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 WFSU 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 we 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

Television

WFSU enables essential communication for State of Florida divisions. Our team supported the Florida Supreme Court, the Florida Public Service Commission, the State University System Board of Governors, the governor’s office, and the Florida Division of Emergency Management. Services included closed captioning, satellite uplink, and live-streaming of emergency press conferences. We helped to distribute important messaging to state media networks, including FPREN and FPM.

WFSU provided 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 maintained an ongoing relationship with the FSU College of Music to record performances for distribution on our platforms. We produced and distributed FSU’s virtual commencement ceremonies and presidential search. In 2020, WFSU also continued to train students in broadcast production.

Aiming to modernize our studio facilities, WFSU renovated its two television studios with new lighting systems. The upgrades included electrical wiring, intelligent circuit breakers, LEDs (DMX/color changing), risers, and a genie lift.

WFSU Television used its improved space to support internal teams with production services, resulting in robust multimedia projects and meeting community needs.

Streams

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<th>Unique MP3 Connections</th>
<th>Total MP3 Connections</th>
<th>Website Connections</th>
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Localized PBS Kids Content (VOD and live) had an average of 828k total streams per month.

By the Numbers

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

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

Online

Website 2020 Analytics

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

Pageviews: 1,747,088, up 31% from 2019
Unique pageviews: 1,509,329, up 30% from 2019
Users: 1,559,915, up 55% from 2019

WFSU Public Media
WFSU, along with PBS Stations all over the U.S., transformed its on-air broadcast into virtual classrooms that provided educational content for all ages by harnessing the power of PBS programming, apps, and online 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.

In 2020, we 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 to become ready to learn.

**Bytes & Books**

Our Bytes & Books program transformed 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. Materials and lessons are available to the public on Florida PBS Learning Media at florida.pbslearningmedia.org.

**Neighbor Day**

WFSU connected 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 trolley rides across downtown Tallahassee and so many hands-on activities that there is 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**

Our broadcast became a lifeline for families in 2020. WFSU PBS KIDS 360 became a haven for children’s learning, with resources readily available online to complement broadcast programs. Fortunately, using new media as tools for learning has always been our specialty. Educator and parent workshops moved to online platforms where the WFSU Education & Engagement team shared best practices for integrating media into virtual school lessons. We provided information on how games and apps could reinforce learning and 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 White 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 together to create 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 a virtual space, WFSU imparted fun ways to read, imagine, measure, examine, and create.

**Still Ready To Learn and Grow**

New Ready To Learn funding was awarded to WFSU in 2020. As one of only 12 stations across the U.S., WFSU will work closely with CPB and PBS to test-drive new resources and innovative curriculum over the next five years. Not only will we implement programs in varied environments, but we will assist in the development of curriculum and provide researchers with child, parent, and educator data.

For more information about Ready To Learn, please visit wfsu.org/rtl-press.
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. Hosted by Tom Flanigan, these forums concentrated on local political contests, including the City of Tallahassee and Leon County commissions, Leon County School Board, and circuit judge races. Each candidate was allowed the opportunity to present their background and qualifications for the position they were seeking. They spoke in-depth about their take on decisive local issues.

Since late 2017, WFSU Public Media has produced the weekly radio series Voices that Inspire. WFSU produced 45 new episodes in 2020, making a 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 segment airs on WFSU-FM five times a week. Each segment reflects the mood, optimism, hope, and inspiration of our community. Visit wfsu.org/voices for more.

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 a preview screening 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.

Laura Rogers
Program Director, World Class Schools Leon County

WFSU and I have a lot in common—celebrating six 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

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

The Age of Nature

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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. Alongside the feature presentation, we released additional content that examined current voting rights issues in the Sunshine State. Visit wfsu.org/thevote to listen to WFSU-FM’s feature on restoring felon voting rights, watch archives of two live discussions with local experts around women’s suffrage, and experience 360° video of a local women’s suffrage movement exhibit that was on display in 2020 at the Florida Capitol Museum.

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. WFSU’s reporting brought a renewed focus to the plight of children and families affected by the Baker Act, and has sparked community conversations around the issue. Since reporting, the series’ producer, Lynne Hatter, has appeared on Florida Matters, spoken with a journalism class at the University of Florida, and connected educators to one another as they sought 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 usually do but found another way to conduct volunteer-based pledge drives. We safely brought in volunteers to pre-record pledge drive breaks. We used the recordings throughout our member drives to maintain a local community feel. 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 television 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 WFSU | Passport. This service is available to members at the $5 per month level or $60 annual level.

Learn more at wfsu.org/passport.

Membership Accolades

WFSU Membership was able to maintain last year’s revenue of $1.5 million. This success was despite a reduction in fundraising opportunities 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 significant and unexpected adjustments to adapt to the influx of changes that seemed to come out of nowhere. One thing that did not falter in 2020 was the WFSU Corporate Support Department’s commitment to supporting local business partners and, in turn, community businesses’ steadfast dedication in providing support to WFSU.

WFSU’s Corporate Support Department was able to come through in not only retaining but regaining support from sponsors throughout the community. They accomplished this by demonstrating the value of sponsoring relevant state and local programming produced by our award-winning content teams alongside trusted quality national programming. Our clients have realized the mutually beneficial relationship WFSU has provided for corporate sponsors throughout the years to sponsor inspirational, educational, and entertaining programming not found elsewhere in the community.

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.