



**2014 LOCAL CONTENT AND SERVICE REPORT**  
TO THE COMMUNITY

**WFSU**

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**wfsu.org**

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



**wfsu**

**WFSU is dedicated to educating, informing, and enlightening our viewers and listeners from preschool to retirement. Our focus on literacy and civic engagement improves the quality of life for all the residents of our service area.**



## 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 musical talent.

**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

- Public Broadcasting Service (PBS)
- Day-long children's programming
- Dimensions

### WFSU-FM and WFSQ-FM

- National Public Radio (NPR)
- Perspectives
- Local news and classical music

### The Florida Channel (TFC)

- Capitol Update
- Florida Crossroads
- Florida Face to Face
- Coverage of all three branches of State Government

### 4fsu

- Ceremonies and performances
- Student-produced programs

### Educational Services

- American Graduate
- SciGirls
- PBS KIDS Ready To Learn

### Florida Center for Interactive Media (FCIM)

- Partnerships for custom web development
- Instructional design and digital arts
- Customized web-based learning
- Tools for data collection and Analysis

## LOCAL IMPACT

- **WFSU/WFSG-TV** reaches more than *427,000 households*.
- **88.9FM** 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 over *7 million households* via TV. In a month, over *15,000 people* from *50 states* and *20 countries* visit the website to watch streaming video.
- **Educational Services** provide training, support, and resources to *21 school districts* in *two states*, and sponsor *70+ unique 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. FCIM now has *17 sponsors of development projects*, most with multiple activities being created.

# IN THE COMMUNITY

## On the Air

WFSU provides our community with pertinent information and fascinating glimpses into life in our area. Whether it is discovering local hidden treasures and exploring *EcoAdventures* through our *Dimensions* program or recounting the day's legislative proceedings on *Capital Report*, WFSU brings viewers and listeners right into the center of the issue with expert reportage, state-of-the-art videography and an eye for detail. WFSU prides itself on providing a platform for the local community to have a voice. Locally focused programs range from our election season's TV production of *Bandwagon*, WFSU FM's *Perspectives* and our *Voices from the Classroom* segments, and all offer a platform for discussion and increasing awareness and potential collaborative solutions for the issues that are timely and important to our citizens.

## On the Ground

Providing educational service and engaging our community on important topics are critical priorities for WFSU. Much of the work we do would not be possible without the support of volunteers. The WFSU membership department had more than 500 volunteers give their time during three on-air FM radio pledge drives in 2014. These volunteers represented more than 200 businesses, organizations, civic clubs and student groups from our area. Business leaders, attorneys, artists, educators and musicians volunteered their time. Our on-air pledge drives, special events and educational services would not be possible without these dedicated volunteers.

**During 2014, WFSU provided station tours to a diverse array of citizens including students from Hamilton High School, SciGirls, Palmer Munroe Teen Center, a variety of preschools and other organizations. Tours included the vast Kirk Collection of nearly 300 antique radios, televisions, record players and music boxes housed at WFSU as well as a behind the scenes tour of our radio and television productions that often included hands-on experiences.**

## Online

WFSU is a reliable source of information and multimedia for our community, and our presence on the web further allows us to engage with listeners and viewers of all ages. In 2014, the Web Team:

- **Took on Water Moves production, coordination, and implementation.** The web department was invited by PBS KIDS to be a pilot station in the PBS Virtual World (working name) street game project. WFSU met with members from the PBS team and a game designer for a period of four months in order to create an original game, play and learning experience for children ages seven through eleven.
- **Migrated existing web services and databases** to two Linux servers to increase stability and security of the production environment.
- **Met the needs of WFSU's American Graduate Project grant** by migrating the existing American Graduate site to a PBS-hosted CMS that will allow all American Graduate stations across the nation to share related content.
- **Set up testing environments for Wowza streaming media server** to stream both radio and television content.
- **Set up testing environments for iTunes Radio** for 2015 launch and release of new products that will increase FM media content accessibility.
- **Set up testing environments for live and VOD caption-enabled HD video encoders** used to stream live and archived video content. The new video encoding environment will make WFSU's video content available across mobile platforms.



# STORIES OF IMPACT



## Climbing Aboard a *Bandwagon* Tradition

The 2014 election season brought the return of *Bandwagon*. Since 1986, WFSU has regularly hosted this unique election year event in our studios with help from the League of Women Voters of Tallahassee. During the program, candidates in contested races are given three minutes to talk about the issues they feel are important. When time runs out, the candidate's microphone is cut off, and the local barbershop harmony group known as "The Capital Chordsmen" sing them off the stage.

Supporters join their candidates in the studio wearing t-shirts, cheering, and waving signs to create an exciting and fun atmosphere. While the program harkens back to days of speeches on soap boxes in the town square, WFSU adds a high tech twist. The program is webcasted live and then archived on [wfsu.org](http://wfsu.org) so that voters can access it in the days leading up to Election Day.

# STORIES OF IMPACT



## Florida Public Radio Emergency Network

WFSU is proud to be a part of the Florida Public Radio Emergency Network (FPREN), a system of public radio stations across the state that work together to broadcast emergency messages during hurricanes and other disasters. In 2014, the FPREN created a weather center in Gainesville capable of creating graphics and reports during crises for both radio and television stations that do not have the facilities to create their own. FPREN is a vital resource for Tallahasseeans and Floridians alike, as radio is often the only communications system remaining intact during major natural disaster.

**8,156**

WFSU app  
downloads

**2,980,285**

radio streams

**63,000**

listeners tune in to 88.9FM weekly



## WFSU 88.9

WFSU radio provides Tallahassee, Panama City and the surrounding communities with daily up-to-date news and information. WFSU also produces local radio news and programming. Local long-format programs include *Perspectives*, *411 Teen* and *Capital Report*. *Perspectives* is a live, listener call-in program hosted by Tom Flanigan. *Perspectives* gives our listening community a forum to discuss the issues and concerns important to them. *411 Teen* is hosted by Dr. Liz Holifield. This program was created with teen input for a teenage audience. Guests provide insight into topics that concern adolescents. *Capital Report* teams WFSU reporters and reporters from throughout the state together to bring you timely news and information from around Florida. Whether it's legislative maneuvers between legislative sessions, the economy, environmental issues, tourism, business or the arts, *Capital Report* gives information on issues that affect the lives of everyday Floridians.

## Top Stories by the WFSU Radio News Division

Each year, the WFSU radio news division provides in-depth news reports on issues addressed during the Legislative session. Two of the key issues tackled were the impact of oil in Florida and water concerns in the state. In the three-part series *Impact of Oil in Florida*, WFSU addressed the renewed push for oil in Florida. *Florida Water Woes*, another top story by the WFSU News Team, was a three-part examination into top water concerns in areas around the state. To read more about these stories and other in-depth coverage of key local issues, visit [news.wfsu.org](http://news.wfsu.org).



## The FLORIDA Channel: Improving Access and Transparency

Transparency in state government took on deeper meaning in 2014 with The FLORIDA Channel (TFC) at the center of this unprecedented access. For the first time, TFC televised and/or streamed every legislative committee meeting as it happened during the 2014 Legislative Session. The re-designed website and updated app allowed users to access all meetings and events on their computers and hand-held devices—either live or in the archives. TFC continued its' efforts to complete the video library, and it now has legislative sessions archived from 1999 to present day. The newsroom staff monitors multiple events, while working on stories for Capitol Update, News Brief and their documentary series *Florida Crossroads*. The FLORIDA Channel continues to produce more original programming than any other organization of its' kind in the country and in 2014, surpassed 2,700 hours. Covering all three branches of state government, nearly 8,000 programs and events have been archived at [TheFloridaChannel.org](http://TheFloridaChannel.org).

## 2014 Election Florida Ballot Preview

Prior to the November 2014 elections, WFSU radio news division provided in-depth news reports on the four amendments Floridians would see on the ballot. Full news reports on what these amendments mean and how they will affect voters and the communities served are thoroughly researched and disseminated.

## Digital Convergence Alliance

WFSU-TV and ten other PTV stations have created the Digital Convergence Alliance, through which the stations will pursue ventures that foster economies of scale and develop new revenue generation opportunities. The first such initiative was the development of a centralized master control and traffic operations service known as the Network Operations Center (NOC). Designed and built to serve as many as fifty Public Broadcasting stations, the NOC consolidates staff and equipment in a centralized, hardened facility providing unparalleled reliability, reduced operating costs and eliminating significant capital expenses for each station. As a part owner, each time a new station is added, WFSU-TV's cost to participate will decrease.



# STORIES OF IMPACT



## Increased Access and Improved Efficiency

In 2014, The FLORIDA Channel completed the installation and integration of its tapeless environment. Within the new environment, TFC also expanded the infrastructure and network necessary to dramatically expand coverage and improve overall efficiency in production and resource use. The expansion allowed TFC to triple its' live event streaming capability from seven active/live streams to twenty-one! The speed and efficiency of archiving covered events and programs to our online video library also dramatically improved. It is truly an exciting time to be "connecting Florida..." to its state government!



## *Last Days in Vietnam* Comes Early to Tallahassee

In November, WFSU joined the FSU Student Veteran Film Festival in their presentation of the PBS *American Experience* film *Last Days in Vietnam*. Directed by Rory Kennedy, the film includes previously unseen video and stories of the American evacuation of Saigon in 1975. Kennedy took part in the festival and participated in a question and answer session following the screening of the film at Ruby Diamond Concert Hall. WFSU-TV will air the Oscar nominated film as part of the PBS American Experience program on April 28, 2015 at 8 pm ET.

## Join us on an *EcoAdventure!*

As a regular feature of our *Dimensions* program, WFSU-TV producer Rob Diaz de Villegas takes our viewers on a bi-monthly *EcoAdventure* to discover unique ecological aspects of the Big Bend Region and beyond. From exploring tupelo swamps to holding a very wiggly octopus, new experiences are always a fun part of these segments. In the last year, *EcoAdventures* focused on ecology issues that impact our daily lives. We've looked at how water flows from our homes to the coast and we even did some digging with local farms to find out more about local small scale food growers. In addition to appearing on our *Dimensions* program, you can find expanded and exclusive *EcoAdventure* videos as well as other content on [wfsu.org/ecologyblog](http://wfsu.org/ecologyblog).





**Florida Center for  
Interactive Media**  
FLORIDA STATE UNIVERSITY



## WFSU Welcomes Team Member, Florida Center for Interactive Media (FCIM)

WFSU welcomes Florida State University's Florida Center for Interactive Media (FCIM) to our team. FCIM, founded in 1997, is a self-supporting, professional multimedia development group. Its experience includes the development, maintenance, hosting, and technical support for an array of projects for various government agencies, school districts, other universities, and private entities. FCIM specializes in building partnerships to create interactive web-based learning opportunities,

constructing user friendly databases with graphical reporting, and using the latest technologies for custom applications. The FCIM team of 35 professionals includes educators, instructional designers, graphic artists, animators, videographers, editors, programmers and developers, measurement and evaluation specialists, and writers.

# STORIES OF IMPACT

## FCIM Highlighted Partnerships



### Florida Department of Children and Families

FCIM works with the Florida Department of Children and Families (FDCF) to develop and deliver professional development via the Internet. Currently, 23 courses are available to earn required certificates qualifying individuals to become childcare providers for young children in Florida homes or facilities. FCIM also creates and validates the examinations the participants must pass to achieve those certificates. In 2014, more than 120,000 tests were administered. The courses are cooperatively planned with an advisory team, then programmed and delivered using the latest technology tools, digital graphics, and programming methodologies.



### Florida Department of Education Online Data Systems

FCIM develops, maintains, and supports a number of online data systems for the Florida Department of Education (FDOE), Bureau of Exceptional Education and Student Services. One of these is The Project Tracking System, which is a secure online data system used to capture information related to the products and training provided by over 150 discretionary projects. The General Supervision database collects, compiles, and reports information related to the compliance by Florida school districts regarding policies and procedures for students with disabilities. Similar tracking systems are also developed for other FDOE bureaus, including Charter Schools and Teacher Preparation.



### Florida State University's Autism Institute

FCIM is working with the Autism Institute in the FSU College of Medicine to develop a web-based instructional delivery system, Autism Navigator. It is designed to increase the capacity of early intervention providers to appropriately serve children with, or at risk of, Autism Spectrum Disorder (ASD). It is a unique collection of video footage and web-based tools intended to bridge the gap between science and community practice. Autism Navigator is currently used in six states. In the spring of 2015, Autism Navigator for Primary Care Providers will be launched.



**INFORMING,  
EDUCATING,  
INSPIRING**

## The American Graduate Initiative

WFSU, through the American Graduate: Let's Make it Happen initiative, is raising awareness in the community that 20% of young people do not graduate from high school, and African American, Latino, Native American, as well as low income students are disproportionately affected with graduation rates as low as 50% in some communities. In Jefferson County, just east of Leon County, the graduation rate is less than 35%. We are using our on air, online and on the ground resources to raise awareness. Programs include:

### **American Graduate Professional Lunch series**

Since 2011 over 200 professionals from the community have spent an hour over lunch once a month with students at the Success Academy at Ghazvini Learning Center connecting caring adults with the challenges students face. Outcomes include greater awareness of the school, opportunities for internships and jobs.

“The American Graduate program is an excellent venue to influence the next generation. Sharing our stories of success and failure with students gives hope to pursue, ever more diligently, their aspirations.”

- *Derek Schiefer, Owner/Operator  
Chick-fil-A, Governor's Square Mall*

# INFORMING, EDUCATING, INSPIRING

## American Graduate Day

WFSU participated in the national American Graduate Day broadcast on September 27<sup>th</sup>, 2014 producing 13 local segments that featured community leaders and organizations. WFSU spent the day in Jefferson County interviewing students, teachers, school district leaders and community members about the challenges and opportunities the district faces. Newly appointed Tallahassee Police Chief Micheal DeLeo participated as well as United Way of the Big Bend CEO, Heather Mitchell. WFSU provided a platform for local organizations to share resources and information to help build awareness and results around the dropout crisis.



## WFSU-FM Exclusive Radio Series – *Voices from the Classroom*

How do we engage the community around the high school dropout crisis? As part of the American Graduate: Let's Make it Happen initiative, WFSU-FM created the weekly radio series *Voices from the Classroom* which features middle and high school students. These teens share their challenges, hopes and dreams. These two minute stories premiere each Thursday morning and run an additional four times during the week. Since its' launch in 2013, over 100 unique voices have been featured. These stories help educate, inform and inspire our community. The series is archived on [wfsu.org/americangraduate](http://wfsu.org/americangraduate).

- **500 Students completed the peer-to-peer mentoring** Martha Speaks Reading Buddies Program
- **170 Students completed Math Mentors**, a program that has children practicing math skills while playing engaging online games
- **108 Students attended the Super Why Summer Reading Camps** across Leon and Jefferson County
- **WFSU Education hosted a Summer Book Fair**, handing out over 3000 books and materials from WFSU, PBS KIDS, and the Leon County Scholastic Warehouse to teachers from across North Florida
- **For the 9<sup>th</sup> year in a row**, WFSU partnered with the National High Magnetic Field Laboratory to host the SciGirls Summer Camp
- **WFSU brought 13 PBS KIDS characters** to the Leon and Jefferson county communities during 2014

*“Voices from the Classroom is a powerful motivating tool for the young men we work with at 50 LARGE, and for the entire Tallahassee, Florida community! CPB’s American Graduate initiative aimed at increasing high school graduation rates should receive the highest of accolades, and unstinting financial support from local and national decision makers. We anxiously look forward to every opportunity to collaborate with WFSU’s Kim Kelling Engstrom, and vow to do our part by producing bold and confident American Graduates!!!”*

*- Larry Thompson, Director of 50 LARGE*

## Water Moves

WFSU was selected by PBS KIDS to create and pilot a children's 'street game' embodying the principles of systems thinking. The reason to incorporate systems thinking was to encourage kids to think about how systems behave and influence outside systems in a real-world context. Kids were prompted to think about the relationships of water and environmental components within the game and how to leverage those relationships to their advantage during team play.

WFSU invited 30 children ages 7 through 11 to test the game on a sunny day outside of the WFSU campus. After about an hour, the winning team accomplished the goal of moving water using improvised tools created during game-play. The game was followed by lunch and educational presentations by the City of Tallahassee's Think About Personal Pollution (TAPP) initiative and a representative from the City's water distribution division. Since the launch of Water Moves, other programs such as SciGirls and other afterschool programs have staged Water Moves at their sites. View pictures at [wfsu.org/watermoves](http://wfsu.org/watermoves).



*“I thought the Super WHY Summer Camp program was very beneficial for the emergent readers at my school.*

*My students who are now in first grade are still raving about how much fun they had during our three weeks together!”*

*- Rebecca Johnson, Kindergarten teacher  
Fort Braden School, Tallahassee*

## 2014 Summer Learning Challenge

During the summer of 2014, WFSU and PBS KIDS doubled efforts to help kids keep learning all summer long. We accomplished this by introducing a new TV schedule featuring back-to-back episodes of children's favorite shows and providing an abundance of free online and print resources. But, the fun didn't stop there...WFSU also debuted the WFSU Summer Challenge—an online, offline, interactive, hands-on scavenger hunt for kids and parents to do together. Families who submitted the completed checklist were invited to a celebration party that featured crafts, cake, a Daniel Tiger's Neighborhood preview episode, and some of our favorite PBS KIDS characters.

## WFSU Participates in Special Preschool Project

WFSU partnered with Maryland Public Television and John Hopkins University to pilot and evaluate a set of prototype resources that are developmentally-appropriate, out-of-school learning resources for children ages four to eight as well as related professional development materials for their educators and families. WFSU, along with Leon County Schools Title I Director, selected Astoria Park Preschool and Springwood Elementary Afterschool to evaluate the activities. From December to February the pilot project was tested. A representative from John Hopkins came to WFSU twice during this period to observe the pilot project. This curriculum is now nationally available at [pbskids.org/lab/activity/pbs-kids-afterschool-adventure](http://pbskids.org/lab/activity/pbs-kids-afterschool-adventure).



## MEMBERSHIP SERVICES

### Connecting with *Downton Abbey*

In November, the Membership Department, in conjunction with Masterpiece and WGBH, coordinated a dinner and lecture with historical advisor to *Downton Abbey*, Alastair Bruce. WFSU welcomed over 120 guests to this event. Mr. Bruce presented clips from a new Masterpiece special: *The Manners of Downton Abbey* with Alastair Bruce which aired on WFSU-TV in January of 2015. The guests enjoyed an Edwardian style dinner and a behind-the-scenes look at how the popular show is made. Mr. Bruce discussed how he ensures the historical accuracy in all the details that make *Downton Abbey* so special. Tallahassee was one of only six events for Mr. Bruce in the United States and his only stop in Florida.

In December, we coordinated a preview screening of the *Downton Abbey* Season 5 premiere episode, which aired on WFSU-TV in January of 2015. More than 290 guests attended this free event at the Student Life Cinema in Florida State University's Askew Student Life Center.





## FM Pledge Drives

WFSU-FM held three on-air fundraising drives in the winter, spring, and fall of 2014. These drives raised over \$350,000 for the station. Over 500 volunteers donated their time to help WFSU accomplish our goals, going on-air to motivate listeners to make pledges and answering phones when listeners called-in their pledge. These volunteers represented over 200 businesses, organizations, civic clubs, and student groups from the area.



## Sustaining Membership Kick-Off

In October, WFSU launched our FM Sustaining Member program, which is an ongoing, monthly donation program. This resulted in 350 new sustaining members with 110 of those members entirely new to WFSU, with no previous record of membership. To enhance our new Sustaining program, we offered a special thank you gift—a signed, limited edition poster featuring the painting *Illuminated Creek* from local artist Dean Gioia. After the drive, we invited new Sustaining Members to WFSU for a reception where they enjoyed refreshments, had an opportunity to meet the artist and picked up their special gift. Approximately 75 guests attended this event at the WFSU studios.

## Social Media and Web Content by the Numbers



**2,625**

*twitter followers*



**3,621**

*facebook likes*



**627,532**

*wfsu.org sessions*



**2,980,285**

*radio streams*

# wfsu

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