



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WUSF Public Media
4202 E Fowler Ave TVB100
Tampa, FL 33620-6870
www.wusf.org

WUSF Public Media's mission is to provide meaningful and relevant content that enhances our community's quality of life. The high quality programming we provide has been a valuable resource in our community for 50 years. We are committed to providing creative, entertaining, responsive, educational and trustworthy programming and dedicated to serving our listeners and viewers for years to come.



WUSF TV is a valued asset in the Tampa Bay community, serving the Florida Gulf coast and Hillsborough, Pinellas, Pasco, Polk, Hernando, Manatee, Sarasota, Hardee and DeSoto counties.

WUSF TV delivers content via broadcast, cable, online, and digital social media, as well as offering other services that make a difference in the lives of community residents.

In 2016, WUSF TV, in addition to its broadcast content, provided these vital local services:

WUSF TV reached 1,000 children through outreach to preschool, day care, and afterschool programs.

WUSF reached 3,000 children in six Title I schools in Hillsborough and Pinellas counties with hands-on programs delivered to classrooms.

WUSF, WUSF KIDS, WUSF Create, and WUSF Knowledge reach over 600,000 monthly viewers.

WUSF 89.7 is west central Florida's NPR station, featuring national, state, and local news, as well as all night jazz.

WSMR 89.1 and 103.9 is west central Florida's only station devoted exclusively to classical music.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Preschool Partnerships

WUSF has an established partnership with R'Club Child Care, Tampa Bay's leading nonprofit child care provider. R'Club Child Care is comprised of ten early learning academies, seven of which are Headstart program locations. Our preschool partnership activities include the following:

HIPPY Back to School Fair

For a second year, WUSF staff participated in a Community Resources Fair organized by the Pinellas County Home Instruction for Parents of Preschool Youngsters (HIPPY). WUSF staff distributed early learning products, take home activities, school readiness supplies, and coupons for free PBS Kids mobile learning apps. Since 2014, more than 1,000 community members have been reached at these events.



Bob the Builder Early Learning Activity

In 2016, WUSF Public Media staff introduced the new *Bob the Builder* series to preschoolers in the Tampa Bay area with episode screenings, themed giveaways, and an engaging STEM hands-on activity. Children were grouped in pairs so that they could experience a collaborative approach to learning. WUSF connected with the community via programs in childcare facilities, public school partnerships, community outreach events, and the local children's museum. Nearly 900 children and adults across two counties were involved with this project during the year.





2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

The 100th Day of School with Peg+Cat

For a third year, WUSF has supported partner schools in Pinellas and Hillsborough counties as teachers and students celebrate the 100th day of school. Kindergarten and 1st grade teachers receive lesson plans and materials for a hands-on activity to help students enjoy counting to 100 in creative ways with PBS Kids' *Peg+Cat*. More than 600 students have participated.



Martha Speaks Reading Buddies Literacy Program

Martha Speaks Reading Buddies is an innovative cross-age literacy curriculum that uses explicit oral instruction, media resources, and engaging activities to improve vocabulary knowledge and foster a love of reading. It is a companion piece to the popular PBS children's series, *Martha Speaks*. WUSF has funded and supported the *Martha Speaks* Reading Buddies program in our four Title 1 partner schools since 2012, impacting more than 500 students.



Angelina Ballerina Artist Residency

The *Angelina Ballerina* Artist Residency project, inspired by *Angelina Ballerina*, the Next Steps, nurtures the creative drive and passion in young people through the art of dance. For a third year, WUSF Public Media has partnered with Artz 4 Life Academy's summer camp with this residency program which introduces children to ballet, enhances education, promotes diversity, and helps develop life skills for children in one of the neediest neighborhoods in Pinellas County.





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American Graduate Day: Stories of Champions

Since 2012 WUSF has joined public media stations across the country participating in the *American Graduate Day* initiative, highlighting local solutions to the school dropout crisis in America. Each year WUSF honors three Tampa Bay area "Champions of Education" with recognition events and video spots aired prior to and during the *American Graduate Day* broadcast.



Nature's Classroom Open House

WUSF has participated in the *Water, Woods, and Wildlife* open house event each April since 2015. The mission of the event is "to provide learners positive experiences in nature to reach an appreciation of the environment and to promote conservation and preservation." More than 500 guests have visited the WUSF booth where they are treated to educational giveaways and PBS Kids' *Explore the Outdoors* hands-on activities.



Sharing Our Station with the Community

WUSF community outreach includes special station tours designed to engage students and visitors in up-close, hands-on experiences in our TV production studio, radio broadcasting area, newsroom, computer networking department, business and engineering departments and more. WUSF is committed to helping members of the community continue to learn outside the classroom.





2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Telling Tampa Bay Stories

WUSF partnered with professors and students from USF St Petersburg to highlight stories from Midtown, an historic African-American community in St Petersburg. Students learned outreach, planning and interview techniques. Each student worked with a full-time WUSF reporter to interview participants and edit the stories together. The stories were featured on WUSF's signature public affairs program *Florida Matters*.



Florida Matters Town Hall

WUSF's *Florida Matters* reporters and producers reached out to the community this year with a number of town hall and live audience projects, including a panel discussion addressing what it is like to grow up Jewish in a predominantly Christian area of Florida. During a Leadership Tampa Media Day visit, a panel explored social media, fake news, and politics. Several *Florida Matters* programs were devoted to *PriceCheck*, a new community-sourced database of common health care procedures and supplies.



Engaging the Political Discussion

WUSF brought listener voices to the political discussion by partnering with public radio stations throughout the state of Florida during the 2016 election cycle. Stations presented a live call-in program for eight weeks leading up to the election with topics focused on how the national election was affecting Florida voters. Each show had a specific focus based on a core voter issue, providing a diversity of voices, opinions and points of view.

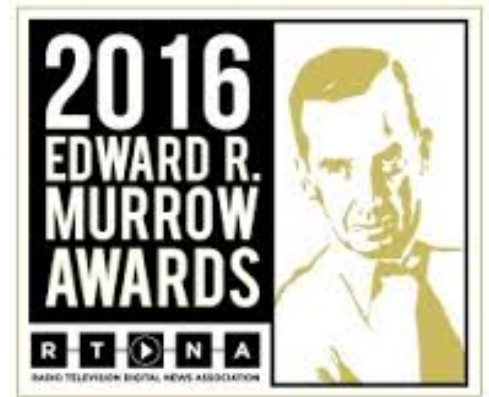




2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Health News Florida Wins National Edward R. Murrow Award

WUSF Public Media has been honored with the 2016 national Edward R Murrow award for “Best Small Online News Organization Website” for its statewide multimedia and broadcast collaboration project *Health News Florida*. The award recognizes original reporting projects such as *HIV in Florida*. It follows other distinctions for Health News Florida including regional Murrow awards and awards from the Florida Associated Press Broadcasters Association.



All Night Jazz!

WUSF has worked with a variety of local concert venues to highlight the music, history, and people in jazz. In 2016 more than 30 recorded interviews, in-studio performances, and live interviews were featured on *All Night Jazz*. Local, national and international performers were included: La Lucha, David Sanborn, Butch Thomas, Arturo Sandoval, Show Biz Kids, Jake Shimabukuro, Larry Coryell and more.



WUSF Hosts “Wait Wait...Don’t Tell Me”

In September, WUSF Public Media hosted a hysterical live recording of the hit NPR show “*Wait Wait...Don’t Tell Me*” in front of a sold-out crowd of nearly 3,000 at the Straz Center for the Performing Arts in Tampa. The radio show traveled from its home base in Chicago to the pivotal swing state of Florida just as the presidential election kicked into its final stretch. The stars relished the chance to dig into the highlights and lowlights of the campaign.





2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WUSF builds new partnership with Mort Elementary Community School

WUSF Public Media has added Mort Elementary School in Tampa, Florida, to its roster of public school partners. Mort Elementary is one of the first community schools in Hillsborough County that offers social services, such as food/clothing pantry and a family support clinic, alongside high-quality education. The school serves a population where almost 100% of families live in poverty. Fifty-seven percent of these families are Hispanic and speak primarily Spanish in their homes.

WUSF provided books for each classroom library and initiated *Bob the Builder* learning activities in the pre-K classrooms. During the school year, WUSF has partnered on special days such as the *100th Day of School*, *Read Across America*, and the *Great American Teach-In*. WUSF collected school supplies to donate at the beginning of the year and toys to donate at Christmas.

WUSF has recognized Mort Elementary principal William Woodland Johnson as a 2016 local *American Graduate* champion. Mr. Johnson was a national finalist for the 2015 Escalante-Gradillas Prize for Best in Education offered annually by The Best Schools organization. He is recognized for his wide range of experiences and accomplishments working in Title 1 schools.



"Thank you all so very much! I am extremely humbled and honored with this recognition. The video is wonderful and really captures the work we are doing at Mort Community School. I appreciate all you and WUSF are doing to help us in our endeavors to help students and their families."

--Woodland Johnson
Principal, Mort Elementary School





2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WUSF provides storm coverage for Tampa Bay

WUSF participates in the Florida Public Radio Emergency Network (FPREN), a collaboration of 13 public radio stations that provide pertinent information to 99% of Florida's population during statewide emergencies. The FPREN network is equipped to remain on-air during hurricanes and other natural disasters, providing live coverage statewide. It delivers local and regional information during emergencies and is part of the national Emergency Alert System (EAS).

FPBS's statewide infrastructure ensures easy access to information as listeners travel through the state during emergencies. All public FM dial locations are located between 88MHz and 92 MHz and signage along state evacuation routes identifies public radio stations in the area.

During the 2016 storm season, WUSF Public Media was actively sharing the latest weather information, from regular updates on tropical storms to news about the first hurricanes to hit Florida in more than a decade. From Hurricane Hermine to Hurricane Matthew, Tampa Bay area residents got the latest weather updates, including lists of school and agency closings, on WUSF 89.7 FM, online at WUSFNews.org and on our WUSF and Florida Storms apps.





2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY

“My students had a blast touring WUSF! They loved learning about what goes on backstage at the station. The staff was so patient with my group of excited students. In the words of my students, ‘This was the best field trip ever!’”

---Gina Giordano
Media Specialist/Technology
Sessums Elementary School

“I know I can always count on you to give me fair and balanced reporting on a range of topics, many of which I might not have ever thought of before. Keep up the great work!”

---Catherine Purchell, WUSF 89.7 listener



“Like probably many of you, I have a long commute. But when I tune into WUSF, it’s like having a very smart, interesting, congenial companion in the passenger seat. At the Community Foundation of Tampa Bay, we are convinced that strong communities and a healthy democracy depend upon citizens who are informed and engaged. That’s why we support public media like WUSF.”

---Marlene Spalten, CEO
Community Foundation of Tampa Bay

