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1600 Red Barber Plaza  
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2019  
ANNUAL REPORT  
TO THE COMMUNITY

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## A Message from David Mullins, General Manager

### Thank you for being a part of the WFSU family!

We are in unprecedented times, and as we face the challenge in which media and the role of journalism are sometimes questioned, WFSU Public Media's focus is on connecting our community and providing unbiased, quality content that can help you make informed decisions.

information, there is a lot more to this organization. While providing you with quality media content is crucial to WFSU's mission, serving the public through education and outreach efforts are ways in which to meet and work with you in the community. These services and community connections are what make WFSU unique in the landscape of media organizations.

As WFSU celebrates its 60th year of being YOUR television station, we continue to develop multi-media opportunities and align the talents of our staff in radio and television more closely together and bring information to our audience on multiple platforms making WFSU's content available anytime/anywhere.

However, we couldn't do all of this without you! Thank you to the thousands of donors, the tens of thousands of weekly listeners and viewers of WFSU and the many volunteers and community partners. It is our honor to serve you.

But while you may think of WFSU as your favorite radio or television channel or online source for news and

*David Mullins*



## Education & Engagement

Throughout the year, WFSU Public Media's Education and Engagement team builds 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.

## Our Value

Sixty-six percent of parents surveyed named **PBS KIDS the most educational media brand**, substantially outscoring the second-most highly rated kids brand, Disney Channel. As a Ready To Learn station, WFSU provides a testing ground that helps to make PBS KIDS programming so valuable.

### Year-Long

#### BYTES & BOOKS

In 2019 our Bytes & Books program took place in Wakulla, Jefferson, Gadsden and Leon Counties. Each month featured a different theme incorporating a PBS KIDS program, a related book and a hands-on activity. We partnered with the Early Learning Coalition of Big Bend (ELCBB), Florida Diagnostics and Learning Resources System (FDLRS) and Parents of the Panhandle Information Network (POPIN) to create these special, media-infused lessons and activities.

#### FAMILY & COMMUNITY LEARNING WORKSHOPS

PBS KIDS and CPB have truly created something wonderful with this fresh approach to family game night. How does it work? WFSU selects a Ready To Learn program along with a Title 1 partner school and over 4 consecutive weeks, families eat dinner together, find inspiration from our media, and then, as a family they extend the learning with hands-on experimenting. During these workshops, families connect and spend time sharing and learning together!

### Winter

#### BE MY NEIGHBOR DAY

**DOWNTOWN TAKEOVER**  
WFSU connects many of our friends and neighbors with this special day in February dedicated to our community. Families from all over came for a hug from Daniel Tiger, trolley rides around downtown, 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.

### Spring

#### PLAYFUL LEARNING WITH EDUCATORS

Using mobile devices as tools for learning is one of the most important modern aspects of our work as media educators! Our Playful Learning series answers the questions "How can I use media in my classroom?" and "Why should I use media with my students?" This year we took a deeper look at how today's children thrive on learning through play, and how our programs and apps meet kids where they are learning best.

### Summer

#### WFSU SUMMER CHALLENGE

There is no time like summer to take adventures through travel, books, and media. Throughout the summer, we partnered with the Community Classroom Consortium to create online and off-line challenges to inspire children. The activities provided a blueprint of local fun via cooking, planting, building and curiosity! The Summer Challenge began with a kick-off event themed around The Summer of Space.

### Fall

#### SESAME STREET IN COMMUNITIES

WFSU was one of ten public media stations to receive funding to celebrate 50 Years of Sesame Street with our rural neighbors. With our partners, we conducted workshops with over 50 early childcare providers and directors. We shared over 1,000 books and brought Sesame Street's Abby Cadabby to A Night to Unite, a festival for our neighbors in Bay County still recovering from Hurricane Michael.



### Ready To Learn: Community Collaboratives for Early Learning Media

WFSU Public Media has been a Ready To Learn grant-awarded station since 2001. In the 2015-2020 grant cycle, we are one of only 30 stations across the U.S. that works closely with CPB and PBS to test out new resources and innovative curriculum. 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. A focus of the current grant cycle are digital resources and programs (The Cat in the Hat Knows a Lot About That, Ready Jet Go!, the PBS KIDS for Parents Play & Learn Science app, and The Ruff Ruffman Show) dedicated to science and literacy. Additionally, the 2019 launch of Molly of Denali focused on informational text literacy. WFSU makes all of this work happen with the help of essential community partnerships. Together we create learning experiences for children, parents, caregivers and teachers, sharing content and related resources in neighborhoods that need them most.

### Bright by Text

The Parent Texting Initiative, established in 2019, provides us a more personal connection with parents and caregivers. Through a partnership with Bright By Text, PBS KIDS national and WFSU local content is delivered right to a subscriber's phone. Subscribers receive messaging about developmental milestones, wellness, ideas for activities, and local events presented by WFSU and our partners.



### Summer Camps

Throughout the summer months, we piloted several RTL camps including Sensational Science Camp with Ruff Ruffman, Ready Jet Go! Space Camp, and Odd Squad Camp. With generous grant funding from Leon County Schools and Envision Credit Union, nearly 100 children had the opportunity to explore engineering, aeronautics, mixtures and solutions, friction and force, and more.

# Radio

In 2019, WFSU-FM's radio studios experienced significant upgrades, improving our audio production quality and giving us the ability to integrate television production services into our radio studios. Our FM news team worked on several feature projects alongside our television production team.



## STUDIO UPGRADE

2 Production Studios Updated  
FM Master Control Updated

### Updates included:

- Broadcast Furniture
- Broadcast Phone System
- Microphones
- Television Monitors
- Mic/Monitor Mounting System
- Acoustical Treatments



Tom Flanigan, host of WFSU Perspectives



## Retro Report

In 2019, the WFSU-TV and FM departments joined together to showcase the power of collaborative journalism. The WFSU-TV team partnered with WFSU-FM newsjournalists to produce two features addressing the historical racial disparities within Tallahassee. WFSU examined the demise of an African-American historical enclave and the city's black hospital.

Funded by a grant provided by the Corporation for Public Broadcasting, WFSU created a "Retro Report" team to examine the threads between historical losses and ongoing disparities. Our reporting took us to the shadow of the Florida Capitol, an area which was once known as Smokey Hollow. The area is currently home to a popular park and state office buildings, yet few know that the land was once home to black families and businesses — razed through the use of eminent domain.

The team's reporting carried them less than a mile away from Smokey Hollow to the campus of Florida A&M University to explore the loss of the school's hospital. Shortly after the passage of the 1965 Civil Rights Act, it was defunded in the name of breaking down "separate but equal." The loss of FAMU's hospital coupled with its Law School was followed by decades of threats to the university's other programs — perpetuating the question of whether HBCU's are still relevant today.

WFSU's reporting was showcased in a town-hall style meeting that spurred plenty of civil debate. Here, diverse local groups communicated with each other and aspiring to make plans to address growth and development issues before city and county leaders. Among the attending crowd were university professors and administrators, and county and city commissioners.

# Cross-platform Work

As the media landscape changes, it is becoming increasingly important for WFSU to present our work to our audiences via multiple platforms and formats. Our **Hurricane Michael, One Year Later** project helped us to achieve this goal via radio, TV, and online.



Photo by Erich Martin.

## Hurricane Michael, One Year Later

Hurricane Michael was one of the strongest storms to ever make landfall in the U.S., and the first Category 5 to hit the state since Hurricane Andrew. Yet almost immediately after it was over, national media outlets picked up and left, and the nation largely forgot about North Florida.

However, local reports did not forget. News outlets like WFSU have continued covering the aftermath of the storm. WFSU has spoken with business owners fretting over a

workforce that's largely fled. We've spoken with homeowners frustrated and angry at insurance companies that refuse to pay claims. Schools are experiencing a dramatic increase in child behavioral issues, because storms leave invisible scars as well. On the 1-year anniversary of Hurricane Michael, we took our live, weekly talk show, **Perspectives**, to Mexico Beach. The program drew state lawmakers, policy makers, local activists and the city's Mayor for a special conversation on how far the area has come, and how much more work remains.



WFSU is the real-life pulse of the community, state and nation in every topic that concerns me — and some I didn't know I was interested in!

Laura Rogers







The Local Routes website received a fresh new look in 2019.

## Television

Our television operations continue to transcend into the digital age. We have taken steps in 2019 that have led to an increased frequency of online streams, virtual reality production, IP-based video transmission, and updated online experiences.



Great job on the Tribute concert Saturday night! Everyone who watched the live stream who has called me has raved about it! Thanks so much!

Jan Smith, President, Tallahassee Community Chorus



### Equipment Upgrades

Equipment upgrades were made throughout our television facilities giving us the tools to experiment, innovate, and host community forums and events with greater ease and modernity.



### Video Streaming Local Radio

A robotic camera system has been installed in the WFSU-FM studios to allow for live streaming and broadcast of local radio programming. Our routing system was also extended to carry video from FM.



### A Bright Future

Planning and demolition began to replace our grid lighting systems in both TV studios. This move will replace incandescent bulbs with software-controlled LEDs, reducing energy costs.



### Taking Flight

WFSU's Chief Videographer received a remote pilot license to fly our "unmanned aerial system." We have begun gathering exciting drone footage for use in our content production work.

## American Graduate

For the past two years, WFSU Public Media has part of the American Graduate, a national initiative funded by the Corporation for Public Broadcasting. The goal is to raise awareness of the value of career and technical education or CTE as an important career pathway for youth.



### Getting to Work

WFSU told the stories, highlighted the needs, addressed the barriers and shined a spotlight on the value of CTE. In these two years, we have learned that creating a talent pipeline must build in equitable opportunity for all of our youth. Helping parents, students and teachers understand the value of CTE as an alternative to a four-year degree is critically important for success. Our work was timely; the focus on CTE is growing from the Governor's office to the Florida Chamber of Commerce. Increasing access to a post-secondary credential brings economic prosperity to the state.

Some highlights of our work:

» Hosted five live broadcasts inviting community partners to discuss what it takes to develop a talent pipeline and healthy

- » Produced and shared over 50 videos that focused on needs of students, parents, business, and educators.
- » Convened community leaders to align resources and scale impact.
- » Linked community resources to at-risk youth to increase graduation rates and provide a pathway to opportunities.

In a recent survey over 90% of our partners reported that WFSU is a valued partner in promoting and supporting awareness of workforce development issues in our community and 94% said that WFSU raised awareness of high-demand skilled careers in our community. A random survey of WFSU audiences indicate that awareness of the need for career and technical education grew as a result of our coverage of this issue and 85% of those surveyed believe that public media plays an essential role in our community.

## Become an EcoCitizen

In 2019, WFSU's television, radio, digital, and education teams came together for an ambitious multiplatform campaign dubbed **The EcoCitizen Project**. Funded by a grant from PBS Nature, the goal was to raise awareness of the themes of citizen science, the seasonality of plants and animals, and climate change, aligning with the program's American Spring LIVE broadcast.



### Citizen Science

The project's focus was the urban ecosystem of the Southside of Tallahassee, adjacent to the Apalachicola National Forest, to encourage gardening for wildlife. This type of gardening makes an ideal citizen science lab.

We sought primary partnerships with Florida Fish and Wildlife Conservation Commission (FWC) and the Coastal Plains Institute (CPI) for programs they were already running that encouraged gardening for wildlife and citizen science.

Over several months, the WFSU Ecology Blog followed as FWC oversaw the transformation of a retention pond into a natural north Florida habitat; while in the forest, we followed as Tallahassee teens became

comfortable wading through wetlands and walking into the forest, often for the first time. EcoCitizen Day was our central event. Hundreds of individuals used the iNaturalist app at parks, in the forest, and in their own gardens to report as many plant and animal species as possible. Shuttles took people into the forest to dipnet wetlands and at our event headquarters, children held snakes and alligators, listened to live music and local nature authors, and got to meet PBS KIDS' Nature Cat.

Thanks in part to WFSU's efforts in promoting the challenge and educating the public in the use of iNaturalist, Tallahassee recorded the most observations for a city of its size in the City Nature Challenge national competition.



## The FLORIDA Channel

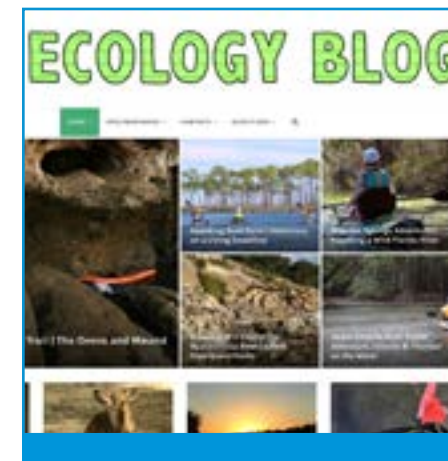
### Connecting Florida

In 2019, The FLORIDA Channel (TFC) continued to play a critical role in transparency and citizens' access to all three branches of state government. We surpassed 21,000 videos in our online library, our archives were described as "a state treasure" and critical to the jobs of journalists, and those involved or interested in the processes of governing. In addition, TFC continued to produce thousands of hours of traditional gavel-to-gavel coverage – all streamed live and archived.

A highlight for 2019 was our coverage – both live and tape-delayed – of the Governor and Cabinet's trip to Israel. It was the first time a FL Cabinet meeting was held on foreign soil. And via TFC, the citizens of Florida were there!

TFC reaches Florida's seven million households via TV. Our service has over 6,000 mobile app users and nearly 10,500 Roku subscribers who watched 10,415 hours of video in 2019 (an average of 89 minutes per session).

Our web presence continues to be of great importance to our viewers, with 419,899 documented sessions on our website with 1,109,855 pageviews and 232,383 users.



### Ecology Blog Refresh

The **WFSU Ecology blog** has been a staple of **wfsu.org** for over 10 years. This year the blog obtained a fresh new look just in time for EcoCitizen Day in Tallahassee. Read up on local ecology at **wfsu.org/ecologyblog**.

» WFSU-TV created nine short videos and one thirty-minute documentary on local citizen science initiatives, iNaturalist, pollinator gardening, and seasonal change.

» **We gave away hundreds of monarch butterfly-friendly seed packets.**

» With our partners, we conducted several citizen science training sessions for teachers, home-schoolers, community center programs, business owners, and a science salon series.

» **A local bookstore held a book reading for children featuring a tiger salamander.**

» WFSU-FM's Perspectives call-in program featured WFSU's Ecology producer, our EcoCitizen project partners, and PBS Nature's Executive Producer, Fred Kaufman.

» **The UF Leon County Extension Office created an EcoCitizen seasonal planting guide for Florida-friendly species.**

» Proof Brewery held an EcoCitizen pint sale (the proceeds of which went to the Coastal Plains Institute), brewed a blueberry beer called Sonicated, and hosted a screening of American Spring LIVE.



The WFSU Travel Club makes a trip to Highclere Castle, where Downton Abbey takes place.



## Membership

WFSU Public Media funds the content and services we provide to our local audiences in part with contributions from individuals (who become members), volunteers, and underwriters – these people are .listeners and viewers like you

## Thankful for Volunteers & Donors

The WFSU membership department had more than 300 volunteers give their time during three on-air FM member drives in 2019. These volunteers represented more than 200 businesses, organizations, and civic clubs from our area. Business leaders, attorneys, artists, educators, and musicians volunteered their time.

■ **PBS Passport** continues to be a driving force in TV membership. PBS continues to expand its collection of premium content accessible through this service. In 2019, 30% 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.

■ **WFSU Membership** reached our highest fundraising total: more than \$1.5 million. This is due to increased member retention and the generosity of planned giving. Our sustainer (monthly giving) percentages continue to grow, which leads to more revenue over time through retention and incremental increases in donation .levels

■ **The WFSU Travel Club** took a total of 79 travelers to the United Kingdom and the Canadian Rockies. On our British Landscapes tour, we visited Highclere Castle, the home of Downton Abbey. In the Canadian Rockies we stayed at the legendary Fairmont hotels and traveled by train through the mountains to see the beautiful .landscapes



NPR's Scott Horsley visits with WFSU supporters.

## Corporate Support

Our Corporate Support team works to find people and organizations within our local communities who are passionate about supporting the mission of public media.



WFSU makes me proud of the place I live: two 24-hour radio stations, one news and one classical music, and bountiful high quality television offerings; all including robust LOCAL news and features. WFSU makes our community so much more than it otherwise would be.

Anne Longman 

## Building a Bigger Bridge

In 2019, our Corporate Support Department continued its efforts to foster unique connections between WFSU's programming and events with local businesses. This has resulted in revenue exceeding the \$1,000,000 mark for the eighth straight year.

WFSU has garnered more than support from its corporate community. It has cultivated a mutually beneficial relationship between our corporate sponsors and our unique audience. By pairing businesses with programming that reaches their potential customers, we are able retain their support year after year, enabling them to realize that a partnership with WFSU is indeed good for business.

This year, the Corporate Support Department broadened its efforts to connect business to audience beyond programming and events. We expanded corporate sponsorship opportunities to include our Membership Travel expeditions, creating yet another unique connection. Every trip has had at least two sponsors extending their reach to a fresh group of individuals.

Corporate Support's work is the foundation that enables WFSU to remain a strong community-built resource.

# By the Numbers

## RADIO RANKINGS

WFSU-FM is one of the top three stations in AQH Metro Share. Weekly, 49,600 listeners tune in to 88.9FM.

(TALLAHASSEE Metro; FA19 SD / SP19 SD; Average Share; M-Su 6a-12m; P 12+)

(TALLAHASSEE TSA; SP19 SD; Weekly Cume Persons; M-Su 6a-12m; P 12+)

## SOCIAL MEDIA (2019)

General Audience



## WFSU.ORG (2019)

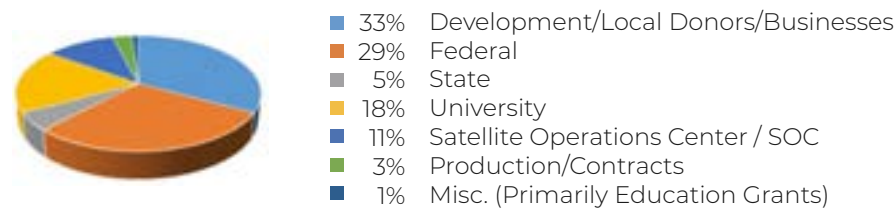
1,083,370 Users, 1,467,599 Sessions,  
1,458,516 Pageviews, 1,254,097 Unique Pageviews

### Audio Streams

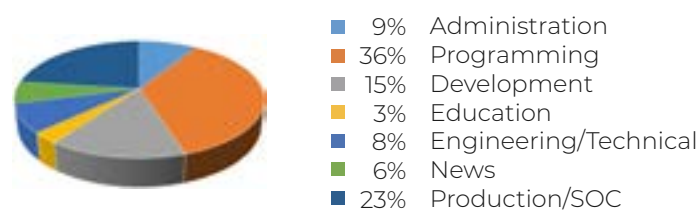
**MP3 Connections**  
WFSU Users: 101,952  
WFSW Unique Users: 76,970  
WFSQ Unique Users: 27,704

**Website Connections**  
WFSU: 282,254  
WFSQ: 69,564  
WFSW: 101,889

## REVENUES BY CATEGORY



## EXPENSES BY CATEGORY



## Awards

### Edward R. Murrow Awards

- » **Excellence In Writing:** Lawton Chiles And The Legend of The 'He-Coon', Shawn Mulcahy
- » **Hard News:** Florida's First, And Last, Teacher Strike, Lynn Hatter
- » **Excellence in Video (Radio):** Red Wolves Fight Against Extinction, Rob Diaz de Villegas and Lynn Hatter
- » **Feature:** As Florida Schools Re-Segregate, A Look At De-Segregation 50 Years Ago, Nick Evans and Kate Payne
- » **Excellence In Video (TV):** Banding Snowy Plovers At Deer Lake Park, Rob Diaz de Villegas

### AP Awards

- 1st Place**
- » General Assignment Long Format,
  - » Cultural/Historical,
  - » Best Series/Franchise Reporting
- 2nd Place**
- » General Assignment,
  - » Cultural/Historical



In sum, I feel privileged to be part of this wonderful gift to all of our citizens. May all of us actively participate in this wonderfully generous opportunity!

Phil Scott-Smith

