Vision:
To be recognized as an innovative provider of quality content and services that will make a difference in people’s lives.

WUSF Public Media celebrated its 50th anniversary through most of 2014 with significant events that brought together members of the community in the major counties served by the WUSF stations.

WUSF opened a new studio on the campus of the University of South Florida St. Petersburg and is developing a news partnership with journalism students.

WUSF hosted StoryCorps at the St. Petersburg Museum of Fine Arts through January 2014 and invited members of the African-American community to share their stories.

Florida Matters, WUSF’s public affairs program, had a live audience for the topic of human trafficking and WUSF hosted a live performance by Ira Glass of This American Life.

WUSF Public Media programs 4 channels of public television programming that includes:

WUSF-TV which is public television programs from PBS and other international distributors.

WUSF Kids, a 24 hour a day channel devoted to the best public television children’s programs.

WUSF Create, with DIY, travel and home programs.

WUSF Knowledge featuring educational and learning programs for adults.

WUSF Public Media also brings two public radio stations to the region; one with NPR news, information and all night jazz and the other completely devoted to classical music.

By partnering with local organizations, WUSF is able to maximize funds and efficiency in providing educational services for children in Title 1 schools and child-care programs. WUSF’s many local involvements are designed to introduce young children to PBS Kids educational programs and pivot on school celebration days.

University Beat is one WUSF program that highlights the efforts of University of South Florida researchers, faculty, staff and students and their impact on the community.

WUSF’s partnership with independent film producers resulted in several station events including a film premiere and the basis for several Florida Matters.
Pre-school Partnerships

WUSF was pleased to establish a partnership with R'Club Child Care, Inc. of Pinellas County in 2014, as they carry out their mission to provide quality early learning and development programs that strengthen children, families, and communities. Our preschool partnership activities included the following.

WUSF was pleased to take part in the back to school community event organized by the Pinellas County HIPPY program (Home Instruction for Parents of Preschool Youngsters). Examples of PBS Learning Media online learning resources were shared with families, and early educational learning products were distributed, including books and coupons for free PBS Kids Mobile Learning Apps.

WUSF brought a Bob the Builder special program to pre-school age children attending R'Club’s Headstart programs and early learning academies. Students viewed and reflected on a Bob the Builder episode, engaged in a hands-on learning activity, and even got their photos taken with Bob! A promotional video spotlighting the program was produced for air on WUSF TV.

Public School Outreach

Throughout the year, our local public schools celebrate special days. These days present unique learning experiences for students, and great opportunities for WUSF to collaborate with our community’s educators and engage its young people. In 2014, WUSF partnered with four Title I area elementary schools, where more than 60% of students qualify for free or reduced lunch.

The 100th day of school, which falls in January, is a math-oriented celebration, inviting children to discover new, creative ways of working with the number 100. In 2014, WUSF sponsored a special counting activity for kindergarteners and first-graders based on the PBS Kids series Peg + Cat.
Public School Outreach, cont:

The National Education Association’s Read Across America Day in March celebrates Dr. Seuss’s birthday and the joys of reading. In 2014 WUSF shared the newest addition to The Cat in The Hat “Step Into Reading” collection with local elementary school students and donated books to their media centers.

The Great American Teach-In is part of American Education Week in November when workers and employees in a variety of professions volunteer their time to teach students about their roles in the community. In 2014, WUSF staff visited local schools to share their experiences in news reporting, radio broadcasting, development, community engagement and executive office management.

The Martha Speaks Reading Buddies program 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 in elementary age children. 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 Tampa Bay area Title I schools every year since 2012, impacting more than 400 students.
PBS LearningMedia

PBS Learning Media is the innovative digital library launched by PBS in 2011, providing educators and families across the country access to 100,000 online learning resources. WUSF joined other Florida PBS member stations this fall in preparation for the highly anticipated launch of a customized version of PBS LearningMedia which includes access to over 7,000 additional premium video resources, Florida State Standards alignment, and a content management system. Demonstrations of the service, free webinars and local trainings are on-going in the community and across the state.

Toys for Tots

In December, WUSF staff members joyfully collected toys for donation to the local U.S. Marine Corps Reserve Toys for Tots program. The goal of the program is to “deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them in becoming responsible, productive, patriotic citizens.” In 2014, the organization was able to reach over 14,000 children in the Tampa Bay Area.

Raising Readers Library Corners

The PBS KIDS Raising Readers Library Corner initiative is a community outreach project that places high-quality educational materials and events directly into the hands of librarians, children, and families in low-income communities. WUSF supports PBS KIDS Raising Readers Library Corners in three Tampa Bay area public libraries and schools.

Thomas & Friends Holiday Event

WUSF celebrated the 2014 holiday season with our Library Corners partners. Children were treated to a screening of a new holiday episode of Thomas & Friends, hands-on activities, prize drawings, and a photo op with Thomas the Tank himself!
Beyond the Classroom

Time outside the school setting is a critical time for young learners, particularly those facing social and/or economic challenges. WUSF partners with the Artz4Life Academy in Clearwater, which provides out of school services and programs for children in a neighborhood identified as one of the neediest in Pinellas County.

The Angelina Ballerina Artist Residency

Since 2012, WUSF has brought The Angelina Ballerina Artist Residency project to the Artz4Life Academy's summer camp program. Inspired by PBS Kids' Angelina Ballerina, The Next Steps, the project nurtures creativity, enhances education, promotes diversity, and helps develop life skills through the art of dance. Jai Hinson, executive director at Artz4Life Academy, has this to say about the youngsters who have participated in the Angelina Ballerina program: “they are more focused and more inspired to achieve their goals.” Enjoy more here

The Electric Company Extended Learning Program

The Electric Company Extended Learning Program (ELP) is a multimedia curriculum experience designed for implementation in after-school settings. The program is supported by PBS Kids’ The Electric Company. In spring of 2014, WUSF further expanded its partnership with the Artz4Life Academy, with the launch of The Electric Company ELP there. More than 70 students were involved in this engaging opportunity. Jai Hinson, executive director at Artz4Life shares that this program allows the students to “be very diverse and creative while they're learning”. See more in our on-air spot
University Beat

University Beat is a television program that focuses on the research and work at the University of South Florida and how it benefits the region, the state, and the world around us.

Each week, reporter Mark Schreiner looks at the latest USF efforts in medicine, engineering, education, arts and sciences and explores other programs that reach out to both students and the community.

During 2014, University Beat covered topics such as the continuing search for answers about mysterious deaths at the Dozier School for Boys, USF’s efforts to fight violence against women with events like “Walk A Mile in Her Shoes,” the Miles for Moffitt charity event, and a new USF student-run grocery store for WIC customers in Plant City.

In 2014, WUSF produced 25 TV episodes.
JFK in Tampa: The 50th Anniversary combines rare film footage of President Kennedy’s Tampa speeches, unique photos and first-hand accounts from people who were there. This one-hour documentary takes viewers back to a simpler time in 1963; when the average income was $5,800, a loaf of bread was 22-cents, the most popular TV show was The Beverly Hillbillies and on November 18th, 1963 JFK came to Tampa.

This was the very first time a sitting President came to Tampa and tens-of-thousands turned out along the 28-mile Presidential motorcade route. JFK was riding in the very same open convertible used in Dallas, just four days later. Few were aware of the dangers and death threats in Tampa that day.

This documentary captures all the tensions and joy of that visit. But this isn’t about conspiracy theories or the assassination. It’s a video time-capsule about a city’s special day in the sun. JFK in Tampa: The 50th Anniversary relives and preserves otherwise forgotten stories. You’ll hear from dignitaries who rode and shared the stage with JFK, journalists and people in the crowd, waving on street corners and flocking to his speeches. Their stories are emotional and heartfelt. It was a magical and memorable day.
WUSF TV has touched the lives of many; here are some comments for 2014:

“Your television programs are important and applicable in every aspect of life. Thank you.” – Lithia, FL

“Have always enjoyed Public Television from Sesame Street, Mr. Rodgers to Reading Rainbow when my children were young to Masterpiece Classic, Mystery, and Contemporary for myself. But listening to the Doo Wop shows over the years always bring back the most wonderful memories. We need Public Television and Radio.” Riverview, FL

“First of all I'd like to thank you for your programming (and yes we do on pledge drives :). Ch. 16.2 is the only reason we were able to cancel cable. I have a 4 and 6 year old at home. We love it. Every morning the Wild Kratts song goes through my head on the way home from school. Anyway there is a little spot, promo, channel ID not sure what to call it that runs right before the shows start on 16.2. It's of kids and a few adults riding a little train in a park setting. I was wondering if you knew where that was filmed. The girls ask me every morning.” Sarasota, FL

“Create TV is awesome – Americas Test Kitchen, Lidia’s Italian, Rick Steve’s, Please more of Tommy Mac and Woodsmith.” St. Petersburg, FL

“Educational and entertaining to the max!” Green Cove Springs, FL

“Public television and kids love to watch it!” Pinellas Park, FL

“I enjoy the nature and travel programs and especially enjoy the Create Channel.” Tampa, FL

“We all need to support public media.” Bradenton, FL

“Watch every day.” Tampa, FL
WUSF looks forward to an engaging 2015 with our community!

Our plans include:

- **WUSF plans to increase outreach to preschool age children in the community by strengthening our partnership with R’Club Child Care, Inc.**

  Our goal is to offer at least 2 educational activities for R’Club Headstart programs and Early learning academies. Success will be measured by tracking the number of activities implemented and counting the number of youngsters reached. Further, WUSF will increase the number of preschool age children reached at R’Club’s HIPPY community back-to-school fair in 2015. Success will be measured by tracking the number of community members that attend the event and the number of learning products distributed by WUSF.

- **WUSF plans to continue educational program engagement and outreach activities in our local public schools. This includes the 100\textsuperscript{th} Day of School, Read Across America, The Great American Teach In, and implementation of the Martha Speaks Reading Buddies program.**

  Our goal for 2015 is to increase the number of students we reach with these programs, and to establish a partnership with at least 1 additional school in our local community. Success will be measured by tracking the following numbers: schools/classrooms visited, materials distributed, and staff member participation. Further, WUSF plans to increase awareness and conversation surrounding **WUSF Kids** programming. Verbal and written feedback from students, educators, administrators, and families will help determine growth in programming awareness.
- In 2015, WUSF plans to show increasing support for children and families in out-of-school settings in the community.

Our goals include supporting at least two events with our PBS Kids Library Corners partners, one tied to a holiday, and one connected to the celebration of a PBS Kids series. Further, WUSF strives to bring at least two educational activities or events to our Artz4Life Academy community partner. Success will be measured by tracking the number of events implemented in these and/or other, out-of-school settings.

- WUSF will increase our involvement in the promotion, education, and support of the PBS Learning Media digital online service.

Goals for 2015 include generating new local PBS Learning Media users by hosting or participating in at least 4 PBS Learning Media demonstrations or trainings, distributing Florida PBS Learning Media collateral at community events and/or schools, and making weekly posts to our WUSF Facebook page that have a PBS Learning Media focus. Success will be measured by tracking the number of PBSLM training events, collateral distribution, and regularity of Facebook entries. The number of new user accounts in our community is made available to us periodically by FPBS.

- Local trainings and educator support of the PBS Learning Media service.

- Holiday events with our PSB Kids Library Corners partners.

- Additional special programs with our pre-school partners and participation in the 2015 HIPPY back-to-school community fair.

- University Beat.

- The Florida Wildlife Corridor Expedition. Four explorers will spend 100 days walking and kayaking the entire length of Florida and produce a documentary to publicize the need to connect the state’s remaining wild areas.

- Interstitial programming that will provide our viewers with information that is informative and vital to their everyday lives and decisions.

- Toys For Tots program including toys collection.

- The Coastal Dune Lakes documentary. A documentary being produced by Live Oaks Productions Group and WUSF Public Media. This documentary is scheduled for release in April 2015. This documentary will address the public awareness and education needs of the Coastal Dunes Lakes and surrounding areas of the lakes. Strong composition images will feature the natural, cultural, recreational, scientific and educational uniqueness of the coastal dune lake region, along with fascinating story-telling techniques that include the rich and colorful history of pre-development.