

2018 ANNUAL EEO PUBLIC FILE REPORT

FLORIDA STATE UNIVERSITY

1600 Red Barber Plaza
Tallahassee, FL 32310

Period Covered by this Report ("Period"): October 1, 2017 through September 30, 2018

Call signs of stations comprising the reporting Station Employment Unit:
WFSU-FM, WFSQ, WFSW, WFSL, WFSU-TV, WFSG

Florida State University is an Equal Opportunity Employer
ADVERTISED POSITION INFORMATION

Position #	Job Title	Date Filled	Number of Interviews	Location	Recruitment Sources Used	Source used by Hire
OPS	Production Specialist	11/2/2017	5	WFSU-TV/The Florida Channel	*FSU Website*Tallahassee Democrat*JournalismJobs.com*TV Jobs* USA Jobs Network*SBE*CPB*TFC Facebook Page*Twitter*Word of Mouth*	FSU Website
OPS	Production Specialist	11/2/2017	5	WFSU-TV/The Florida Channel	*FSU Website*Tallahassee Democrat*JournalismJobs.com*TV Jobs* USA Jobs Network*SBE*CPB*TFC Facebook Page*Twitter*Word of Mouth*	FSU Website
OPS	Production Specialist	1/18/2018	5	WFSU-TV/The Florida Channel	*FSU Website*Tallahassee Democrat*JournalismJobs.com*TV Jobs* USA Jobs Network*SBE*CPB*TFC Facebook Page*Twitter*Word of Mouth*	FSU Website
OPS	Graphics/Typist	11/2/2017	3	WFSU-TV/The Florida Channel	*FSU Website*Tallahassee Democrat*JournalismJobs.com*TV Jobs* USA Jobs Network*SBE*CPB*TFC Facebook Page*Twitter*Word of Mouth*	FSU Website
70236	Master Control Operator	1/26/2018	5	WFSU-TV/The Florida Channel	*FSU Website*Tallahassee Democrat*JournalismJobs.com*TV Jobs* USA Jobs Network*TFC Facebook Page*Twitter*Word of Mouth*	FSU Website

61937	Broadcast Engineer	5/18/2018	1	WFSU-TV/The Florida Channel	*FSU Website*Tallahassee Democrat*JournalismJobs.com*TV Jobs* USA Jobs Network*SBE*CPB*TFC Facebook Page*Twitter*Word of Mouth*	Indeed.com
61145	Accounting Specialist	7/16/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
81641	Assistant Director of Media, Communications and Marketing	6/1/2018	2	WFSU-TV/WFSU FM	*FSU Website*SBE*CPB*NSBE*NET A Web*Publicmediajobs.org*TV News Check*PBS Pub Tech*	FSU Website
61072	Broadcast Technician	4/13/2018	4	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
61191	Development Officer	1/26/2018	6	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
62784	News and Public Affairs Specialist	3/5/2018	2	WFSU-TV/WFSU FM	*FSU Website*Journalism Jobs*CPB*PRNDI*NETA*RTDN A*	FSU Website
53176	Radio, TV Productions Specialist	5/29/2018	1	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
63365	News and Public Affairs Specialist	7/2/2018	5	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Intern	4/26/2018	3	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
80387	Grants Compliance Analyst	6/1/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	7/16/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	11/6/2017	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	10/20/2017	3	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	1/12/2018	1	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	1/8/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	5/16/2018	1	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	10/26/2017	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	1/18/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	6/15/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	5/21/2018	1	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	7/23/2018	3	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	1/29/2018	1	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	2/8/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	12/4/2017	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	3/30/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	2/5/2018	3	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Technician	1/8/2018	2	WFSU-TV/WFSU FM	*FSU Website*	FSU Website
OPS	Camp Counselor Assistant	6/8/2018	1	WFSU-TV/WFSU FM	*FSU Website*	FSU Website

Total number of interviewees for all full-time vacancies filled during the reporting period: 30

Total number of interviewees referred from each source during period:

Recruitment Source	Contact Name	Address	Phone	# Interviewees Referred
Career Builder	Melanie Davis mdavis10@gannett.com www.careerbuilder.com	200 N. LaSalle Street Suite # 1100 Chicago, IL 60601	(888) 987-2826	0
Florida State University (FSU) Employment Website	Recruiter: Ivette Claudio jobs@fsu.edu www.jobs.fsu.edu	282 Champions Way UCA -6200 Tallahassee, FL 32306	(850) 644-7708	31
LinkedIn	www.linkedin.com	2029 Stierlin Court Mountain View, CA 94043	(650) 687-3600	3
Facebook	www.facebook.com	N/A	N/A	0
Twitter	www.twitter.com	N/A	N/A	0
Current	Dave Kramer advertising@current.org www.jobs.current.org	6930 Carroll Avenue Suite 625 Takoma Park, MD 20912	(301) 270 7240 ext. 35	1
National Educational Telecommunications Association (NETA)	Maryanne Schuessler mschuessler@netaonline.org www.netaonline.org	939 South Stadium Road Columbia, SC 29201	(803) 978 1579	0
Society of Broadcast Engineers (SBE)	www.sbe.org	9102 North Meridian Street Suite 150 Indianapolis, IN 46260	(317) 846-9000	0
TV News Check & Net News Check	Patty Hersh phersh@newscheckmedia.com www.tvnewscheck.com www.netnewscheck.com	24 West Lancaster Avenue Armored, PA 19003	(610) 420-6003	0
Broadcasting & Cable Magazine	clientserv@yourmembership.com www.broadcastingcable.com	28 East 28th Street New York, NY 10016	(860) 437-5700	0
Inside Higher Ed	www.insidehighered.com	1015 18th Street NW Suite 1100 Washington DC, 20036	(202) 659-9208	0
Greater Public	www.greaterpublic.org	401 North 3rd Street Suite 370 Minneapolis, MN 55401	(888) 454-2314	0
Insight into Diversity	www.insightintodiversity.com	11132 South Towne Square Suite 203 St. Louis, Missouri 63123	(314) 200-9955	0
Tallahassee Democrat	Melanie Davis mdavis10@gannett.com www.tallahassee.com	277 North Magnolia Drive Tallahassee, FL 32301	(888) 987-2826	0
TVJOBS	info@tvjobs.com www.tvjobs.com	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	(800) 374-0119	0
WFSU	www.wfsu.org	1600 Red Barber Plaza Tallahassee, FL 32310	(850) 645-7200	0
The Florida Channel	www.thefloridachannel.org	402 S Monroe Street Tallahassee, FL 32399	(850) 488-1281	0
Corporation for Public Broadcasting (CPB)	www.cpb.org/jobline	401 Ninth Street Washington, DC 20004	(202) 879-9600	2
Public Media Business Association (PMBA)	www.pmbaonline.org	7918 Jones Branch Drive Suite 300 McLean, VA 22102	(703) 506-3292	0
Association of Government Accountants (AGA)- Email ListServ	tallahasseeaga@gmail.com	N/A	N/A	1
UBA SharePoint Site/Email Announcements	Joshua Miller jmmiller2@fsu.edu www.uba.fsu.edu	282 Champions Way UCC-5503 Tallahassee, FL 32306	(850) 644-2825	1
Indeed	www.indeed.com	7501 N. Capital of Texas Highway Bldg B. Austin, TX 78731	N/A	11
Word of Mouth	N/A	N/A	N/A	8

Total= 58

WFSU PUBLIC MEDIA OUTREACH ACTIVITIES
DURING THE PERIOD: October 1, 2017-September 30, 2018

Initiative Title: Internship/Externship and Student Participant Programs

Initiative Description: WFSU Public Media has had a very successful Internship/Externship Program in place for several years. This program provides students/volunteers the opportunity for hands-on experience in all areas of the broadcasting field, such as production, promotion, talent, news and community outreach. WFSU's internship/externship programs can occur at any time throughout the academic year and typically range from high school to college students who are from local area schools and surrounding Universities. WFSU remains very committed to the success of this program year after year. The station makes it a top priority to foster a safe and welcoming environment for all students and volunteers who participate in these programs. The overall mission is to provide students/volunteers with an opportunity to learn valuable tools that they can utilize in their future careers, build beneficial connections with the station's staff, and have a meaningful experience during their time spent at WFSU.

- The WFSU Television Production Department offers internships primarily to students who have an interest in Media/Film Production or Communications Studies. During this reporting period, the production department had 12 interns/student volunteers. The WFSU Education & Community Outreach Department also offers internships to students who are interested primarily in Early Childhood Education. During this reporting period, the Education Department had 26 interns/student volunteers. In addition, WFSU employs many FSU students throughout the academic year to work on a paid hourly basis in various departments at the station; these students typically work in positions that fall in line with their interests and/or academic studies.
- In the summer of 2018, for the third year in a row, WFSU Public Media and Florida State University (FSU), partnered with the City of Tallahassee to participate in the *Tallahassee Future Leaders Academy (TFLA)* program. The TFLA program is a summer youth employment opportunity that provides community youth ranging from the ages 15 to 20 years old, with an opportunity to gain hands on work experience in the workplace as well as professional development training. The internship is six weeks long with a commitment of twenty to thirty hours per week, at the minimum wage pay rate. The aim of the program is to help build professional skills, interpersonal skills, self-esteem, and self-confidence for the participating youth members. This year, WFSU was honored to be one of ten departments selected by FSU's Office of Human Resources, to receive University funding for hosting an intern. Participating in this program was a wonderful opportunity for WFSU to invest back into the local community youth by helping to build their professional skills for use in their future careers!
- The WFSU-FM News Room had 13 interns/student volunteers during this reporting period. These interns are primarily students from Florida A&M University and other surrounding colleges with an interest/major in the Journalism field. During their internship, they have the opportunity to work directly with the Radio news team, gaining hands on reporting experience and great exposure to the field.
- The Florida Channel internship initiative. Two journalism students successfully completed a newsroom internship for the 2018 Legislative Session (January – March 2018)
- 411 Teen is a weekly program produced by WFSU-FM and hosted by Dr. Liz Holifield, who is a professor at Florida A&M University. Each week students from local area high schools serve as guest(s) on the program and address important topics that have a profound effect on teenagers. Dr. Liz Holifield and the students who participate in the program are all volunteers of WFSU.

- University Update is produced by WFSU-TV and telecast on cable channel 4fsu. It is a series of weekly two to three minute segments concentrating on three to four areas of FSU campus events (Weekday/Weekend events, Sporting events, and ASLC Movies). The students audition each spring and fall for the semester-long positions. From the auditions, six to eight students are selected to write and host the segments. The students selected to host University Update, both past and present hosts, are eligible to participate in other segments for 4fsu such as hosting Florida Statements (a 5-minute interview segment about activities and events happening on FSU's Campus) and additional promotional spots for 4fsu. Up to approximately forty students audition each semester for the University Update and Florida Statements student volunteer positions.
- WFSU actively participates in the FSU's Financial-Aid Work Study Program. Students who are eligible for CWS Financial Aid may work at the station for a semester or more depending on the terms of their award, for approximately ten to twelve hours per week. The FSU Financial Aid Office provides the funding for these positions. Job advertisements are posted each semester to let students know which departments on campus have positions available. These job opportunities foster professional growth and allow the students to gain valuable work experience while continuing their academic studies. During this reporting period, WFSU had one student working at the station in work-study positions; 1 in the television production department.

Initiative Title: Facility Tours

Initiative Description: WFSU's facilities located at Red Barber Plaza and on the ninth floor of the State Capitol Building are open for tours during normal business hours and are available for individuals or as small/large groups. At the Red Barber facility, visitors are introduced to the beautiful Kirk Collection consisting of nearly 300 antique radios, record players, music boxes and televisions. Visitors receive a tour of the collection where they will learn all about the history of Radio/Television in America. Next, they receive a tour of the radio and television studios where they will get a "behind the scenes" look at where all the action happens. Groups of children who participate in the tours will get a fun, sneak peek of what it feels like to be on television by practicing in front of the "green" screen and then watching the recording of themselves.

At the State Capitol facility, visitors can tour the Florida Channel location on the ninth floor of the building and take an inside look at the television production studios. During the tour, they have the opportunity to learn about the various programming produced by The Florida Channel for the enrichment of viewers- such as Gavel-to-Gavel, Capitol Update, and Florida Crossroads. At both facilities, visitors are introduced to the types of production equipment used, personnel needed for operations, and the vast array of programming produced by WFSU-TV/FM/The Florida Channel. The station's tours provide visitors with a special "behind the scenes" view of the broadcast facility at work.

During this reporting period, the following tours occurred at the WFSU-TV/FM facility (located at Red Barber Plaza):

- October 5, 2018-Tour given to Nastassia Janvier
- December 1, 2017 – Tour given to 20 guests from Advanced Leadership
- December 11, 2017 - Tour given to 20 guests from Chattahoochee Elementary School
- January 4, 2018 - Tour given to Jimmy Cole
- February 23, 2018-Tour given to Lukas Solomon
- May 23, 2018 - Tour given to 35 students /teacher from Killearn Lakes Elementary School
- June 14, 2018 - Tour given to 11 guests from Camp Shalom
- June 15, 2018- Tour given to 10 guests from our Passport Holders
- June 21, 2018 – Tour given to 105 guests from the Panhandle Area Education Consortium, Providence Community Service Center
- July 2, 2018 - Tour given to 30 guests from the Crossroad Academy

- July 6, 2018 - Tour given to 18 guests from our Passport Holders
- July 13, 2018 - Tour given to 20 guests from the Challenger Learning Livestreaming Camp, Oasis Center for Women & Girls
- September 20, 2018 - Tour given to Grant Doyle
- September 27, 2018 - Tour given to 11 guests with Janice Gragus

During this reporting period, the following tours occurred at the Florida Channel's facility (located at the State Capitol Building):

- January 12, 2018 - Tour given to Guatemalan Mayan Center
- January 17, 2018 – Tours given to Legislative Pages and Messengers
- February 15, 2018- Two tours given to Legislative Pages and Messengers
- February 21, 2018 - Tour given to Leadership Tampa
- May 9, 2018 - Tour given to FSU Human Resource guest
- June 20, 2018 - Tour given to WFSU FM News Interns
- A number of impromptu tours were given during the legislative session (January – March).

Initiative Title: Job/Career Fairs

Initiative Description: Florida State University's Office of Human Resources participates in job/career fairs throughout the year. During the fairs, job seekers and attendees learn about employment opportunities available, receive job descriptions and learn how to access the online application portal through FSU's job board.

During this reporting period, FSU's Office of Human Resources participated in the following job/career fairs:

- January 12, 2018- Part Time Job Fair held at the FSU Oglesby Union
- January 18, 2018- CareerSource Job Fair & Connections CR held at the FSU Atrium Building
- January 23 2018- STEM Fair at the College of Engineering
- January 25, 2018- Spring Seminole Futures held at the Donald Tucker Civic Center
- March 29, 2018- FSU Government & Social Services Career Fair held at the FSU Oglesby Union
- August 30, 2018- Part Time Job Fair held at the FSU Oglesby Union
- September 28, 2018- Seminole Futures Career Fair at the Donald Tucker Center

Initiative Title: Volunteer Participation & Recruitment

Initiative Description: Throughout the year, hundreds of people support WFSU by volunteering their time and service to participate in many different types of station events and activities. Some volunteers are even so dedicated to supporting WFSU, that they will come year after year and lend a helping hand each time WFSU recruits for a particular activity. Most frequently, volunteers participate in Membership/Donor directed activities to include WFSU-FM's live on-air pledge drives, which occur three times a year. Other common areas of volunteer participation include working with television production crews and assisting the Education & Outreach Department with various large events/activities hosted for the local community throughout the year. Volunteers are regularly informed of the recruitment opportunities through the WFSU website, social media, e-mail and mail distribution, word-of-mouth, and by the WFSU weekly e-newsletter that is sent out to all members of the station.

During this reporting period, WFSU participated in the following volunteer recruitment events:

- Over 500 volunteers participated in Membership directed activities throughout this period
- WFSU E-Newsletter: Sent out to 22,150 people via email every week; it includes exciting information about upcoming television/radio programs, educational and community outreach

activities, volunteer opportunities, station events, pledge drives, travel club opportunities, and also features a fun new cooking recipe each week.

- FSU Center for Leadership and Social Change Listserv call for volunteers
- FSU Recognized Student Organization (RSO) Leaders Listserv call for volunteers
- Summer Learning Challenge Celebration: Information table with WFSU Kids Club materials and a list of volunteer opportunities

Initiative Title: Staff Training & Professional Development:

Initiative Description: WFSU offers and supports training opportunities for staff as a means of promoting the professional development and growth of the station's employees. These opportunities build upon the employee's knowledge base and professional skills, allowing them to become more qualified for promotional opportunities and sustain growth in the future.

During this rating period, the WFSU Staff participated in the following professional development opportunities:

- Poynter Institute July 2018-2 employees attended
- Florida bar Reporters workshop September 2018-1 employee attended
- Networks Conference in Washington DC October 2017- 1 employee attended
- NETA 2018 Washington DC January 2018- 2 employees attended
- FPBS Meeting Tampa FL January 2018 – 1 employee attended
- PBS Technology Conference Las Vegas April 2018- 3 employees attended
- PMBA Conference Long Beach May 2018, CA- 2 employees attended
- PBS Kids RTL Workshop Las Vegas- 2 employees attended
- American Graduate Station Meeting St. Louis, MO- 2 employees attended
- FPBS Board Meeting for General Managers St. Petersburg, FL May 2018- 1 employee attended
- PBS Digital Voltage Training Atlanta, GA February-1 employee attended
- Board Meeting Dinner Gainesville, FL- 3 employees attended
- PMDMC 2018 Conference Chicago, IL July 2018- 5 employees attended
- FPBS Board Meeting of General Managers Marco Beach July 2018- 1 employees attended
- Chamber Commerce Conference September 2018- 1 employee attended
- Professional Women's Forum June 2018- 3 employees attended
- The Florida State University Office of Training and Development offers a variety of training and development classes that are available to all employees throughout the year. WFSU employees are encouraged to attend the training opportunities available through the University with approval from their managers. The type of classes offered cover a variety of different topics including- Financials, Human Resources, Business Transactions, Customer Service Skills, Compliance & Organizational Development, Leadership & Supervisory Development, Diversity & Inclusion, and Personal Development Training. In addition to the individual training courses offered, FSU also offers a certificate training series program. The certificate program is comprised of several courses combined to represent a degree of knowledge and skill within a particular area of work. By completing all of the courses within a chosen series, a participant can earn a certificate for that particular subject group. The following certificates are available for employees to earn: Customer Service Certificate, Frontline Leadership Certificate, Human Resources Department Representative Certificate, Time & Labor Certificate, Sponsored Research Administration Certificate, Financial Representative Certificate, Diversity & Inclusion Certificate, and the Global Partners Certificate. These opportunities are designed to foster the professional growth and development of all staff members at Florida State University.

Initiative Title: Community Outreach

October 2017

- WFSU implemented our brand new **Ruff Ruffman PBS KIDS Family Creative Learning workshop** series at Sealey Elementary and families have really enjoyed it. This particular project is focused on hands-on engineering and design concepts using real-world (and easy-to-obtain) materials. Kids get to get up and move, create, and interact socially as they learn; Ruff and pals are whimsical and funny-this sets the stage for risk-free learning. With a strong curriculum base that blends STEM and literacy goals this experience provides frequent opportunities throughout and across the 4 evening sessions to reinforce learning goals in varied ways – infusing learning with video and family time!
- **Ruff Ruffman Sensational Science Camp**, with activities modified for implementation with a camp or an afterschool group, was also piloted this month at Apalachee Elementary Schools 21st CCLC Afterschool Program. Students loved it and learned a lot, we are eager to our pilot over the summer months where students will have a full, consecutive week of engineering fun!
- **WFSU American Graduate iNetwork Lunch** at Success Academy, these lunches continue to offer students an opportunity to meet with business leaders and discover that every path to a successful career is unique and filled with both high and low points. These lunches offer real life experiences and contacts for students that inspire and educate about the possibilities that a continued education can provide.
- October marks the Annual Meeting for the **Community Classroom Consortium**, one of our best sources for community partnerships and collaboration. The CCC celebrated **30 years** of being a part of the north Florida landscape for educators and families. At the annual meeting we celebrated the Passport to Adventure that featured WFSU as a Ready To Learn station as well as all the other CCC partners that we draw from for education and outreach support. Barnes & Noble Booksellers (CCC members) hosted not only the celebration, but also included WFSU in a Teacher Refresh event that shared with teachers from our Ready To Learn grant and other ways teachers can partner with informal education resources to provide innovative services to the families that they work with. We look forward to working with the CCC membership closely in nearly all programs that we implement.
- Our **Bytes and Books** program remains strong with partners, FDLRS and POPIN, this particular collaboration reaches students, parents and preschool teachers to impart both best practices in pairing PBS content for literacy and science with the monthly visits to 4 preschools in rural surrounding counties. This month's theme was positive behavioral support, featuring Daniel Tiger's Neighborhood, a Curious George book, and a color mixing activity.
- On the 11th and 12th of the month, WFSU staff took part in the exploration of our leadership in education within our community with **McReynoldsElek Communications**, a national PR firm that specializes in storytelling. It was an exciting opportunity provided by PBS and CPB to designed to highlight the importance of our local work and that telling that story is an important tool for all of us to utilize.
- **VIETNAM: No Single Story, No Single Song**, a musical venue created by WFSU, in conjunction with the airing of Ken Burns most recent documentary about the **Vietnam War**: <http://video.wfsu.org/video/3006064771/>. In addition to providing this community event and subsequent segments that aired on WFSU-TV, the national Vietnam program included teacher resources for middle and high school students which we distributed to local teachers.

- A perfect ending to our October was participation in the **Tallahassee Science Festival** held this year at Kleman Plaza. Families from all around our area stopped to visit with **Nature Cat** and learn about various leaves in our local area. Students made leaf rubbings and parents received information about the plethora of programming from PBS Kids, PBS Learning Media and WFSU that educates and informs students of all ages about our precious natural world.

November 2017

- During the first half of the month, WFSU finished up the last sessions of our pilot **WFSU PBS KIDS Ruff Ruffman Sensational Science Afterschool Program** at Apalachee Elementary School.
- **Bytes & Books** this month was focused on shapes. We featured an episode of Peg + Cat and read The Shape of Things book, plus crafted turkeys made of shapes and played a “musical chairs” shape identification game that had our preschool groups walking in a circle to music, landing on a shape, and then holding up that shape when it was called out.
- We also hosted our first **WFSU PBS Kids EdCamp**, which was amazing, and we are looking forward to our next one! This self-guided evening of "un-conferences" featured break-out sessions lead in partnership with the WFSU Education team, the Early Learning Coalition of the Big Bend, and other key community partners. In keeping with the Edcamp model, this free evening of educator empowerment maximized professional learning experience tailored to the guests interests, so we all left with a deeper understanding of the breadth of work our education community does on all levels and in all areas. Think EXPERIENCE, not EXPERTS.
- A special treat for viewers over the Thanksgiving break was a new episode of the freshly produced classic, **Anne of Green Gables**. WFSU Public Media celebrated the story and era with an Anne of Green Gables showing, storytelling, crafts and dress like Anne contest with partner, Midtown Reader Booksellers.
- Our **Splash & Bubbles** Promo priorities grant continued to provide funding for a unique **Ocean Pen Pals** project that enabled us to establish a relationship with the 1st graders at **Franklin County's K-12 School**. Students at this school can easily walk to the beach... and we did just that along with Brian Weinstein, a volunteer interpreter with Gulf Specimen Marine Lab. The students learned about various ocean critters and eco-systems and had a brief discussion about the water eco-systems of Philadelphia, the location of their Ocean Buddies.

December 2017

- Our **Bytes & Books** theme for the month was all things hermit crabs – we featured an Eric Carle book **A House for Hermit Crab**, a **Wild Kratts** episode **Hermit Crab Shell Exchange**, became human hermit crabs and simulated their exchange thanks to some super-sized cardboard boxes disguised as shells, interacted with real, live hermit crabs, and created crabby headbands. It was jam-packed with learning and teachable moments, each child left with a copy of **The Cat in the Hat Knows A Lot About That's** book **A Very Crabby Christmas**, and we left each center feeling as though we had inspired future marine biologists...some of these kids were so engaged!
- We travelled once again to Franklin County to spend time with our **Splash and Bubbles** Pen pal group of first graders, completing a beautiful recycled art sea turtle while we were there. This month, we'll return to the school to wrap up the pen pal project and share with our kids what their new Philadelphia friends learned about the Delaware river ecosystem, and pick up our sea

turtle to install in a recycled art corner at a local partner's Creative Reuse education center, The Sharing Tree.

- Our long-time partners at the **Challenger Learning Center** allowed us to take over their monthly **Kids Free Day** in their planetarium, where we screened **Ready Jet Go! Holiday in Boxwood Terrace** Christmas special and afterwards crafted PBS KIDS ornaments. The episode was so sweet, we got a little teary at the end!
- We also featured the **Ready Jet Go! special** at our second ever **WFSU Family Movie Night** this period, which was attended by a handful of families who enjoyed holiday crafting while watching both the RJG! episode as well as catching an exclusive viewing of the new **Odd Squad "World Turned Odd" special**.

January 2018

- We started the 2018 off with a running start as the special venue for the Leon County Gifted Symposium. It was the first time our Leon County School partners had invited us to participate in this special day and it gave our team the opportunity to try some new things with our RTL PBS Kids ScratchJr. app and pair it with Ready Jet Go! content and experiment with the green screen ideas presented by John Sessler in his Creative Play Workshop last year. It was a wonderful success! We had one child who initially was only engaged in his iPhone and shared was early on that he knew he was going to be bored and what we were doing was "for babies". By lunchtime, the child was fully engaged and upon gathering his things to leave for the day, he shared with his grandmother that he "had the best time!" Whew! It really was exciting to see the brightest of our county engaged so fully and with such enthusiasm.
- We participated in the Tall Timbers Fire Festival for the first time and brought out Nature Cat and corresponding apps and information about the program. Families love Nature Cat and the app seemed to be downloaded onto personal devices throughout the day.
- The month's Bytes and Books Program: <https://wfsu.org/education/projects/bytes-and-books/> was all about Bee's! It is one of our favorite Bytes and Books programs, since it involves so many fabulous activities including a view of The Cat in the Hat Knows A Lot About That! One of the best things is watching the children collect "pollen", they have sticky tape on their wrists and have to gather up tiny yellow pompoms from flowers. They children learn so much and get to exercise both fine and major motor skills to complete the task.
- Our monthly Early Learning Coalition Workshop featured a special guest presenter, Rita Brown, who leads programming at Brownsville Preparatory Institute. She shared best practices with our early education staff for teaching early literacy skills, and then we spent time sharing Super Why! Literacy Camp resources.
- Thanks to our partnership with our local Barnes & Noble, we were able to bring Curious George to Pineview Elementary School to kick-off their Celebrate Literacy Week. We spent time with all of the PreK, Kindergarten, and first grade classes, reading a book – Curious George Goes to the Library – and meeting and greeting with George!
- We also were able to bring Arthur to the city of Tallahassee this period, sharing him with all of the guests at this year's annual Children's Day at the Capitol! The Early Learning Coalition requested our presence for their usual Storybook Village set up, and Arthur was "walking down the street" with "everybody he could meet" from all over the state.

- Children's Day at the Museum of Florida History also fell during this month, and we were able to bring Arthur back to the downtown neighborhood for the event. We featured resources from PBS KIDS, Arthur coloring sheets, and promoted our second annual Be My Neighbor Day throughout the day, interacting with roughly 1500 locals.
- American Graduate Lunch at Success Academy, these lunches continue to offer students an opportunity to meet with business leaders and discover that every path to a successful career is unique and filled with both high and low points. These lunches offer real life experiences and contacts for students that inspire and educate about the possibilities that a continued education can provide.

February 2018

- **WFSU's Be My Neighbor Day** was the best community partner event that we have initiated! WFSU partnered with the City of Tallahassee, the Community Classroom Consortium, the Museum of Florida History, the Early Learning Coalition, the Florida Historic Capitol, the Challenger Learning Center, and LeMoyne Art Center to present our downtown neighborhood to families young and old. Four trolleys transported groups to various partner sites where kids made bracelets, strolled and received a book, visited the Capitol Museum and made Daniel Tigers Masks and made their way to visit with Daniel and Katerina Kitty Cat. It was an amazing day, made possible through the efforts of our wonderful partners and our communities love of Daniel Tiger and Mister Rogers Neighborhood!
- We wrapped up our second Ruff Ruffman Family & Community Learning Workshop series this period at Lynn Haven Elementary. The families had a great time with the Materials World and Build It Up sessions, which are clear favorites from the series. We modified the curriculum slightly to incorporate our facilitator's favorite ice breaker activities. For Materials World, we played an animal movement concentration game, and for Build It Up, parents were charged with creating a landing pad for an egg that would keep it from cracking. Facilitator Felisha would roll the egg off of a table and onto their design to test it. We only had one egg casualty! While parents worked together to do this, the kids built structures out of raw spaghetti and marshmallows, meanwhile discussing stability and bases and licking sticky fingers. At the close of the final session, we collected some interviews of parents discussing the series and what they enjoyed about it. We had so much positive feedback – the love we get from Lynn Haven families is what continues to make the 2-hour trek worthwhile!
- Each year, the National High Magnetic Laboratory (which houses the largest magnet in the world!) right down the road from our station hosts an Open House and welcomes the Tallahassee public into its facilities to gawk at experiments and play with science! We have been a presence at this event for many years and this year the theme was sports and science – so we brought Ruff Ruffman! We tweaked one of the days of Sensational Science Camp curriculum and brought ramps to recreate the "Force & Motion" session and test out friction hypotheses. It was a big hit and we received a lot of positive feedback from parents – we brought hard copies of the PBS Parents document explaining how to replicate the activity at home, and many people seemed likely to try it! Catering! Again, another wonderful partnership that fuels all of our work in the community!

March 2018

- Our most exciting work this month revolved around launching our WFSU & Me campaign and our new Playful Learning for Educators curriculum. We hosted in part two nationally viewed webinars related to the series, sharing with the RTL cohort about the process behind creating the first module in this new professional development project. Shortly after, we implemented the first workshop in the series with our monthly Early Learning Coalition workshop guests. They particularly enjoyed discussing the effectiveness of stopping to talk about the Ready Jet Go! clip we showed, and talking about ways to extend the learning beyond the episode.

April 2018

- Participation in the **PBS Kids Rapid Innovation Lab** and **PBS Tech Con** changed our education team's ideas philosophically. Lots of new ways of thinking and hands-on working together with open minds and copious amounts of post-it notes revitalized our planning on numerous topics and idea sharing. We spent a lot of time cultivating partnerships from within WFSU as well as sharing the content with partners both constant and new.
- We hosted our **2nd WFSU PBS EdCamp!** Nearly 40 educators joined in our "unconference" model, exploring things they wanted to learn about and thing to share about. Some of our favorite topics included "Building Curriculum", "Managing Classroom Behavior", "Parent Engagement" and our favorite, "PBS Kids Resources for the Classroom".
- Our April **Bytes & Books** Program was all about worms: Wonderful Worms. WFSU, POPIN and FDLRS joined forces to share about the wonders of worms. PreK kiddos met with real worms, they watched Cat in the Hat Knows A Lot About That featuring worms, students wore worm suits and competed in a worm obstacle course. Each child went home with the book, *"Wonderful Worms"*.
- **Cyberchase Text To Teacher Pilot** took place this month. WFSU received a small grant from producing station WNET to host a workshop and meal around this amazing and innovative teacher curriculum experiment. Teachers use their cell phones to received lesson plans and links to turnkey content to use with their math students throughout a four-week time period.
- One of the most exciting April happenings was that our **WFSU & Me** produced piece about Leon County Schools teacher and parent, Roshanna Beard. The spot and blog post was shared nationally by PBS Kids as a featured "teacher hero" during **Teacher Appreciation Week!** You can watch here: <https://youtu.be/aF79ouoN3kk>
- Our team had the opportunity to create curriculum for a national PBS KIDS professional development series! This month, we began the series of four sessions, titled **Playful Learning for Educators**. It's all about using tech as a classroom tool, and workshopping best practices for doing so using PBS KIDS content. We had so much fun these last few months sharing a session per month – and are excited to start the series over again with a larger audience of Leon County Schools educators (rather than targeting early childcare providers specifically)!

May 2018

- May is always an interesting mix of activities. As the school year winds down, we are invited to many classrooms to share programs and activities. This May the request for special visits are to share all things using our **PBS Kids ScratchJr.** app program. Time and again, the students and the teachers love this app and the many ways using it can be infused into hands-on learning

opportunities. Hundreds of students learned how to create on this innovative app at several schools, including Conley Elementary, Apalachee Elementary and Pine View Elementary School

- WFSU and the **Southern Shakespeare Festival** continued our partnership and we spent time with families during the **Renaissance Children's Faire**. Puppet Making has long been a child's favorite and our team came out to share some great PBS Kids inspired crafting with a little help from PBS Kid's program **Peg + Cat**.
- Several of our team had the opportunity to attend the **Annual PBS Meeting** held in New Orleans this year. Staff presented on several topics including the **WFSU Summer Challenge** and **PBS EdCamp** pilot projects.

June 2018

- WFSU implemented 3 **PBS Kids Ready To Learn Ruff Ruffman Sensational Science camps** this month! Two with Leon County Schools Gifted students, including some from FSUS and 1 with Gadsden County Summer Program. In all, 58 campers experienced the most wonderful, hands-on engineering exploration ever! All provided to families free of charge through a generous grant from Leon County Schools and Envision Credit Union.
- Our **2018 WFSU Summer Challenge Kick Off** was our most successful yet! Over Three Hundred folks came out to the station for a fun day of fishing, s'more snacks, craft activities and visits with all sorts of frogs and marine life! This event was made possible through our many partners in the Community Classroom Consortium (CCC) and Alert Today Florida! Nearly 4,000 CCC Passports to Adventure have been distributed as part of this summer long celebration and families are sharing their experiences through social media weekly!
- For the past 10 years, WFSU has partnered with the **Early Learning Coalition of the Big Bend** in their annual conference. This year's event was truly the best. The overall theme, "**Won't You Be My Neighbor**" was highlighted by a keynote speaker from the Fred Rogers Institute, but also WFSU's workshop on Daniel Tiger and resources to share with families of young children. The afternoon session transformed the traditional conference setting into an **PBS EdCamp**. This model enables participating teachers to choose the sessions they want to either share their best practices or learn from others. Over 160 pre-school teachers and administrators shared in this experience and felt the empowerment that this type of "un-conferencing" can enable!

July 2018

- We are celebrating 10 years of **Super Why Summer Reading Camps** with our community this year! With our local Early Learning Coalition of the Big Bend taking a stronger leadership role this year, 5 Super Why Summer Reading Camps occurred in Leon, Gadsden and Wakulla County PreK centers this July! The ELCBB is so pleased with the results that these camps have been producing, that they are moving the program to be a part of their quality initiative. We are so proud to be a part of supporting the pre-literacy skills of little ones in our community! For the full report and photographs, please visit: https://wfsu.org/education/education_post/super-why-summer-reading-camps/
- WFSU Water Moves SciGirls I Event – As a part of the award winning SciGirls Summer Camp program, WFSU hosted **WaterMoves** as part of the 1st week as a team-building and systems learning adventure. The game is based on teams competing against each other to move water from the central "well" to their team buckets. Along the way they face challenges as well as opportunities to win "points" that allow them to purchase items at the game store.

- A new event was created for our SciGirls II campers this year since they have already participated in **WaterMoves**, these SciGirls experienced **GeoCaching**. Armed with cell phones and GPS units, the campers navigated through Innovation Park using these tools to correctly identify coordinates and learn about this world wide scavenger hunt and hopefully a new appreciation for how helpful navigation technology can be!
- WFSU continued the Summer Learning Challenge and webpages: Here is the link to the full program: <https://wfsu.org/education/events/post/wfsu-summer-challenge-2018/>
- The program grew tremendously this year with over 400 families participating. The Summer Challenge is an on-line, hands-on scavenger hunt that leads families on adventures in their kitchens, neighborhoods and various events throughout the summer that all help prevent summer learning loss. A big part of the challenge is the continued partnership with the Community Classroom Consortium, Inc. (CCC) and the **Passport to Adventure**, you can view the Passport here: http://www.communityclassroom.org/pdf/CCC_Passport_2018.pdf
- As the culminating event to **the SciGirls camp**, WFSU hosts a Scientist panel of local women scientists to share their experiences and achievements and encourage the girls to pursue careers in the sciences as well. This year, all of our panelists were SciGirls graduates! We really couldn't be more proud with this partnership and the programs ability to change lives!
- WFSU partnered with the Perry Branch Library of the Leon County Library system for a Family Science Lunch and Learn "**Brainshop**". Children had the opportunity to learn about solutions vs. mixtures with **Ruff Ruffman Sensational Science Activities!**
- WFSU hosted several tours of the station and the **Kirk Collection** to our Summer Challenge Families, the Challenger Learning Center camps and to some of the Leon County Schools 21st CCLC camps. All had a great time exploring the history of radio and TV media as well as voice modulation and some time in front of the "blue screen."

August 2018

- **WFSU Summer Challenge Ending Celebration Breakfast** for families that completed the Summer Learning Challenge. Families won prizes for the points they earned and did special activities to commemorate the day! This year we went to the dogs! That is PBS KIDs dogs... families met Clifford as WFSU gave new meaning to The Dog Days of Summer!
- With schools back in swing WFSU Education resumed our **Early Childcare Provider Workshop** in partnership with the Early Learning Coalition series, **Playful Learning with Technology!** This wonderful RTL program is sharing best practices and the background knowledge that enables prek teachers to really grasp how technology really is a tool for learning even for our youngest students.

September 2018

- Our September was surprisingly busy as we just managed to complete our first **Cat in Hat Knows A Lot About That Family & Community Learning Workshop** with Pineview Elementary, kick off our year of **Bytes & Books** as well as put on two major station events: **The Great American Read** and **Ye Olde Job Faire!** Our partners in every instance continue to enjoy the nature of all RTL programs and projects. Our Pineview Elementary FCLW was slow to take hold with families, which we attribute to having a very tight turn-around time after the start of the school year. Due to major changes in the school's administration for the 2018-19 year, as well as a

deliverable deadline that gave us little time to promote the series, we just had two families join us for the majority of the program. By the third week, we did have a little more interest, but it was a challenging time. The families who did join us had so much fun!

- In contrast, our library partner in Gadsden County pleasantly surprised us with a lot of families that came out to experience Bytes & Books! We had a very diverse group join us, with a wide scope of ages and ethnicities. They loved reading ***Chrysanthemum***, making their names into flowers and comparing their numbers of letter petals, and discussing this month's Daniel Tiger episode. This lesson is an adapted one from the original **PBS Kids Virtual PreK** kit from many years ago... it is still golden! It was a great lesson to lead into Bullying Prevention month! We are thrilled that we will be there several times during the school year.
- We started our **Playful Learning for Educators** series again this month, this time switching it to a Saturday morning (as opposed to a Thursday evening) and changing the time from 2 hours to 3. We feel really positive about this change! We had a larger group, with several brand new faces, and everyone was engaged and thoughtful throughout the workshop. There was a noticeable difference in energy level for both us and the teachers, which we attribute to not having worked a full day prior to. Exploring **PBS KIDS ScratchJr**, **PBS Parents Play & Learn Science**, **Ready Jet Go!** content, and hands-on apple tree crafts, lead to rich discussion and a lot of positive feedback from our guests. Many of the teachers expressed how impressed they were with the PARENTS module in the Play & Learn app, and tempered concerns about overuse of technology with new parents and young children with an understanding of the ways properties like the app can help them view tech as a tool for engagement and learning. We walked away from the morning feeling like we're making strides with some of our most skeptical educator friends!
- We had a wonderful time with families in Franklin County for **National Estuaries Day**; children learned all about dragonflies with the Kratt Brothers, participated in hands-on activities (e.g., making a dragonfly out of natural materials) and parents picked up information about our science based programming and upcoming events. Several *parents* made dragonflies and one mother came to our station specially to make one, even though her kids were grown! The event organizer gave a final count of over 800 visitors--we were thrilled to be a part of this fantastic event!

Initiative Title: Management Training

- The FSU Police Department held an Active Shooter Training called "Fire" on May 15, 2018. The staff learned how to handle escaping, hiding, and in necessary, engaging a shooter. This was a 90 minute simulation of how the respond in an active shooter emergency, with responses customized for our building. After the class there was a Q& A session held with staff. Three highly skilled/trained officers administered this class.
- CPB required that all WFSU employee take and pass the CPB harassment in the workplace due by September 30, 2018. The WFSU Finance Director reviewed and ensured training was completed.

Initiative Title: WFSU Community Council

- The purpose of the WFSU Member Council is to further the mission of WFSU Public Media through activities that support, complement and enhance the efforts of the organization. WFSU initiated this community group to serve as a link to and from the community-at-large, gathering and sharing information and opinions on area issues. The council's role is to advise

WFSU Public Media on issues of importance in the community where WFSU Public Media may have an impact.