as Title I funding now cover all costs related to WFSU's SUPER WHY! Summer Reading Camps, and has enabled the station to increase the number and reach of the camps offered, to eight three-week camps in 2011 and beyond. The station also received a grant from the Wells Fargo Foundation in support of directed literacy efforts, and a \$240K grant from a local family foundation has fostered a partnership with PBS member station WSRE in Pensacola to expand low-income-family-focused services into additional counties in north Florida.



"Over 350 children have participated. WFSU has provided all the training for our teachers, program materials and books for all the students. Our teachers have come to value the program and the children love it."

- Julia Hilton,
Media Specialist, Gadsden County





"They say the highest level of learning is being able to teach ... these students are teaching reading, fluency, math, writing and they're learning a lot about themselves."

- Mrs. Polani Kimberl,
Astoria Park fourth grade teacher



"I have learned more about science in the past two weeks than I did in the entire school year."

"Because of SciGirls I am even more passionate about pursuing a career in science.

- *SciGirl participants*

"WFSU is very good to take the initiative to sponsor such a wonderful program [SciGirls]. We found out what a great resource for our community it [WFSU] is."

- *SciGirls parent*



The Florida Channel reaches more than seven million homes through a combination of public television stations and cable access channels, and is also available at thefloridachannel.org.



Tallahassee Mayor John Marks enjoys the WFSU-TV Block Party