

**wfsu**  
PUBLIC MEDIA



1600 Red Barber Plaza  
Tallahassee, FL 32310  
Online at [wfsu.org](http://wfsu.org)



Local Content  
and Service  
Report **2022**



# MANAGER MESSAGE



**Our vision: “to be the most trusted source for unbiased, quality content.”**

## A MESSAGE TO THE WFSU COMMUNITY

WFSU Public Media strives “to be the most trusted source for unbiased, quality content.” This vision is crucial in an environment in which media and the role of journalism are sometimes questioned.

You turn to WFSU for daily news of local, state-wide, national, and international importance. And this is also why the impactful local content and services and community connections we provide become more important every day. In this annual report, you will learn about many of

the programs and activities that enhanced the lives of people throughout our area this past year.

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

**David Mullins**  
WFSU General Manager

# STORIES OF IMPACT

## Not So Black and White Podcast

In the Fall of 2022, WFSU launched Not So Black and White: A community’s divided history, a multimedia project funded in part by a grant from the Florida Humanities Council. This five-episode work features in-depth explorations of where faultlines lie when it comes to conversations around education, neighborhood viability, language, religion, and land ownership. Through interviews with historians, community leaders, and citizens of our community, we sought diverse voices to represent multiple perspectives on relevant African American experiences.

NSBW was WFSU’s first long-form podcast with more than three hours of content broken up into five episodes, plus bonus radio and video programming. We created a unique website ([wfsu.org/nsbw](http://wfsu.org/nsbw)) to showcase the podcast, photographs, video, and music content that illustrates the community’s story. We hosted an in-person community conversation moderated by Assistant Dean for the School of Graduate Studies and Research and Associate Professor of History and African American Studies at Florida A&M University, Dr. Reginald Ellis and Tallahassee Community College Professor of History, Dr. Andrea Oliver. Over 100 area citizens turned out to engage in the conversation around the local history and state of race relations. To aid in future dialog, WFSU’s Education Team created additional resources and discussion guides to facilitate conversations beyond podcast listening.



## Project Outcomes

When we started out on this project, a key goal and hope was to provide the citizens of Leon County a deeper understanding of the inequities in our community, why they came to exist, and why they persist. By informing stakeholders and encouraging community conversations, we hope to provide people with a broader framework to understand how a segregated community impacts the overall wellbeing of our region.

**Podcast Downloads:** 136,537\*

**Website Pageviews:** 6,552 \*

**YouTube Views:** 23,247\*

\*Sept. 2022 through Jan. 2023

81% of the respondents out of 63 surveyed responded that they learned something new by listening to the podcast.

# STORIES OF IMPACT

## Table Stakes

The WFSU News Team participated in a year-long program designed to increase and expand the digital imprint of news organizations. During the course of the year, the team aimed to increase traffic to [news.wfsu.org](https://news.wfsu.org) and daily news newsletter subscriptions and refocus on digital priorities.

WFSU took the opportunity to expand the Table Stakes model to other departments within WFSU aiming to grow the 25-45 audience demographic and to place a greater focus on creating content for communities of color. The WFSU News Team found success in an organizational “pivot” which has led to increased local news production, and a realignment in its legacy on-air programs, *Capital Report* and *Perspectives*.

## Newsroom Leadership

Morning Host Gina Jordan serves on the board of the Florida Association of Broadcast Journalists (formerly AP Florida).

Government Reporter Margie Menzel addressed the Democratic caucus of Leon County in a post-election presentation alongside other local journalists.

Afternoon Host/Sr. Reporter Valerie Crowder was selected to participate in a grant program exploring issues of race and lynching in North Florida.

News Director Lynn Hatter serves on the boards of the United Way of the Big Bend, the Florida First Amendment Foundation, and the Radio Television Digital News Association

## Accolades

WFSU earned three regional Edward R. Murrow Awards this year for local production and one regional and one national Murrow Award in digital for work on a state-wide FPBS collaboration, Class of COVID-19. The Murrows are among the most prestigious awards in broadcast journalism.

The news team also earned six local news honors from the Florida Association of Broadcast Journalists.

WFSU also received recognition for digital work on Class of COVID-19 with a First Place Specialized Site Green Eyeshade Award from the Society of Professional Journalists and top prize in Digital Programming from the Florida Association of Broadcast Journalists.



## Live Concerts

WFSU-TV livestreamed and made available on-demand ten concert performances from the FSU College of Music including the opera W. A. Mozart’s *Le Nozze di Figaro!* (The Marriage of Figaro). We provided livestreaming and production services for six Tallahassee Symphony Orchestra concerts, five The Artist Series of Tallahassee concerts and an educational event, and two Tallahassee Community Chorus concerts.

## Local Artists

WFSU-TV began a new digital project called Spotlight featuring interviews and studio music recordings of six local artists/groups.

## Emergency Services

WFSU-TV provided production support to the Florida Governor’s Office and the Florida Division of Emergency Management at the State Emergency Operations Center. We livestreamed, satellite uplinked, and provided live feeds to The Florida Channel and The Florida Public Radio Emergency Network on WFSU-FM. We covered 12 emergency briefings on Hurricane Ian and two briefings on Hurricane Nicole.

## State Government

WFSU-TV provided live production, streaming, and archival services for Florida Supreme Court Oral Arguments and special events. We produced live conferences for the Florida Public Service Commission. We distributed these government productions statewide via The Florida Channel’s satellite network.

## Interviewing and Hosting

WFSU-TV provided studio production support for the FSU College of Communications and Information’s TV interviewing and hosting course. Support included in-studio anchor training and assisting with production of the semesterly news show, *Seminole Showcase*.

## Town Hall

WFSU-TV livestreamed and TV/radio broadcasted Tallahassee Town Hall 2022 in collaboration with The Village Square of Tallahassee. The annual town hall features Leon County and City of Tallahassee commissioners along with audience participation.

## Florida State University

WFSU-TV provided production support for FSU Board of Trustees meetings. We provided livestreaming support for the FSU Office of the President event, The President’s Symposium: The Future of Higher Education, the Investiture Ceremony of Richard McCullough, and two State of the University Address events.

Pictured: Reporter Margie Menzel interviews former Sen. John Thrasher.

# STORIES OF IMPACT



I feel like as a community in Tallahassee, we have so much to learn from each other. But there's this blindness. There's something that's standing in the way and I hope that we can find what that thing is.

Rachel Porter

Speaking at a community event for WFSU's 2022 podcast, *Not So Black and White: A community's divided history*



## Bee in My Garden Days

In 2022, WFSU completed the PBS NATURE project *My Garden of a Thousand Bees* by creating multimedia resources on pollinator gardening as well as organizing two family-friendly events.

WFSU produced three videos and one radio story on native bees and native bee habitats.

Project partner Native Nurseries of Tallahassee produced a brochure on creating habitats for native bees which was passed out at events and distributed in the store and at Leon County Public Libraries.

The Ecology Team partnered with WFSU's Education Team to give the annual Be My Neighbor Day event a pollinator focus. The Bee in My Garden Days events were at-

tended by over 500 people who received wildflower seed packets, soil-filled pots, advice from UF/IFAS Master Gardeners, and more. Kids played pollinator-themed games and made pollinator-themed arts and crafts.

WFSU distributed 700 Bee in My Garden Days bags at the six Leon County Public Library branches. The bags included seed packs and resources on pollinator gardening.

WFSU Ecology producer Rob Diaz de Villegas made presentations on native bees and their relationships to native plants at a Florida Garden Club regional meeting and at a meeting of the Wakulla County chapter of the Florida Native Plant Society. He also promoted the project at the Leon County Public Library seed library kickoff event.



## Candidate Forums

For the 2022 midterm elections, WFSU provided in-depth access to candidates through a series of live-streamed candidate forums. In partnership with The Tallahassee Democrat and The League of Women Voters of Tallahassee, WFSU-FM and TV hosted 12 forums in advance of the primary election and seven prior to the general election.



## Local Routes

In 2022, WFSU's local broadcast magazine website, [wfsu.org/local-routes](http://wfsu.org/local-routes) experienced increased traffic. The number of sessions increased by 100.4%, users increased by 97.9%, and pageviews increased by 76.7%. The most popular new online story this year was "[Surf Dog: A Gone Dog No More](#)," produced by Mike Plummer. Find out more at [wfsu.org/local-routes](http://wfsu.org/local-routes).



## TSO Symphonic Safari Adventure!

WFSU teamed up with The Tallahassee Symphony Orchestra to create a fun digital video series introducing second through fifth graders to orchestra instrumentation. In the series, characters Violetta Vibrato and Roger Rhythm explore the different instruments, careers, and experiences of professional musicians. The series includes 22 videos produced by the WFSU Television Team.

# STORIES OF IMPACT

## EDUCATION & ENGAGEMENT TEAM

### Be Appy with the Ed Team

Monthly Appy Hours are virtual meetings wherein our team discusses current educational topics and trends or introduces new PBS KIDS shows. The team records the conversations and posts videos to the WFSU Public Media YouTube page ([@wfsupublicmedia](#)) so that those who miss them can tune in later. The September gathering about the new PBS KIDS show Rosie's Rules received 1.5 thousand views!

### Holocaust Education

This fall we partnered with the Challenger Learning Center and the Holocaust Education Resource Council to host a screening and panel discussion of The U.S. and the Holocaust, a PBS documentary series directed by Ken Burns, Lynn Novick, and Sarah Botstein.

180 people were in attendance and Instagram posts about this documentary received more engagement than any other in 2022. In addition, we created a teaching guide and list of PBS Learning Media resources for teachers. The team shared information with screening attendees and delivered project posters to secondary schools in the area.

### Owl-O-Ween

In October of 2022, WFSU hosted our annual Owl-O-Ween, a not-so-scary Halloween alternative for children ages 2-8. This event was planned in partnership with The Grove Museum, a historical landmark that teaches the public about civil rights and American History.

Owl-O-Ween brings many community partners together to inform children about our local natural world and amazing community. This year, partners included Leon County Libraries, Challenger Learning Center, Tallahassee Museum, Tika's Wild Backyard, and many others. Event highlights were a PBS KIDS screening of Curious George: A Halloween Boo Fest, a costume contest, craft tables, and a glow-in-the-dark scorpion creature station.



## Summer Challenge 2022: Summer of Possibilities

The World of Work Possibilities was the theme of the 2022 Summer Challenge. The project was made possible through partnerships with Leon County Schools, United Way of the Big Bend, Literacy Volunteers of Leon County, and our Community Classroom Consortium members. We kicked off Summer Challenge by airing a half-hour-long special speaking with three people who have very interesting careers: a climbing instructor, a baker, and an auto mechanic.

The WFSU Ed Team was able to pack 2,500 summer learning bags and deliver them to 27 different schools and libraries. For a summer bonus, WFSU hosted library camps every other week at different libraries across Leon County. Each camp brought in anywhere from 5-20 families with over 130 children participating, often at multiple libraries! At the library camps, the team selected a different PBS Kids show as a theme for each event.



## READY TO LEARN



Thank you to our Junior League of Tallahassee volunteers for packing Summer Challenge bags with our team!

As a Ready To Learn grant station, there are many amazing projects we take part in within our community. One of these projects, Classroom Connection (a Tallahassee Chamber of Commerce Initiative), builds a solid foundation in early learning for children ages 0-5.

The Chamber of Commerce has adopted multiple kindergarten classrooms across Leon County;

Local businesses visit classrooms monthly to facilitate activities, share books and field trips, and speak about soft skills needed to be successful in their various fields. Through PBS KIDS content and RTL resources, WFSU paired skill sets and various types of work. The team identified helpful PBS KIDS episodes, hands-on activities, games, apps, and book suggestions from project partner Midtown Reader.

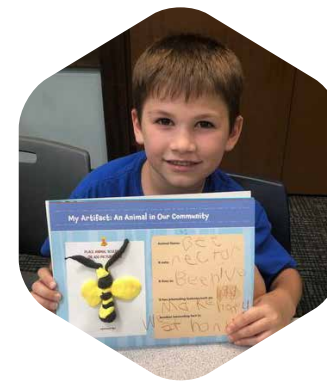
### Family and Community Learning Workshops

In 2022, WFSU Education facilitated Family and Community Learning Nights (FCL). The purpose of FCL Nights is to give families the space and opportunity to learn and play together. This family game night guides parents and caregivers through a series of activities that are not only a lot of fun but also encourage at-home learning.

At the event, we eat, read, and complete related hands-on activities together. Our team models how to ask open-ended questions to children when reading and viewing media.

In our FCL Workshops, the team is mindful of the limited resources families may have to do hands-on projects together, and aim to use accessible, everyday items like cereal boxes, paper towel rolls, and materials that caregivers most likely have lying around the house.

Families are super engaged which results in meaningful conversation. Each workshop series provides more evidence of just how carefully parents and caregivers are taking action to replicate fun learning at home.



A young boy completes activities at the Leon County Eastside Library.

# BY THE NUMBERS

## 2022 RADIO MARKET REPORT

WFSU-FM is one of the top three stations in Average Quarter-Hour Metro Share and Metro Cume rankings. Weekly, 46,700 listeners tune in to WFSU-FM.

(Nielsen Audio; TALLAHASSEE Metro; FA22 SD; Average Share; M-Su 6a-12m; P12+)

(Nielsen Audio; TALLAHASSEE Metro; FA22 SD; Weekly Cume Persons; M-Su 6a-12m; P12+)

(Nielsen Audio; TALLAHASSEE TSA; FA22 SD; Weekly Cume Persons; M-Su 6a-12m; P12+)

## 2022 WFSU PBS VIDEO STREAMING

# 17%

**General Audience Streams**  
497,234, **+17% increase** from 2021\*

\*Sum of Total Cross-Platform Streams (pbs.org, PBS Video app and PBS-owned OTT)

**Kids Streams**  
10.73 million live and on-demand streams were accessed on WFSU-localized PBS KIDS platforms

## 2022 WEBSITE ANALYTICS

# 8.5%

1,739,465 users  
**+8.52% increase** from 2021

# 7.8%

2,221,360 sessions  
**+7.82% increase** from 2021

# 20.6%

2,004,824 pageviews  
**+20.62% increase** from 2021

## 2022 AUDIO STREAMING

# 23%

1,010,757 Session Starts (all station audio streams), **+23.42% increase** from 2021

# 13%

952,778 Total Listening Hours (gross), **+13.34% increase** from 2021

# FUNDRAISING THE FUTURE

## CORPORATE SUPPORT

Corporate Support generated over \$1.06 million in on-air sponsorship revenue, up 21% over the previous year. The development of a connection between WFSU's programming and local business sponsors continues to grow.

Pairing sponsors with programming that reaches their potential customers, WFSU's Corporate Support Team continues to build long-lasting relationships. These relationships enable WFSU to remain a strong community-built resource.

## MEMBERSHIP

WFSU Membership reached new heights with our highest-ever revenue of \$1.76 million. WFSU's sustaining membership base is now at 50%. Sustaining memberships which help to maintain a steady stream of support from dedicated members and costs less to retain annual members.

WFSU TV membership numbers have increased due to the ever-popular WFSU Passport streaming service in partnership with PBS. WFSU Television memberships now equal FM membership accounts!

## WFSU TRAVEL CLUB

The WFSU Travel Club is back in action! In April 2022, a group of travelers cruised through the Dutch waterways in The Netherlands and Belgium and saw iconic windmills and tulips in full bloom. Everyone enjoyed eating authentic Belgian waffles!

Later in 2022, travelers toured through Scotland and the American Pacific Northwest.

The travel program helps WFSU to forge relationships with members and donors who value world history, culture, and education, akin to the programming topics WFSU strives to provide.

Pictured: WFSU Travel Club in The Netherlands, 2022





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