

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.

"This past year has brought lots of challenges but also opportunities. I am proud of WFSU Public Media staff's ability to adapt and continue to fulfill our mission to inform, educate, and entertain."

In this annual report, you will learn about programs, productions, and activities that enhanced quality-of-life for people in our area during the past year: made possible by the support of generous individuals and organizations—those who believe in the value of public media providing everyone with access to quality programs, news and information, and educational resources as a community service."

David Mullins
General Manager



The WFSU Public Media created new partnerships and assisted clients with hybrid events via in-person production, virtual support, and live video streaming.

Television

WFSU helped the Florida Governor's Office at the Florida Division of Emergency Management provide live COVID-19 and weather event updates via satellite and the Florida Public Radio Emergency Network. The team produced live conferences for the Florida Public Service Commission. We provided live production, streaming, and archival services to the Florida Supreme Court. We distributed these government productions statewide via the WFSU-TV / The Florida Channel satellite network.

STATE OF FLORIDA

WFSU live-streamed FSU Board of Trustees and Presidential Search Committee meetings, candidate interviews, and the selection of a new university president. We live-streamed multiple FSU Town Hall events for the President's Office, numerous FSU College of Music performances. We produced Royce Lovett in Class, an educational program on how books provide inspiration for discussion as well as music for FSU Opening Nights. We provided services to the FSU CCI TV Interviewing & Hosting class.

FLORIDA STATE UNIVERSITY

WFSU produced and live-streamed concerts for the Tallahassee Symphony Orchestra. We created new partnerships with The Artist Series of Tallahassee and the Tallahassee Community Chorus, live-streaming multiple concert performances. We broadcast and live-streamed Tallahassee Town Hall: Democracy in America in partnership with The Village Square. We broadcast and distributed Thomasville Live from the Center concert performances online.

LOCAL RELEVANCE

The production team supported our education and engagement team in producing WFSU's virtual Be My Neighbor Day and our award-winning project, Summer Challenge: Mountains, Hills, and Mounds. We supported our radio team in post-producing video content and programs for our virtual Perspectives programs. We produced a virtual tour of the WFSU-TV and FM studios and the Kirk Collection of antique radios and provided in-person tours for various schools and groups.

IN-HOUSE PRODUCTION

By the Numbers

WFSU-FM is one of the top three stations in Average Quarter-Hour Metro Share and Metro Cume rankings. Weekly, 48,500 listeners tune in to WFSU-FM.

(Nielsen Audio; TALLAHASSEE Metro; FA21 SD / SP21 SD; Average Share; M-Su 6a-12m; P12+)
(Nielsen Audio; TALLAHASSEE Metro; FA21 SD / SP21 SD; Weekly Cume Persons; M-Su 6a-12m; P12+)
(Nielsen Audio; TALLAHASSEE TSA; SP21 SD; Weekly Cume Persons; M-Su 6a-12m; P12+)

Online

Website 2021 Analytics

Pageviews: 1,662,443
Unique pageviews: 1,404,604
Users: 1,602,831

Audio Streams

Session Starts (All audio streams) 818,989
Total Listening Hours (Gross) 840,645.8

Video Streams

Kids Content - Sum of Total Streams (Live and VOD) 11.1M
Avg Yearly Passport Streams (GA) 144.92K
41% increase from 2020

Education & Engagement

In 2021, WFSU Public Media's Education & Engagement team found many reasons to celebrate. WFSU provided multiple ways to support our community despite continued social distancing throughout the year!

We provided for teachers through virtual professional development as well as made an important change to our programming schedule providing content relevant to grades four through twelve each afternoon. We shared with parents through Family and Community Learning Workshops, newsletters, and Appy Hours. We focused on our community's children via virtual events, televised specials, and thousands of giveaway bags packed full of activities to keep learning going throughout the entire year.

Learn more about all of our Ready To Learn work on our website: wfsu.org/education. For research results from prior RTL work visit <https://cct.edc.org/RTL>.

Leah Moore is a Local PBS KIDS Early Learning Champion

The PBS KIDS Early Learning Champions program recognized 38 passionate educators of young children since its inception, including the 2021 honorees. The honorees consist of various early learning educators and represents the diverse teaching communities that impact young learners today.

Tallahassee's Leah Moore has been selected as a PBS KIDS 2021 Early Learning Champion for going above and beyond to get kids ready for kindergarten.

Leah has always gone the extra mile for her students. She loves working with them during PBS KIDS activities.

Throughout the pandemic, Leah has found safe ways to continue her work with young children and their families, including a pop-up summer preschool program. WFSU couldn't be more excited to keep learning and growing with Leah.

Early Learning Champions will also connect with educator networks across the nation to further their commitments to their community's families, education officials, and administrators through the utilization of PBS KIDS and local PBS station tools and resources.

View the full list of the [2021 PBS KIDS Early Learning Champions](#). Read the [PBS KIDS announcement](#).

Leah Moore
PBS KIDS Early Learning Champion



National Recognition

In 2021, the WFSU Education Team became a two-time finalist in the 53rd annual Public Media Awards contest presented by National Educational Telecommunications Association (NETA). Our team qualified in two categories— and both featured our WFSU Ready To Learn priorities! Accolades were received in the categories of Community Engagement: Kids & Families for WFSU Summer

Challenge 2021 Mountains, Hills and Mounds and Education: Innovation in Education for our Molly of Denali-inspired Virtual Museum with Muscogee of Florida, which was made possible via a Ready To Learn extension grant. We are proud to announce that the team took home the top prize in the Community Engagement: Kids & Families category.

Sesame Street in Communities

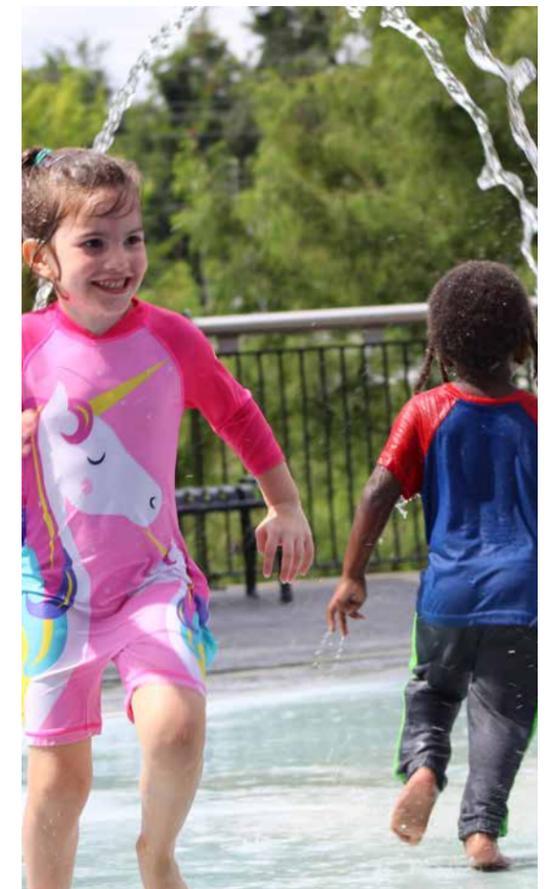
In April 2021, WFSU Education hosted a virtual workshop for an audience of more than 75 parents and educators of preschoolers using Sesame Street in Communities resources. This workshop featured special guest speaker Nicole Rainey, LMHC, ATR, and owner of Mosaic Creative Counseling, who provided training on trauma-informed care and art therapy techniques for early learners. Thanks to a grant from Sesame Street in Communities, our team was able to pack and send art kits (to the first 50 registrants) for participants to use during the activities in the workshop.

“This workshop was wonderful! Several of my employees also attended. We all learned so much about trauma-informed care. And we loved the art activities—especially the box nest!”

**Childcare Center Director
SSIC Participant**

Camp TV All Summer Long

As part of our WFSU Camp TV grant, WFSU's TV production team created segments with three community partners, one of which was used in the national broadcast of Camp TV. WFSU's TV and digital production teams worked together to create a one-hour Florida geology special that was released in the summer. In addition to the Camp TV series production work, we turned the Camp TV concept into a virtual camp experience (that was very well received by our campers)!



Ready To Learn PBS KIDS Pilot Equity and Anti-Racism Facilitator Course

Ready To Learn stations focus on being very intentional in creating a safe space for learning. WFSU's Education & Engagement team was among the station teams selected to share our diversity experiences and stories. The goal of this project was to bring attention to important DEI conversations and to share insights across the PBS system.

Stories of Impact

Voices that Inspire

In 2021 WFSU produced 45 new segments for the series [Voices that Inspire](#). The segments have featured educators, students, environmentalists, artists, business leaders, entrepreneurs, medical professionals, and many others with the goal of showcasing how everyday people make our community a better place to live.

These short two-minute segments air five times a week on radio and are uploaded to many of our digital platforms. The series asks, "What inspires our community and who else might be inspired by sharing these stories?"

WFSU-FM Perspectives

Hosted by Tom Flanigan, [WFSU Perspectives](#) invites community newsmakers into the studio to speak about news and noteworthy events or issues taking place in our local communities. In 2021, the program featured a mix of virtual and in-person interviews, inviting the public to call in for comment.

In September, Tom spoke with some of the 17 outstanding women in our community who were featured in LeMoyne Gallery's "Women Among Us – Portraits of Strength" exhibit. The creators of the exhibit, who took the life-size photos of the honorees and composed an appropriate haiku for each image, also discussed the work's significance.



“For 40 minutes, we probed the other’s heart and life experience to dig deeper into how we became who we are today and where we hope to go tomorrow.”
Theresa Wells
StoryCorps participant

Invisible History

In Spring of 2021 WFSU was the presenting station for Director Valarie Scoon’s documentary "Invisible History: Middle Florida’s Hidden Roots." The winner of a 2021 Suncoast Regional Emmy for Historical Documentary, this program depicts the little-known history of slavery in Leon County and attempts to trace its economic, social and political effects on our community today.

In addition to broadcasting the program, WFSU hosted a special live virtual discussion of the documentary featuring the director as well as other historical experts featured in the film.

Find out more at wfsu.org/television/invisible-history-event.

StoryCorps

In November of 2021, WFSU Public Media welcomed the StoryCorps Mobile Tour to Tallahassee and the Leon County LeRoy Collins Library for a community-based five-week recording session. Focused on documenting participant-chosen conversation topics between two friends or family members, 180 people signed up to take part in the project. With permission of those recorded, most of the 40-minute audio recordings have been shared with WFSU and will also be stored in the Library of Congress.



Voices that Inspire
Linda Hall

“This is one of my favorite shows on the radio... you sound great Linda! And very inspirational!”



Facebook Fan comment about Voices that Inspire

Florida Humanities

WFSU Public Media received a special \$25,000 matching grant from Florida Humanities for a project focusing on the topic of resegregation in our community. WFSU’s FM news and television production departments will team up in 2022 with history experts from FAMU, FSU and TCC for a podcast and video project.

Photojournalism in the Newsroom

With the resurrection of the InternFSU program in 2021, the WFSU team added a photo journalist internship role to our digital team. The internship position was created with the goal of assisting our FM teams in digital multimedia

storytelling.

in 2021, WFSU was very successful in hiring not one, but two students to help to better tell the community’s stories through local imagery. The addition of these internship positions has strengthened the visual quality of our online storytelling.



Local Ecology The WFSU Ecology Blog

The WFSU Ecology Blog explores natural North Florida from deep forest wetlands to the backyard ecosystem.

Highlights in 2021 included:

- Upon completion of a 2020 grant project related to PBS's *The Age of Nature*, in 2021 WFSU received a second *Age of Nature* grant. This created an internship for a high school student who organized the cleanup of an urban park, Lake Elberta, and who highlighted research into how trash gets into the lake, and how it might be prevented.
- WFSU received a grant related to *Nature: My Garden of a Thousand Bees*, creating content and planning pollinator-centered events for spring of 2022.
- WFSU ecology producer Rob Diaz de Villegas collaborated with Atlanta NPR station WABE and Alabama Public radio for stories on tri-state water wars. A story on a US Supreme Court decision on the wars was featured on NPR's *Here and Now*.
- The Ecology Blog welcomed Dani Davis, a Florida State Uni-

versity biology graduate student, as a contributor.

- The Ecology Blog almost doubled its pageviews over a two-year span, from 55,978 in 2019 to 101,043 in 2021.

Local Routes

WFSU's broadcast magazine program Local Routes returned in the fall of 2021 in its seventh season with a renewed focus on stories about our local history, ecology and the environment, local people, as well as arts and culture.

The show was re-formatted to include additional digital components shared on the Local Routes website, Facebook and Instagram pages, as well as via a Local Routes playlist on the WFSU Public Media YouTube channel.



News Analytics

In 2021, nearly half a million users visited the news portion of wfsu.org. This resulted in 751,000 pageviews.

Email Marketing

Directly messaging our loyal audiences about WFSU's work



in the community resulted in significant gains. One example included WFSU's 2021 Oliver Sacks Book Club event. An email campaign increased registrations tenfold in just 3 days – from 24 to 256.



Local Routes

In 2021, WFSU Public Media attracted about 15,000 users to its Local Routes website resulting in nearly 25,000 pageviews.

1,224 users currently subscribe to WFSU's Community Calendar weekly email.

We encourage viewers to [sign up](#) for our Community Calendar newsletter. Delivered weekly to your inbox, it's a great way to stay on top of local events happening in-person and in the virtual world.

“Class of COVID-19” Statewide Venture

At the beginning of 2021, tens of thousands of parents across Florida received letters practically begging them to send their kids back to school in person. Learning remotely just wasn't working for many students, and they were falling behind.

In “Class of COVID-19: An Education Crisis for Florida's Vulnerable Children,” Florida Public Media journalists explored how the pandemic affected education for kids who already faced the biggest obstacles to success.

The project took many forms: a dynamic website featuring stellar writing, photography, illustrations and graphic design, as well as a radio documentary, an hour long television special, a limited-run newsletter, regional exposure in the Miami Herald and national coverage on NPR.

WFSU's digital director took a lead role in the digital portion of the project, working with a team across the state. The project can be experienced online at classofcovid.org.

Donor Development & Fundraising

WFSU Membership

Radio Drives

WFSU-FM pledge drives continued to evolve as COVID-19 restrictions loosened. WFSU couldn't accommodate the hundreds of volunteers we normally could, but we were still able to have volunteer-based pledge drives. In 2021, we recycled spots recorded with our volunteers (socially-distanced) in 2020, and re-established live shifts utilizing those same volunteers. It was a hybrid of pre-recorded and live and it worked well. Each drive met its goal!



Membership

In 2021, WFSU Membership was able to increase revenue to \$1.6 million. Many public media stations saw a slight decline in giving due to the decreasing urgency of the pandemic, but fortunately WFSU was able to maintain and increase totals. This success was despite a reduction in revenue from sponsored travel and events. Our sustainer (monthly giving) percentages continued to grow, which will lead to more revenue over time through retention as well as incremental increases in donation levels.



TV Membership

WFSU Passport continues to be a driving force in bringing new members to WFSU-TV. This benefit is available to members at the \$5 per month level or \$60 annual level. We also began sending a paper newsletter highlighting TV programs. This has led to an increase in new and returning TV members. The gap in our member count between the two affiliations is narrowing with 48% of our 11,000+ memberships supporting TV programs and 52% supporting FM programs.



Travel Club

Due to the pandemic, WFSU canceled many planned trips. However, our travel schedule resumed in late 2021 with a tour through Ireland and Northern Ireland. Additional trips are in the works for 2022. Please visit wfsu.org/travelclub to find out more.

Corporate Support Means Community Support

As many local businesses saw profits uptick in 2021, the first place many of them looked to was WFSU. Not only did business owners turn to us to connect with our unique, affluent, and educated audience—their customers—they also sought to support the very organization that held steadfast in reciprocal support for our sponsors throughout these trying times.

In 2021, the Corporate Support department worked tirelessly with each of WFSU's sponsors by tailoring sponsorship packages and recommending underwriting opportunities that reached their specific clientele. Supporting our local sponsors and working with them to connect them to local audiences was an effort that continued to earn WFSU trust and helped us to gain the support of new corporate and community partners. Ultimately, we saw many sponsors resume their corporate sponsorships with WFSU, as well as an increase in support from new businesses.

Support national, state, and local news as well as the best of arts, history, entertainment, culture and more by becoming a member today.

Visit
wfsu.org/donate
to make your contribution.