



# 2012 Local Content and Service Report to the Community



“WFSU takes me to places and ideas that I would not have otherwise visited. The station is a community treasure.”

- WFSU member

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



WFSU-TV in Tallahassee and WFSG-TV in Panama City provide tremendous educational opportunities and resources through our programming and substantial educational outreach. Television services offer a window into the operations of Florida’s government, highlight major events at Florida State University, and offer community groups many opportunities to promote events and activities that contribute to the unique environment that is north Florida. Educational services include training for teachers, parents, and partners, using media-based tools to enable every child’s success.

### WFSU-TV

- Day-long children’s programming
- *DIMENSIONS*
- *ISSUES IN EDUCATION*
- Local documentaries

### The Florida Channel

- *FLORIDA CROSSROADS*
- *FLORIDA FACE TO FACE*
- Coverage of Florida government

### 4fsu

- Ceremonies, lectures
- Student-produced programs
- Performances

### Educational Services

- American Graduate
- SciGirls
- PBS Kids Raising Readers
- PBS Ready to Learn Transmedia
- Martha Speaks Reading Buddies
- GeoJourney

- WFSU/WFSG-TV reaches more than 421 thousand households. On a weekly basis 68 thousand viewers tune in at least once.

- The Florida Channel is a statewide program service operated by WFSU. More than seven million households have access via TV.

- WFSU’s Educational Services department sponsored 100 unique events including teacher trainings, parent nights, and outreach programs at area schools. Over 1500 teachers were trained impacting over 3500 students and 2000 parents.



## ***On the Air***

WFSU-TV provided viewers a look into the future as well as into the past during 2012. From extensive coverage by The Florida Channel of the reapportionment process to the live political rally *BANDWAGON* to the celebration of Florida's 500-year history on *FLORIDA CROSSROADS* and *FLORIDA FOOTPRINTS*, viewers were offered a wide-ranging series of programs that have direct impact on their lives and the communities in which they live.

Businesses have discovered that underwriting on WFSU yields significant marketing benefits. Delivering reach, frequency, influence, and impact ---- WFSU represents high quality exposure in an uncluttered environment enabling corporate messages to stand out. In the past year WFSU's support from our local business community has increased by 70%.

## ***Online***

WFSU's presence on the web is expanding as a source of information, multimedia, and engagement for our communities.

- New offerings in our Educational Services area included Virtual Pre-K, Math Mentors, American Graduate, and information updated in a blog on the Education home page. Children, teachers, and parents are actively finding a wealth of material through our website, [www.wfsu.org](http://www.wfsu.org), and they are offering a great deal of positive feedback.
- *IN THE GRASS, ON THE REEF* is a video blog (vlog) exclusively offered through the WFSU website. In 2012, collaborators from the sciences, arts, and media continued providing an inside look at state of the area's coastal ecology, the science behind it, and the challenges our communities face to maintain it. The vlog was updated several times a week with extensive written information, diagrams, photos, and video segments.
- WFSU's social media presence continued to grow. The WFSU Facebook page gave the community a forum to interact with WFSU and allowed WFSU to share programming information and updates on events. And yes, *DOWNTON ABBEY* was a prime topic of conversation! WFSU's Twitter page provided instant and current local news feed access.
- The web team began work on reconstructing the Florida Supreme Court Oral Arguments video portal. The entire archive dating back to 1997 will soon be available via a searchable database and the site will also get a comprehensive new look.

## ***On the Ground***

Educational services and engaging our community around important topics are a critical priority 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, some working all three. These volunteers represented more than 200 businesses, organizations, civic clubs and student groups from our area. Business leaders, attorneys to artists and musicians volunteer their time. Our on-air pledge drives, special events and educational services would not be possible without these dedicated volunteers.

During 2012, WFSU-TV hosted many tour groups from pre-schoolers to retirees. SciGirls, Boys Town and other organizations experienced television production firsthand through hands-on training and the television studios were the site for various outside organization events.



### ***WFSU Tackles the High School Dropout Crisis through the American Graduate Project***

WFSU is one of 20 stations in the country selected to participate in the Corporation for Public Broadcasting initiative: American Graduate; Let's Make it Happen. Every year over a million young people drop out of school nationwide. Education is at the heart of public media and WFSU is working with local schools and organizations to use our media resources to highlight what is happening locally to address this issue. For more information log onto [www.wfsu.org/americangraduate](http://www.wfsu.org/americangraduate).

### ***Showing Florida's Government in Action the Priority for The Florida Channel***

During 2012, The Florida Channel (TFC) produced 2,100 hours of original programming, including the complete series of public hearings on Citizen Safety (Stand Your Ground) and a new program, **News Brief**. Summarizing the days' events in state government, **News Brief** is produced Mon-Thurs and is the perfect complement to **Capitol Update**. We continued to travel the state to cover the Board of Education, the Board of Governors and a wide variety of other meetings/events and this year, with the introduction of LiveU technology, we were able to televise LIVE from all over the state.



### ***FLORIDA FOOTPRINTS Explores the Rich History of the Big Bend***

500 years ago Ponce de Leon first set foot in Florida. The Big Bend area soon became a center of culture, commerce – and conflict. WFSU-TV produced two programs in 2012 that begin the journey through the years, and is continuing the series through 2013. From Spanish exploration through the Space Age to today's information explosion the places and people of the Big Bend play a key role in the development of the Sunshine State. The producers of FLORIDA FOOTPRINTS are finding stories that uniquely portray those 500 years of history.





### ***4fsu Musical Programs Feature Florida State's World-Renowned College of Music***

An outstanding collaboration between WFSU-TV and the College of Music brings some of the best performances to television. In 2012, opera, jazz, choir, symphonic band and ensemble programs were produced, illustrating the amazing variety of talent and experience on campus. WFSU-TV staff assisted College technicians in the purchase and installation of camera systems for Ruby Diamond Concert Hall and Opperman Music Hall, and are training students to operate the equipment and create multi-camera recordings.



### ***BANDWAGON Brings the Old-Fashioned Political Rally to WFSU-TV***

It used to be the town square – now it's television and the Internet, and WFSU-TV's *BANDWAGON* gave the stump to more than 50 candidates for public office during the runup to the primaries and the general election. The candidates, their supporters, the signs, and a barbershop chorale created a festive atmosphere but the purpose was absolutely serious: offering candidates a period of time to present themselves and their platform to the electorate. No 30-second messages, no attack ads. Presented live and repeated multiple times, the voting public has ample opportunity to see the program and if that's not an option, each candidate's speech is made available on the station's website.

### ***IN THE GRASS, ON THE REEF Expands to Document Apalachicola Bay Crisis***

In 2012, *IN THE GRASS, ON THE REEF* widened its scope to explore the collapse of Florida's most productive oyster fishery, Apalachicola Bay. Producers joined RiverTrek, a five-day kayak trip aimed at raising awareness for the Apalachicola River and Bay, and used it as a springboard for a discussion of water issues in the region. Vlog collaborator and marine ecologist Dr. David Kimbro planned research aimed at guiding the recovery of the fishery. *IN THE GRASS, ON THE REEF* receives funding from the National Science Foundation.



## WFSU Brings Educational Media Resources to North Florida

### Martha Speaks Reading Buddies

In 2012 WFSU partnered with schools in Walton, Leon, and Hamilton County as well as the Florida State University Schools in the *Martha Speaks Reading Buddy* Program. Over 700 children participated in this innovative peer-to-peer mentoring program that pairs 4<sup>th</sup> graders with kindergarteners and utilizes the award-winning PBS program *Martha Speaks* to increase children's vocabulary, critical for reading fluency.



### Super Why Summer Reading Camps

In the summer of 2012, in partnership with the Leon County Title I Program and the United Way of the Big Bend, WFSU hosted 11 Super Why Summer Reading Camps at Title I elementary schools throughout Leon County. This three-week program prepares young children for reading readiness. Over 150 children participated in this free program that ran for three weeks at each site. Research conducted on the program indicates that the children who participated saw significant gains in reading content knowledge. The full research report can be found at

<http://www.wfsu.org/education/pdfs/WFSU-Super-WHY-Reading-Camp-2012-Pre-Post-Assessment-Analysis.pdf>

### Launch of PBS KIDS Lab and Math Resources

In 2012, WFSU was awarded a PBS Ready To Learn Transmedia grant with a focus on engaging children in math through technology. Utilizing the newly launched PBS KIDS Lab website, WFSU piloted a project with Astoria Park Elementary School. Children practiced math skills while playing engaging online math games. Math Mentors was formed and over 80 students met once a week to participate in online math games and hands-on activities. For resources on the program:

<http://wfsu.org/education/math-mentors.php>

### The 7<sup>th</sup> summer of SciGirls!

In partnership with the National High Magnetic Field Laboratory, 32 girls participated in hands-on, engaging STEM content for two weeks in July. This past year featured girls designing their own digital games, working alongside scientists at the FSU School of Medicine, and learning about endangered wolves. They documented their experiences through videos and a daily blog.

*"The students have developed a confidence in their speaking as well as improving their language skills. One of the most encouraging observations is the improvement of some of our (intermediate) struggling readers; not only their reading, but also their pride at having the opportunity to be the more knowledgeable other when working with younger buddies."*

*-Sonya Merchant,  
Literacy Specialist, Walton Co Schools*







"The *Super WHY!* Summer Camp was a wonderful use of time and effort! Our young scholars had the opportunity to reinforce letters, sounds, sight words, new vocabulary, and listening comprehension through storytelling. Our students were able to participate in many hands-on activities to promote a life-long love of reading books."

- *Marsha Glover Sanders, Ph.D., Principal  
Astoria Park Elementary School*



With nearly 90 robotic cameras installed throughout the Capitol Complex, along with reporters and remote crews that travel the state, The FLORIDA Channel is the largest organization of its kind in the nation. The Florida Channel is truly "connecting Florida..."



"My expectations were that I would hate it, and that it would be like going to summer school. But now on the last day I am so sad that it's already over. This was an amazing experience."

- *2012 SciGirl participant*

"[SciGirls] validated existing positive view and contribution the station makes in the community."

- *SciGirls parent*

