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 the people in the viewing area.

In 2015, WUSF TV, in addition to its broadcast content, provided these vital local services:

More than 1,300 students & teachers participated in WUSF classroom programs.

Over 700 additional students attended WUSF educational special events.

WUSF has ongoing partnerships with five Title 1 elementary schools in 2 counties.

Through a local partnership, WUSF has provided educational programs for more than 1,000 students in early learning academies and after school programs.

WUSF TV is the only television station that provides PBS programming to the community with a commercial-free, 24/7 children’s channel.

WUSF reaches a diverse variety of audiences. In 2015, WUSF reached 73% of the Hispanic households and 69% of the African American households in the viewing area.

WUSF also reached nearly 130,000 of the 330,000 homes without internet access as well as 65% of households in poverty (less than $20K in income).
Preschool Partnerships

WUSF has an established partnership with R’Club Child Care, Tampa Bay’s leading nonprofit child care provider, as they carry out their mission to provide quality early learning and development programs that strengthen children, families, and communities. WUSF preschool partnership activities included the following:

HIPPY Back to School Fair
In July, WUSF staff once again participated in a back to school community event organized by the Pinellas County HIPPY program (Home Instruction for Parents of Preschool Youngsters). Early learning products and educational materials were distributed, including activity books, reading logs, 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
WUSF partnered with R’Club of Pinellas County to bring a Bob the Builder special program to preschool age children attending R’Club’s Headstart programs and early learning academies. The group of over 300 children attending viewed and reflected on a Bob the Builder episode, engaged in a hands-on activity, and got their picture taken with Bob. A promotional video spotlighting the program was produced and aired on WUSF-TV.
Public School Outreach

Read Across America
In 2015 WUSF partnered with schools in Pinellas and Hillsborough counties for the National Education Association’s Read Across America Day, an annual event which celebrates Dr. Seuss’ birthday and the joys of reading. WUSF staff members shared PBS Kids story books and giveaways with over 200 students in 12 classrooms.

The Great American Teach-In
In November 2015, members of the WUSF Public Media staff visited local area schools as part of the Great American Teach-In. This is a day each year during American Education Week when workers and employees from a whole host of professions volunteer their time in schools to talk about their roles in the community. Since 2013, WUSF staff members have shared their experiences in news reporting, radio broadcasting, development, community engagement and executive office management. In 2015, over 325 students and educators were reached by our staff during the Teach-In.

The 100th Day of School with Peg+Cat
For a second year, WUSF staff supported our educational partners in the Pinellas County Schools as teachers and students celebrated the 100th day of school. Kindergarten and 1st grade teachers received lesson plans and materials for a hands-on activity to help students enjoy counting to 100 in creative ways with Peg+Cat. More than 450 students participated.
**PBS LearningMedia**

As part of WUSF’s ongoing commitment to education, we’ve partnered with public television stations statewide to offer Florida PBS LearningMedia to educators and families in our community. Florida PBS LearningMedia is THE destination for high-quality, trusted digital content and solutions that transform learning and fuel student engagement. This free service is available to Florida educators and families through the support of the state legislature which ensures that learning environments across the Sunshine State have access to the library’s collection of over 100,000 standards-aligned resources. WUSF is an active participant in PBS LearningMedia trainings, workshops, and educational events across central Florida.

**Martha Speaks Reading Buddies**

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 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 four Title I partner schools since 2012, impacting more than 500 students.

“I’m so glad that my Kindergarten class had the opportunity to work with the 4th grade students on reading, writing, and vocabulary. The students looked forward to meeting with their Fourth Grade Friends each week. After each session, the students talked about the books and vocabulary that they learned and used.”

Rachel Treiser
Kindergarten Teacher
Eisenhower Elementary School

“PBS LearningMedia is one of my ‘Go-To’ sites for standards-based resources for my students….What a goldmine of resources it is for all subject areas! I find the site extremely user-friendly and appreciate that new resources are added regularly. PBS LearningMedia is a great tool for teachers to use to enhance students’ learning experiences.”

Jayna Cooper
1st Grade Teacher
Pasco County Schools
Florida Scramble Live Game Event

During June and July, WUSF Public Media partnered with one of Tampa Bay’s largest childcare organizations, R’Club Child Care, Inc. to bring the Florida Scramble live game event to more than 700 children in 8 different local summer camps locations. The students and adults were highly engaged in the activity, which combined spelling, teamwork, and Florida state trivia. R’Club leadership and directors at each summer camp location were enthusiastic about the program and expressed interest in future projects of a similar nature. The grant award coincided with the release of the new PBS Kids online game, Kart Kingdom.

Angelina Ballerina Artist Residency

The Next Steps, the Angelina Ballerina Artist Residency project inspired by PBS Kids’ Angelina Ballerina, 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 program in 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.

“The R’Club students and staff had a great time with the Florida Scramble. WUSF gave our children the opportunity to have fun while learning at the same time. We truly appreciate the wonderful partnership with WUSF, and we look forward to partnering again very soon.

Sherrie Reid, Middle School Services Director, R’Club Child Care Inc.
American Graduate Day: Stories of Champions

Since 2012 WUSF has joined public media stations across the country participating in the American Graduate program, public media’s ongoing initiative with a mission to find local solutions to the dropout crisis in America. In 2015 WUSF recognized three local Champions for Education, including a collegiate athletic coach, an early childhood professional, and a special needs educator. On September 29th WUSF engaged our community with an American Graduate Day event that brought more than 70 local elementary school students together with collegiate athletes for a meet-and-greet, inspiring the youth to stay in school, make the most of their educational experiences, obtain high school diplomas, and reach for more. This event was a featured news story on the school’s website and, as school counselor Jenny Elkins shared: “Our students truly enjoyed the presentation and it was very impactful.”

Educator Training Event

In August 2015, WUSF and the USF College of Education hosted a free hands-on workshop for 50 educators in the Tampa Bay area. The focus of the 3-hour workshop was game-based learning, including its history and current trends. The spotlight of the interactive portion of the workshop was MISSION US: CITY OF IMMIGRANTS, giving attendees the opportunity to play the game in small groups, collaborate on strategies, and explore ways they can incorporate the resource into their lesson plans and enhance the current curriculum. WUSF joined partners Florida Center for Instructional Technology (FCIT) and WNET in presenting this event. WUSF recorded the event for University Beat, our radio and television show about stories making headlines at USF. The program was featured on University Beat the week of August 17, 2015.
Beyond the Classroom

Nature’s Classroom Open House
WUSF participated in Water, Woods, and Wildlife, an annual open house event at Hillsborough County Schools’ Nature’s Classroom. More than 250 guests visited the WUSF table and enjoyed a PBS Kids’ Explore the Outdoors hands-on activity. Students planted lima beans in mini greenhouses constructed from recycled bottles and observed examples of the lima bean growth cycle.

Florida Matters Town Hall
In 2015 WUSF teamed up with local partners to bring three town hall events to members of the community. These were scheduled in conjunction with the releases of powerful and highly anticipated PBS documentaries. Pre-screenings of the films were followed by expert panel discussions and question/answer sessions moderated by WUSF’s Carson Cooper. The discussions were recorded for the radio show Florida Matters.

- Artz4Life Academy in Clearwater served as the host for the 180 Days: Hartsville education event. The event was attended by more than 100 parents, educators, students, community leaders and other stakeholders with interest in raising expectations for children in Clearwater’s North Greenwood community.
- Moffitt Cancer Center was our partner for the Cancer: The Emperor of all Maladies town hall event. More than 150 guests attended, including physicians, cancer survivors, health volunteers, and community members passionate about the topic of cancer.
- USF College of Health was the venue for the Debt of Honor: Disabled Veterans in American History event. More than 70 community members concerned with local veterans affairs attended. Panel guests included filmmaker Ric Burns and actor and national veterans’ spokesperson, JR Martinez.
“I support WUSF because of all the quality informational and cultural programs and dramas available that are not offered elsewhere. When I choose to watch TV I look to PBS stations first and that’s usually where the channel surfing stops.” – Wendy Moore, Indian Lake Estates, FL

“We can ALWAYS count on you to be sharing something entertaining, without compromising your or our values and integrity. You are a shining star in an otherwise dark entertainment field. Thank you.” --Barbara Brush, Spring Hill, FL

“WUSF and the materials that have been provided have definitely had an impact on the ways we can serve our young patrons.”

Patti Lang
Library Director
Hardee County Public Library

“WUSF is my most watched television channel. I love the regular programs and the specials. I record many programs if I am not going to be at home to watch them. I appreciate the contribution that WUSF makes to children’s learning and entertainment. I appreciate the special programs about health and wellness, and the nostalgic music programs as well.”

--Barbara Poston, Avon Park, FL

“I am new to Florida and I love the programming offered on WUSF.”

--Marlene Zychowicz, Wesley Chapel, FL

“When I watch WUSF TV, I usually end up learning something vs. some of the mindless television programming.” --Cathy Heinz, Largo, FL

“I just enjoy all of your channels!” --Karen Grieser, Gulfport, FL
WUSF looks forward to an engaging 2016 with our community!

Our educational outreach plans include:

- Forming new community partnerships that will provide opportunities for WUSF to reach children outside the traditional classroom setting.

- Collaborating with the University of South Florida on community outreach initiatives and engagement activities.

- Expanding our elementary school outreach to include at least one additional Title 1 public school for which we will provide educational materials and support.

- Continuing engagement with our current partner public schools, including support for: 100th Day of School, Read Across America, The Great American Teach In, and implementation of the Martha Speaks Reading Buddies program.

Our community programming plans include:

- Telling the news and stories of the University of South Florida campus community in a new locally produced television series, University Beat.

- Celebrating music and local history in the premiere of a documentary about the Fabulous Rockers.

- Exploring Florida’s natural beauty with five additional community showings of Forgotten Coast, a highly acclaimed documentary about the Florida Wildlife Corridor Expedition.

- Bringing NPR to Tampa and Sarasota with a visit from Morning Edition’s acclaimed journalist and author Steve Inskeep.

- Sponsoring a local production of the extremely popular NPR show “Wait, Wait….Don’t Tell Me.”