

WFSU Public Media Mission & Values

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

"While many think of us as a provider of their favorite radio or television channel, there is much more to this organization. Although providing families with quality media content is crucial to our mission, serving the public through education and outreach efforts are ways in which to engage and work within our community. Education in both a specific and broad view is truly at the core of WFSU Public Media's mission. These services and community connections are part of what sets us apart from the vast landscape of media organizations."

David Mullins
General Manager



TV Local Production provided support to various organizations to create and distribute content. We transitioned from mostly in-person production to mostly virtual, and helped our partners transition as well.

Television

We support the Florida Supreme Court, the Florida Public Service Commission, the State University System Board of Governors, the Florida Governor's office, and the Florida Division of Emergency Management. We closed captioned, satellite uplinked, and live-streamed hurricane and COVID-19 press conferences. We helped distribute Florida emergency messaging to the Florida Public Radio Emergency Network and to all of Florida Public Media.

Our Local Routes program explores authentic northwest Florida and southern Georgia. We produced Tallahassee Symphony Orchestra concert performances and hosted the Big Bend Regional Spelling Bee as well as political events like the Tallahassee Town Hall and Big Bend Environmental Forum. Our Perspectives radio program is now packaged for TV and distributed on cable and digital platforms.

STATE OF FLORIDA

We provide support to FSU's President's Office, University Relations, University Communications, and the Colleges of Law, Business, and Social Sciences & Public Policy for live and pre-recorded events. We have an on-going production and live-stream relationship with the FSU College of Music for concert performances and distribution on our platforms. We produced and distributed the virtual commencement ceremonies, and presidential search. We also train students in broadcast production.

LOCAL RELEVANCE

We renovated our two television studios with new lighting systems including electrical wiring, intelligent circuit breakers, LED lights (DMX/color changing,) risers, and a genie lift. WFSU Television supports our internal teams with television production services to help round out projects and meet the needs of our community.

FLORIDA STATE UNIVERSITY

IN-HOUSE PRODUCTION

By the Numbers

WFSU-FM is the top station in AQH Metro Share. Weekly, 52,400 listeners tune in to 88.9 FM.

(Nielsen Audio; TALLAHASSEE Metro; FA20 SD; Average Share; M-Su 6a-12m; P12+)
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Online

Website 2020 Analytics

WFSU saw tremendous traffic increases to online content in 2020. These numbers reflect wfsu.org traffic.

Pageviews: 1,767,088, up 31% from 2019
Unique pageviews: 1,509,329, up 30% from 2019
Users: 1,559,915, up 55% from 2019

Streams

	Unique MP3 Connections	Total MP3 Connections	Website Connections
WFSU	356,282	4,025,023	283,235
WFSQ	24,793	196,518	46,160
WFSW	54,912	435,269	267,373

Localized PBS Kids Content (VOD and live) had an average of 820k total streams per month.

Education & Engagement

WFSU Public Media's Education and Engagement team had a challenging, but amazing 2020! We had just finished up our annual Be My Neighbor Day event in February, when Covid-19 brought us all a much different school year.

WFSU, along with PBS Stations all over the U.S., transformed our on-air broadcast into virtual classrooms that shared content for all ages by harnessing the power and might of PBS programming, apps, and on-line games. We turned to online platforms for our early childcare workshops, camp programs, family and community learning workshops, Bytes & Books for Pre-K, and more.

This year, we have truly built on the PBS tradition of inspiring young people in new ways, offering lifelong learning for parents and educators, and setting the standard for helping kids become ready to learn.

Bytes & Books

In 2020 our Bytes & Books program took on a whole new feel as we pivoted to pre-recording with partners the Early Learning Coalition of Big Bend (ELCBB), Florida Diagnostics and Learning Resources System (FDLRS), and Parents Helping Parents Information Network (POPIN). This year we focused on projects from our Ready To Learn Activities Guide. If you are curious, you can access the materials and lessons on PBS Learning Media.

Neighbor Day

WFSU connects many of our community friends and neighbors with this special day in February. Families from all over came simply for a hug from Daniel Tiger. There were also trolley rides around downtown Tallahassee, and so many hands-on activities, there's not enough room here to share them all! Special thanks to the City of Tallahassee for their partnership and Ounce of Prevention for their sponsorship.

At-Home Learning

Using mobile devices, tablets, laptops, and television screens as tools for learning has always been our specialty and our broadcast became a lifeline for families in 2020. Our 24/7 WFSU KIDS channel became a haven for children's learning, with readily available resources online to complement the broadcast programs. Our educator and parent workshops moved to an online platform where the WFSU Education and Engagement team shared best practices for integrating media into virtual school lessons. We provided information on how games and apps could be used to both reinforce learning and to introduce new ideas.

Family & Community Learning Workshops

This year we introduced the Molly of Denali Family and Community Learning Workshop series. Using Molly's world as a guide, local families joined WFSU to explore their favorite animals, people, places and traditions. Over four consecutive weeks, WFSU partnered with Leon County Schools, Fred George Nature Center, and Muscogee Creek

Earth Tribal Town to present at-home opportunities for local families to learn through informational text.

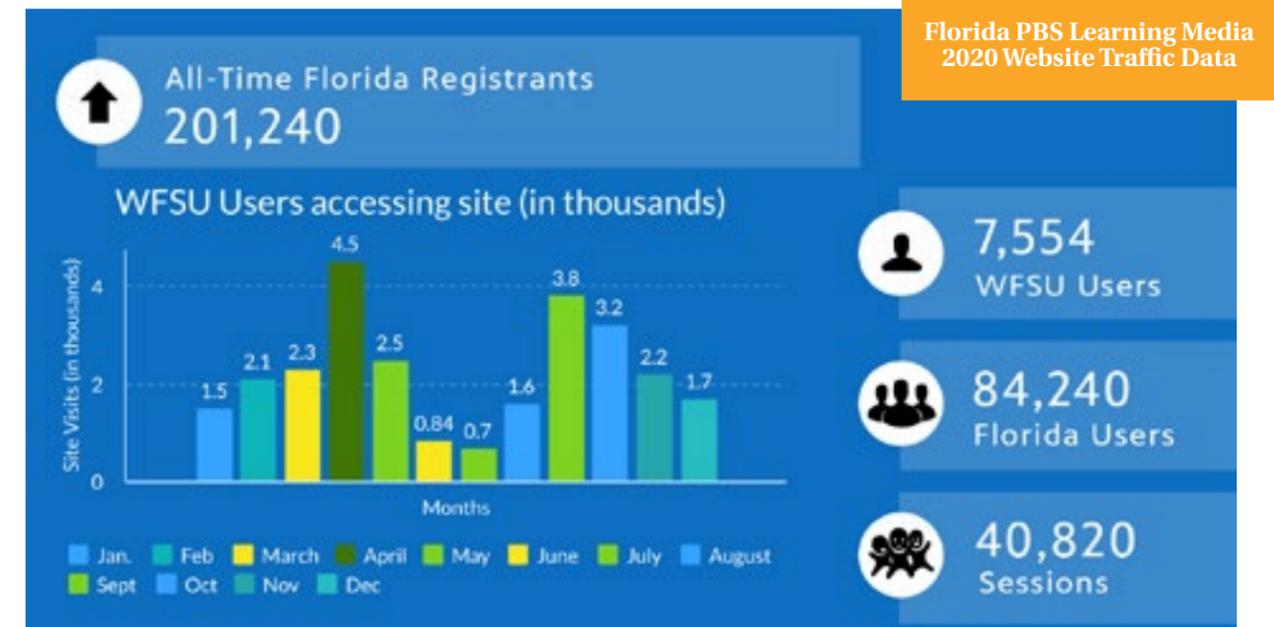
WFSU Summer Challenge

With help from the Community Classroom Consortium we rallied our list of community partners and together created a series of local videos and over 1,000 backpacks filled with items to help children explore. Whether at home, in the car, at the park or in virtual space, WFSU imparted fun ways to read,

A New School Year

imagine, measure, examine, and create. WFSU continued to offer a robust At-Home Learning schedule expanding the selection via the introduction of THE WORLD broadcast for middle and high school students on our 4FSU cable channel. An extension of WFSU's Ready To Learn grant enabled us to create

an online virtual museum. Inspired by the informational text of Molly of Denali and the Family and Community Learning Workshop model, our team worked closely with Muscogee Creek White Earth Tribal Town to explain the tribe's relationship with the land, with each other, and with seasons. The virtual museum offers stories, artifacts, and hands-on activities with a goal of bringing us closer to the land and offering a deeper understanding of the Native communities that flourish locally.



Still Ready To Learn and Grow

WFSU was awarded new Ready To Learn funding as one of only 12 stations across the U.S. that will work closely with CPB and PBS to test drive new resources and innovative curriculum over the next five years. Not only do we implement programs in varied

environments, but we assist in the development of curriculum and provide researchers with child, parent, and educator data. For more information about Ready To Learn Learning Neighborhoods, please visit our website news.wfsu.org/tags/wfsu-press.

Stories of Impact

Voices that Inspire

Since the fall of 2017, WFSU Public Media has produced the weekly radio series "Voices that Inspire." In 2020, WFSU produced 45 new episodes making the switch from producing in studio to over the Internet. We heard from parents navigating kids learning from home, business leaders adapting to a changing market, college students learning remotely, social justice activists responding to national events, artists who helped us process the year's events, and many others. Each two-minute segments airs five times a week on WFSU-FM. The segment reflects the mood, optimism, hope and inspiration of our community. Find out more by visiting at wfsu.org/voices.

WFSU-TV celebrated its 60th anniversary in 2020. Laura Rogers proudly holds her commemorative mug.



WFSU-FM Perspectives

Between Jun. 23 and Oct. 1, 2020, WFSU Public Media produced a dozen special candidate forums in advance of both the Primary and General elections. These forums concentrated on local political contests, including City of Tallahassee and Leon County commissions, Leon County School Board and Circuit Judge races. Each candidate had an opportunity to present their background and qualifications for the position they were seeking, as well as their take on important local issues, in considerable depth.

WFSU and I have a lot in common – celebrating 6 decades, we love Mr. Rogers, always fundraising for education and children, serving the community, keeping up on news, stories, and music – and loving a good cup of coffee! Thanks for sharing a WFSU 60th anniversary mug with me!

**Laura Rogers
Program Director,
World Class Schools Leon County**

“Committed” FM Series

WFSU Public Media, in partnership with Health News Florida, presented a five-part series on the use of involuntary psychiatric examinations on minors. In Florida, the law is called the Baker Act, and children make up the fastest-growing population being committed. The issue has been a point of contention among child welfare advocates for years

The Age of Nature Online Event



2020
saw a move to
online platforms
for content
collaboration and
production.

The Age of Nature

In 2020, WFSU received a grant to support engagement activities for the PBS special series, *The Age of Nature*. Inspired by segments from the series, we produced new content focused on the Apalachicola River watershed. The project wrapped up with an preview screening of the produced segments and a discussion on the future of the Apalachicola River featuring our project partners. Over 130 participants attended this virtual event.

Find more at wfsu.org/ageofnature.

AMEX: The Vote

WFSU premiered a new *American Experience* documentary that explored the arduous battle that finally led to the passage of the 19th amendment and relased additional content that examined current voting rights issues in the Sunshine State.

We produced a website where viewers can listen to our FM feature on restoring felon voting rights, watch archives of the two live discussions with local topic experts around women's suffrage, and experience 360 video of the women's suffrage

movement exhibit that was on display in 2020 at the Florida Capitol Museum.

Learn more about this series at wfsu.org/thevote.



WFSU's reporting brought a renewed focus to the plight of children and families who are Baker Acted, and has sparked community conversations around the issue. Since reporting, the series' producer, Lynn Hatter, has

appeared on "Florida Matters," spoken with a journalismclass at the University of Florida, and is connecting educators to one another as they seek ways to avoid the Baker Act through methods such as trauma-

informed learning and conscious discipline.

Learn more about this series at wfsu.org/committed.

Donor Development & Fundraising

For WFSU-FM pledge drives, this year was different from years past. We could not accommodate the hundreds of volunteers we normally do, but were still able to conduct volunteer-based pledge drives. We safely brought in volunteers to pre-recorded pledge drive breaks. We were able to use the pre-recorded breaks throughout our drives to maintain a local, community element. With these adaptations in place, each of our 2020 drives met its goal!

WFSU Membership



WFSU | Passport

[WFSU | Passport](#) continues to be a driving force in TV membership. PBS continues to expand its collection of premium content accessible through this service. In 2020, 49% percent of new TV members joined to access Passport. This service is available to members at the \$5 per month level or \$60 annual level.



Membership Accolades

WFSU Membership was able to maintain last year's revenue of \$1.5 million. This success was despite a reduction in revenue from canceled travel and events. Our sustainer (monthly giving) percentages continued to expand, which has led to growing revenue through donor retention and incremental increases in donation levels.



Corporate Support

When it comes to business, 2020 was an unprecedented year. Its impact was felt by our sponsors locally, throughout the state, and around the country. Many companies had to make major and unexpected adjustments to fit with the influx of changes that seemed to come out of nowhere. One thing that did not falter however, was the WFSU Corporate Support Department's commitment to supporting our local business partners and their steadfast dedication to supporting us.

Businesses in nearly every industry needed to make numerous unexpected adjustments during these trying times. WFSU's Corporate Support Department was able to lend a helping hand, not only to retain, but to regain support from sponsors throughout the community. This, no doubt, is a reflection of the mutually beneficial relationship our team has formed with our corporate sponsors throughout the years, coupled with the audience connections we're able to provide them.

The WFSU Corporate Support Department is a strong, community-based resource that values and supports its sponsors. We believe these values help us to retain sponsor relationships year after year.